

It's an official sport but that doesn't mean its participants have to run around and remain in constant motion.

Fishing is a pastime you can enjoy just standing still through most of the activity, even sitting, and with relaxed comfort throughout.

That's why so many people, even those of older age ranges, regularly participate in this leisure activity.

Unfortunately, it's not always so convenient or comfortable. For example, you have to access the pole when you get a bite. And if that delay in response time weren't bad enough, having to bend over to grab the fishing rod isn't easy for many people.

There's one new item that can provide the missing conveniences and comforts – the new patent pending *Fishing Rod Holder* can improve this leisure activity, especially for its most active participants.

The *Fishing Rod Holder* features two durable cylinders that can host fishing rods, and these cylinders are positioned at strategic angles from a supporting tray.

This supporting tray features a small neck that extends from its bottom plane, and that attaches by included locking pin to a longer column.

This longer column can be affixed into a ground stake, also by locking pin.

The ground stake has a tapered endpoint on one end, and a flattened head on the opposite. An open column is featured on an exterior sidewall of, and extends above the top plane of, this hosting ground stake.

Instead of having to stoop over to access a rod, the *Fishing Rod Holder* keeps it at a height that is more convenient. If an angler would prefer to remain seated, then the longer column needn't be applied.

Not only does it make fishing more convenient, and especially for the older participants of this sport, but the *Fishing Rod Holder* can also be easily used in key areas that are normally too difficult to use other types of pole holders.

It satisfies an established need, and appeals to a large and desirable consumer group, too. All the *Fishing Rod Holder* is missing is your company, which can include this new concept in its product line. Please read on to learn more!

Features & Benefits  
Of  
***The Fishing Rod Holder***

***Features***

- Base tray:
  - Made of aluminum
  - Cylindrical rod of horizontal placement measuring 18" x 1"
  - Two (2) fishing rod-hosting tubes of 6" x 2" size at hosted by horizontal rod
  - Vertical rod of 5" length and narrowing diameter range of 1" to  $\frac{7}{8}$ ", attached to lower-center of horizontal rod
  - Two (2) corresponding apertures on lower, narrowed end of horizontal rod
  - Locking pin of 1  $\frac{1}{2}$ " x  $\frac{1}{4}$ " size attached by wire at lower end of horizontal rod
  
- Extension rod:
  - Made of aluminum
  - Cylindrical rod measuring 23" in length by narrowing diameter range of 1" to  $\frac{7}{8}$ "
  - Two (2) corresponding apertures on upper end
  - Two (2) corresponding apertures on lower, narrowing end
  - Locking pin of 1  $\frac{1}{2}$ " x  $\frac{1}{4}$ " size attached by wire at lower end
  
- Stake:
  - Made of solid steel
  - Measuring 16" with narrowing width of 1  $\frac{1}{2}$ " to 1"
  - Tapering endpoint at lower end
  - Flattened endpoint at top end
  - Hollow cylindrical tube, affixed to side of stake, measuring 4" x 1", with top 2" of length extending beyond top endpoint of stake
  - Two (2) corresponding apertures on upper end of hollow cylindrical tube
  
- Storage bag:
  - Made of durable canvas material
  - Measuring 24" x 6" in duffel format
  - Zipper on top length plane

## *Benefits*

- Hosts multiple fishing rods.
- Lets users keep both hands free while fishing from banks and shorelines.
- Can hosts fishing rods at greater heights than standard rod holders.
- Allows fishing rods to be accessed faster improving response time to bites.
- Can be applied in all types of terrain, including clay, caliche, and duricrust.
- Accepts strikes by hammer to better allow insertion into hard terrains.
- Allows fishing rods to be accessed while users maintain comfortable standing positions.
- Allows fishing rods to be accessed while users maintain comfortable seating positions.
- Eliminates need to bend over to access a fishing rod.
- Lets users maintain comfort while fishing.
- Benefits anglers with arthritis, mobility limitations, and other physical ailments.
- Benefits the principal group of fishing consumers.
- Benefits anglers in particular regions that have high participation in the sport.
- Appeals to very desirable consumer group.
- Can join a very strong and high-sales product field.

