IPRO 358

Product Development and Business Planning for a Fishing Innovation



Delta Hook Tech Team

Presenters: Bogdan Bistriceanu & Patrick Zhu

Outline

- Sponsor
- Problem and solution
- Team organization
- Project goals and progress
- Challenges
- What's next?

<u>Sponsor</u>



- Sparrowhawk LLC
 - Augy Park, CEO
- Delta Hook Technology
 - Patent pending



Problem

- Traditional fish hooks:
 - -Snag easily
 - Cause serious injury
 - Failure to fasten



Solution

- Sparrowhawk's Delta Hook:
 - Hooks pointed inward

- Barbless tips
- Over-flexing technology

Team Organization

Team Leader:

Robert Boyer

Business Team Leader:

Bogdan Bistriceanu

Product Team Leader:

Patrick Zhu

Team Members:

Rachel Choitz
Herbert Edwards
Mohit Gaonkar
Sabina Pop
Andy Staats

Team Members:

Austin Champlin
Michael Divito
Erik Egland
James Lai
Hamza Obaid
Jimmy Ton

Business Team Goals

- Research target consumer
- Survey purchasing habits
- Research competitors
- Develop marketing strategy

Development Team Goals

Research materials

- Improve upon original DHT design
- Creation of several mock-ups
- Mock-up testing

Competitor research conducted



Industry reports analyzed



Target markets identified



Selling points identified

Competitor research conducted



Industry reports analyzed



Target markets identified



Selling points identified

Competitor research conducted Industry reports analyzed Target markets identified

Selling points identified

Competitor research conducted



Industry reports analyzed



Target markets identified



Selling points identified

9

Several designs formulated



Initial materials purchased



Several mock-ups created



Test settings created

Several designs formulated



Initial materials purchased



Several mock-ups created



Test settings created

Several designs formulated Initial materials purchased Several mock-ups created Test settings created

Several designs formulated



Initial materials purchased



Several mock-ups created



Test settings created

Challenges

- Ethics
 - Non-disclosure agreement
 - Patent pending
- Communication
 - Diverse team
 - Unfamiliar fishing vernacular
- Limited resources
 - Finances
 - Workspace

Anticipated Challenges

- Materials acquisition
- Confidentiality
- Scaling design
- Business plan

What's Next?

- Create additional mock-ups
- Test mock-ups
- Identify marketing strategies





