



Capturing Opportunity



MICHAEL

*Entrepreneur, Media By Michael
Perth South*

Growing up in a small community, Michael was always surrounded by sports - whether playing on local minor teams or cheering from the sidelines. So when the opportunity came to combine his love of athletics with a budding interest in media, he knew it was the perfect summer venture.

"I've always wanted to be more involved in the sports media field, and this was a great way to start," Michael explains. With help from the Summer Company grant, he launched Media by Michael, using the funding to invest in his first professional camera and officially get his foot in the door.

Being from a rural community made the leap a little easier. "I've played sports here my whole life. Starting a business here means I'm working with people I already have relationships with. That's been a big help."

"What's amazed me the most is the amount of support I've received," he shares. "And it's great hearing that they've noticed how much I've improved."

Looking ahead, Michael's goals are clear. He plans to expand into more sports - especially hockey and basketball - and to work with teams like the U16 South Huron Sabres and the U18 St. Marys Rock this winter.

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