

**Contact:** Laura Galbraith  
President, Venture North  
Ph: 231-995-7115

[info@venturenorthfunding.org](mailto:info@venturenorthfunding.org)

**Or**

Garret Porter

Mobile: 231-360-3248

[garret@actionglow.com](mailto:garret@actionglow.com)

**THE ACTIONGLOW BROTHERS + ONE  
LIVING THE DREAM WITH NEW SHARK TANK PARTNER ROBERT HERJAVEC**

**TRAVERSE CITY, MICHIGAN** -- The party's over but the show's just begun.

It was November 18, 2022, the airing of the **ActionGlow** brothers' presentation at the much-heralded **Shark Tank**. Over 150 family, friends, mentors, videographers, reporters, and photographers slogged through a road-closing foot of snow to the venerable, 130-year-old Traverse City Opera House to join ActionGlow brothers Garret and Dakota Porter.

They assembled with nervous excitement about what the Sharks might say and do as the 8 p.m. air-time neared. And then, relieved, toasting and rejoicing after seeing on the main screen that the Porter boys had once again homered, clearing the bases by bringing Shark Tank original Robert Herjavec to their team as a 30 percent owner for a \$200,000 investment in their business.

Mark Cuban, Lori Greiner and Kevin (Mr. Wonderful) O'Leary had been interested, polite and complimentary in stepping away. While it didn't make the TV airing, Cuban remarked "Wow, you guys really know your s...!" Barbara Corcoran, was a holdout, calling the ActionGlow team "crazy" for not launching into social media and jumping sales, despite the brother's concern over keeping pace with assembly and delivery if they had prematurely pumped the social media accelerator. But Herjavec, an ideal fit from the beginning, jumped on the ActionGlow train as the Shark most invested in technology.

"We're over the moon happy," said Dakota.

"It was teary," Garret reflects. "Ten years of work. Pushing through good and difficult times, but always with help and encouragement from so many including every single person in that room. From selling lemonade and hand-carved walking sticks to getting patent approval to selling and assembling ActionGlow ourselves and through three, yes three, failed Shark Tank attempts. Now, success that we could share with everyone. We're on cloud nine. And so grateful, so fortunate."

Egoless and generous all at once, the young Porters bask in the help, goodwill and old-fashioned love of the many who they credit with much of their success.

Like their foundation of family: 84-year-old grandma, Linda Hevia Ranta, known as "Granny," and their parents Cristina and Dane Porter who joined in the victory as well as the tears. They were and are in it for the long haul.

And like Allie Graziano and Georgia Cogsdill, extraordinarily talented women-friends of the ActionGlow brothers, who stood by for months in long-distance relationships that endured.

Like friends and supporters T.J. Darling and Jensen Diment who traveled from Los Angeles and Marquette, respectively, to share the suspense and thunderous cheer at the Opera House.



And those in the trenches, like Kylie Davis, a manager of physician schedules by day, moonlighting doing the same for these young and ever grateful rock stars.

And there was Harrison Beeby, TV 7&4 reporter (an ABC affiliate, the same network that produces Shark Tank), and son of the late Northwestern Michigan College professor George Beeby, who taught and mentored the Porter's toward success. With shared emotion and memories, Beeby was first to interview the Porter's after the Shark Tank airing, asking questions that sparked the emotions of all, recounting memories that had brought them together on this momentous night.

The impact of that Shark Tank evening has a long way to play out.

#### What's ActionGlow Mom Cristina Thinking?

Cristina Porter and husband Dane could not be more proud. What is mom thinking...?

**The Sharks.** "Out of all the Sharks, Robert seems to be the most active with his investments. I hope he's able to work hand-in-hand with the boys. He's a good fit."

**Grandma.** "Her name is Linda Hevia Ranta, known by many as 'Granny.' She's 84 and a spitfire. She loves the boys and is fired up about them using her office building as a war room!"

**The Girlfriends.** "It's important for people to know that these are not two young ladies simply waiting for their man. Allie Graziano is our National Cherry Queen, recently graduated from Baker College in nursing and now works at the Munson Health Care ICU. And Georgia Cogsdill just graduated from Chicago Loyola with a degree in Biomedical Engineering. Four strong individuals. Two great teams!"

**Quarrels.** "Sure, they can get on each other's nerves. But always in private. In public their behavior has always been A++. They are just nice boys. When driving in winter, they'd make me stop so they could hop out and help the elderly shovel. That's who they are."

**Setting Examples.** "Yes. Never giving up. They brought their passions together – action sports and electronic systems – they're building a career around what they love. I hope to join them at times on their nationwide bus trip – casting inspiration and encouragement to young entrepreneurs! They should be selected by Forbes for their 30 under 30 edition!"

Orders started to flow within 60 seconds of the Opera House opening their doors. There were more sales that evening than during the entirety of 2021. Hundreds of emails, voice mails and chats continue to fire in from all angles and locations. More orders, more product ideas, more offers of help all met with thanks and gratitude from Garrett and Dakota. The new web site performed as intended, even though Dakota was still loading products four minutes before the Opera House doors swung open.

While nearly ready to abandon the slow-selling ActionGlow bicycle kit, the evening brought that idea to an abrupt about-face. It has now taken over as the top seller. Message after message called out for a kit for "one-wheels," that are rapidly taking over sidewalks, schoolyards, and walking paths nationwide, often after dark.

Awaiting word from Herjavec and his team, the Porters are eager for marketing support while ramping up controls to ensure quality manufacturing, an inventory replenishment process and an aggressive, organized sales approach using social media.

A primary provider of business capital for years, Laura Galbraith, President of **Venture North Funding and Development**, inquired if more capital would be needed to keep pace with sales before the partnership with Herjavec took full effect.

"We sure don't want them to fall short of demand," Galbraith said. "This is a once-in-a-lifetime experience for us, too. We're proud and privileged to be part of it."

"We can't wait to round out the team with Robert," Dakota says. "On the retail front, we think Dick's Sporting Goods may be an ideal fit. We're so fortunate to have Robert joining us with his understanding of technology and his experience with marketing and scaling up a business."

Even as Dakota and Garret prepare for the next ActionGlow chapter, they sustain a focus on paying things forward.

"When we go on our summer ActionGlow bus tour we want to talk about our product and introduce it to new markets, including small, niche retailers," said Dakota, "But we also want to listen and talk with young entrepreneurs. We want to help and encourage them and stand with them when we can."

"In telling our story we want to encourage young, aspiring businesspeople to be strong in rising up over discouragement," says Garret. "Embrace people who can help. Don't lose your sense of humor. Try new things and work, work, work."

"And don't forget to call your mom and dad," they say in unison. "They will always be in the light of our show."

**This is the first Shark Tank experience for a Venture North Funding and Development client. Venture North provides affordable lending, mini-grants, and business consulting to small businesses, including startups. Learn more by going to [www.venturenorthfunding.org](http://www.venturenorthfunding.org).**

*For more photos of the ActionGlow brothers, [click here!](#)*