

# 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?

# Sponsor

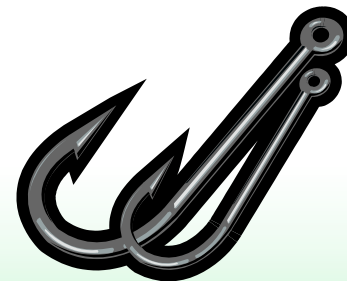


- Sparrowhawk LLC
  - Augy Park, CEO
- Delta Hook Technology
  - Patent pending



# Problem

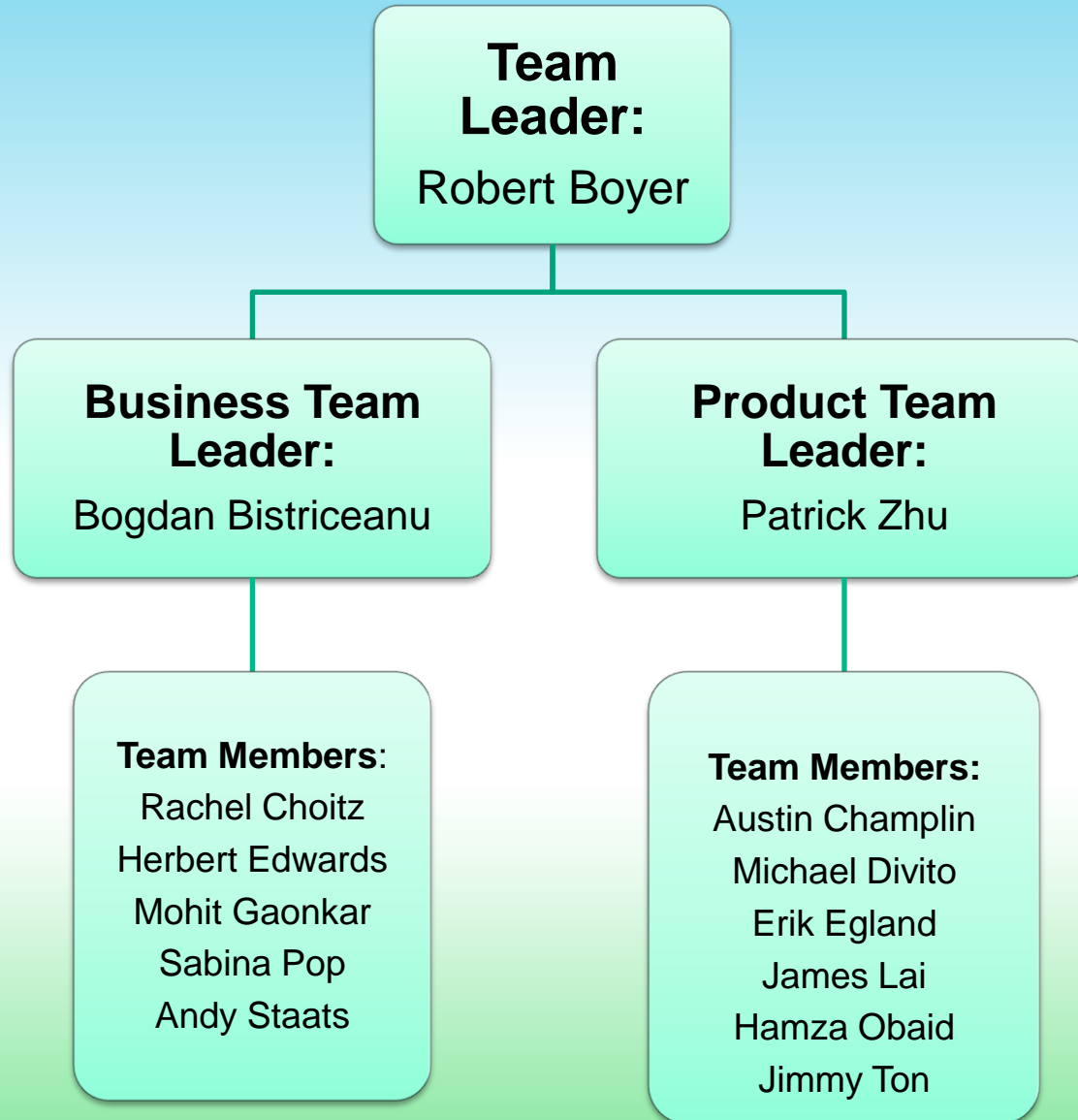
- Traditional fish hooks:
  - Snag easily
  - Cause serious injury
  - Failure to fasten



