



# Fish Weight

An app that allows fishermen to accurately record the weight of a fish from a picture before releasing it back into the wild

Crowdfunding Whitepaper

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# Overview of Fish Weight

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Fish Weight provides fishermen with a smartphone app that they can use to accurately measure and prove the weight of the fish they catch and release. Some fishermen have been known to tell “fish stories,” so there has to be a way for fishing fans to prove the weight of their catch. Fish Weight is the first app that can do this.

Fish Weight has developed an app that allows fishermen to accurately record the weight of each fish they catch – and take a picture of it before releasing it back into the wild. Our App includes high quality pictures of each fish species, so fishermen can verify the species of fish they have caught.

The App allows fishermen to release fish – without harming them – to ensure healthy fish stock for future generations. In doing so, Fish Weight helps to promote sustainable sport fishing.

Right now, the team is trying to increase the accuracy of Fish Weight to provide an even better user experience. We are also developing a social platform to connect fisherman around the world, allowing them to identify species of fish and find the best fishing spots worldwide.

# The Problem

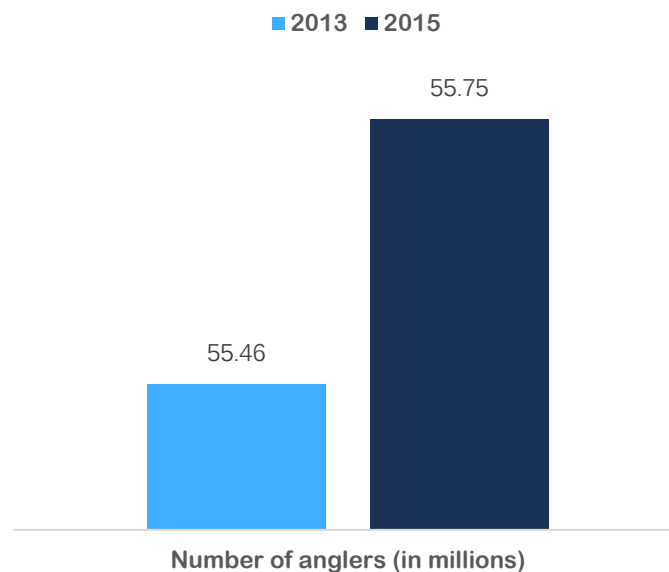
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## Market Opportunity

The global market for recreational fishing, or sport fishing, is vast. Technavio analysts forecast the global sports fishing equipment market to grow at a CAGR of 3.06% during the forecast period, according to their latest report (Sports Fishing Equipment Market to Gain Traction until 2020 Due to the Growing Trend of Kayak Fishing, Declares Technavio, 2016).

The U.S. has one the leading markets for sports fishing. In 2015, the total number of anglers rose to 55.75 million from 55.46 million in 2013, and the number of licenses sold each year continues to rise. According to the NOAA, nearly 9 million saltwater anglers took 61 million fishing trips in 2015 generating \$63 billion in sales impacts, \$36 billion in value-added impacts, \$22 billion in income impacts, and supporting 439,000 U.S. jobs (Recreational Fishing, 2017).

### Total anglers in the U.S.



The following three factors have largely contributed to the growth of the global sports fishing equipment market:

- Increasing number of participants in sport fishing
- Increasing number of fishing campaigns by government and fishing organizations
- Fishing platform development

## Government Sport Fishing Initiatives

Many governments around the world have recently implemented initiatives to encourage sport fishing, as the activity not only increases jobs in the fishing market but also propels growth in the tourism market. For example, the Costa Rica government launched a campaign in 2015 to increase sport fishing and tourism in the country. In Costa Rica, sports fishing accounts for over US\$400 million annually, as the country is visited by more than 250,000 anglers every year, accounting for more than 20% of the tourists.

In the U.S., the campaign Take Me Fishing was launched by the Recreational Boating and Fishing Foundation in 2015 to encourage sports fishing participation. The sport fishing market contributes more than \$115 billion to the U.S. economy every year, and generates over 800,000 jobs.

