

# Fly Ties

**“Tie nice flies with Fly Ties”**

Samuel Kuralle

**Premium fly-tying subscription service with everything you need to tie flies.**



## II. Executive Summary

Name of product: Fly Ties

Product Owner: Samuel Kuralle

Concept Description:

A fly-tying subscription kit that gives you the option to select what type of fish you are fishing for and what freshwater region you are in and then we give you a custom kit that allows you to tie your own flies for fly fishing. Customer will experience a customized and tailored experience that will help them learn the art of tying flies in a way that you could not do on your own. We give you everything you need to tie your own flies with none of the guess work.

Opportunity:

This consumer problem is people are looking for a more meaningful connection to their natural surroundings by tying flies and they do not know where to start. There is a ~1% growth in fly fishing every year (~400,000) and catching a fish on a fly that you made yourself is an unmatched feeling of satisfaction and pleasure. To truly enjoy the sport, one should tie their own flies and this fly-tying kit is the best way to get your foot in the door of the world of fly tying and fly fishing. Tying your own flies can be a difficult process as one does not know where to start but this product would alleviate that.

Innovative Solutions:

This product works by giving you everything you need to start tying your own flies rather than having to go to the store and buy ones that might not even work for what fish you are trying to catch. We give you all the materials and equipment you need to start. We will give you the vice, scissors, and other equipment along with the hooks, feathers, wire, and materials you need to make 10 flies a month. Along with that we will have an experienced fly tyer who will be making YouTube videos on how to tie every fly that comes in your kit, most kits will be tailored to trout or other species such as bass or carp, we will not be covering saltwater species yet. The videos will be able to guide you step by step to give you a good foundation of fly-tying basics. Every month you will get a box with the materials you need and a pamphlet with the flies you are going to tie, you will be given enough materials for 10 flies in each box. This will be broken down into four different fly selections and enough materials to make 2 flies of each type. The fly selection will be simple enough for beginners to tie and since there is only 4 flies every box there is some extras to account for error and to give you freedom to experiment. The first month the equipment you need will be included as well but every month after you get the materials and a pamphlet that will show what flies you will tie that month. The unmatched satisfaction that you get from making the fly yourself as well as catching a fish with and the experience that you gain along with the natural connection to nature and the waters you fish by tying flies should be enough to convince consumers that this is a viable option.

Value Proposition:

Customers who try to tie their own flies go into it normally just playing a guessing game. There is not even an assurance that you selected the right flies for where you are fishing and what time of year unless you were to get a professional recommendation. The benefit they would gain from choosing our service is that they have their own fly-fishing expert a click away, someone who can tell them exactly what fly to tie and then you get the experience and practice of tying these flies for yourself as well which is can be a very enjoyable task and quite valuable. The market we would be looking for is fly fishers who have the time to tie their own flies or are looking

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for a new way to get more into the sport. A customer simply goes and fills out our online form and everything they need is coming to them.

Competitive Advantage:

The most likely competitors would be the people who are DIYer's who are interested in just buying a equipment kit from Cabela's for instance and doing it themselves. The benefit of switching to my offering though is that you get the experience of learning how to tie your own flies through a service that also recommends you what flies to tie so you waste less time doing the research. We give you everything you need to start the process which will lead to developing skills to tie whatever you like. Consumers normally look for the things that cost the least, but they also are looking for convenience where this admittedly is not convenient and more of a hobby item. We are not looking though for consumers who are looking for convenience we are looking to sell to the consumer who is interested in learning a new skill. Our product is also very competitively priced at \$60/month. This includes the cost of the equipment which is \$60 spread over the one-year subscription period that you are locked in for \$60/month or the one-time cost of \$720. There is also the option for a \$55/month if you don't want the equipment or after your first year.

Entrepreneurial Team:

Our team will be looking for an experienced fly tyer who is already an established figure in the fly-fishing world that can make quality flies and has the knowledge and experience to make our fly-tying selection stand out as well as reading the hatch charts and making selections. They would also need to be able to make YouTube videos for the channel so they would most likely have to be hired on as the resident expert for the company. For the whole operation to have any form of credibility we would need to have someone such as this. We also need someone who is skilled in graphic design who can also shoot videos for the YouTube channel. Their responsibilities would be to also design the monthly pamphlets that come in each box and give them some exciting and fresh visuals. We will be exporting the process of boxing and shipping to a pick and pack service who will cover all that for us at a fee of about \$3 per item shipped.

