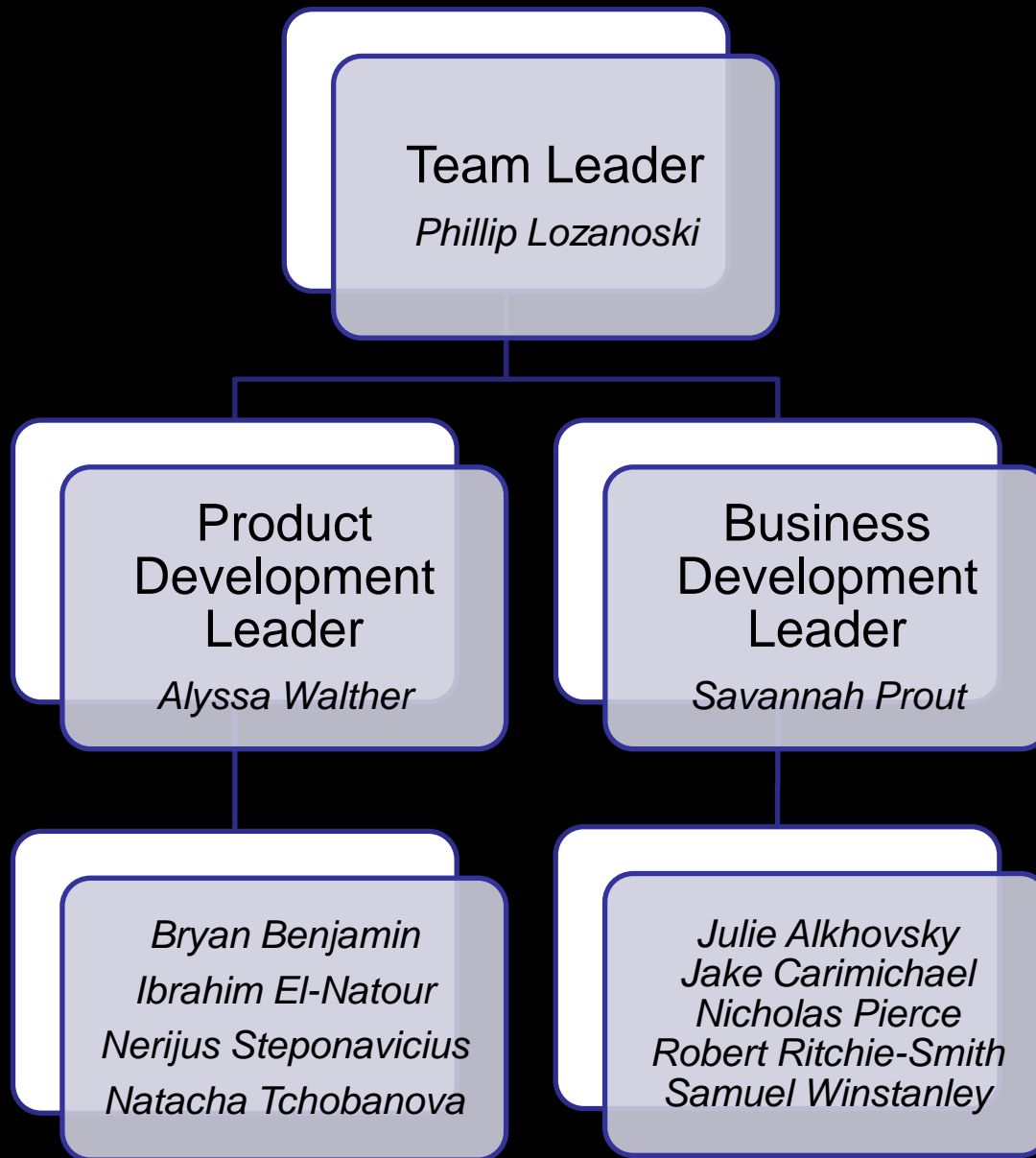


Overture

- The EnPRO 358 team will work with Sparrowhawk LLC., to develop a prototype of the Delta Hook Technology (DHT).
 - The DHT is an innovative hook that is safer for the angler, snag free, weedless, and more dependably secures fish to the hook
- The team is also working to develop a marketing strategy which encompasses sales figures and a sales pitch for potential investors.