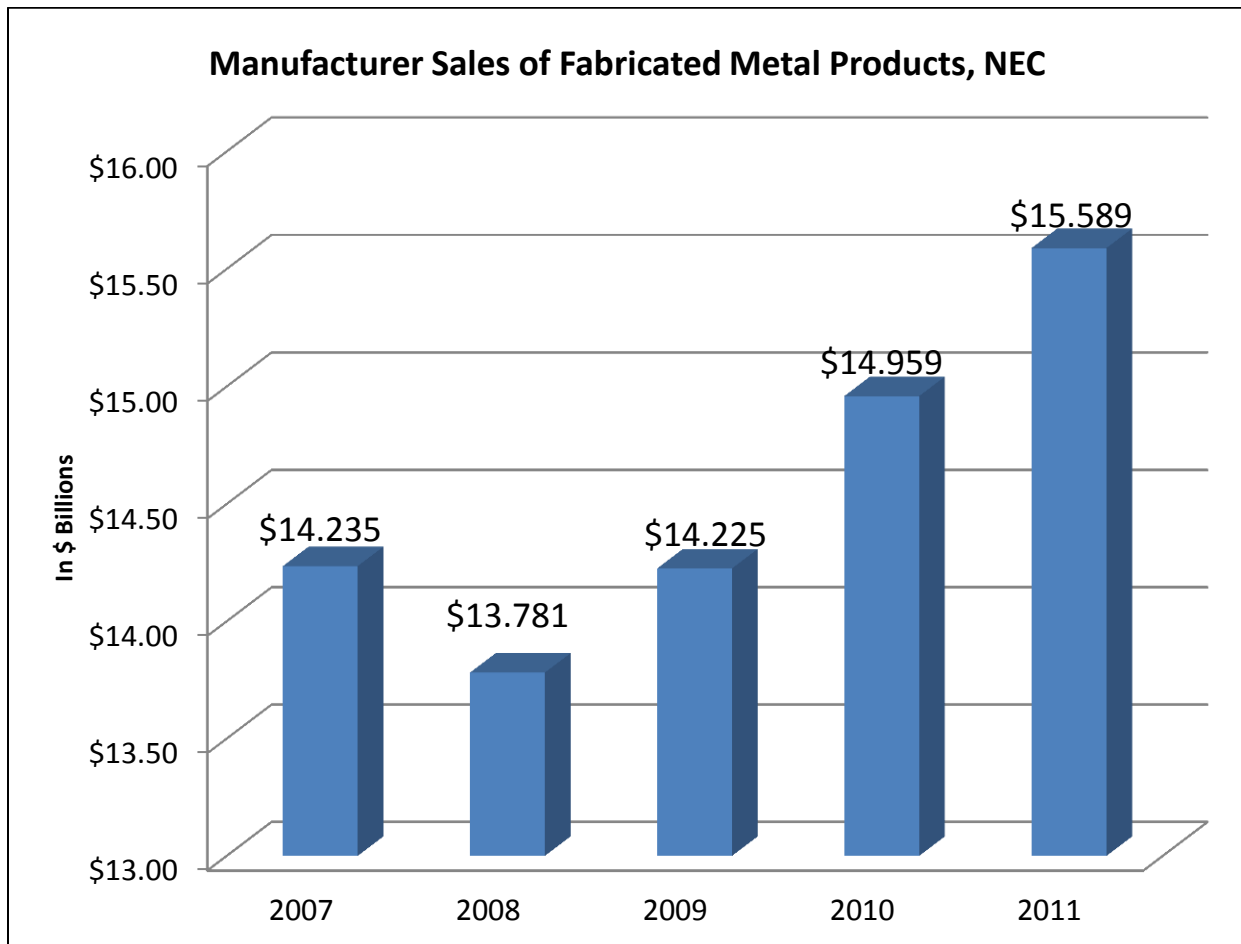


Manufacturing Industry  
Of  
***The Fishing Rod Holder***

SIC	Industry	Companies	Annual Sales
3499	Fabricated Metal Products, NEC	3,636	\$15.589 billion
3949	Sporting & Athletic Goods	2,158	\$12.807 billion

The *Fishing Rod Holder* can be presented to manufacturers in these two industries. Companies in SIC 3499 make many products that use metal as the base of finished products, and SIC 3949 included manufacturers of items specifically for use in fishing.