Financial Highlights and/or MBV Outcomes:

Going off simple estimates, we would need about 16,667 boxes a year or about 4,166 a month to meet a goal of \$1,000,000 a year. We would go with a pick and pack service provider to warehouse our goods and then they will handle the operational packing side of things. You can also do a one year subscription for \$55 a month. This \$60 is estimated with a \$16.08 labor & commissions cost along with \$3 for shipping and \$16.24 for materials and directs costs (i.e. YouTube, building expenses etc...). This is estimated at a goal of 1,389 subscribers and 16,667 boxes sold a year. We would need an initial investment of about \$160,000 to get things up and running (including office space, salaries for the personality and graphics designer, camera, producer, and advertising). After this initial investment we would be hypothetically be able to get up and running.

### III. Consumer Problem

Find your creative side with Fly Ties, a premium subscription service that offers everything you will ever need to tie your very own flies!

Feel the reward of catching a fish on a fly you tied yourself and tap into your creative side with the Fly Ties premium subscription service! We will give you everything that you need to start flies that will help you get that big catch! We analyze your region's hatch charts to find what the fish are biting on and give you everything you need to tie imitations to catch those fish. With a \$30 a month starting price tag you will get everything you need including a vice, trimming equipment, hackles, and feathers and more for tying your flies that we hand pick for you based on what fish you are going for and what time of year it is. We will be offering videos on our YouTube channel on how to tie your selection of flies so all you have to focus on is enjoying the fly tying experience. Don't forget to participate in our monthly competitions as well! With your monthly shipment you will be given enough materials to tie 10 flies that have been selected for you. All you have to do is fill out our online questionnaire and we will handle the rest!

Our pricing structure will be \$60 a month payment or a one-time payment of \$720 for all the materials you need to start tying flies. After one year you can sign up again for \$55 a month.

The consumer is looking for something that gives them everything they need to start tying their own flies. They most likely have never thought about tying their flies before or they have and they have just ended up spending money on things they will never have a need for. This is where the Fly Ties service comes in. There is a growing market of people who are interested in fly fishing, ~ 1% growth each year which is almost 400,00 people getting into fly fishing every year. We are hoping to find the people who want to get into tying their own flies but just do not know where to start. This can be the people who are new to fly fishing or they have some experience and are looking to take the next step. These folks are considered to be novices in the fly tying world and that is the Archetype that we are going after. There is a lot of people who are interested in feeling the satisfaction of catching a fish on a fly they tied themselves and our product is the first of its kind to not only provide the equipment to tie the flies but we also give you the materials to tie them every month along with recommendations

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on what the best flies are to tie based off of hatch charts and your region. The criteria for selecting our customers is that we were looking for people who were not tying their own flies yet but were interested in getting into it but just did not know where to start. Meet Jimmy, he is our idea customer, a novice fly fisherman who has a disposable income that he is willing to spend on the things he loves. He is important to serve since the novice is our main customer. Someone who is not confident yet in their fly selection abilities and want to try tying flies but simply does not know where to start.

## Jimmy (he/him/his)



### Where does he go for info?

- Goes to his local fly shop for expert advice.
- Looks at Instagram, Facebook, and YouTube to see what others are doing.
- Frequently asks his friends are doing

### Personal Care Pain Points

- Loves fly fishing but wants to get more out of the sport
- He's having trouble finding the proper flies to catch fish.
- Looking to get into tying flies but doesn't want to spend lots of money on things he might not need.

### Personal Background

- Age: 25
- Has a girlfriend
- Lives in Montana near the Bighorn River, a destination fly fishing spot.

### Career Background

- Has a degree in Business & Marketing
- Graduated a few years ago and has a good job doing marketing.
- Girlfriend is in Marketing as well and a recent grad.

### Lifestyle

- Lives in Montana and has spare income.
- Works a 9-5 job from home so has a good amount of free time.
- Not a lot of financial pressure, lives with girlfriend and has dual income.
- Loves fly fishing and looking for ways to get more into the sport.

## IV. Product Problem

The solution that we are offering is a premium fly-tying service that will give you everything you need to tie your own flies. Our product is designed to take out the guess work of selecting flies to tie and just gives you what you need so you can enjoy the art of tying your own flies. Our product is above the competition since we do not just give you the things to tie flies, but we provide them in a monthly subscription package that is personally tailored for what you are going for. We also have an interactive community that will keep the customer engrossed and wanting to come back for more.

