

IN THE NEWS



By Tim Keenan and R.J. King -November 17, 2022

‘Shark Tank’ to Feature Traverse City-based Lighting Company Action Glow

The founders of Action Glow, a Traverse City-based marketer and manufacturer of aftermarket, low profile, and lightweight lighting systems for the action sports enthusiast, will appear on ABC-TV’s reality show “Shark Tank” Friday at 8 p.m.

Brothers and business partners Dakota (27) and Garret Porter (24) were 16 and 13 and wondered what it would be like to shred through fresh powder with LED-illuminated snowboards. Two years of design and research later, the pair had a viable offering to take to a local business show. Two days later their entire inventory sold out. A few weeks after that “Shark Tank” emailed them – for the first time. The result: Action Glow didn’t make the cut.

Years and several attempts later, the pair made the “Shark Tank” cut.

“Out of 40,000 applicants this year, we made it down to the final 75,” says Dakota. “We didn’t pitch our story alone. We had the support of the entire community, including the MI-SBDC, behind us.”

Garret adds: “There’s no better place to start a business than Michigan, and we are so grateful for the support we received from everyone over the last 10 years.”

The MI-SBDC provides no-cost consulting, business education, market research and technology commercialization to new and existing businesses throughout Michigan’s 83 counties. Michiganders looking to start or grow a business can connect to free export services, market research, cybersecurity resources, and business education through the MI-SBDC.