Product Team

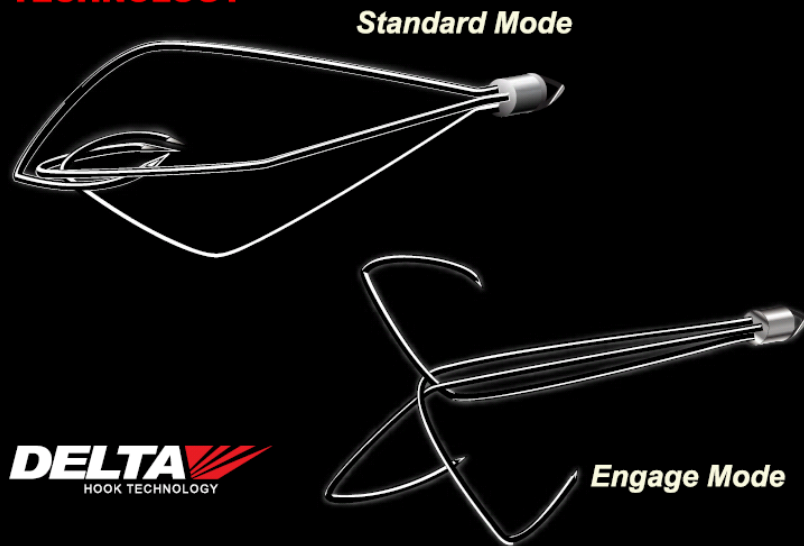
ENPRO 358

3



Design Requirements

TECHNOLOGY



- A barbless, safe and snag resistant design
- A flexible design capable of allowing bending into the engaged mode
- Uniform strength throughout to ensure no weak points

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Prior Prototypes



*Mock - up A
Sponsor Material*



- . Shank made from steel cable
- . Movement is random / multi-directional

*Mock - up B
Sponsor Material*



- . Shank made from flat steel
- . Movement is planar
- . Two piece Design/ soldered connection

*Mock - up C
Summer '09*



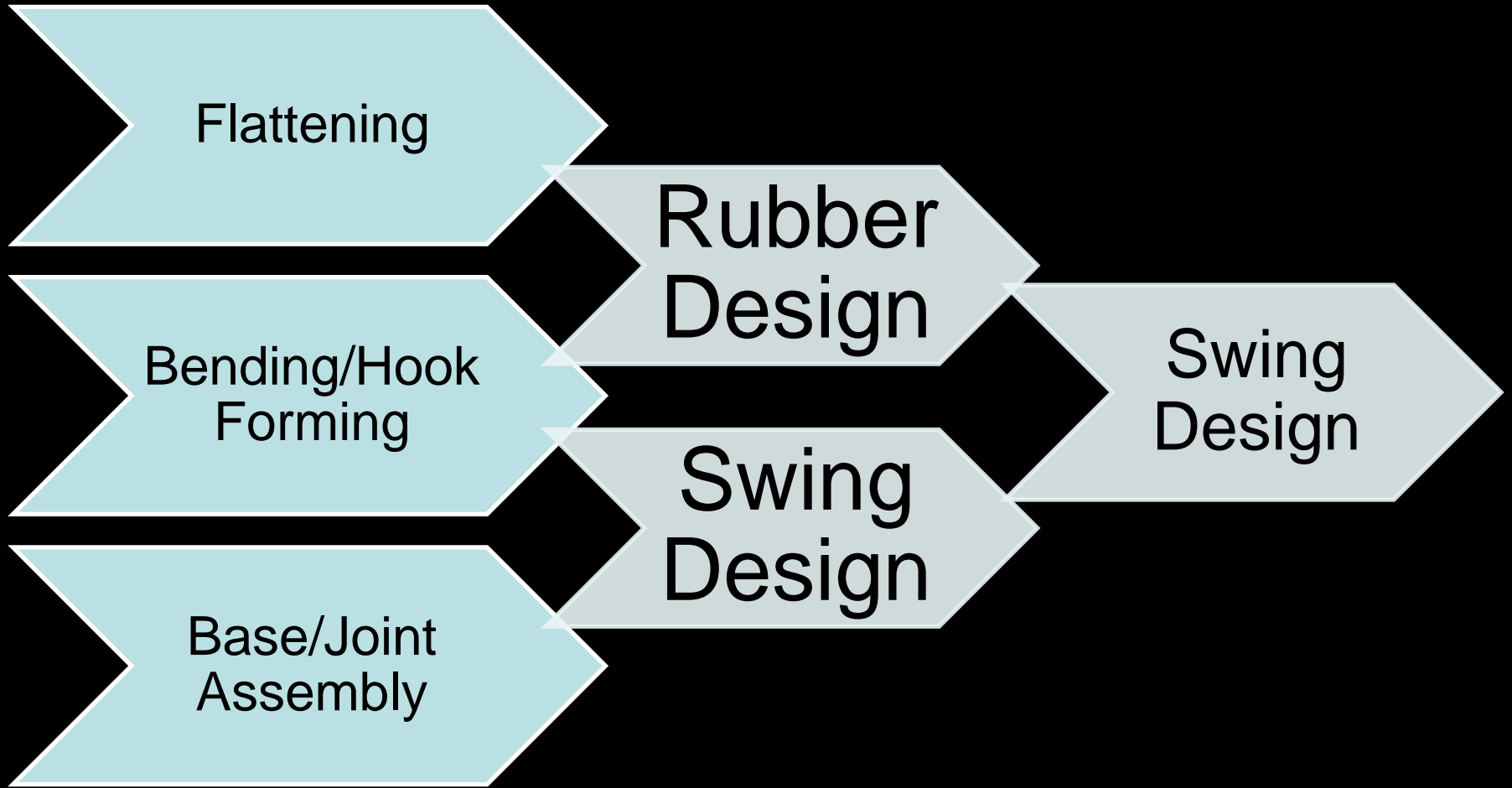
- . Shank made from flat steel
- . Two piece Design/ Epoxy connection / bulky