We are currently in the prototype phase. We are looking into what a good pricing structure for our service can be and what other payment services customers might prefer. There might be customers who are only interested in doing fly tying during the off-season and we need to find a better way to provide that service. We are confident that this product is what the consumers would like though since there are a plethora of benefits and features that we provide that you cannot get from other services. Our service will provide you everything you need to make your flies. When you get our subscription box you will receive your tying equipment along with the materials you need such as the feathers, hackles, hooks, and other things. You also receive a pamphlet that outlines everything you will be tying and what the monthly challenge will be for fly tying. This could be for instance whoever can tie the highest quality fly will receive a discount on their next box or something of the sort. It can be used as an incentive to keep customers coming back and participating with our service.

**Consumer Benefit Map:**

	Feature	Customer Desirability	Customer Feasibility	Customer Consequence	Archetype
Fly tying vice	Vice jaws	Securely holds the hook and gives room to tie	Will use this instead of having fly lay on table or something.	Dont have to hold the hook	
	Jaw design	Makes it easier to hold different types of hooks	pressure put on hook and holds different size hooks		
	C-clamp	Gives me sturdy work surface	Dont have to keep hooks on table	provides sturdy work surface	
	Holder arm on vice	Makes it so the vice can be positioned where I want	Positioning system for fly hooks	Gives me room to move vice around	
Fly tying tools	Scissors	I need these to cut the hairs and other things on my flies	Need sharp and small scissors to cut hairs on fly, etc...	Customer might have to use thier own scissors which might not be sharp or accurate enough	
	Whip Finishing tool	I need this to finish the fly	Makes finishing the fly much easier	ensures that the materla and threads are held securely	
	Hackle Pliers	I can use this to hold the fly matierals	Used to hold feathers, thread, etc...	Compared to using hands to hold materials.	
	Hair Stacker	used to organize hairs for flies	Used to hold delicate hairs such as deer hair and stack them neatly	Would have to do manually which is quite difficult	
	Bobbin	I can hold the thread with this	Can be used to hold the thread that is wrapped around the fly	Reduces the need of using hands to wrap thread whcih is time consuming	
Fly tying materials	Thread	Need this to wrap around the hook	Used to make the body of the fly and add structure	Cannot make the flies without thread	
	Hooks	I need this for the base of the fly	Used to create the fly	Cannot make the flies without this	
	Beads, Coneheads, Eyes	These can be used for added effect to improve the looks of the fly	Used to add visual effects of the fly used to immitate things such as bait fish	Used for added depth to design	
	Hackles and Feathers	Can be used as flair on fly and add effect	Want to use to imitate things such as wings and for floation	Cannot make certain immitations without this	
	Synthetics and Dubbing	Can be used to add depth to the fly	Used to add more visual effects to fly for immitations	Cannot make certain immitations without this	
	Wire	Used to wrap around body to lock hairs in etc...	Can be used to secure fly and also add visual effects.	Cannot shimmering light effects without this	
Website	Online Questionaire	Allows me to cusomtize my subscription box	Will allow customers to pick their region and what fish they are going for	Will give them custom experience	
	Monthly Challenges	I want to have that competitive aspect to show off my skills.	Allows customers to interact and have an incetive to tie flies	Will have incentive to use produce	
	Testimonials	Shows me that other people approve of the product and can see their outcomes	Incentivises me to buy the product since I can see other customers positive outcomes	Will show the outcomes that others had	
Monthly fly tying videos and Q&A	Fly tyer	I can learn more with a professional showing me how to do it.	Professional insight will help them tie the flies more easily.	They will not have to try tying on their own.	



## V. Market Problem

We are currently focused on working in the market of fly fisherman and women who are interested in tying their own flies but don't know where to start. There is a focus on doing things DIY these days and it is trendy so this would be good to get into that consumer trend. Fly-fishing is of course not as popular as fishing but there is a dedicated market of fisherman and women who are interested in the sport and tying flies is such a large part of it and provides a lot of benefits and rewards as well. If this problem is not solved there would not really be a economic problem that isn't solved but more of a consumer issue in which they cannot find the proper equipment and materials to tie flies and they just might end up not doing it at all. We offer the benefit of doing all the selection process for you which not a lot of businesses are doing and makes us stand out as a front runner. There are not a lot of competitors that offer what we do and the only example we found is a company that offers the materials to tie the flies but they do not offer the instructions or the equipment which is a major downside. They are putting all the process in the customer while on the other hand we take that challenge.