# Solution

- Sparrowhawk's Delta Hook:
  - Hooks pointed inward
  - Barbless tips
  - Over-flexing technology

# Team Organization



# Business Team Goals

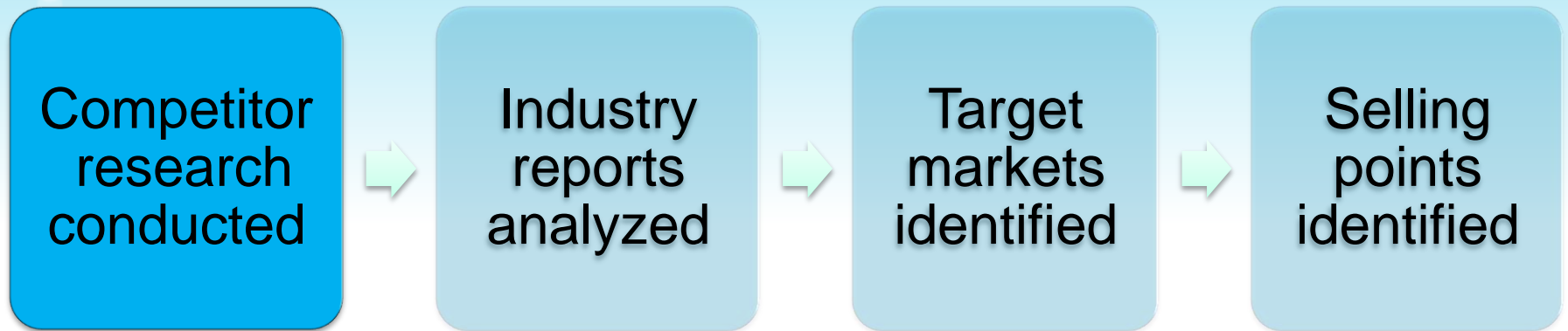
- Research target consumer
- Survey purchasing habits
- Research competitors
- Develop marketing strategy

# Development Team Goals

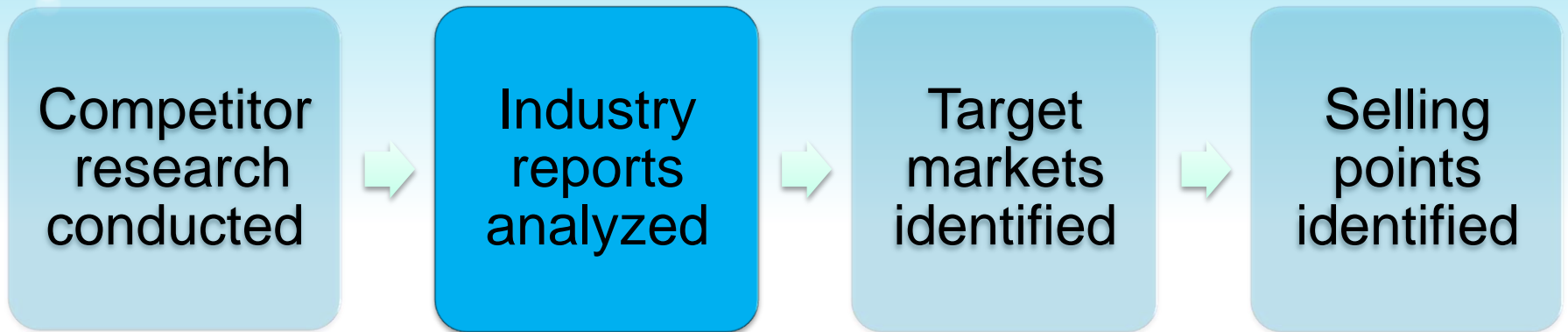
- Research materials
- Improve upon original DHT design
- Creation of several mock-ups
- Mock-up testing