The U.K. has also joined the movement to promote sport fishing. Sport England, the government department for sports, launched the Get Out There campaign in 2015. The campaign, which encouraged Brits to go fishing more often, reached more than half of a million people. Every year, the anglers spent more than \$2 billion in England and supported more than 26,000 jobs.

### Annual spending on sport fishing



## Fishing Platform Development

Furthermore, a number of leading countries such as the U.S., the U.K. and Australia are increasing and improving upon available fishing platforms in order to improve access to water bodies for people to fish in. Increased access allows sport fishing to become even more of a social and recreational activity, therefore increasing the number of sport fishing participants. For instance, fishing along canals and reservoirs is growing in popularity. The development of platforms on these canals and reservoirs is driving the growth of the sport fishing market.

Part of the Australian government's vision for 2020 is to grow the number of anglers to one million. To reach this goal, the government funded 17 new projects in 2015 totaling \$1 million to develop infrastructure that improve sport fishing opportunities for both beginners and experts to fish in lakes, rivers, bays or offshore.

The U.S. also developed new fishing platforms in Maine in 2016 for disabled veterans to fish for landlocked salmon and trout in Sebago Lake. Additionally, the U.K. developed a fishing platform in Drayton Reservoir Northampton in 2016 as well.

With the recent growth in infrastructure development of fishing platforms around the world, sports fishing participation is set to increase even further in upcoming years.

## Fishing Apps

### Sports App Market

Overall, the sports app market is a strong market. In the U.S. alone, 23% of consumers aged 14 or older use sports app for their smartphones according to a recent report from Deloitte (US Consumers' Most Frequently Used Mobile App Types, 2016). In the U.K., usage of sports apps among mobile users grew 31% in 2016 (Gilliland, 2017).

TechNavio's analysts expect the Global Sports and Fitness Apps Market to grow at a CAGR of 23.78% from 2013 to 2018 (Global Sports and Fitness Apps Market 2014-2018, 2014).

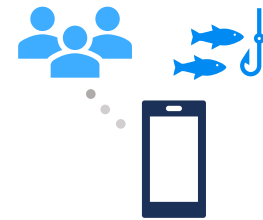
## Fishing App Market

Fishing apps are currently performing exceptionally well on the sports app market, with many garnering several thousands and even millions of users, proving that there is a demand among anglers for mobile app technology that enhances their fishing experiences.

For instance, the 5th highest grossing sports app on the App store in the U.S. is currently Fishbrain, a social fishing app that offers users data-driven fishing intel on where the fish are biting and what baits to use (Top Apps on iOS Store, United States, Sports, Oct 23, 2017, 2017).

Fishbrain currently has over three million users, who have logged more than 1.9 million catches across 249 counties (Wiggers, 2017). The app is also the 30th most popular free sports app on the App Store.

<b>Fishing Apps on the Market</b>	
<b>Fishing Reports and Spots</b>	<b>100,000+ users</b>
<b>Fishidy</b>	<b>750,000+ users</b>
<b>Fishbrain</b>	<b>3 million+ users</b>



Furthermore, Fishidy, a fishing app that allows users find local real-time fishing reports, log catches and spots on interactive fishing maps, and connect with local anglers, is used by over 750,000 people (Success Stories / Fishidy Fishing Reporting App).

The app Fishing Reports and Spots by FishingCrew Angling Community, which gives users access to info from other anglers such as the biggest catches, the best fishing locations, and the current conditions at each location, currently has more than 100,000 users (The Best Fishing Apps All Anglers Must Have on their iPhone, 2017).

iSolunar Hunting & Fishing Times, which determines the best hunting times and best fishing times for any date and any location, is the 12th most popular paid sports app in the App Store and the 36th highest grossing sports app.

Precision Trolling, the app from Precision Angling, LLC that offers anglers trolling data to help them accurately predict the running depths of their favorite lures and diving devices, is the 43rd highest grossing sports app in the U.S.