*Mock - up D
Fall '09*



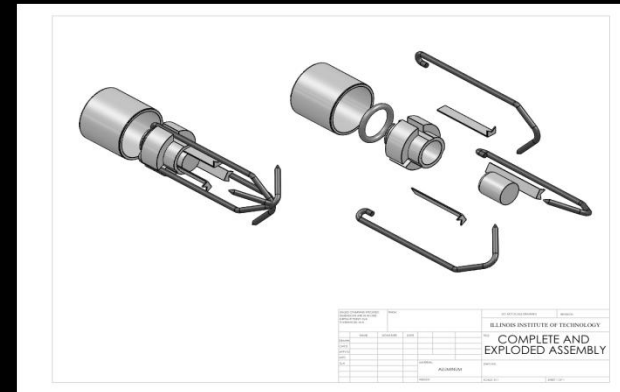
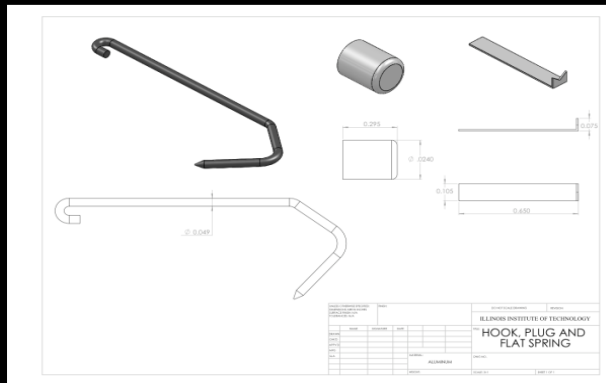
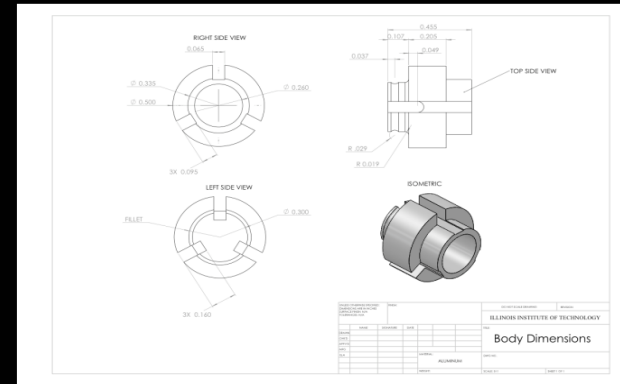
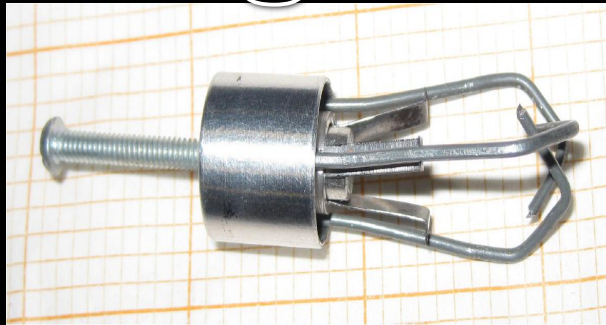
- . One piece design
- . Flattened shank
- . Planar motion

