



PRODUCT DEVELOPMENT

PRODUCT TEAM

- DETERMINED OPTIMAL HOOK SIZE BY PERFORMING CALCULATIONS AND BENDING TESTS
- DEVELOPED DESIGNS, CONSTRUCTED AND TESTED VARIOUS HOOK PROTOTYPES
- HEAT TREATED AND TEMPERED (INCREASED THE STRENGTH OF 1080 STEEL).
- CONDUCTED STRENGTH TESTING ON HOOK PROTOTYPES (UTILIZED AN INSTRON TENSILE TESTING MACHINE TO FIND THE STRENGTH OF COMMERCIAL HOOKS AND PROTOTYPE HOOKS).

ORIGINAL DESIGN

- COST EFFECTIVE
- SIMPLE
- EASY TO ASSEMBLE



BUSINESS STRATEGIES

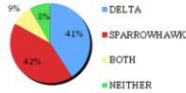
BUSINESS TEAM

- DEVELOPED TWO ADVERTISEMENTS (LOCATED ON THE BACK PAGE OF THE BROCHURE)

TARGET MARKETS

- FAMILY
- PRO

LOGO PREFERENCE



Sparrowhawk LLC - NPV Spreadsheet

Tax Rate	40%	Projected Sales Price	
Inflation Rate	2%	Pro	\$4.99
Discount Rate	18.5%	Family	\$6.99

(Figures below in 000's)

Year	Projected Sales Quantity			Projected Revenue			Direct Costs (Variable)	General, Operating and Administrative Costs (Fixed)	Earnings Before Tax	Tax	Earnings After Tax	Cash Flow	PV (CF)
	Pro	Family	Total	Pro	Family	Total							
0													-975
1	130	17	147	\$650	\$120	\$770	\$273	\$140	\$357	\$143	\$214	\$139	\$118
2	160	21	181	\$800	\$148	\$966	\$342	\$230	\$394	\$158	\$237	\$176	\$268
3	197	26	223	\$983	\$182	\$1,212	\$429	\$338	\$445	\$178	\$267	\$193	\$386

FINANCIAL DATA

- NPV _____ AT A 18% DISCOUNT RATE
- 1ST YEAR PROJECTED REVENUE: \$649K
- 1ST YEAR PROJECTED INCOME: \$151K
- SALES PRICE:
 - FAMILY: \$6.99
 - PRO: \$4.99

NPV \$772

INTERNET MARKETING



- FLEXIBLE DAILY BUDGET
- AVERAGE OF \$0.68 PER HIT

MAGAZINE ADVERTISING



\$0.01

\$0.43

\$0.45

PER SUBSCRIBER REACHED

INVESTORS PITCH

USING A COMBINATION OF BOTH OUR MARKETING AND FINANCIAL STRATEGIES WE HAVE PUT TOGETHER A SALES PITCH THAT IDENTIFIES THE PROBLEM FACED BY FISHERMAN WITH EXISTING FISHHOOKS, THE SOLUTION WE HAVE CREATED, AND THE POTENTIAL PROFIT.





PRODUCT DEVELOPMENT

RUBBER BALL DESIGN

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



SWING DESIGN

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



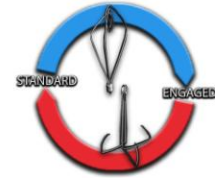
INNOVATION ON YOUR LINE.



ENPRO 358

SPONSORED BY

SPARROWHAWK PRO



PRODUCT DEVELOPMENT & BUSINESS PLANNING FOR A FISHING INNOVATION

JULIE ALKHOVSKY
 BRYAN BENJAMIN
 JAKE CARIMICHAEL
 IBRAHIM EL-NATOUR
 PHILLIP LOZANOSKI
 NICHOLAS PIERCE
 SAVANNAH PROUT
 ROBERT RITCHIE-SMITH
 NERJUS STEPONAVICIUS
 NATACHA TCHOBANOVA
 ALYSSA WALTHER
 SAMUEL WINSTANLEY

TEAM ADVISORS

DAVID GATCHELL
 JOHN STONER

SPONSOR CONTACT

TAYLOR AUGY PARK



ILLINOIS INSTITUTE OF TECHNOLOGY