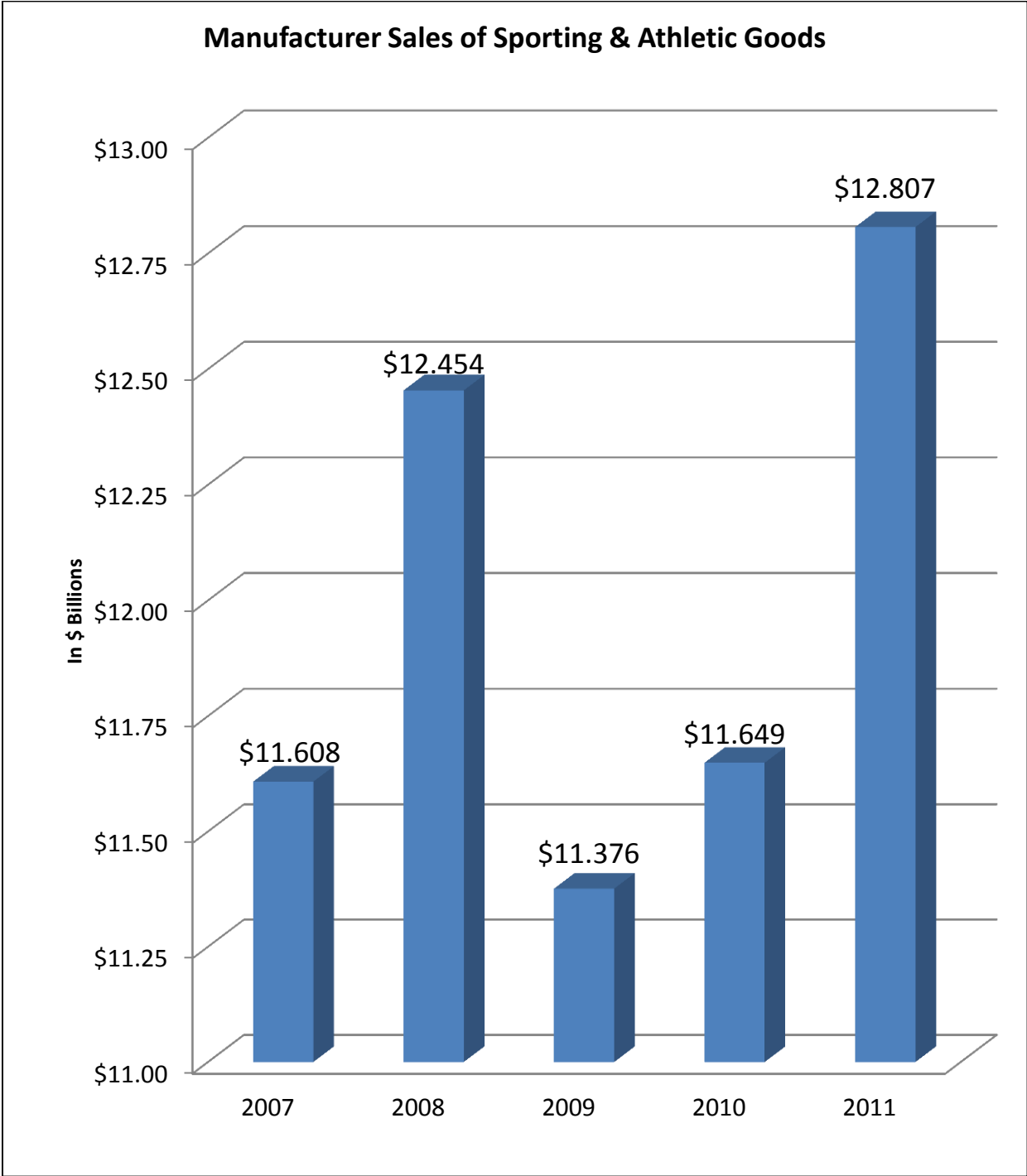
The following chart shows the most recently recorded sales history of Fabricated Metal Products, NEC manufacturers:



Source: U.S. Bureau of the Census

Annual sales of this manufacturing industry grew 7.31 percent in first-year/last-year comparison of the most recently recorded five-year period.

The following chart shows the most recently reported sales history of the Sporting & Athletic Goods manufacturing industry:



**Source:** U.S. Bureau of the Census

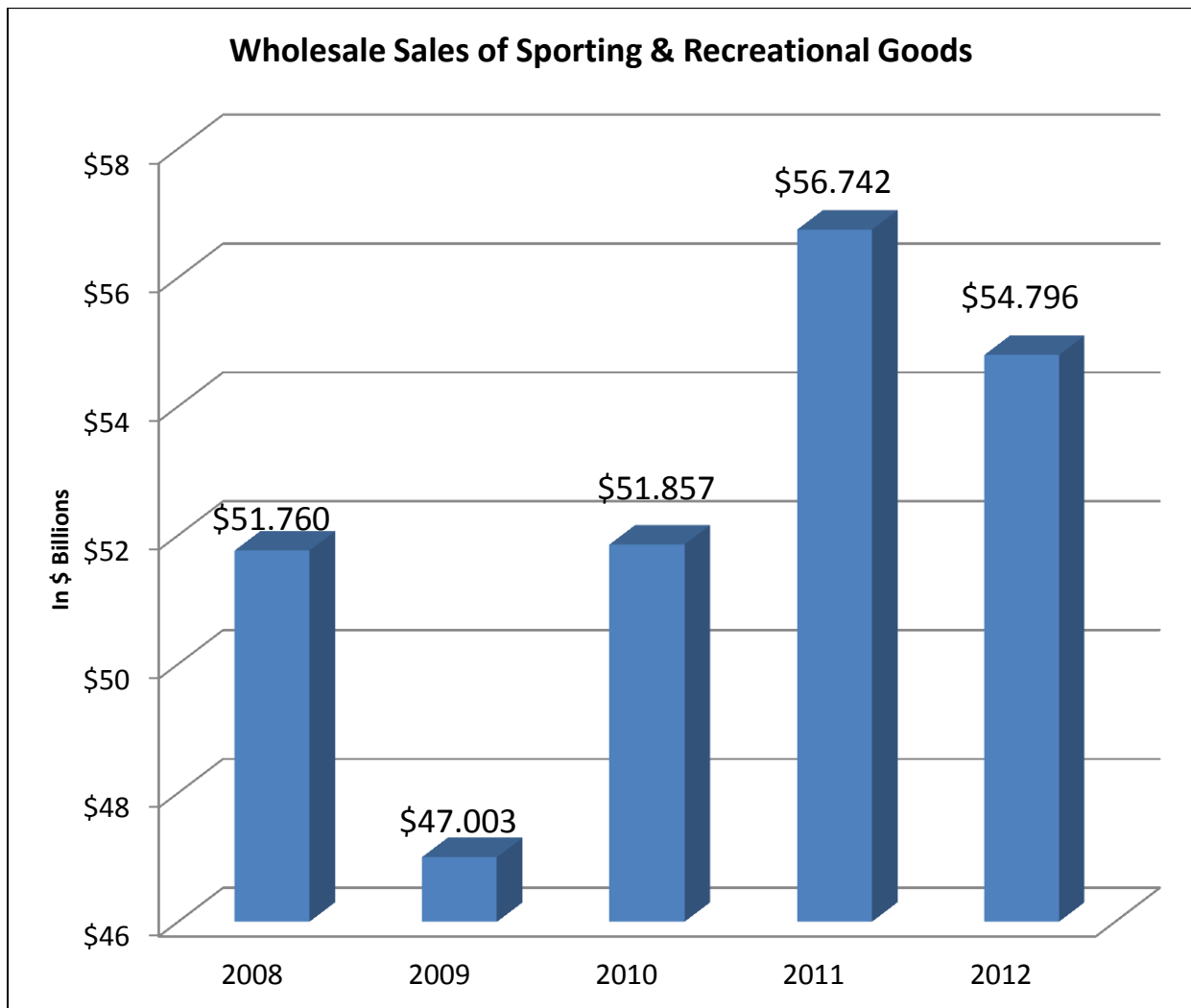
Annual sales of this industry increased 10.33 percent in first year/last year comparison of the most recently recorded five-year period.

Wholesale Industry  
Of  
***The Fishing Rod Holder***

SIC	Industry	Companies	Annual Sales
5091	Sporting & Recreational Goods	9,732	\$54.796 billion

The *Fishing Rod Holder* can be distributed to applicable retailers by companies in SIC 5091.

The following chart shows the recent sales history of the Sporting & Recreational Goods merchant wholesale industry:



