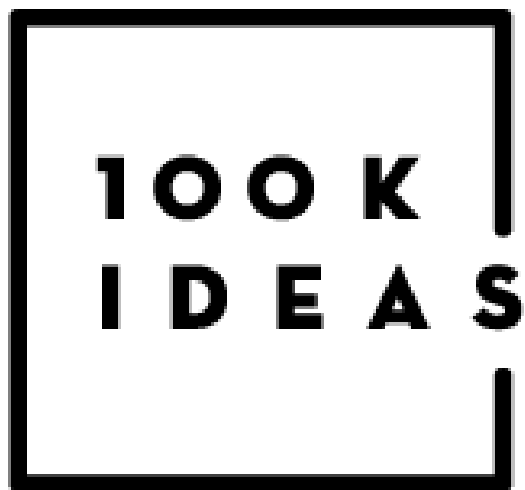




# NEWSLETTER



## OFFICE HOURS

### RELAUNCHING OFFICE HOURS

100K Ideas Office Hours have officially re-launched! 100K Ideas staff are available for intake and client appointments at our partner locations throughout Flint.

The Office Hours initiative was originally launched in 2019. The goal is to provide easier access to our services by setting up satellite locations in partnership with local community centers.

These locations include Berston Field House and the Flint Development Center.

As part of expanding this initiative, we launched a new location in partnership with the LatinX Technology and Community Center. Our student staff will be at each location once a week to serve Flint residents. If you are interested in meeting with us at one of these locations, feel free to walk in during our available hours (listed on the next page), or schedule an appointment using our website!

Keep reading this newsletter to see the latest additions to our team, a few client highlights, recent happenings, and more!

### *Features*

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TEAM ADDITIONS

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CLIENT HIGHLIGHTS

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YOUTH SCOOP

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SUMMER FELLOWSHIP

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HAPPENING AT 100K

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PROJECT MANAGER  
CORNER

---

100K METRICS

## ADDITIONS TO THE TEAM



### GABRIELLO

Gabriello is a new project manager on the 100K team. He is an upcoming senior at Saginaw Valley State University, majoring in Finance and minoring in Accounting. He is a NCAA student athlete on the men's soccer team at SVSU, and also the Manager of the Finance Club. He enjoys spending time with friends, watching soccer, playing video games, and reading.



### ANNA

Anna is one of our new project managers here at 100K Ideas. She is a Sophomore at the University of Michigan-Flint and is majoring in Business Entrepreneurship. She is a portrait photographer, loves to travel, and currently plays soccer on the UM-Flint Women's club team.

## COME & SEE US!

Ferris Wheel  
615 S Saginaw Street Flint, MI 48502  
M, W, & F: 8:00am - 4:00pm  
TU & TH: 10:00am - 6:00pm

LatinX Technology & Community Center  
2101 Lewis St. Flint, MI 48506  
Tuesday's: 12:00pm - 5:30pm

The Flint Development Center  
4121 Martin Luther King Ave. Flint, MI 48505  
Wednesday's: 9:30am - 3:30pm

Berston Field House  
3300 Saginaw St. Flint, MI 48505  
Thursday's: 10:30am - 5:30pm

Virtual Office Hours are still available!  
[Click here](#) to sign up

## 100K & CLIENTS IN THE MEDIA

100K Ideas to provide Office  
Hours location at LatinX  
Technology and Community  
Center in Flint

HEALTHE PARTNERS  
WITH CROSBY  
INNOVATIONS, LLC TO  
LICENSE NEW UVC-222  
CLEANING TECHNOLOGY  
FOR HANDS AND GLOVES

New handball team wants to  
add to Flint's rich athletic  
tradition

Latinx Technology and  
Community Center  
celebrating 20 years of  
service in Flint

# CLIENT HIGHLIGHTS

## ELATIONS HEALTH

Hi, my name is Jennifer Johnson. I am the founder of Elations Health LLC; and also the Co-Owner of Prestige Janitorial Services LLC for 9 years. I have always had a passion for wellness, community, and having a role in non-profit organizations.

Elations Health goal is to encourage the promotion of healthy lifestyle changes. The tea shop, [elationshealthwellness.com](https://elationshealthwellness.com), offers a wide range of luxury loose leaf teas. Our current tea line features 8 different luxury tea blends. We have green, black, oolong, and herbal teas available for purchase. Each 50g ziplock pouch makes 24-30 cups of tea. Elations Health Teas are infused with only natural herbal ingredients. You can find out more about our teas on our website.

