Problem

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

Solution

- Safety
- Snag
- Holding

Target Market

- White bass, striped bass, and striped bass hybrids
- Crappie
- Trout
- Catfish/Bullhead
- Panfish

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**

- Catch and Hold
- Weedless
- Safety
- Barbless

Angler Behavior*

- 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

- Michigan: $1.7+ billion
- Florida: $4.4+ billion
- Texas: $3.3+ billion
- Minnesota: $2.8+ billion
- California: $2.6+ billion

- Days spent fishing and number of trips taken.

Standard Mode vs. Engaged Mode

Fish almost got away!!!