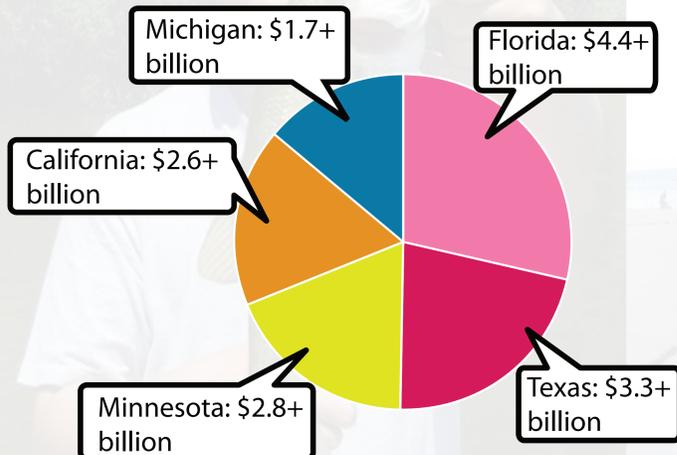


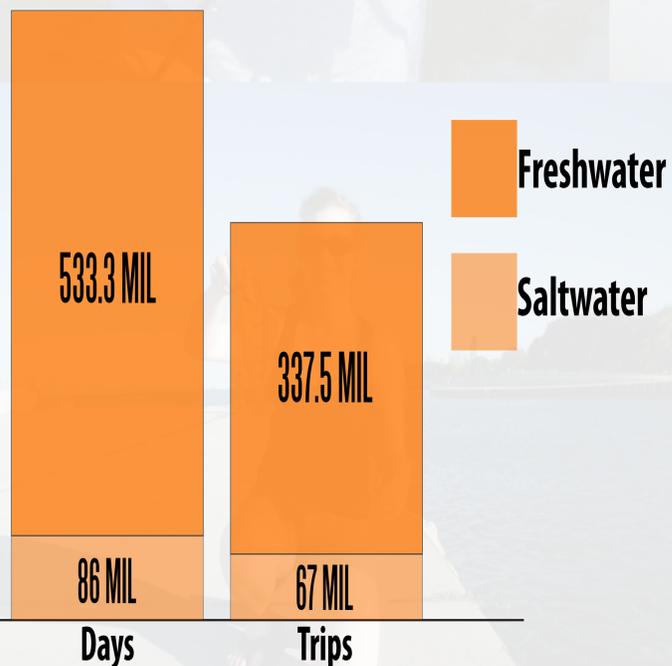
**Market**

- Nationwide, anglers spend more over **\$45,000,000,000** yearly.
- These anglers also spend over **\$1,200,000,000** a year on hooks, lures, and other tackle.

**Top 5 States**



**Angler Behavior\***



\*Days spent fishing and number of trips taken.