In celebration of the launch of Elations Health LLC we are hosting a free family friendly community health fair and pop-up shop! Our tea will be there and available for purchase! This event will include other local health & wellness vendors to shop with, free activities for kids, yoga in the park, free smoothies, free blood pressure screenings, wellness resources and live music. We will be in brush park in downtown flint August 7th, from 1-5pm. Bring your family out, enjoy yourself and come get healthy with us!

## XPLORE APPAREL

My name is Ja'Shawna Jones and my company name is Xplore. I am a student at the University of Michigan - Flint, expected to graduate this coming winter.

I started and own Xplore, a faith based apparel company that operates right here in Flint, MI, with a goal to help encourage and empower individuals, through apparel all based around faith. I am currently working on new t-shirt designs that I want to launch this fall, while also expanding outside of clothing, working some journals to inspire others to write!

To see my journey of life + Xplore's follow @being\_shawna and @xplore\_llc both on Instagram and Facebook, and on our website at [xplore.shop](https://xplore.shop).



WELLNESS DIGESTION TEA



# YOUTH SCOOP

June has been such an exciting month! 100K Ideas had the opportunity to meet 4 homeschoolers from the Genesee County area. The group ranged from 5-8th grade. The students learned about 100K Ideas, along with a tour of the Ferris Wheel and a visit to the Shops on Saginaw. During their visit, the students completed a problem-solving activity.

We enjoy meeting passionate youth and helping them discover more about entrepreneurship and innovation. 100K Ideas is here to help the youth of ages to encourage and motivate them towards ideas that will solve problems that affect not only themselves. 100K Ideas is a space to safely explore ideas and dive deep into the problem's relevancy.

If you are interested in learning more about 100Kids programming click the [Interest Form](#) to contact Community Engagement Coordinator, Vivian Williams.





# 2021 SUMMER FELLOWSHIP

100K Ideas is hosting our 3rd annual Summer Fellowship. This year we have added 3 fellows to our 100K Ideas' team. The program is for eight weeks and will take the fellows through the 100K Ideas' process for assessing ideas, they will complete a group project, and explore the entrepreneurial ecosystem that exists here in Flint.

So far the fellows have heard from several guest speakers ranging from visual marketing designers, software engineering, non-profit founders, and other small business owners. We are excited to have the fellowship in person this year and we are taking advantage of visits to places such as Factory Two, Shops on Saginaw, and even a mural tour with Placemaking. Stay tuned to read more about the fellows' experience in our upcoming blog, set to release in July!



# HAPPENINGS AT 100K

## MONTHLY WORKSHOPS

100K Ideas held three different workshops this past quarter. We had a Sourcing Workshop, presented by our Product Expert Tom Crampton, a Venture Capital and Angel Funding Workshop, presented by Red Cedar Ventures, and a Licensing and Permitting Workshop, presented by Khlafani Stephens. All three of these were a major success, thank you to all our guest speakers and those who attended!



## BOWL FOR KIDS' SAKE

100K Ideas was able to participate in the Big Brother, Big Sister's 42nd annual Bowling for Kid's Sake. This year to maintain COVID-19 safety the organization conducted the bowling event virtually. The 100K Ideas' team was able to raise \$276 so far and pledges will remain open until the end of the month. As always the team had a great time and bowled our best.

## "NO JOKE" SPRING CLEANUP

Our Community Engagement Coordinator, Vivian Williams, planned a community service engagement for members of the 100K Ideas' team. This month our team participated in a spring clean-up with For-Mar Nature Center. Our staff helped to plant seeds and do some pre-season hoop house maintenance. We were excited to lend our time to help this great organization!



## PRICELESS DREAMS CLOTHING DRIVE

Using Genesee Serves, 100K Ideas selected a volunteer opportunity to work with Priceless Dreams, a local non-profit with a mission to inspire individuals to reach their goals and quality of life by removing obstacles; thus increasing chances for success. The 100K Team collected clothes throughout the month of June and donated them on June 30th.

## MI STEM FORWARD

100K Ideas is officially a partner for the MI Stem Forward Program. MI Stem Forward was created to help pair college students to Michigan-based STEM-related employers in need of summer interns. The goal is to increase access to internship opportunities, hopefully leading to talent retention throughout the state. The program provides coverage for the costs of the intern and payroll support. If you are interested in learning more about becoming a company partner, reach out to us today!



