

Press release - for immediate release

Tuesday 20th January 2026

NorthWake Media Group Opens US\$1.5M Funding Round to Build PowerBoatLife.com

TORONTO / VANCOUVER – NorthWake Media Group, founded by award-winning broadcaster and lifelong boater Steven J. Bull, has opened a US\$1.5M (approx. C\$2.0M) funding round to build PowerBoatLife.com, an AI-enabled product-discovery and learning platform designed to modernize how boaters research, learn, and make buying decisions - while consolidating a fragmented and outdated marine media landscape.

The raise will support platform development, key hires, and expanded content production, positioning NorthWake Media Group as a next-generation boating media and insights network built for a video-first, data-driven era.

For decades, boating information has been scattered across sponsorship-driven media, paid listings, outdated manuals, and disconnected video platforms. While boater behaviour has shifted decisively toward digital research and video, the industry's information infrastructure has struggled to keep pace.

“Boaters are creating intent everywhere, but the industry has no unified place to capture it, understand it, or respond to it in a meaningful way,” said Bull. “That fragmentation doesn’t just affect commerce, it affects safety. And the fastest way to lose a boater - and customer - is to scare them.”

PowerBoatLife.com: AI-enabled discovery built on trusted media

PowerboatLife.com is being built - with expert digital and data guidance – as a boater-first hub, unifying trusted editorial, verified listings, safety-vetted technical advice, and AI-powered search in one destination.

The platform brings together NorthWake Media's growing portfolio of brands, anchored by Water Ways and Powerboat TV, while laying the foundation for future acquisitions. Aggregated search behaviour will also identify content gaps and directly inform the creation of new, high-demand educational and product-focused content.

PowerBoat TV: transforming a legacy brand into a digital engine

At the centre of the strategy is PowerBoat TV, a long-running boating television brand with pilot episodes airing in 1989 and a first full season debuting on TSN in 1990. Acquired by Bull in January 2026, the brand is now undergoing a full digital relaunch.

PowerBoat TV's YouTube channel has generated over 16 million lifetime views with more than 32-thousand active subscribers. While Canadian-owned, approximately 60% of views come

from the United States, reflecting strong cross-border relevance as the brand transitions to a digital-first format focused on evergreen maintenance, DIY, and product explainers.

Water Ways TV: reach, lifestyle, and safety leadership

Alongside PowerBoat TV is Water Ways TV, a lifestyle-driven factual entertainment series created by Bull. The program currently airs across one American and three Canadian broadcast channels, reaching approximately 157,000 television viewers per episode, and has become a recognizable lifestyle voice within Canadian boating culture. Guests have included Ontario Premier Doug Ford and astrophysicist Neil deGrasse Tyson, who joined Bull on a 30-year old, used boat he brought 750-nautical miles from Toronto to New York, via Montreal to demonstrate big adventures can come from modest budgets.

Water Ways TV's safety-focused storytelling has earned industry recognition, including the 2023 Canadian Safe Boating Award for Best Media Contribution to Boating Safety and the 2024 U.S. National Boating Safety Award for Top Marine Media Outlet.

Safety is a core pillar of NorthWake Media Group's long-term vision. By centralizing trusted information and analysing anonymized search behaviour, the company aims to surface guidance earlier, before small issues escalate, while supporting industry and public-sector partners with clearer insight into emerging risk patterns.

Water Ways TV and Steven Bull have received written character references from senior leaders in the United States Coast Guard and the Ontario Provincial Police.

Founder credibility and use of funds

Bull is a former CBC broadcaster and Olympic host, an RTDNA award winner, and a 2025 Marine Marketers of America Neptune Award recipient (Industry Rising Star). He brings a rare combination of journalistic credibility, live-event hosting experience including Second-City comedy training, and deep integration within boating culture across Canada and the United States.

The US\$1.5M funding round will support:

- Development of PowerBoatLife.com's AI-enabled discovery platform
- Key hires across editorial operations, partnerships, and product execution
- Expanded production through 2026 and 2027
- Selective acquisitions of undervalued boating media brands to consolidate fragmented audiences

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Notes to Editors

[Please see the imagery here.](#)

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About NorthWake Media Group

NorthWake Media Group is a Canadian-founded, digital-first boating media company operating at the intersection of journalism, factual entertainment, and product discovery. Its portfolio includes PowerBoat TV and Water Ways TV, reaching audiences across broadcast television, YouTube, and live events in Canada and the United States. NorthWake’s mission is to modernize how boating information is created, discovered, and trusted – while advancing safety and smarter decision-making across the marine industry.