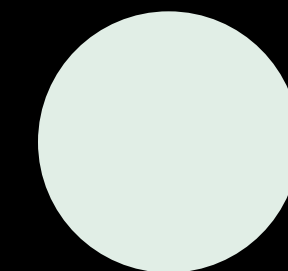
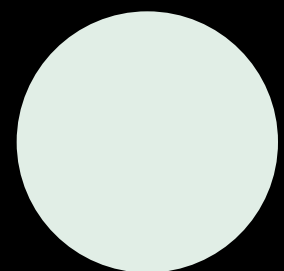


# Derby.Fish

# Full Deck

AGF x W.A.L.L.  
September 30, 2024



# Market Deck

AGFarms provides Derby.Fish Market Insights.

# Markets

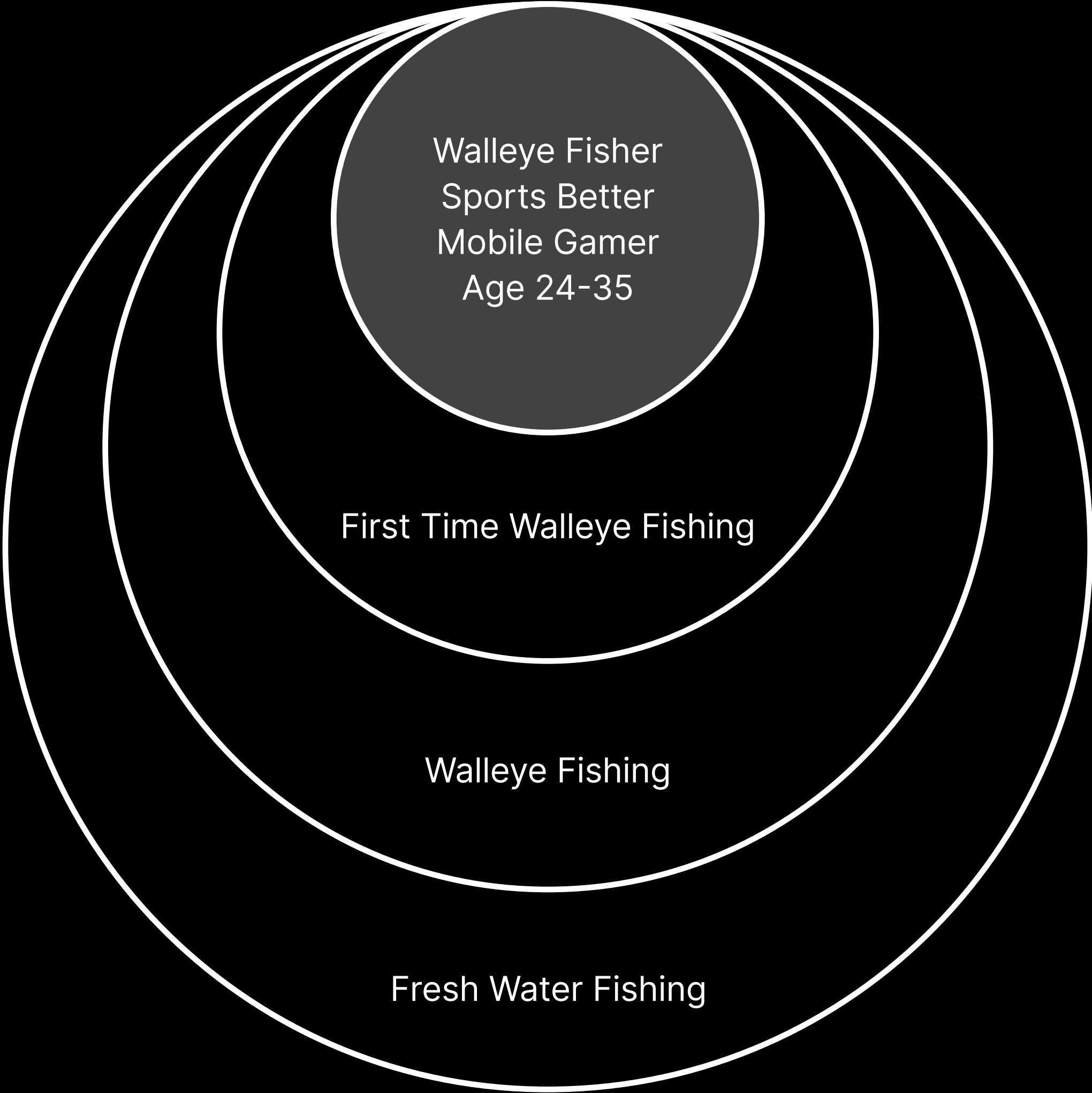
Total Addressable Market -  
Fresh Water Fishing  
**42m Fishers**

Serviceable Addressable Market -  
Walleye Fishing  
**10m Fishers**

Serviceable Obtainable Market -  
First Time Walleye Fishers  
**727k Fishers**

Early-Vangelists - **50k Fishers**

- Walleye Fisher
- Age 24-35
- Sports Better
- Mobile Gamer



# Fresh Water Fishing Metrics

57.7 million US Citizens fish with 889 million total outings. It is second in recreational activities behind jogging in first place. 81% of Fresh Water Fishers are only fresh water fishers.

TAM {2023 Data}

42.6m

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Fresh Water Fishers

69%

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Went on 1-11 Fishing Outings

632m

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Total Outings

14%

Percent of US Population

# Walleye Fishing Market

Walleye are fished in Canada, Great Lakes, North East, and Upper Midwest. Walleye fishing is an estimated average of Midwest, Mountain/Pacific, New-England/mid-Atlantic at 10 million fishers.

SAM {2023 Data}

10.3m

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Walleye  
Fishers

1/6+

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More than 1/6  
of US fishers  
fish Walleye

14

---

Average  
Fishing  
Outings

2.97%

---

Percent of US  
Population

# FIRST TIME WALLEYE FISHERS MARKET

The amount of first time fishers in the US was 4.2 million in 2023. In under-served markets, Derby.Fish can monopolize the new fishers.

SOM {2023 Data}

730k

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First Time  
Walleye  
Fishers

7

---

Avg Fishing  
Outings

4.7m

---

Total Outings

1.3%

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Percent of  
Total Fishers

# Walleye Fisher Sports Bettor Mobile Gamer 24-35 Market

48,406 ppl

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0

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Walleye  
Leagues

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We are targeting US citizens  
who crossover multiple  
industries.

10m { 03% } Walleye Fishers  
46m { 14% } Age 24-35  
61m { 18% } Mobile Gamers  
64m { 19% } Sports Bettors

EVG {2023 Data}

44%

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100k+ income

---

1.6m

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Non fishing  
beach head  
demographic