Recent Developments



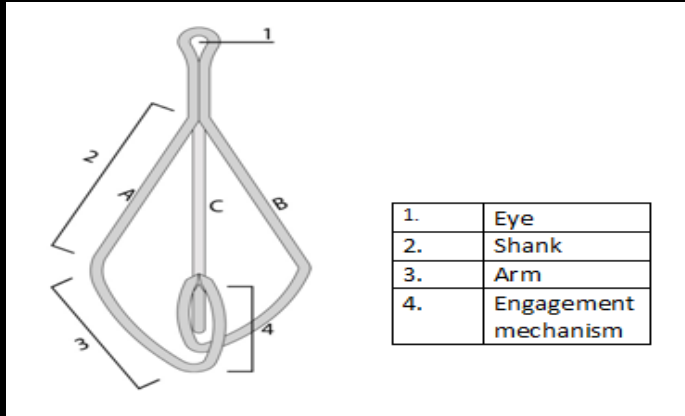
Current Initiatives

Swing Design



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Old vs New



- Multiple piece design, separates load and eliminates weak regions
- Provides potential for changing individual hooks
- Allows for controlled movement in a planar direction

Business Team

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Business Team Outline

Having assessed the previous semester's EnPRO 358 business plan, we decided to concentrate on 3 main goals:

- *marketing strategy*
- *sales figures and forecasts*
- *sales pitch for investors*

Marketing Strategy

Accomplishments:

- Analyzed past surveys, conducted new ones
- Re-evaluated advertisements
- Researched ad sites and costs for advertising

New Surveys

- **New Locations**

- Lakes in Cook County Forest Preserves (Orland Park, IL)
- Lake Front
- New Shops
 - Wal-Mart
 - Fishing Connection (Tinley Park)

- **Also:**

- New Questions Related to Current Demo Ads and Logos for Consumer Preference
- Conducted Surveys on People While They Were Fishing

Data Collected

59 People Surveyed

Willingness To Pay

- 17% \$.50 - \$.99/hook (10)
- 19% \$1.00 - \$1.99/hook (11)
- 28% \$2.00 - \$4.99/hook (17)
- 19% \$5.00 - \$9.99/hook (11)
- 10% \$10.00+/hook (6)

Gender

76% Male

Age

73% 25 – 54yrs

Logo Preference

49% Sparrowhawk (29)



35% Delta (21)



8% both (5)

8% neither (5)

DELTA
HOOK TECHNOLOGY

KEEP IT SIMPLE...

...THE WAY NATURE INTENDED

SPARROWHAWK™ 14

DELTA
HOOK TECHNOLOGY

SPARROWHAWK™



Catching memories...