Source: U.S. Bureau of the Census

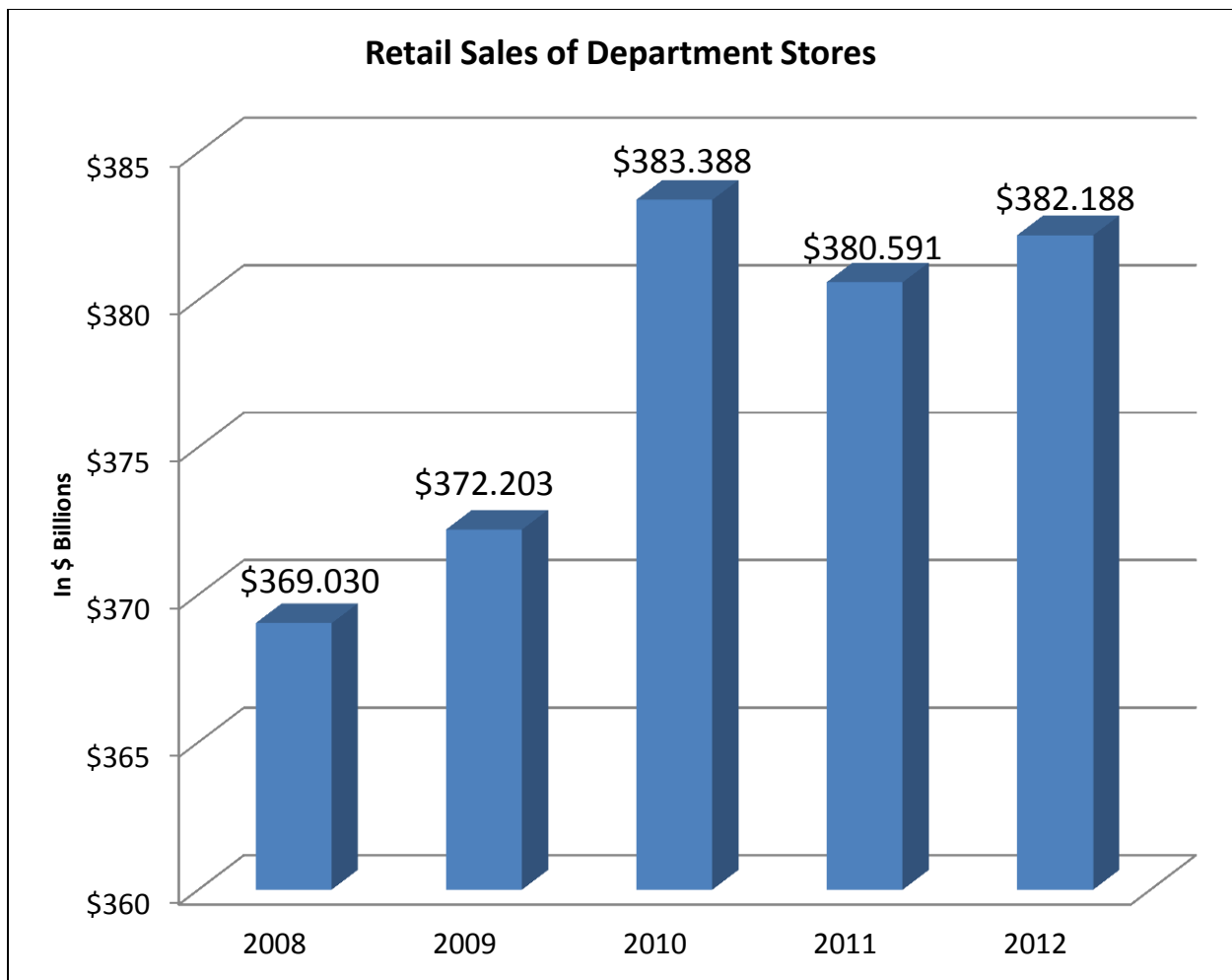
Annual sales of this industry grew 5.87 percent in the last five years.

Retail Industry  
Of  
***The Fishing Rod Holder***

SIC	Industry	Companies	Annual Sales
5311	Department Stores	19,051	\$382.188 billion
5941	Sporting Goods Stores	54,222	\$47.720 billion

The *Fishing Rod Holder* can be sold in the same retail environments that lead in sales of relevant sporting goods and fishing equipment.

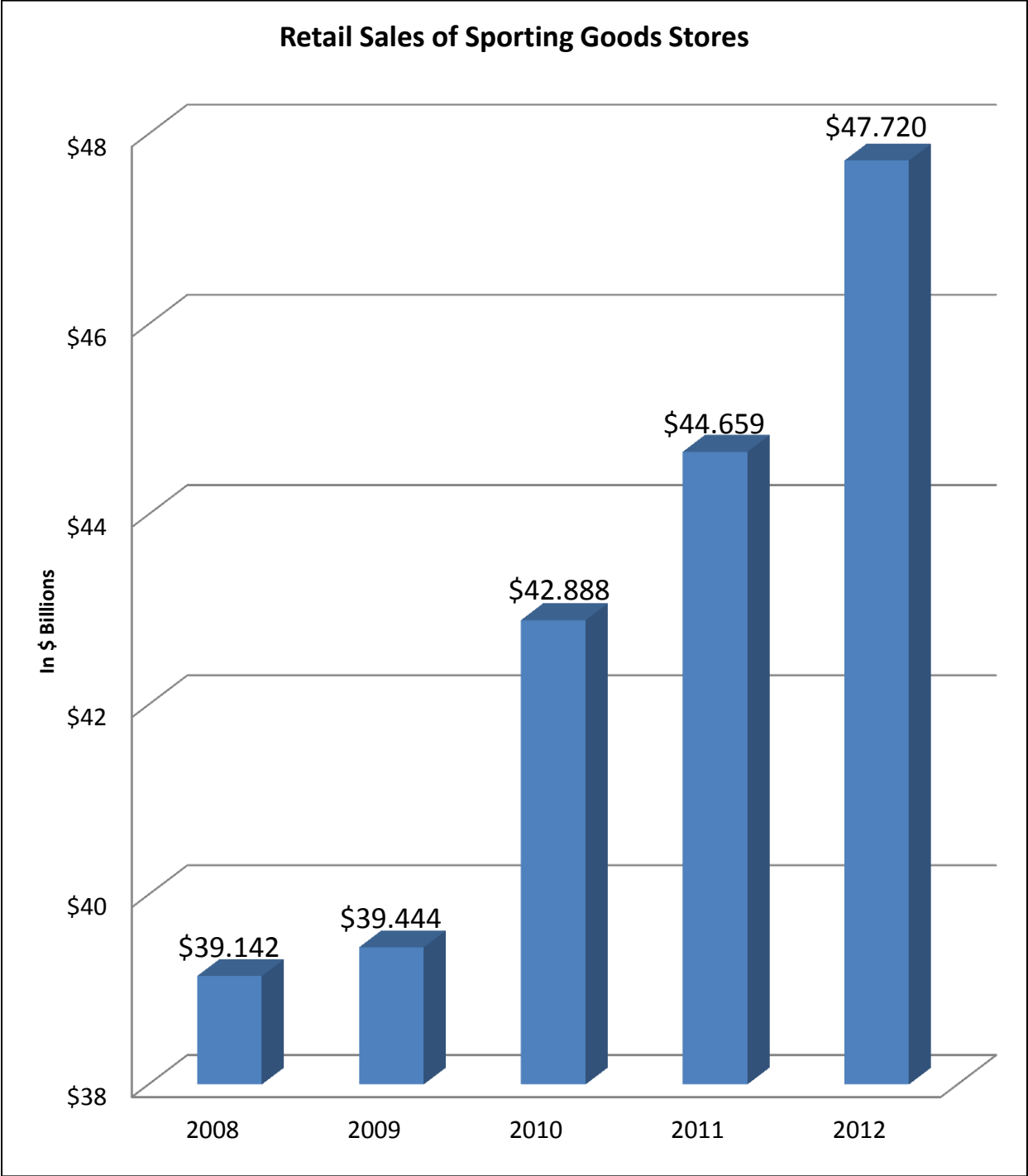
The following chart shows the recent sales history of Department Stores:



Source: U.S. Bureau of the Census

Annual sales of Department Stores grew 3.57 percent in the last five years.

The following chart shows the recent sales history of Sporting Goods Stores:



Source: U.S. Bureau of the Census

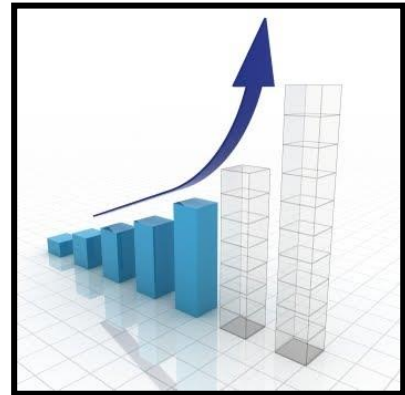
Annual sales of Sporting Goods Stores grew 21.92 percent in the last five reported years.



# Marketing Potential Of ***The Fishing Rod Holder***

## **The *Fishing Rod Holder* can join an ideal product market.**

- The consumer market for fishing products is huge. Over 33 million Americans over the age of 16 regularly participate in fishing every year – that’s one out every seven adults in the country, and almost 10-percent growth in number of participants in just the last five years.
- Even better, these active anglers spend quite a bit of money on fishing gear – more than any other sport, in fact, and more than the amount spent on golf and tennis products combined.



- Fishermen spend an average of \$127 every year on fishing equipment; frequent anglers, who go fishing at least every three weeks on average, spend \$382 every year on the sport. This results in roughly \$41.8 billion in annual sales for products related to the sport of fishing, and the overall economic impact of this sport is estimated to be \$116 billion annually.
- The most frequently purchased products associated with this sport are accessory items, such as tackle boxes, depth finders, and equipment that supports fishing rods, and which total \$6.1 billion in sales every year.
- This high dollar figure has steadily increased for over a decade. Obviously, fishing is popular, its participants regularly spend money on this field, and relevant accessory products are a dominant and secure niche in the market.
- The *Fishing Rod Holder* can join this large and profitable field, and can join in its rapid sales growth, as well.

## **The *Fishing Rod Holder* can appeal to an ideal consumer group.**

- Yes, the sales of products affiliated with fishing are very good and developing. And that’s because the consumers of this product field are very good and developing, as well.
- Unlike the participants of most other sports, who are chiefly young and with limited income, active anglers average a mid-40’s range and have higher-than-average income levels. In fact, over 40 percent of consumers of fishing gear have six-figure household incomes and greater.