The size of our region right now would be the interior US. We are not equipped for saltwater fly fishing, but we cover any region in the US that has freshwater fisherman, that includes Oregon all the way to Maine. We are assuming that most of our customers are based in mountainous states with a lot of trout fishing since trout fishing is mostly associated with fly fishing and that is where we hope to get the largest amount of our sales from. Since there is a growth of about 400,000 fly fishers every year, it would be a safe number to say that we would like to focus on about 1/4<sup>th</sup> of those to get our market. Not everyone is interested in tying their

own flies but if they are able to feel the satisfaction of catching a fish on a fly that they are convinced to try tying their own flies and then that is where we would come in.

## **VI. Business Model Problem**

Our customers will hopefully interact with the product through things such as social media and also through recommendations, since fly tying can be a very interactive group thing we hope to advertise within these groups to get revenue. Mainly, our purchases will come from people who are buying this product on a subscription plan. Once they start the plan they are locked in for one year and then after that they can choose to continue for a reduced price. This model ensures that we can maximize our revenue and customer interactions. We hope that with this method customers will be more engrossed in the community aspect as well in which they will share their creations and such on our website.

Customers are most likely doing two different things, either they are going to the tackle store to buy flies or making their own. The issue with both of these methods is that they are not getting the personalization that we offer and if they are novices they are most likely just making a guess on what they need unless they had someone guiding them on what to get. The way that our transactional model differs is that we thrive off of referrals and social media. When you are looking for flies to tie or buy you are normally in a brick and mortar store which is one of the large differences between us.

The product strategy that we are offering is a selection of flies every month, generally you are given 4 fly patterns to tie and 10 hooks. The most preferred form for our product to be

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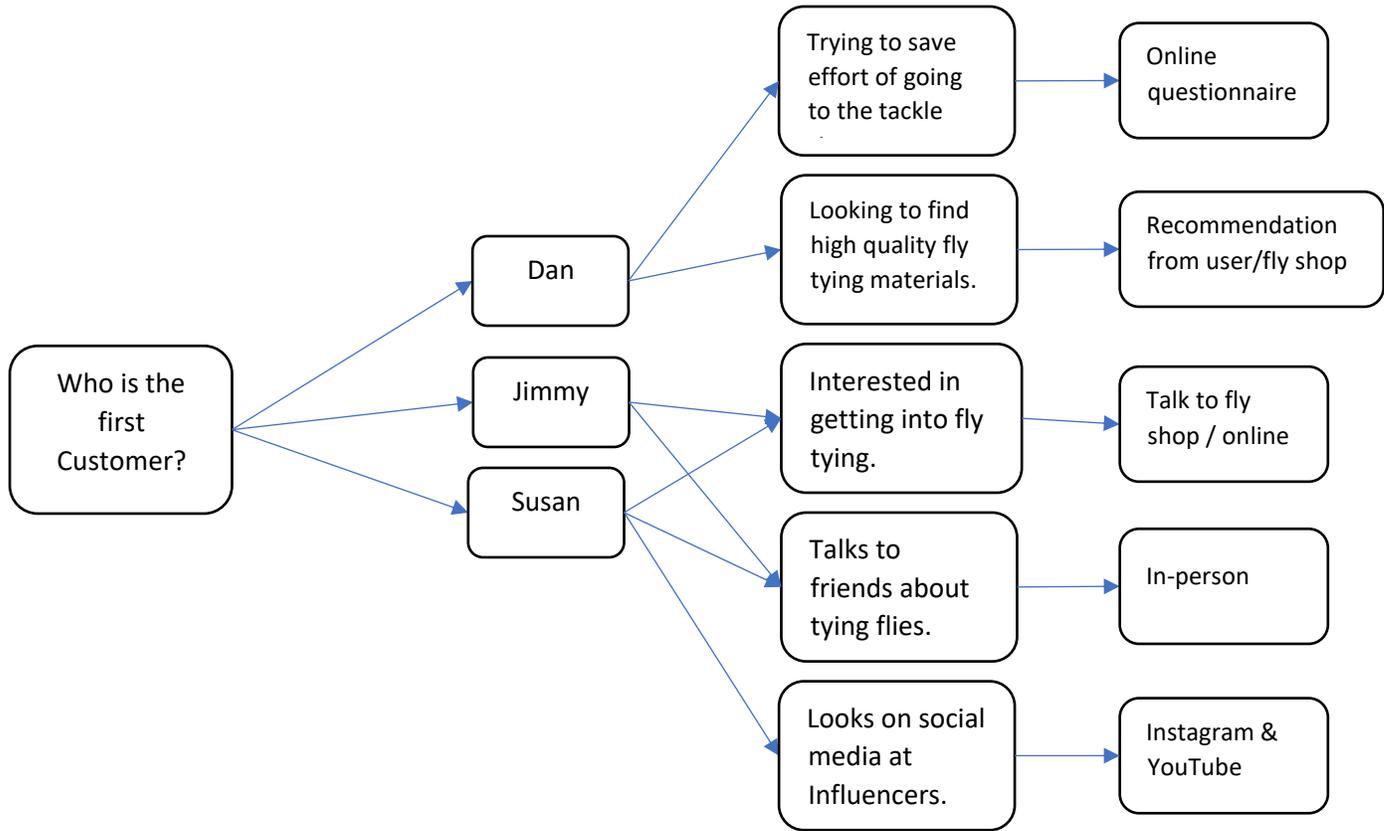
offered would most likely be in the form of different varieties since you have to go out and try a variety of flies to see which ones work and which ones don't. The thing that we do is we cut out the guess work in between which means more time spent fishing rather than doing trial and error.