## Fishing Sustainability

The sheer size and growth of the global fishing market has a major drawback. Due to the high demand for seafood and modern advancements in technology, fishers now remove more than 77 billion kilograms (170 billion pounds) of wildlife from the sea each year, depleting fish and shellfish populations around the world. Scientists, economists and conservationists are concerned that continuing at this rate may soon result in a collapse of the world's fisheries (Sustainable fishing).

Thus, there is a greater need for sustainable fishing practices than ever before. Sustainable fishing guarantees there will be populations of ocean and freshwater wildlife for the future to not only ensure a valuable food source for the world's population, but to allow those who are passionate about recreational fishing to continue to enjoy their favorite activity in the years to come.



# The Solution

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## Meet Fish Weight

Fish Weight is a smartphone app designed for fishermen by fishermen that promotes sustainable sport fishing practices as well as solving fishermen's desire to prove and share their catches with others. The App allows fishing enthusiasts to measure and weigh each fish as well as take a picture of their most impressive catches.

Fishermen can then release the fish without harming it – and still have proof of their catch. Fishermen can still participate in their favorite pastime, while the fishing stock remains healthy and sustainable for future generations.

Fish Weight helps to solve both the lack of sustainable fishing and the inability of fishermen to accurately measure and record their catches.



Demo

Fish Weight will eventually replace all fishing record books and create a system where you can only qualify for a New World Record if you prove a healthy release. We want to end the unnecessary killing of fish and instead promote healthy releases for future generations. That way, we can improve the experience of sport fishing for fishermen while ensuring that they can continue to enjoy this activity in the years to come.

Currently, the team is trying to increase the accuracy of Fish Weight to provide an even better user experience. We are also developing a social platform and market place to connect fisherman around the world.

## Product Features

User Friendly	Simply take a picture of your fish, choose species of fish and measure.
25+ Species of Fish	Over 25 species of fish to choose from, each with a unique formula to make sure your catch is weighed accurately. The App covers most popular Saltwater & Freshwater fish, including Billfish. You can also add your own species.
Share & Prove Your Catch	Now you have proof of that record catch. Share your trophy fish on social media.
Trophy Room	Keep all of your Catches and Records in Trophy Room. Show your friends and family what a great fisherman you are.

## Using the App



To use Fish Weight, take a picture of your catch using the App, choose the species of fish, and the App will calculate an accurate weight. The App includes high quality pictures of each fish species so that fishermen can easily verify the species of fish they caught.

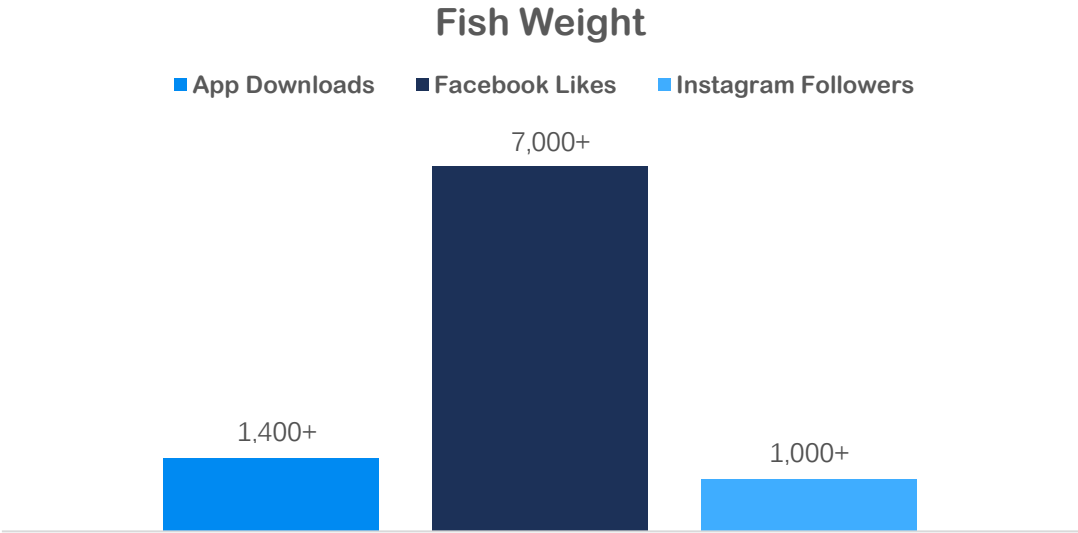
After releasing your fish back into the water, you can store your catch in the Trophy Room and share on social media to prove your trophy catch to your friends and family.

