TABLE 1: NET PRESENT VALUE - THE WORTH OF THE COMPANY

<table>
<thead>
<tr>
<th>Year</th>
<th>Projected Sales Quantity</th>
<th>Projected Revenue</th>
<th>Direct Costs (Variable)</th>
<th>General, Operating and Administrative Costs (Fixed)</th>
<th>Earnings Before Tax</th>
<th>Tax</th>
<th>Earnings After Tax</th>
<th>Cash Flow</th>
<th>PV (CF)</th>
</tr>
</thead>
<tbody>
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<td>$650</td>
<td>$120</td>
<td>$770</td>
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<td>$118</td>
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</tbody>
</table>

NPV $772

TABLE 2: RESEARCH FINDINGS

- FTR 32 Bass Lures: Cost to advertise in magazine back page - $500 per month will cost $500 per subscriber
- Largemouth Bass are native to The Great Lakes, The Mississippi and St. Lawrence Rivers' Basins
- Google: Cost to advertise on Google with a $30 daily budget: receive 25 hits per day * $0.62 = $15.5

TABLES 3-5: SURVEY FINDINGS

- TABLE 3: NUMBER OF HOOKS PURCHASED YEARLY
- TABLE 4: LOGO PREFERENCE
- TABLE 5: ANGLERS' WILLINGNESS TO PAY PER HOOK
INNOVATIVE FISHING HOOK

PROBLEM
- DANGEROUS
- POOR HOLD
- SNAGS
- FOUL HOOKING

SOLUTION

- SAFE
- STRONG HOLD
- SNAG-RESISTANT
- ECO-FRIENDLY

OPPORTUNITY
- $13B MARKET SIZE
- IIT-ENGINEERING
- PATENT PENDING
- ONE PRODUCT SOLVES THREE PROBLEMS
- NPV: $772,000
ENPRO 358

SPONSORED BY SPARROWHAWK

DELTA

HOOK TECHNOLOGY

BARBLESS
ENVIROMENTALLY FRIENDLY
INVERTED HOOKS
DEPENDABLE CATCH AND HOLD

ORIGINAL

STRENGTHS
- COST-EFFECTIVE
- SIMPLE

WEAKNESSES
- HOOKS ARE ABLE TO MOVE IN UNINTENDED [OUTWARD] DIRECTIONS
- CAN'T SCALE SHANK ANY SMALLER THAN 2 INCHES; NO FLEXIBILITY

RUBBER

STRENGTHS
- RUBBER PROVIDES NECESSARY FLEXIBILITY
- CHOICE OF RUBBER IS TEAR AND WEATHER RESISTANT
- COST-EFFECTIVE

WEAKNESSES
- HOOKS ARE ABLE TO MOVE IN UNINTENDED [OUTWARD] DIRECTIONS

SWING

STRENGTHS
- HOOKS FLEX IN THE CORRECT DIRECTION
- CAP CAN BE MADE HEAVIER, TO COMPLY WITH WHAT ANGLERS PREFER

WEAKNESSES
- MORE EXPENSIVE THAN OTHER DESIGNS
- REQUIRES HAND-ASSEMBLY
- HEAVIER THAN OTHER DESIGNS