My MBV assumptions are that I will need to have 1,389 customers with a subscription for 1 year or I will need 16,668 boxes sold each year. This will hopefully be in one year but it is expected that there will be some sort of exponential growth once word gets out about the product and testimonials start coming in. We priced the product to ensure that there was a decent margin of revenue of \$27.68.

Some Consumer behavior questions that are vital to our sales are consumers who are interested in a new form of enjoying fly fishing and also customers who are interested in the rewards you gain from tying your own flies as well. Customers will also have to ask what sort of equipment they might need and, they would not know where to start with the process. This is where we would come in.

The necessary sales channels and distribution network partners we need are people who are influencers in the world of fly fishing to show people on social media our products and advertise them as the solution for all their fly tying needs. For the distribution we need a company that can ship out our products in a timely and professional manner, the plan is to send our products to a pick and pack storage warehouse setup that would take all our products, package them, and then send them out without any interference from us.

Customer Journey map:



Feature/Offering/Pricing table

<b>Materials + Direct MFG Costs</b>	<b>Materials + Direct MFG Costs</b>	<b>Labor Costs (2 weeks paid vacation)</b>
Vice & Kit = \$60/ \$5/month	Camera \$600	\$41,000 fly fishing expert (\$19.71/hour) (\$164/day)
Packaging & Fulfillment = \$3/ box	Website Design \$6000 up front	\$51,000 YouTube producer (\$24.52/hour) (\$204/day)
Boxes (design service & box) = \$0.49	Web Design \$1000/ year	\$50,370 Graphics design (\$24.22/hour) (201.48/day)
fly materials for each fly (\$0.76/ fly) (\$7.60/ 10 flies)		\$9,351/year Class A office space in Minneapolis
Standard recycled pamphlet = \$2,942.61/ 20,000		
\$0.15/ pamphlet		

## VII. Operations/Commercialization Problem

The Prioritized strategy for getting our product from the concept stage to the marketplace is to first get the funds to start hiring on workers. The next step we need is to start purchasing quantities of boxes and supplies from wholesalers, we are not finalized on where to get the fly-tying materials for the cheapest price yet, but we are planning on purchasing fly equipment from one of the larger fly supply companies such as Wholesale Fly Company. The next thing we will have to do is get a pick and pack service to do the packaging and shipping of the product. We also need to hire on a YouTube producer to record and edit the videos, a graphics designer to help produce content for the website and the fly fishing and fly-tying expert advice for us to rely on for fly tying recommendations. The outsourcing should be quite simple as we only need to hire the pick and pack and they can handle the rest. There are also companies that we can outsource the box design and production too and then they would just send our boxes direct to the pick and pack. Another item that has to be accounted for is the web design in which someone will most likely have to be contracted to create the website for us and keep it up to date. The first critical milestone that we need to reach is launching a test service to validate our pricing model and gauging interest for the product. The next milestone would then be launching the product which will hopefully be a success. In term of where we will have to work out of it would be best to have a small office space which is where we can have the fly tyer record videos and the graphic designer can also be here along with the producer.

Product Roadmap:

		Description	Resources Required	Expertise/Data Needed	Other
Fly tying equipment kit	Fly tying vice	Holds the fly for when you need to tie it, arguably the most important tool.			
	Bobbin	Supports the thread and allows flies to be wrapped much more efficiently.			
	Thread	Used to hold fly tying materials to the hook	Variety of colors and sizes and styles		
	Scissors	used to snip thread, trim hair, etc...			
	Hooks	Base of the fly	Need enough hooks to make 10 flies and need them in different sizes		
	Whip finishing tool	Tool to make finishing the fly much easier and ensures that the threads and materials are held in place			
	Beads, Coneheads, eyes	Dimension that can be added to a fly and would come with certain flies that require them			Not Necessary for every fly
	Hackles and feathers	Materials that are needed to create the body of the flies.	Need Materials for each individualized fly		Not Necessary for every fly
	Synthetics and dubbing	Materials that are needed to create the body of the flies.			Not Necessary for every fly
	Wire	Can be wrapped around body of fly for added weight and appearance			Not Necessary for every fly
	Hackle Pliers	Used to hold material before wrapping it into the fly and makes wrapping much easier			
	Hair Stacker	Helps organize and bundle materials to ensure that hair is equally distributed along the fly			
User interface	Website Designer	Someone to design UI for website	Web maintenance person	Graphics design/ programmer	
	Questionnaire	Questionnaire to find what region you are in and the fish you are going for			
	Website domain	Need the domain for a website	Can purchase one online		
	Payment plan	Payment plan to pay for monthly website service	Payment plan		
Youtube Channel	Fly tyer	Someone who knows how to tie the flies	Materials and time	Experienced fly tyer	
	Monthly fly tying videos	Videos on how to tie flies you were given	Someone who works solely on making		



		Description	Resources Required	Expertise/Data Needed	Other
Subscription Contract	Monthly subscription	\$60/month subscription for flies and fly tying equipments	Everything	Fly tyer to show how to tie flies	Contract obligation for one year
	Yearly subscription	\$720/month subscription	Everything		
	After one year	\$55/month subscription	Everything		
Pick and Pack service for shipping	Payment plan	Need a payment plan to work with the company to produce the products	Signed agreement		
	Warehouse	Service has to have a warehouse capacity to hold all the materials	Warehouse		
	Boxes	Boxes with graphics on them to send to pick and pack service	Custom boxes		

## VIII. Resource Problem

Going step to step through my plan starting with the consumers will be that we are looking in the market for consumers who are novices, people who are new to the world of fly fishing and are hoping to get into it but they do not know how to take the first step. This is where we come in as we can serve as the first step to people who are interested in fly tying. The market we are looking to get into is of course the market of fly tying and fishing. There is a lot of people who are trying to get into DIY and fly tying is the perfect fit. Being able to tie your own flies is something that is becoming more and more popular as of late. Our transactions assumptions are still something that can be worked on. We are not sure what price would be competitive in this market since this is a niche item and there are not many things like it. We believe that \$60 a month is a good price for now since we are trying to reach more into the market of consumers who have some free time and money to spend but it would be hard to reach out to

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other consumers at this price point we believe. This is also where we would need to look into other customer archetypes as well and see if there are other customers we can reach. We believe there is a large portion of women fly fishers who can be reached in a different way since they respond differently to the sport than men fly fisherman, if we could make a more accurate consumer archetype for this consumer that would be very beneficial. For packaging we simply just send it in to a pick and pack service and it should all be handled, this is the same for the packaging design. We found a service that is able to customize packaging and they will be able to hand those logistics for us. We need to make some affiliations with fly supply wholesalers such as Wholesale Fly company which I mentioned earlier who can give us an in-road to ordering our supplies from them, they will also be able to provide the fly tying equipment such as the vise and scissors and everything else we need.

There are some market forces that are against though in that there is some competition between us and just buying materials by yourself but this is something that we can compete against since we have the ability to give customized suggestions along with all the materials you need without any extra research or purchasing. A competitor could easily come into the market though and compete with us with perhaps cheaper wholesale, that is why it would be important for us to make sure to get a good connection with a wholesaler who can give us good materials for reasonable prices. Competitors could cause us to lose our investment in wholesale fly materials such as the feathers and thread and such since that is a sunk cost and if we don't have anywhere to ship it it would be costing us money to keep it there. We could also suffer an organizational liability in competition for our resident fly fishing expert. If we were to have someone with a lot of name recognition he could be bought out from the competition.

For us to truly become legitimate we would most likely have to have enough financial investment to become an operation that can handle all of our logistics, that would include shipping, packing, and warehouse storage all under one roof. This is something that would take some time though and is not in our sights at the moment.