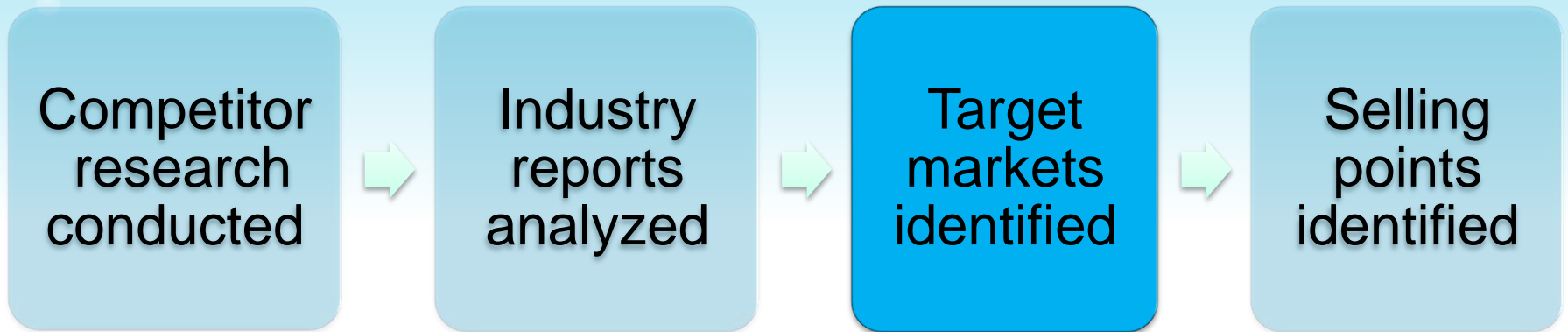
# Business Team Progress



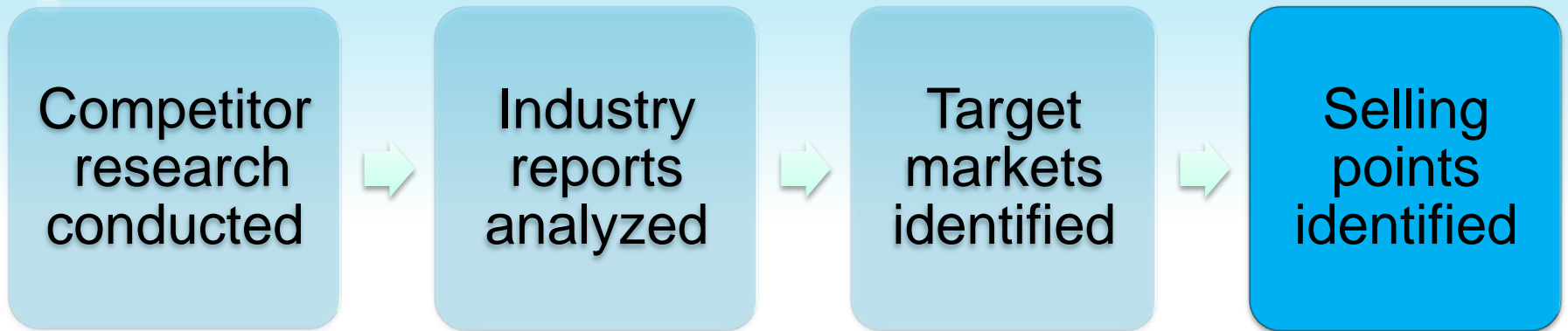
# Business Team Progress



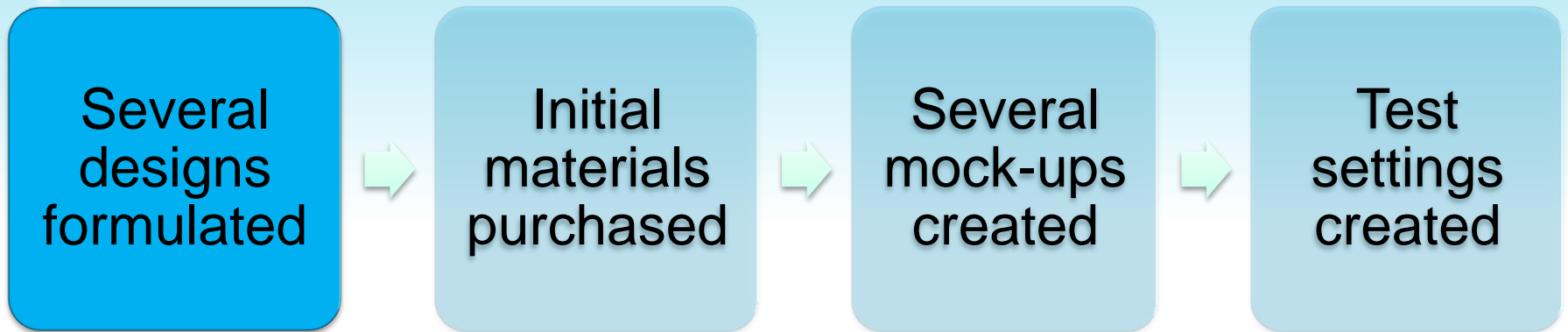
# Business Team Progress



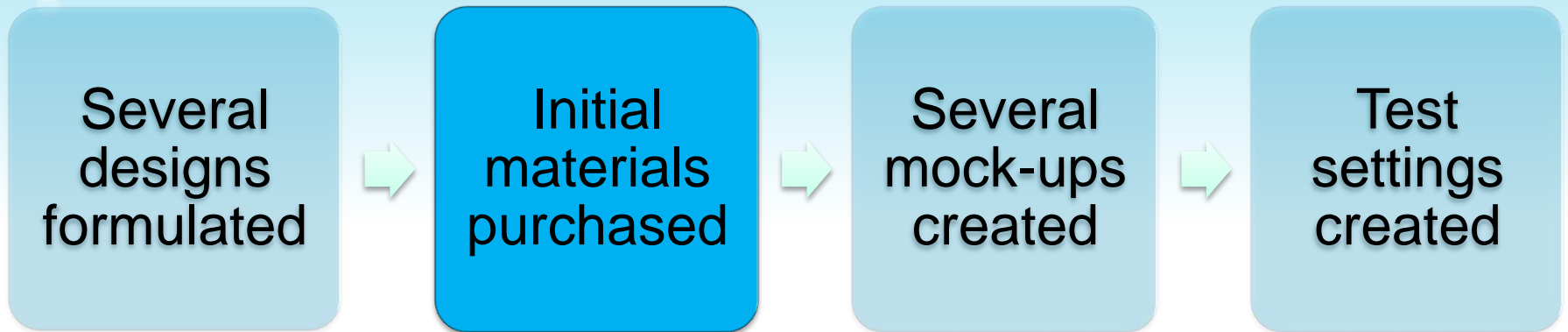
