

Pitch For \$K

Idea Pitch Competition

FLINT, Mich., September 20, 2019 – 100K Ideas, in partnership with the Flint & Genesee Chamber of Commerce, will be hosting the second idea pitch competition on Nov. 14 at 5:00 p.m. at Berston Field House, 3300 Saginaw St. in Flint.

Pitch For \$K is designed to foster the entrepreneur mindset in our community and create an inclusive support system to assist individuals in moving their idea, product or business forward. 100K Ideas aspires to create a platform for individuals in our community to refine, explore and push their product, service or business ideas forward while acquiring startup capital, building advisor and investor networks, and raising visibility of the talent that comes from our community.

Applications are being accepted for the Nov. 14 pitch competition through Sept. 30. This is the second of three pitch competitions 100K Ideas is hosting in Flint.

The first competition, held on Aug. 1, was a major success with over 50 individuals submitting their applications to participate and over 100 people in attendance to witness the event. Of the participants selected to present, Adriane Deilius, owner of The Sugar Mermaid, walked away with the 1st place prize of \$10,000. “The Pitch For \$K helped my business in so many ways! It gave me money for better machines to increase my productivity, expand my business to more locations and to improve my labeling! If you have a dream, if you have an idea, I would highly recommend entering the Pitch For \$K!”

Jason Trice, Founder and CEO of Bedrock Apparel, was a judge for the first competition and found it to be a rewarding experience. “[I] was honored for the opportunity to assist another small business in making their dream come true,” he said.

This initiative could not be possible without the support and funding from the Charles Stewart Mott Foundation.

“It was exciting to see the community come out to support so many local entrepreneurs in the first idea pitch competition,” said Chris Stallworth, associate program officer for the Mott Foundation. “100K Ideas and Pitch For \$K gives innovators and small business owners a chance to bring their ideas to life by removing financial barriers. I’m eager to see more great ideas our community has to offer.”

Those interested in participating in Pitch For \$K should submit their application on the Pitch For \$K website, www.thepitch4k.com. As in the first competition, a selection committee will select seven individuals to present their pitches to three judges and a live audience during the November 14th competition. While preparing for their pitches, the participants will attend a pitch clinic, facilitated by the University of Michigan – Flint’s Innovation Incubator and be paired with mentors to help them refine their ideas. On competition day, the audience will vote and narrow down the contestants from seven to five. The judges will then determine who receives each prize, with first place being \$10,000!

About 100K Ideas

100K Ideas is a Flint-based nonprofit organization where big thinkers are ushered from napkin-sketch to market. 100K Ideas provides real world experience primarily to college students who help address the unmet needs of inventors, innovators and entrepreneurs and ensure a platform to support economic and workforce development as a driver of empowerment in Flint and for innovators everywhere. Learn more at 100kideas.org.

About Flint & Genesee Chamber of Commerce

The Flint & Genesee Chamber of Commerce is the region’s premier business membership organization. In addition to providing traditional services for its members, the Flint & Genesee Chamber also serves as the lead economic development agency for Genesee County, operates the area’s convention and visitor’s bureau, and delivers education and training programs to meet the needs of the region’s growing workforce.

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