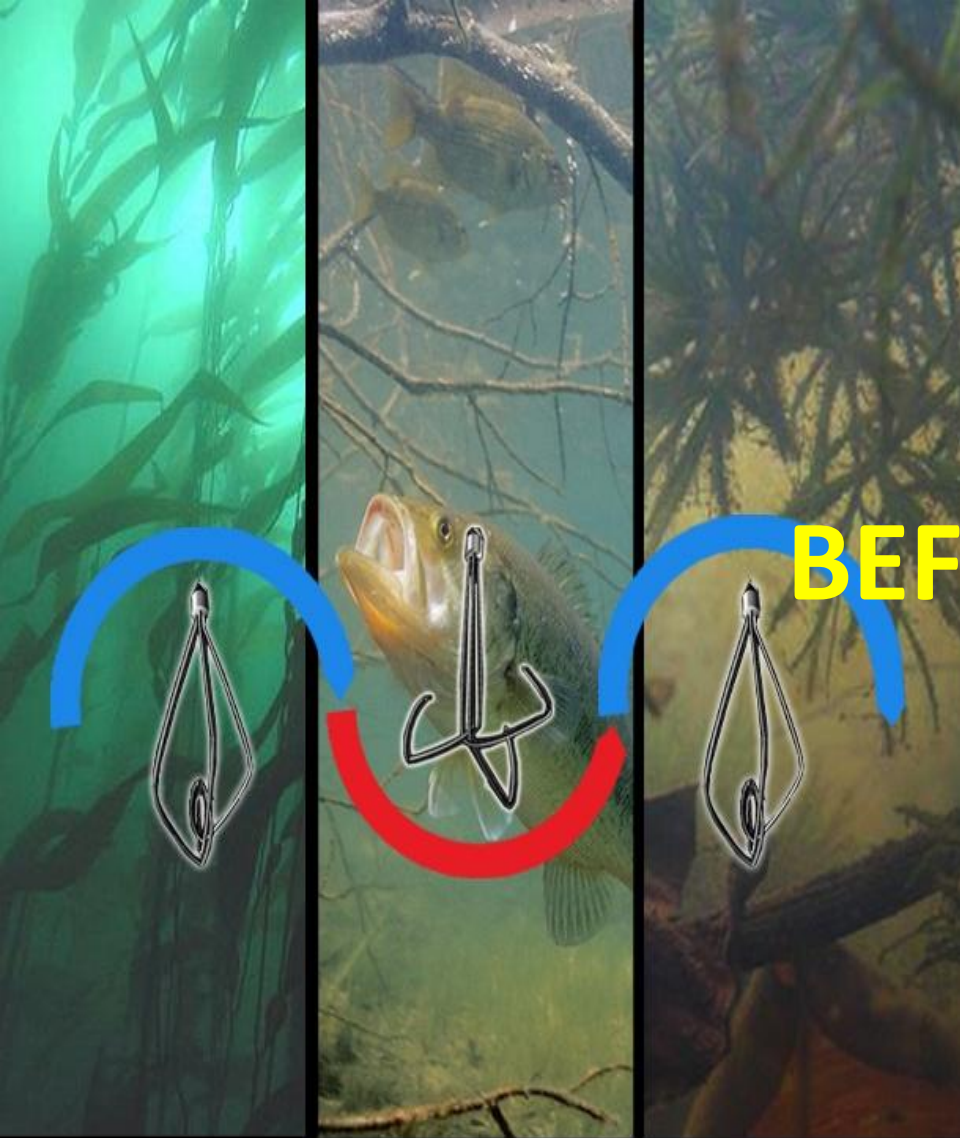
not injuries!



**FAMILY FISHING
SERIOUS SAFETY**

Ad Revision:

ENPRO 358



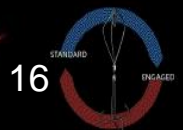
Catch Memories...

BEFORE

...Not injuries.

ADAPT. CHANGE. THE WAY NATURE INTENDED.

SERIOUS FISHING. SERIOUS SAFETY



 **SPARROWHAWK™ PRO**

SNAG THE FISH... NOT THE WEEDS

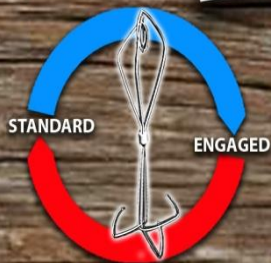


AFTER

 **SPARROWHAWK™**
Family



*Catching memories...
not injuries*



**FAMILY FISHING
SERIOUS SAFETY**

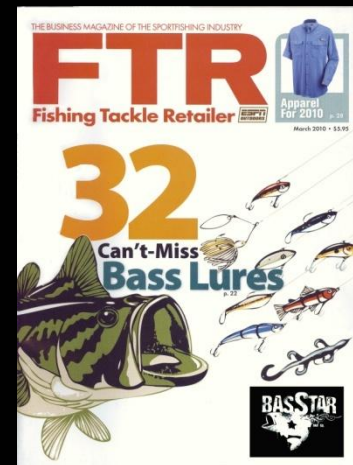
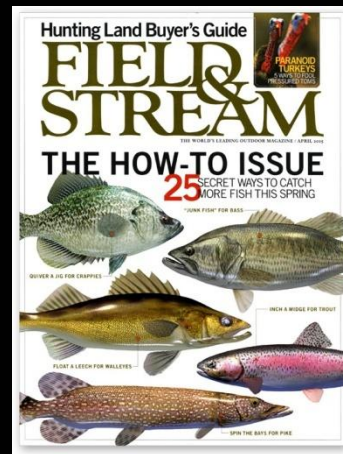
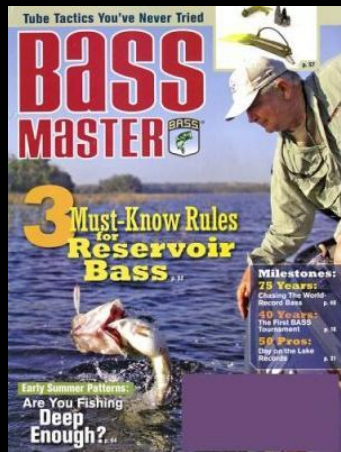
Ad Revision