JUST ANOTHER DAY AT 100K...



# PROJECT MANAGER CORNER

## MARKETING

WRITTEN BY TORRIAH BATES

Throughout my experience here at 100K Ideas, I've received a number of questions in regard to marketing. As you begin to start your own business one of the key things is promoting your product or service effectively. Marketing informs, engages, builds reputations, sells, and grows businesses. In order to ensure that your marketing techniques are effective, each entrepreneur should have a marketing strategy in place. Once a strategy is created your business will begin to generate sales. A marketing strategy helps ensure that you are targeting the right audience by providing them with content that is appealing and relevant to their liking. So, why should you create a marketing strategy? There are a number of reasons but I'm only going to discuss two that I find to be most important.

### REACHED TARGETED AUDIENCE

As an innovator you know how to express how good your overall product or service is but, that isn't what the audience wants to hear. No matter how well you talk about the product your audience wants to know what solutions this product or service can do that will solve their problems. Each message you are trying to send must be tailored to the platform you are using to engage with the audience. Whether that's through the website, social media, or commercial ads. A huge way to reach your audience is through.

### RELEVANT CONTENT

Each product or service that is being advertised should have relevant and consistent information that can easily be associated to your brand. As you focus on content marketing, you make a strategic approach that focuses on distributing valuable, relevant, and consistent content. First time entrepreneurs tend to spend money on the wrong things when investing into marketing. A great way to save money and time on marketing is by having a plan that includes relevant content.

I hope this brief information on the importance of creating a marketing strategy was helpful to you all!

## GETTING INVOLVED

Interested in get involved with 100K Ideas? We have a few different ways you are able to!

### Volunteer

Join our team of volunteers and help assist with 100K Ideas events, programs, projects, and more!

APPLY

### Donate

Any donations given to 100K Ideas are greatly appreciated and put to good use. Thank you for the support!

DONATE

### Join Our Circle of Friends

Comprised of members who are experts in their industry, you can join and help bring 100K Ideas clients bring their ideas to market by working with our student staff.

APPLY

## OVERALL 100K METRICS

### IDEA CATEGORIES

5%  
FOOD & HOSPITALITY

44%  
PRODUCTS

30%  
SERVICES

11%  
SOFTWARE

9%  
SOCIAL IMPACT

### PRESENTED AND PROGRESS TO DATE

662  
IDEAS

494  
ASSESSMENT

129  
NEXT STEPS

100K Ideas categorizes presented ideas into three categories: products, services or software/applications. We track services provides as follows: the idea stage comprised of a 30 minute free intake session to discuss the client's idea, a full binder assessment including concept art, research & benchmarking, market analytics and possible next steps, and work orders which can be for an array of services offered including prototyping, branding or product distribution.

**Register on the 100K Ideas Eventbrite!**

100 K  
I D E A S

# PITCH DECK WORKSHOP

***w/ guest speaker Nic Custer from UM-Flint's Office of Economic Development***

Interested in learning more about Pitch Decks? Join our workshop! This workshop will examine the basics for developing your verbal pitch and powerpoint pitch deck including how to catch an audience's attention and how to develop a business model for an idea stage business.

**JULY 12:00  
20 PM**

**FREE  
VIRTUAL  
EVENT**

Register on the 100K Ideas Eventbrite!

100K  
IDEAS

# SOCIAL ENTERPRISE WORKSHOP

*w/ guest speakers from SIPI*

Starting a business in a city like Flint provides tremendous opportunities to make an impact. Join us to discuss what social enterprises are, how they can be nonprofit or for profit, and whether your idea fits this design.

AUG  
11<sup>TH</sup>

5:30  
PM

FREE  
VIRTUAL  
EVENT





@thepitch4K

# PITCH FOR \$K

IDEA PITCH  
COMPETITION

**When: August 5th | 5:30pm**

**Where: TBD**

Pitch For \$K is an idea pitch competition designed to foster the entrepreneur mindset in Flint & Genesee County. If you have an idea for a business or product we are encouraging you to submit your idea for a chance to win up to \$5,000!

## Prize Layout

<b>1st Place</b>	<b>\$5,000</b>
<b>2nd Place</b>	<b>\$2,500</b>
<b>3rd Place</b>	<b>\$1,000</b>
<b>People's Choice</b>	<b>\$1,000</b>

For more information, visit: **[www.thepitch4k.com](http://www.thepitch4k.com)**



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