

100K Ideas Newsletter



Client Spotlight

For our second-quarter newsletter, 100K Ideas wants to share and promote some of the successful ideas that have come through our doors. We want to highlight these clients and show how beneficial our services can be. We were lucky enough to attract Kiara Tyler of Kalm Clothing. Kiara's magnificent success story began with the desire to create life-size shoe boxes. Once her global search for a manufacturer began, she came across a clothing manufacturer in Pakistan. From there, Kiara played with the idea of designing a jacket. Kiara fell in love with the process and began Fly by Air. Soon Fly by Air became what is now known as Kalm. Kalm's first collection of clothes was released on October 15, 2016. Since the launch of her brand there have been twelve different collections released.

Kiara's Story will be continued on Page 4.

Features

TEAM UPDATES

EVENTS HOSTED & ATTENDED

OUR CLIENTS LOVE WORKING WITH US

CLIENT SUCCESS STORIES

100K METRICS

ADDITIONS TO THE TEAM



Spencer Foerster

Spencer is a senior at Grand Valley State University studying economics with a minor in statistics and business. He works with our digital content department with marketing and social media. He enjoys various sports and country music.



Parker Chmiel

Parker is one of our mechanical engineers who is pursuing a bachelor's degree in mechanical engineering at the University of Michigan - Ann Arbor. In his free time, Parker enjoys playing basketball and swimming.



Kevin Connor

Kevin just graduated from the College for Creative Studies with a bachelor's degree in product design. His interests include urban design and industrial design. In his free time, he enjoys learning new things and absorbing new information.



Cole Ramfos

Cole is a junior at Oakland University studying communication with a minor in advertising. He is a project manager and works with our digital content department with marketing and social media. He has a passion for cars, watersports, and traveling!

THANK YOU FOR YOUR TIME AT 100K IDEAS!

Nick Matthies - Project Manager / Digital Content Specialist

Nick joined the 100K team in September of 2017 and departed in May, after his graduation from U of M-Flint. Nick is now a intern at Herman-Miller.

Hui Cheng - Project Manager

Hui held her project manager position from November of 2017 until she accepted a new employment opportunity in June. Hui is now a intern at Plante Moran.

Carly Aldridge- Graphic Design

After graduating from U of M-Flint in December, Carly began her employment at 100K Ideas. From December until June Carly displayed her creativity at 100K, creating various designs for the company. In June, Carly accepted a new job in graphic design.

Tom Deboves - Industrial Engineer

Tom worked on various products at 100K Ideas from January to June. Tom recently accepted a new position following his passion in automotive design.

Updated Hours

Monday, Wednesday and Friday: 8:00am - 4:00pm

Tuesday and Thursday: 10:00am - 6:00pm

First Saturday of the month: 10:00am - 1:00pm

Sunday: Closed

Why We Love 100K Ideas!

"The guidance 100K Ideas provided allowed us to toggle quickly. 100K Ideas report allowed us to see a comprehensive display of the concepts, saving us invaluable time and effort. So often good ideas get sidetracked in the early stage and never find their path forward. 100K Ideas kept us on track!"

- Bob Waun,
Alternative Real Estate Revenue

"100K Ideas has really helped me to think of several new strategies in all aspects of the business: production, marketing, hiring, legal. It's great to have a group of exceedingly creative, professional, and gifted business thinkers to help guide my dreams into reality."

- Tim Goodrich,
Sutorial



EVENTS HOSTED & ATTENDED

Social Media Workshop

U of M Flint Business Pitch Competition

Just Clean It Jamboree for Flint

Chamber of Commerce Luncheon: Featured the areas most successful entrepreneurs

Going Global: A special event addressing Flint's economic future

U of M Flint Outreach Business Canvas Workshop

Destiny Generation Community Festival

Accounting for Entrepreneurs 101

Conversation Peace: A Creative Mixer Series



CLIENT SUCCESS STORIES

Bob Waun

Bob Waun has been a repeat client here at 100K Ideas. One idea presented by Waun is Alternate Real Estate Revenue (ARR). ARR focuses on integrating information on tax incentives, communication antennas, advertising, mineral rights, and land use into one convenient platform focused on increasing real estate revenue. ARR is currently in a first beta and there are hopes for further progressions!

Tim Goodrich

Tim Goodrich completed the ultimate transition from innovator to entrepreneur. Goodrich displayed the concept of his shoe making idea and developed it into his company Sutorial. Sutorial develops custom handcrafted shoes and boots with lasting longevity. Goodrich is currently working on a new product line to launch for Sutorial.



Kiara Tyler

Kiara's company Kalm displays modern urban-streetwear inspired by the fashion trends of the 90s. Kalm ranges in a variety of products including: t-shirts, short sleeve hoodies, dresses, overalls, tracksuits, athletic leisure wear, jackets and winter coats. Kalm is off to a tremendous start and continues to have success with her pop-up shop in downtown Flint, MI. Kalm has begun to trend on social media grabbing the attention of many. Kiara's goals for the future include continuing to raise capital and expanding market segments across the United States and globally.

100K METRICS

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.



Idea Categories

116

Products

36

Services

18

Software/App



Presented and Progress to date

170

Ideas

125

Assessments

24

Work Orders