- And unlike participants of most other sports, who only purchase gear for those sports infrequently and irregularly, over 96 percent of anglers purchase new fishing equipment every year. And unlike other sports product markets, the sales of all types of fishing gear and related expenses have grown approximately 40 percent over the last five years.
- These millions of anglers who spend billions of dollars on related equipment take over 455 million fishing trips combined every year. If only one-fifth of one percent of these occasions leads to a sale of this new product – that’s 0.2 % – this still results in almost 1 million units of the *Fishing Rod Holder* sold, and in only one year.

**The *Fishing Rod Holder* can serve the identified needs  
of consumers in key geographic locations.**

- Just because folks live nearest to water doesn’t mean that they’re automatically highest in fishing participation. For example, while 14 percent of the national population enjoys the sport, just 12 percent from the Atlantic Coast and only nine percent of those who live on the Pacific Coast do so. However, about 19 percent of Americans who live in the Mountain and West North Central regions are regular fishers, and even though they don’t enjoy the same proximity to coastlines as those other regions.
- Just because those regions fish more frequently doesn’t mean it’s easier. Consider the variation in terrains: the terrain in the Mountain and West North Central regions is rockier and the temperature’s colder, meaning it’s very difficult to secure standard pole holders into the ground in those regions, unlike the softer, siltier earth found on the coastlines.
- The *Fishing Rod Holder* provides a needed benefit to this largest group of anglers. It features a stake that can be struck by hammer or other object, allowing it to be securely driven in hard and dense ground surfaces, such as clay, duricrust and caliche.
- Unlike other pole holders that can only accommodate sandy, silty surfaces, and that wind up broken if applied by force to denser ground, the *Fishing Rod Holder* can be effectively used in any type of terrain.

**The *Fishing Rod Holder* can serve the identified needs  
of this industry’s top consumer sector.**

- Please recall that active anglers and fishing product consumers aren’t like the customers of other sporting goods. They are older than others, for example; in fact, a majority of them are over 45, and this age group also spends more on fishing products than other age groups.
- 45 years of age is also when conditions like arthritis, which can limit mobility, begin to become more prominent. Only 7.6 percent of Americans ages 44 and younger have doctor-diagnosed arthritis, but the number shoots up to 29.8 percent for those who are 45-to-64, and half of everyone who is 65 and older has the condition.

- This limitation in mobility can greatly affect their participation in the sport. For example, 8 million Americans with arthritis have significant limitations in the simple act of bending. Since that affects how they reach out to pick up their rods when the fish are biting, and even subjects them to notable pain in the process, the condition seriously limits how well persons with arthritis can participate in the sport.
- The *Fishing Rod Holder* can address this particular need of the industry's top consumers. It eliminates the need to stand and hold a rod throughout a fishing trip. It can maintain rods at desired heights that don't require bending or stooping over in order to access them. That height can be easily adjusted to accommodate users who prefer to sit while waiting for bites, too.
- The *Fishing Rod Holder* can help this largest group of active anglers and fishing product consumers enjoy the sport better and more comfortably. It can even help bring more of this ideal consumer sector to the product field.

**Sources:** U.S. Fish and Wildlife Service, *National Survey of Fishing, Hunting and Wildlife-Associated Recreation*, National Sporting Goods Association, U.S. Bureau of the Census, Arthritis Foundation and U.S. Centers for Disease Control and Prevention.

Potential Consumer Base  
Of  
***The Fishing Rod Holder***

The *Fishing Rod Holder* can certainly appeal to everyone who regularly participates in the sport, and who frequently purchases from its product line. Both of these related yet separate groups can be examined demographically.

	<b><i>Frequent Anglers</i></b> n=33.1 million		<b><i>Frequent Fishing Gear Consumers</i></b> n=11.2 million	
<b>By Age</b>	<b>Percentile</b>	<b>Index</b>	<b>Percentile</b>	<b>Index</b>
Under 25	5.2 %	98	1.5 %	22
25 to 34	16.5 %	101	19.2 %	109
35 to 44	24.1 %	113	21.8 %	105
45 to 54	23.1 %	110	12.1 %	60
55 to 64	15.4 %	103	37.0 %	252
65 to 74	9.6 %	90	5.2 %	26
75 and Older	6.2 %	59	3.3 %	16
<i>Median Age</i>	46.8 Years		51.4 Years	
<b>By Income</b>	<b>Percentile</b>	<b>Index</b>	<b>Percentile</b>	<b>Index</b>
Under \$20,000	18.0 %	90	7.2 %	46
\$20,000 to \$29,999	11.9 %	101	7.0 %	55
\$30,000 to \$39,999	12.9 %	106	4.6 %	36
\$40,000 to \$49,999	11.0 %	110	9.4 %	57
\$50,000 to \$74,999	21.0 %	109	17.4 %	89
\$75,000 to \$99,999	11.8 %	103	14.1 %	136
\$100,000 and Over	13.4 %	88	40.3 %	321
<i>Median Income</i>	\$46,478		\$53,269	
<b>By Household Type</b>	<b>Percentile</b>	<b>Index</b>	<b>Percentile</b>	<b>Index</b>
Married, No Children	34.7	114	37.2	122
Married, With Children	26.7	122	28.7	131
Single Parent	10.4	108	7.8	81
Other	28.2	87	26.3	81
<b>By Home Ownership</b>	<b>Percentile</b>	<b>Index</b>	<b>Percentile</b>	<b>Index</b>
Owner	70.0	104	74.1	110
Renter	30.0	91	25.9	79