Feature/Offering/Pricing table

<u>Materials + Direct MFG Costs</u>	<u>Materials + Direct MFG Costs</u>	<u>Labor Costs (2 weeks paid vacation)</u>	<u>Goals</u>
Vice & Kit = \$60/ \$5/month	Camera \$600	\$41,000 fly fishing expert (\$19.71/hour) (\$164/day)	Find Consumer Market
Packaging & Fulfillment = \$3/ box	Website Design \$6000 up front	\$51,000 YouTube producer (\$24.52/hour) (\$204/day)	Find Wholesaler
Boxes (design service & box) = \$0.49	Web Design \$1000/ year	\$50,370 Graphics design (\$24.22/hour) (201.48/day)	
fly materials for each fly (\$0.76/ fly) (\$7.60/ 10 flies)		\$9,351/year Class A office space in Minneapolis	
Standard recycled pamphlet = \$2,942.61/ 20,000			
\$0.15/ pamphlet			

## IX. Recommendation

We are making the recommendation to GO AHEAD with this project. The concept is solid and there is a found market for this product that has sizeable chunk of the market to reach as well. With the initial investment of \$160,000 we would be able to set up our office, get workers, and start constructing a website to use for advertising. It might take some more investment in additional marketing but there should be enough marketability through word of mouth and the

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website to get some traffic. A threat in the near future that we might encounter is the possibility of a larger company coming in to do the same thing we are doing for cheaper or not being able to find a wholesaler. These are problems that I don't have solutions to right now. Hopefully with this initial investment we should have enough to start producing some promotional YouTube videos and be able to show off our variety of fly selections which will hopefully entice some customers.

# X. Concept Portfolio

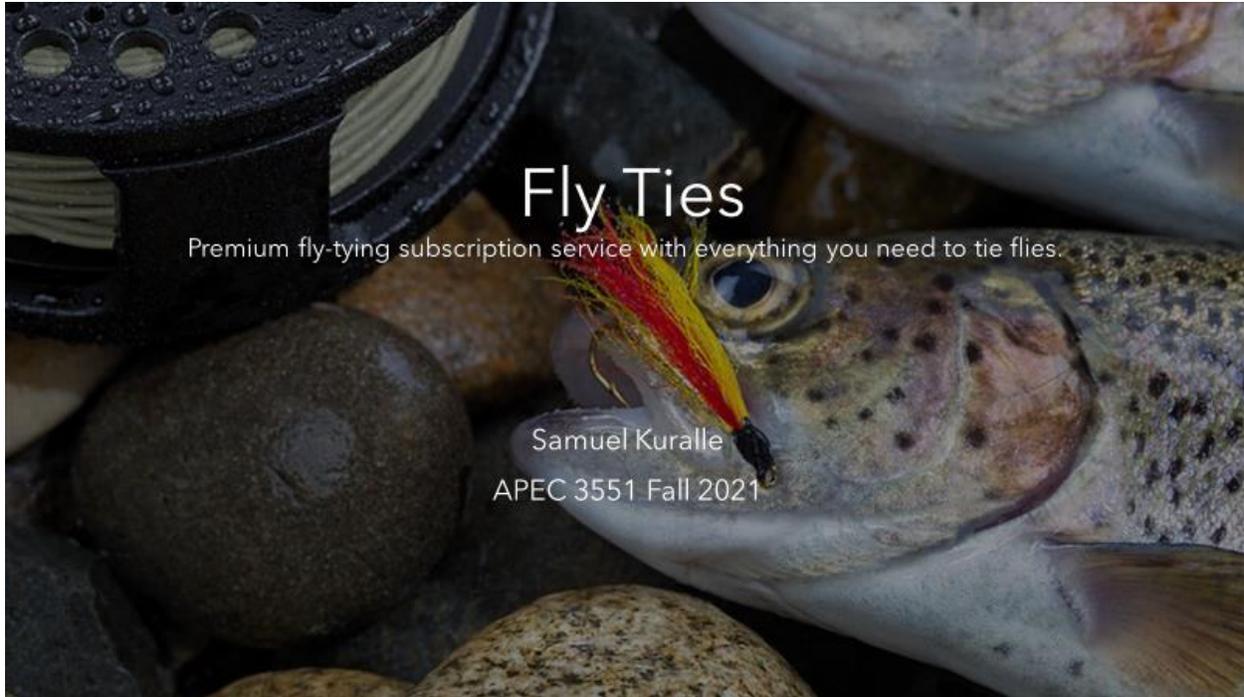
MBV analysis:

						Metrics
Baseline 1:	If we charge this:	\$60	/month			
Baseline 2:	And Our Costs Are:	\$16.08	Labor + Commisions + Royalties			
		\$16.24	Materials + Direct MFG Costs			
		\$32.32	Total Direct Costs			
Baseline 3:	Gross Profit per unit:	\$27.68	0.4613333333	Gross Contribution Margin		
Baseline 4:	Monthly Burn Rate is:	\$12,643.41				
Baseline 5:	Breakeven at:	16,668.00	4,166.00	1,388.00	320.00	45.00
		Per: Year	QTR	Month	Week	Day
						Monthly Operations
Fly Fishing Personality		\$3,416.66				
YouTube producer / recording		\$4,250				
Graphics Design		\$4,197.50				
Office Space		\$779.25				