**Problem**

**Safety**



**Snag**



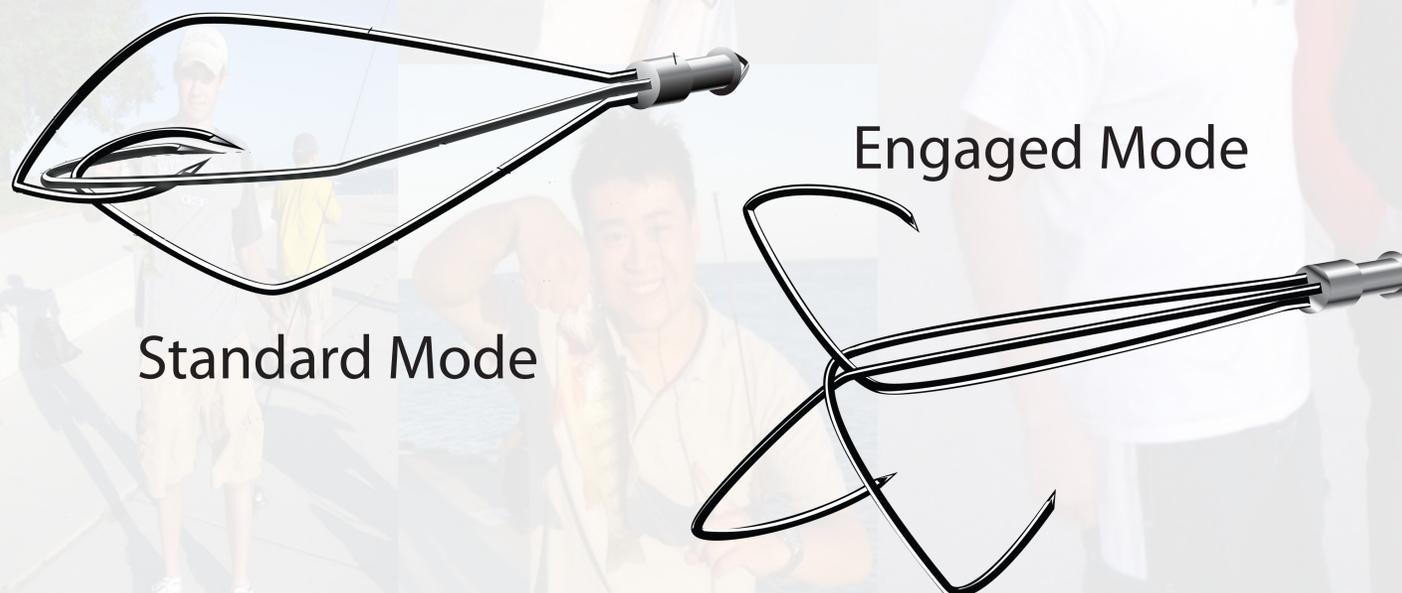
**Holding**



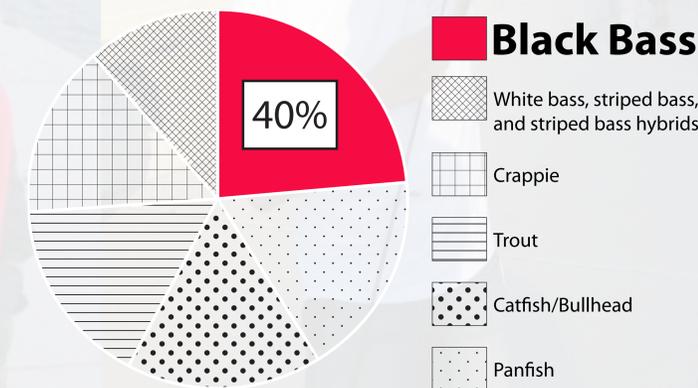
Fish almost got away!!!

**Solution**

1. Hooks pointed inward
2. Barbless tips
3. Interlocking Design



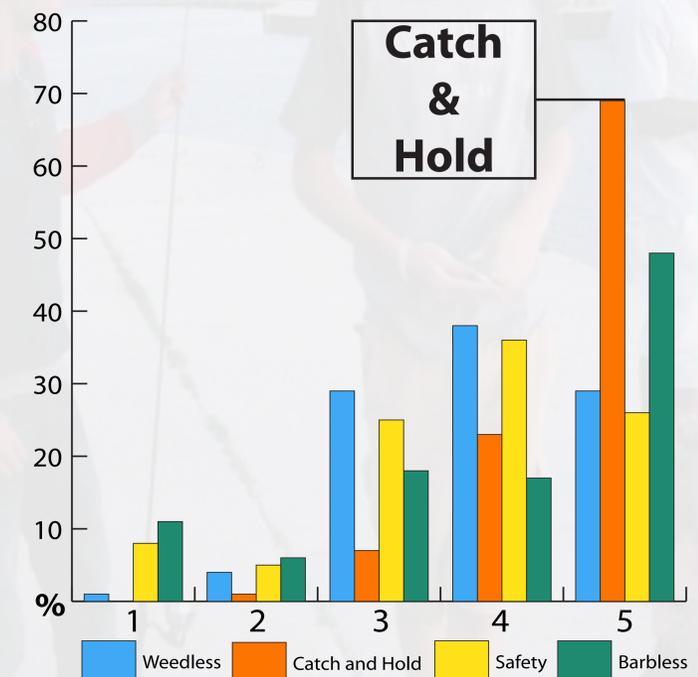
**Target Market**



**Consumer Research**

- 78% would be willing to pay an average of \$2.00 per hook if it was safe, barb less, weed less and hold fish after catch
- 56% prefer big outdoor retailers that offer a big variety and latest fishing gear over discount retailers (32%) or local bait shops (12%)
- Most important hook feature is catch and hold (68%), followed by barb less (48%), weed less (38%) and safety (36%)
- 64% of the anglers are accompanied by children when fishing

**Consumer Preference\*\***



\*\*Ranked from 1 [lowest] to 5 [highest] preference