# Milestones

The members of IPRO 358 have made great strides in achieving their goals. The points below showcases the advances that the different sub-teams accomplished during this semester.

## Business Team:

- Collected data on possible competitors
- Analyzed industry reports
- Identified target markets
- Emphasized the DHT's selling points

## Development Team:

- Collected and identified materials needed
- Formulated various possible designs
- Created several mock-ups
- Created test series
- Identified available facilities for testing

## Team Delta Hook:

- Addressed confidentiality concerns
- Learned to work cohesively within a multi-disciplinay group settting
- Performed team building exercises (e.g. fishing trip, conducted surveys)

# Recommendations

Future iterations of IPRO 358 should be able to continue the work completed this semester with less trouble. Both the development team and business team have built a strong foundation for the Fall semester with various information available to them. Some recommendations to future IPRO semesters include:

- Continue surveys at various Chicagoland bait shop locations, specifically targeting the bass market
- Continue defining the 4 P's (price, product, place, promotion) with a focus on a "place" feasible for production
- Research hooks vs. lures sales to see if selling the DHT with a lure would be more beneficial
- Continue developing a business plan, SWOT analysis and possible distribution channels.
- Refine DHT mock-up to necessary scale/function and build upon the testing method procedures.
- Contact materials science professors to gather insight into possible manufacturing materials
- Schedule a fishing trip for hands-on experience and team building.

DELTA HOOK TECHNOLOGY

*Fish on D'Hook*

**IPRO 358**
3424 South State Street
Central Building, 4th floor, Room 3C-1
Chicago, IL 60616
Phone: 312.567.5706

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DELTA HOOK TECHNOLOGY

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# IPRO 358

Product Development & Business Planning for A Fishing Innovation

Bogdan Bistriceanu
Austin Champlin
Michael DiVito
Erik Egland
James Lai
Hamza Obaid
Jimmy Ton
Robert Boyer
Rachel Choitz
Herbert Edwards
Mohoit Gaonkar
Sabina Pop
Andy Staats
Patrick Zhu

Team Advisors
Professor David Gatchell
Professor John Stoner

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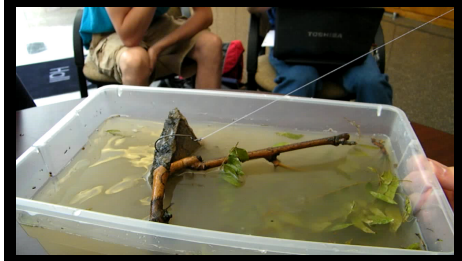
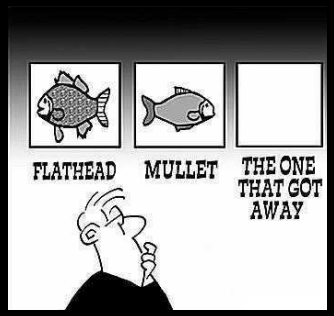
## Problem Statement

IPRO 358 was designed to assist Sparrowhawk, LLC, an early stage company, in the product development and business framework for its novel fishing hook. This hook incorporates features that are more likely to 1) successfully catch and hold fish, 2) avoid snags, and 3) increase safety for both the user and fish.



Snagging

Injuries




Hold

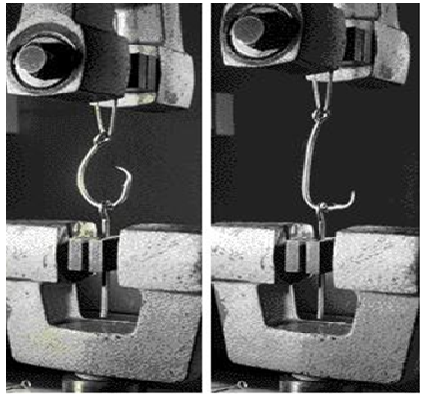
## Objectives

During the Summer 2009 semester, IPRO 358 planned to develop mock-ups of the Delta Hook Technology (DHT) and lay the foundation for a business model for Sparrowhawk, LLC. The IPRO team was divided into two sub-teams (development and business) that worked both separately and together to achieve the goals set out at the beginning of the semester.

## Development Team

### Objectives

- To explore various design possibilities for a DHT mock-up that will incorporate safety, ease of use, and practicality while fishing
- To make a proper and cost effective material selection for DHT parts and manufacturing processes
- To find the proper shank and hook geometry necessary for successful landing a fish safely and easily
- To determine the proper size and weight of the DHT to optimize efficiency and performance



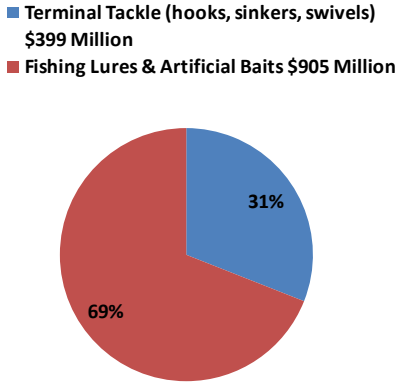
Tensile Test

## Business Team

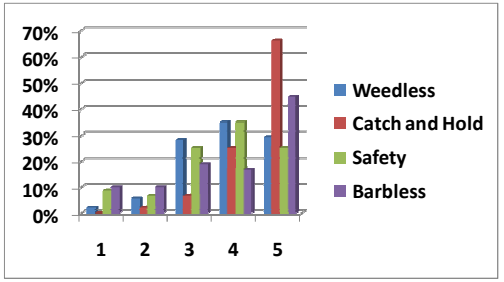
### Objectives

- To identify problems in the marketplace and find out anglers' wants and needs for a better fishing experience
- To determine if the DHT could be designed for other fish as well as the largemouth bass
- To determine target market (e.g. recreational and sport anglers)
- Perform consumer research (e.g. surveys)
- Research market financials (e.g. spending behavior and price points)

### Consumer Market




### Survey Results




**Shows results with ranking of importance (with 5 being most important) of hook features.**