

Invest Ottawa DMS Future Proof

Success Story: Prezidential Basketball

The Story

Prezidential Basketball is a social enterprise that breaks down barriers for vulnerable youth by providing foundational life skills and mentorship through basketball lessons. While the vehicle of the program is basketball, its goal far exceeds the boundaries of the sport. Through university connections, full scholarship pipelines, school supplies and more, vulnerable youth are able to access the tools they need to succeed. The program was developed by former pro basketball player Manock Lual, who is passionate about ensuring that all youth have the tools they need to dream big.



The Obstacle

While Prezidential Basketball is a long-running program in the East Ottawa neighbourhood of Overbrook, the organization had little online presence when the pandemic first started, which meant it was struggling to connect with its youth participants, acquire new participants and transition to online programming. Primarily Prezidential Basketball needed help in developing a website that communicated what the program was all about and attract new participants.

The Solution

Thanks to the Digital Main Street Transformation Team, Manock's website is now in the works and his business is building its online presence. The team worked collaboratively with Manock to choose a theme, logo, colour, message and overall brand feel. With the help of the Transformation Team, Manock was able to tackle the creative elements that he knew were important but had struggled to start on his own. Manock was also able to work alongside the team to talk through the web content so he could learn how to effectively incorporate SEO for his future web writing.

The Update and the Future

Prezidential Basketball is now focused on expanding its programs outside of East Ottawa and working to communicate its service offerings as effectively and broadly as possible. Manock hopes the organization can one day help vulnerable kids all across the Ottawa region access the resources and support they need to chase their dreams.



Testimonial

“I would definitely recommend Digital Main Street services to other business owners,” Manock says of his experience. “The Transformation Team was very easy to work with. They really worked with us and listened to our input. They took everything we were looking to add or adjust into account and incorporated it to the best of their abilities. My expectations were exceeded.”

Get Connected!



Manock Lual

Founder, Prezidential Basketball

Website coming soon!

- twitter.com/prezidential
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