W.A.L.L.I.

(WALLEYE ANGLERS LENGTH LEAGUE INTERNATIONAL)

((A subsidiary of WalleyeFest LLC.))

About Us:

The beginnings of W.A.L.L.I. started in 2023, by holding its first WalleyeFest Derby on Oneida lake in NY. Its founders Chuck & Matt bought a failed, long-running derby, and in 2 years have turned it into the largest attended and biggest payout derby in NY walleye history. Chuck and Matt have combined a fishing derby and festival atmosphere in creating WalleyeFest. WalleyeFest encompasses fishing seminars, factory reps, retail sales, live music, food, live entertainment, midway rides, and so much more for the whole family.

After their initial success, the vision quickly grew to bring the walleye world a level of focused celebration, and recognition it has never seen before. The plan was formulated to create an APP to make walleye fishing cool again on a national and international level. The APP is a virtual tournament management system that follows the C.P.R. (catch, photograph, release) format. It is so much more than just tournament management, it combines competition (hosted and virtual events year-round, open water and ice fishing), cutting-edge technology, entertainment (member only content and access to walleye pro’s), and community(individual customizable angler home page, in APP social media feed and interaction). The APP will be available worldwide, but focus will be gaining market share in the U.S. 2025-2026, Canada 2026-2027, and finally to Europe by 2028.

W.A.L.L.I. will act as the sanctioning body for all WalleyeFest hosted in-person and virtual leaderboards run through the solely owned proprietary mobile app “derby.fish.” Participating Angler’s will be required to pay for a yearly membership prior to accessing the mobile APP or entering any events. This body will unify the walleye angling world for the Pro, aspiring Pro, and Amateur Anglers alike. It will act as an official record keeper, species ambassador, and dedicated conservation organization.

W.A.L.L.I. is dedicated to two main principles, health and welfare of our fish and fisheries, and pioneering virtual, non-transport, length-based competitive Angling events.

1. **Health and welfare of our fish and fisheries**: There are 2 main categories of competitive Angling events, Derby and Tournament.

Derbies are typically about who catches the biggest fish of whatever species. They can run for any duration of time and encompass only one body of water or many. Typically, the contestant catches the big fish, keeps it alive long enough to take it to a centralized weigh station where it gets entered in the contest. Derbies usually have larger pools of contestants, so multiple weigh stations are typically the norm. Once the fish is entered, and depending on the location of the weigh station, and the condition of the fish, the Angler usually keeps the fish. So, in a situation like this a disproportionate amount of the largest fish in the system are transported and killed.

Tournaments are typically 1–4-day events with a set number of Anglers per event either as individuals, teams, or Angler – co-angler formats. These are timed events where the whole field leaves and returns to the same place. These events are weight based only and are a cumulative total of however many days the event is. Weight based tournaments have the highest rate of cheating by Anglers falsifying their catches weight by stuffing the fish with objects to increase its weight and avoid detection. Each day the Anglers fish for the best 5 fish of whatever species, hold them in their boat live well for the duration of the event, then transport those fish back to where the weigh ins are to be held. In a typical 8-hour tournament, fish can be held in the live well for the entire time if they were caught early on the tournament day. This system opens the door for fish to be physically damaged during the duration of the time where they are in a small, dark, confined space in the live well. These same fish, after being beaten in the live well, are then displaced and removed from the environments where they were caught and transported in some cases up to 100 miles. These fish must be alive at time of weigh-in, not when it’s time to release them. Mortality rates of every species for these types of events are exponentially higher than the CPR (catch, photograph, release) format we have designed.

W.A.L.L.I. events follow a C.P.R. (Catch, photograph, release) format where the fish entry and submission is done by the Angler, on the water, in real time during the event. W.A.L.L.I. events do not allow or mandate that fish be transported to a centralized measuring station, or in any way, to remove fish, once caught from the location they were caught. The process is quick and simple, you take 2 pics and a video inside the “derby.fish” app. Picture #1 BUMP SHOT, fish on bump board for length measurement, picture #2 HERO SHOT, app camera automatically orientates to selfie mode and takes your picture with the fish, #3 release video of fish being released back in the water and swimming away.

Here is the sequence of events. Once the fish is landed, it is immediately placed on an authorized bump board for measurement and picture. Then, the angler takes selfie with fish showing angler and fish together. Lastly, the angler takes a video of the fish being released back into the water and swimming away, BUMP SHOT, HERO SHOT, RELEASE VIDEO.

This format has been scientifically proven to be the least invasive, most ethical way to conduct sportfishing events with little to no long-term effects on the individual fish caught or the general population in each body of water.

2. **Length based events/Fish scoring:** W.A.L.L.I. uses up to three individual data points that fit into an equation that equals a point total for each fish. This method provides the most accurate representation of each fish without having to use actual weight and girth measurements of the fish. By not using weight and girth measurements, we have eliminated the two categories where 100% of fraud and cheating occur in competitive Angling events.

For ex:

**(1)Length in .25” increments + (2) Length to weight table weight in .10lb increments + (3) AI measurement calculated in App in .25” increments(under development) = total score**

**25.5” + 6.2 lbs + 40.25 = 71.95 total points.**

The virtual entry tournament format has been in use for 5-10 years now in various forms, originally developed for kayak bass anglers who wanted to tournament fish but did not have live wells on their vessels to make that possible. You also could not allow Anglers to use their own individual non-standardized scale in a competitive atmosphere, so a length and reporting system was developed.

W.A.L.L.I. has expanded the concept by capturing 3 different, independent data points and tallying them for a raw score. There are also 3 photographic criteria that need to accompany each submission, 1- BUMP SHOT (fish on bump board), 2- HERO SHOT (selfie of angler and fish), and 3- MONEY SHOT (release video of fish swimming away), failure by an angler to submit any part and there will be a standard deduction or disqualification of the fish. The raw score can be subject to deductions prior to its acceptance by a W.A.L.L.I. official.

Technology is a driving factor in the fishing world, and W.A.L.L.I. is at the forefront of this wave in the walleye world. Our team of in-house developers has built a virtual tournament app that is packed with tons of great features like.

1. Exclusive members only walleye specific content and hosted online seminars.
2. Our in-app social media feed is available ONLY to our members.
3. Individual, customizable home page in the App for each angler to record their catches, gear, and tournament history.
4. A fish for money side (Pro, Semi-Pro) and a fish for prizes (Amateur) side of the App.
5. AI fish measurement in the app (coming soon)
6. Exclusive discount program for Members in our Sponsor Shops
7. Group discounts for boat and event insurance.
8. In-person tournament management services to help you get your event or tournament off the ground using our APP and tournament software.