Concept Hypotheses:

<b>PRODUCT</b>	<b>Critical Hypothesis</b>	<b>Issues, Criteria, &amp; Results</b>	<b>Difficulty Status (%)</b>
1	The kits can be assembled and shipped at a reasonable rate.	There will be a pick and pack service that we will rely on to do that.	
2	The fly tying kit will have everything the customer needs.	There will be a pre-packed fly equipment kit at the start of the service and then the materials every month.	
3	Who is going to produce the YouTube Channel?	We will have to have someone dedicated to producing the videos.	
4	How will Customers find us?	Customers can find us through influencers on YouTube and Instagram along with ads on the internet. We also hope to be put up in tackle shops to advertise.	
5	What is going to be on the website?	There will be the questionnaire to order your kit and there will also be things such as testimonials and monthly fly tying challenges for our customers.	
6	Is there an incentive to tie good flies?	There will be an online monthly fly tying challenge online along with the ability to share what you have created for a chance to be featured.	
7	How do you keep customers tying flies all year round?	Fly tying is almost more of an off season thing than it is during the season. Tying flies in preparation for the next season is a good practice so you can spend more time actually fishing during the season.	
<b>CONSUMER</b>	<b>Critical Hypothesis</b>	<b>Issues, Criteria, &amp; Results</b>	<b>Difficulty Status (%)</b>
1	Consumer prefers step by step instructions	YouTube videos give easy step by step instructions.	
2	Consumer will be able to tie their own flies easily	There is a learning curve but the videos should help and we will also give easier flies to tie	
3	Will the YouTube videos be enough for the consumer to tie their flies?	They will be step by step videos with simple flies.	
4	What type of flies will I get each month?	Monthly service will provide different flies tailored to your needs	
5	Will I have all the equipment I need to tie more than the flies you give me?	Service package will give you everything you need for tying flies	
6	Will the flies be easy enough for me to tie?	We will provide step-by-step videos and will give you simple flies to start.	
7	Will the flies stay tied? What is their durability?	The durability is dependent on how well you tie the flies, we give you two extra hooks and materials to make a few practice ones. We also provide high quality materials which will improve durability.	
8	How will you make videos for all these flies?	Each Region will get a specific set of flies based off their fish selection and the hatch chart	

## X. Presentation Slides



### Problem

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**Experience:** Customer wants satisfaction of tying flies and catching fish.

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**Convenience:** Customer cannot decide what flies to buy or tie.

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**Expertise:** Customer does not know what they need to get to tie.

## Solution

**Premium fly-tying subscription service** where customers can tie the flies that will catch fish.

- **Save Effort** selecting flies to tie
- **Experience** satisfaction of your own handmade flies



## How it works

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Customer fills out form on website

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We select flies for you

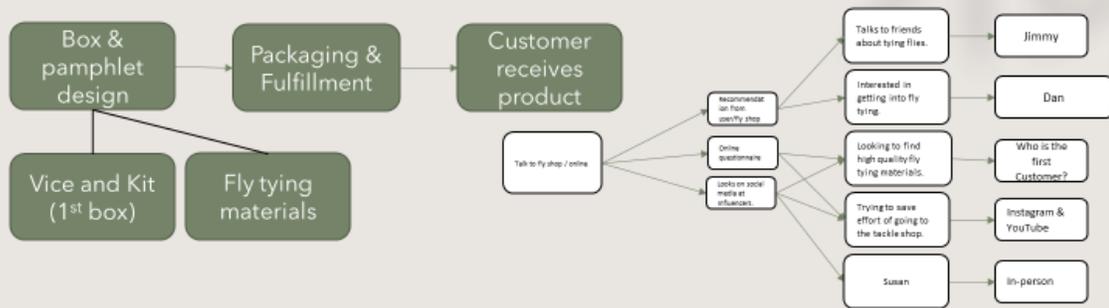
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Customer gets materials & equipment to make flies



## How we will make & sell

- ~1% Growth each year (~400,000)
  - Goal to reach 100,000 (1.2% of total 7.8 million)



## What we need next

- Recommend a GO
  - Viable market & reasonable production
- Road to \$1,000,000
  - Sell 16,668 boxes/year (1,389 sub. Customers)
- Need \$160,000 to start
  - Employees, Office space, Web design etc...