IPRO 358
Product Development and Business Planning for a Fishing Innovation

Delta Hook Tech Team

Presenters: Bogdan Bistrițeanu & 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
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

- Competitor research conducted
- Industry reports analyzed
- Target markets identified
- Selling points identified
Business Team Progress

- Competitor research conducted
- Industry reports analyzed
- Target markets identified
- Selling points identified

12/31/2010
Business Team Progress

- Competitor research conducted
- Industry reports analyzed
- Target markets identified
- Selling points identified
Business Team Progress

- Competitor research conducted
- Industry reports analyzed
- Target markets identified
- Selling points identified
Development Team Progress

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

12/31/2010
Development Team Progress

Several designs formulated → Initial materials purchased → Several mock-ups created → Test settings created
Development Team Progress

Several designs formulated

Initial materials purchased

Several mock-ups created

Test settings created

12/31/2010

IPRO 358
Development Team Progress

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
Questions?