### How It Works

At its core, our smartphone App is a measuring app. Our patented technology works together with smartphones to accurately measure weights and lengths through picture taking.

### Traction & Milestones

Fish Weight was established in 2013 and launched in the Apple App Store in 2014. Since then, Fish Weight has reached some impressive milestones.



### Downloads

Fish Weight has over 1,400 downloads and 8% are paying customers. The number of downloads increases each week, and all of this growth has occurred without any marketing.

You can download Fish Weight from the App Store here: [Link to App Store](#)

## Fans and Followers

Fish Weight currently has 7,000+ likes on Facebook and 1,000+ followers on Instagram.

## Developing a Partnership

Yeti, a San Francisco based firm that designs, prototypes, and builds effective digital solutions, is interested in partnering with Fish Weight to take the App to the next level. Yeti has worked on projects for Google VetNet, GrubStreet and PlayStation, among others. You can check out more of Yeti's work and find additional information about the team at [yeti.co](http://yeti.co).

Fishing magazines have also shown strong interest in publishing an article about the App once we get the technology spot on.

# Token Implementation

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## Unit Economics

The App will be sold for \$5,99 on the App Store.

Advertising, in addition to the social connection feature, will create further recurring revenue.

## Use of the Coin

Anglers can buy coins to sell their favorite fishing spot GPS Coordinates to other anglers, as well as bait & techniques used to catch the big one.

## Marketing & Distribution Opportunity

There will be monthly prizes such as biggest fish per species to attract and incentivize users. Furthermore, Fish Weight will keep a record book with prizes for breaking new records.

# Team

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## Henry Badenhorst, Owner & Founder

Henry is the creator and owner of Fish Weight and currently handles all aspects of the company.

Henry has traveled the world fishing for marlin with some of the best captains, crew, and fisherman. He worked on these boats as a professional fishing guide and a captain, taking clients to the best fishing spots in the world.

He decided to develop Fish Weight after his clients kept asking him how to prove and share the weight of their fish with friends.

Henry also has extensive experience in business management and consulting. His background as a business owner of several franchises and as a business consultant at a large corporation in South Africa enables him to bring sharp business instincts and expertise to Fish Weight.

# Token Deployment

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## Initial Coin Offering

Fish Weight will secure the funds needed for further development and release of the Fish Weight App through an ICO crowdfunding campaign.

The ICO will be open to investors between \_\_\_\_\_ and \_\_\_\_\_.

## Token Distribution Method

# Future Development

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Future development of Fish Weight will be in creating a Social Connection and Market Place aspect of the App. Additionally, we will create a New World Record Register for all healthy released fish.

## Social Connection

Fishermen will be able to share their catches socially on the App, creating followers and discussions. As your followers increase, your profile will increase in value.

Each profile will be valued on:

- Advertising Opportunities (By capturing a specific market; ex. Bass Fisherman in a Geographical Area)
- Followers that will connect for fishing advice, payment in advance to your profile

## Market Place

A market place will be created for:

- New & Used Fishing Equipment
- GPS Coordinates of Secret Spots
- Special Prices on Equipment
- Species Information

## New World Record Register

Fish Weight intends to replace the old system of World Record keeping. The new World Record Register will allow fisherman to register for the heaviest fish record and receive prizes if the record is broken.

This Record Register will be kept per geographically area, therefore having winners per State, Country & World.

In order to qualify, the fisherman must record a good quality video to provide evidence that the fish was released healthy and unharmed back into the water. With this rule, Fish



Weight aims to replace the old system of killing fish in order to register for the World Record.

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