PRODUCT DEVELOPMENT

- DETERMINED OPTIMAL BOOK SIZE BY PERFORMING CALCULATIONS AND BENDING TESTS
- DEVELOPED DESIGNS, CONSTRUCTED AND TESTED VARIOUS Hook PROTOTYPES
- HEAT TREATED AND TEMPERED (INCREASED THE STRENGTH OF 1080 STEEL)
- CONDUCTED STRENGTH TESTING ON Hook PROTOTYPES
  UTILIZED AN INSTRON TENSILE TESTING MACHINE TO FIND THE STRENGTH OF COMMERCIAL BOOKS AND PROTOTYPE BOOKS

ORIGINAL DESIGN

- COST EFFECTIVE
- SIMPLE
- EASY TO ASSEMBLE

BUSINESS STRATEGIES

BUSINESS TEAM

- DEVELOPED TWO ADVERTISEMENTS (LOCATED ON THE BACK PAGE OF THE BROCHURE)
- FAMILY
- PRO

LOGO PREFERENCE

- DELTA
- SPARROWHAWK
- BOTH
- NEITHER

INTERNET MARKETING

- FLEXIBLE DAILY BUDGET
- AVERAGE OF $0.80 PER HIT

MAGAZINE ADVERTISING

$0.01
$0.43
$0.45
PER SUBSCRIBER REACHED

FINANCIAL DATA

- NPV AT A 10% DISCOUNT RATE
- 15 YEAR PROJECTED REVENUE: $649K
- 15 YEAR PROJECTED INCOME: $151K
- SALES PRICE
  - FAMILY: $6.99
  - PRO: $4.99

INVESTORS PITCH

USING A COMBINATION OF BOTH OUR MARKETING AND FINANCIAL STRATEGIES WE HAVE PUT TOGETHER A SALES PITCH THAT IDENTIFIES THE PROBLEM FACED BY FISHERMEN WITH EXISTING FISHBOOKS, THE SOLUTION WE HAVE CREATED, AND THE POTENTIAL PROFIT.
**PRODUCT DEVELOPMENT**

**RUBBER BALL DESIGN**
- Rubber provides necessary flexibility
- Choice of rubber is tear and weather resistant
- Cost effective

**SWING DESIGN**
- Hooks flex in the correct direction
- Cap can be made to comply with what anglers prefer

**INNOVATION ON YOUR LINE.**

**ENPRO 358**
SPONSORED BY SPARROWHAWK PRO

**PRODUCT DEVELOPMENT & BUSINESS PLANNING FOR A FISHING INNOVATION**
JULIE ARKUSH
BRYAN BENVENUTI
JAKE CAMMERON
IBRAHIM EL NATOUR
PHILIP LIZANCOSKI
NICHOLAS PIERCE
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**Catching memories...not injuries**