# Business Team Progress



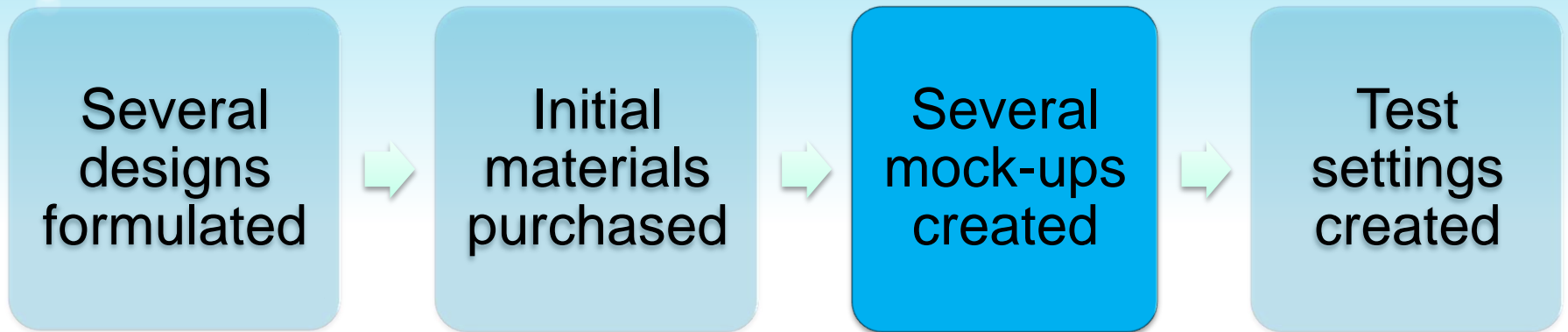
# Development Team Progress



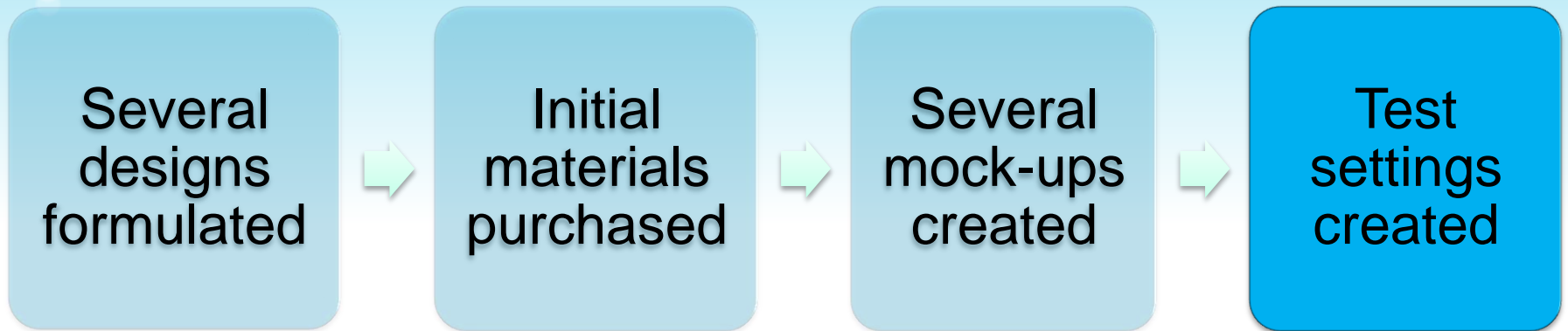
# Development Team Progress



# Development Team Progress



# Development Team Progress





# Challenges

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

