

Michael Hall - Chief of Ideation

Chief of Ideation might be a foreign term to most but for Michael Hall it is just one title to describe who he is, what he does and how he can propel your business ideas.

Insatiable curiosity and unmatched drive is what sets Michael and Digital Grass apart. Through strategic business blueprinting, mind mapping, and brand psychology, Michael is able to meet market needs and provide customized technology platforms to his clients. Michael's entrepreneurial endeavours started at the age of 9, and his first official business venture launched when he was 19. Today, he has shown continued success as an innovator and developer of social entrepreneurship through companies like:

- Junction Halls
- GastroSoul Pizzeria
- Kurator
- Timeline Brewery

As the Founder of Digital Grass - a social impact group - one of Michael's main focus has always been to ensure that diversity is included in every business market.

Michael has worked with companies led by minorities, women and members of the LGBT community through programs like:

- CITEE (Continuing Innovation Technology Education & Entrepreneurs) Summit - a series of 8 interactive lectures targeted at entrepreneurs.
- 2 Techies - a 13 webisode featuring leaders in innovation and technology.
- Tech, Beats & Bytes - a weekly show featuring tastemakers in the South Florida culinary, hospitality, technology, and entertainment industry.

Michael also fills the role of Senior Managing Partner of MediumFour, a prestigious marketing and branding company that specializes in helping owners build companies from inception to execution. MediumFour distinguishes itself into today's market by its Marketing Energy + Design™ mantra that delivers the vision and innovation needed to drive momentum for a formidable and ever-growing client roster. The company's approach of incorporating owner concepts and using key technology and branding techniques, help to set apart businesses who consult with MediumFour. Through his affiliation with Cohort 5 of the Goldman Sachs 10,000 Small Businesses and Florida International University's Food Start-Up Incubator, Michael has been able to incorporate valuable skills from these programs to continue to elevate MediumFour and its clients to new growth while simultaneously creating jobs for other entrepreneurs.

Devoted to bridging the diversity gap in technology, Michael has devoted himself to transforming the professional landscape in South Florida. As Co-Founder of W3RTech - a social awareness effort - and W3RTECH, Inc., a non-profit organization whose focus

is increasing diversity inclusion in technology. The organization also provides professional development programs and educational opportunities. Some of the more recent pioneer moves that Michael has been a part of is becoming a venture partner of Southbox Startup Studio in Philadelphia in a leadership role in developing the South East Division of the company.

Speaking engagements have become a priority to Michael as he focuses on educating entrepreneurs and adding value through the lessons which his own businesses have taught him. Recent speaking engagements include:

- Black Women Tech Talk
- Knight Foundation
- Venture Cafe Miami
- Nova Southern University

One of the most influential speaking engagements where Michael has had the opportunity to share his knowledge has been with the launch of the first minority-focused incubator in Washington, DC - Innovation Inclusion Incubator.

Michael is also embedded in the local community and volunteers his time as a youth mentor with organizations like:

- The White House Tech Inclusion Program
- 100 Black Men
- Hall & Monroe STEM
- Code Fever

Projects which Michael has pioneered and featured in, include:

- Justice™ - the first organization created to shed light on “Stand Your Ground” legislation through the awareness of the Trayvon Martin case.
- Art of Entrepreneurship - a coaching and consulting program for high-producing entrepreneurs
- Podcasts - Fvck It! Is The Mike On?, Tech Beats + Bytes
- Video production - Malawi Documentary, Behind The Bar
- Brand Development - Southern Girl Desserts, Jazz In The Gardens, Berger Singerman, The Resource Room, Funk Fest, Catch This, Global HR Research, Gadsden County Healthy Start Coalition, Young Elected Officials Network

As an artist, designer and developer, what sets Michael apart is the unique connection he makes with the use of left and right brain visualization to create a unique, creative, and analytical approach to working with his clients. His love for art and storytelling that goes into art, inspires Michael to produce quality work for his clients that captures the client's vision and builds a brand that consumers can recognize and be drawn to.

A primary focus for Michael has become consulting as he recognizes the struggle that comes with entrepreneurship and has shifted his goals to help others navigate through processes that he has spent years developing - enter "The Art of Entrepreneurship." A program designed to take what you think you "maybe" want to do for a business and either makes you fall in love with your business idea or makes you realize that you have a lot of work ahead of you to make your dream become a reality. Entrepreneurship is not for everyone and just because you have a good idea, it doesn't mean that you will make money from that idea or that people will even want to use your service. This is where Michael and his business consulting comes into play!

While working with Michael you will be introduced to Mike - the guy who doesn't give a fuck about your feelings and is here to help you build, grow and become the business owner you always thought you could be but didn't know where to start. The years that Mike has spent getting to where he is came at a cost. Lessons that were hard to learn and struggles that were hard to swallow at times, helped him develop a failproof program to help you with every step of your business.

Not sure what to call your business? He has a plan. Not sure if Old Gold or Blood Red will appeal to the client eye more? He has a plan. Want your website to stand out from the rest? He has a plan. Mike will walk you through every step of building a brand that you can be proud of. His unconventional way of forcing you to believe in yourself and your business will ignite a fire in you to see your business all the way from an idea to a product/service that you would be proud to call yourself the founder of! Will the process be easy? Not necessarily, anything worthwhile will always take some effort, but working with Mike does promise to deliver helping you grow in business - understanding your market, developing your product, creating a brand and at the end of your time with the Art of Entrepreneurship - you WILL be the business owner you always hoped you one day could be. You will leave knowing you have an ally and someone who is always rooting for your success, that's the final service that Michael Hall™ offers - and this last service comes at no additional cost!