Accomplishments:

- Changed focal points
- Choice of words
- Color schemes
- Used “Family” and “Pro” with logo for specific target markets

Placement

Magazines: BassMaster, Field and Stream, Fishing Tackle Retailer



Internet Sites: Facebook, Google

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

The Google logo, consisting of the word "Google" in its multi-colored font.

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Ad Costs - Magazines

Name of Publication	Cost for back page advertisement (Per Month)	Number of subscribers	Price per subscribers
Bassmaster	\$45,675	100k	\$0.45
Field and Stream	\$75,300	175k	\$0.43
Fishing Tackle Retailer (FTR)	\$8,175	516k	\$0.01

Ad Costs – Internet Sites

Both sites are very easy to customize based on any size budget.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

- Simple 3-Step Creation Process
- Target specific audiences via:
 - Location
 - Age & Birthday
 - Likes & Interests
- Charged per click
- Given an average clicks per day estimate

The Google logo, featuring the word "Google" in its multi-colored font (blue, red, yellow, green, blue, red) with a trademark symbol.

- Advert appears in margins of someone's websearch
- Choose specific search keywords for ad to appear in
- Charged per click
- Given keyword traffic and cost estimates

What's Next?

- Finalize ad revisions, create more
- Compile sales figures, generate NPV for Sparrowhawk (best & worst case scenarios)
- Contact packaging companies, decide on packaging details
- Sales pitch

End Results

- Cost figures that are as accurate as possible
- Aesthetically pleasing advertisements that speak to the targeted audiences
- An attractive sales pitch for angel investors

Questions

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Past Surveys

- 62 People Surveyed
- Survey Posted Online:
 - Bass Pro Shop (Bolingbrook, IL)
 - 9 Facebook groups
 - Windycityfishin.com
- New Analysis of Old Data
- Some mismatched data
- Contained useful data

Important Questions:

Willingness To Pay

39% 1 - \$1.99/hook

50% 5 - \$9.99/hook

Gender

98% male

Age

85% 18 - 44 year olds

Purchase Locale

- 58% Outdoor retailer
(e.g. Bass Pro Shop)

- 23% Local bait shop

New Survey Numbers

- **Gender:**
Males- 45 Females- 14
- **Age:**
under 17yrs- 1; 18-24yrs- 13
24-34yrs- 14; 35-44yrs- 11
45-54yrs- 6; 55-64yrs- 12
65 yrs and over- 2
- **Experience:**
Beginner- 26; Intermediate- 33
Professional- 3
- **Years of Experience**
0-1yrs- 9; 2-5yrs- 18; 6-10yrs- 9
10+ yrs- 23
- **Frequency per Year:**
0 times- 3; 1-4 times- 15; 5-9 times- 13
10-19 times- 9; 20+ times- 9
- **Age Group (accompanied while fishing):**
17yrs & under- 22; 18-24yrs- 17;
25-34yrs- 16; 35-44yrs- 10;
45-54yrs- 11; 55-64yrs- 14; 65+ yrs- 8
none (alone)- 4
- **Hooks Purchased per Year:**
0 hooks- 7; 1-4 hooks- 9; 5-9 hooks- 7
10-19 hooks- 11; 20+ hooks- 25
- **Purchase Location:**
outdoor retailer- 28; discount retailer- 23
local bait shop- 26; online- 2; other- 0

Data Collected

Family Advertisement

- Pros:
 - Good Slogan
 - Family Ideal
 - Can Picture Self In Ad
- Cons:
 - “It’s The Ad You Always See”
 - Cheesy
 - Looks Fake

Pro Advertisement

- Pros:
 - Soothing
 - Tranquil
 - Perfection
 - “That’s Me Out There”
- Cons:
 - Slogan Doesn’t Make Sense