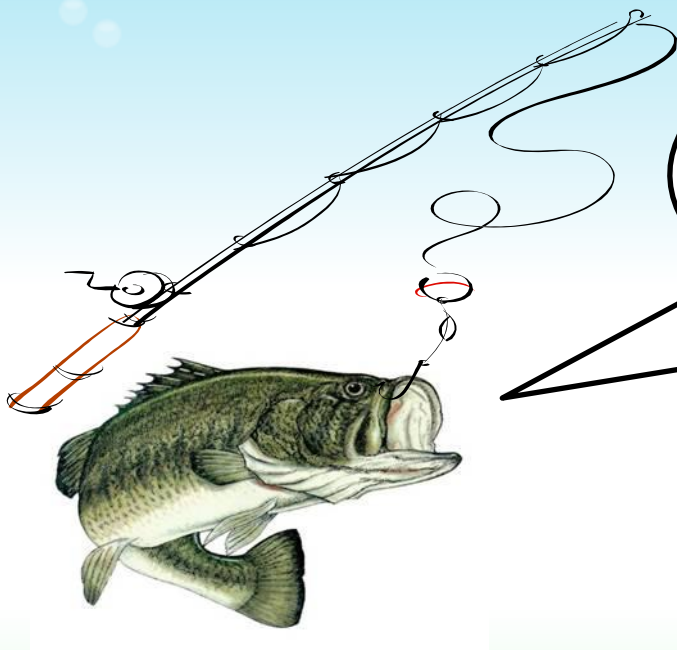
# Anticipated Challenges

- Materials acquisition
- Confidentiality
- Scaling design
- Business plan

# What's Next?

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





Questions?