Please recall previous notation that the *Fishing Rod Holder* could reach sales of nearly 1 million units in only one year, simply by its purchase on one-fifth of one percent of all annual fishing trips.

In the interest of target marketing, however, very specific target groups can be identified, as well.

For example, recall the previous notation that consumers over the age of 45 make up a majority of active anglers. The data above supports that finding, and also specifies that this same age group makes up a majority of fishing product consumers. Also recall the notation of this same age group's susceptibility to arthritis.

These two data fields can be crossed to determine a finite market of active anglers who have arthritis, and who can use the *Fishing Rod Holder* to enjoy their sport without pain and discomfort.

	<i>Ages 45 to 64</i>	<i>Ages 65 and Older</i>
Active Anglers	12.745 million	5.214 million
Percentage with Arthritis	29.8 %	50.0 %
Total with Arthritis	3.798 million	2.607 million
<b>Total</b>	<b>6.405 million</b>	

Reaching only 10 percent of this much-narrowed group would still result in sales of approximately 640,000 units of the device.

It should also be noted that the two general demographic groups of frequent anglers and purchasers of fishing equipment also have geographic separations, as well.

	<i>U.S. Cities With Highest Participation Indexes in Fishing</i>	<i>U.S. States with Highest Sales for Fishing Equipment</i>
1	Juneau, AK	California
2	Anchorage, AK	Florida
3	Fairbanks, AK	Texas
4	Butte-Bozeman, MT	Minnesota
5	Casper-Riverton, WY	New York
6	Duluth, MN	North Carolina
7	Wausau, WI	Illinois
8	Missoula, MT	Michigan
9	Helena, MT	Georgia
10	Idaho Falls, ID	Wisconsin

Please note each of those municipalities has dense, rocky terrains and/or cold climates, and which can hinder placement of ordinary pole holders.

The households in those 10 cities that actively engage in regular fishing (approximately 240,000 households) can be declared a very narrowed target market. Reaching 10 percent of these very likely consumers in just these 10 municipalities would result in sales of approximately 24,000 units of the *Fishing Rod Holder*.

**Sources:** *Lifestyle Market Analyst*, U.S. Bureau of the Census, Third Wave Research, *Consumer Expenditure Survey*, *National Survey of Fishing, Hunting and Wildlife-Associated Recreation*, National Sporting Goods Association, and American Sportfishing Association.

Cost & Price Estimates  
For  
***The Fishing Rod Holder***

All estimates for the possible costs and prices of a new, yet-to-be-manufactured item are very difficult to estimate. This difficulty is due to potential variations in the costs of initial materials, the rate of production for the item, and its initial consumer demand. As a result, these estimates are very difficult to comprise.

Moreover, research on estimated costs and prices is very restricted so as to avoid improper disclosure of the *Fishing Rod Holder* while still in these beginning stages.

In order to provide further detailed information for consideration, however, such estimates should be offered. The “Best Estimate” enclosed within is primarily based upon pricing of similar products (when possible) by this applicable manufacturing category, current cost of necessary materials, and average value added for the applicable manufacturing industry.

These estimates are subject to change and are enclosed only to offer a preliminary means of evaluation of product value for the *Fishing Rod Holder*. Of course, only its manufacturer could properly determine the costs and prices.

The broad estimates on potential costs and prices for the *Fishing Rod Holder*, throughout the line of distributors, could be:

	<b>Low Range</b>	<b>Mid Range</b>	<b>High Range</b>
<b>Materials Cost</b>	\$6.40	\$8.00	\$10.00
<b>Manufacturer’s Cost</b>	\$11.50	\$14.40	\$18.00
<b>Wholesale Price</b>	\$20.30	\$25.30	\$31.70
<b>Supplier’s Price</b>	\$27.25	\$34.00	\$42.50
<b>Retail Price (MSRP)</b>	\$39.98	\$49.95	\$62.45

**REMINDER:** It is extremely important to remember that the above costs and prices are only estimates. Actual costs and prices can only be determined by manufacturing companies with a good understanding of their own production capabilities and by suppliers and outlets, based on the final prices offered to them.