W.A.L.L.I.

Sample pricing

WALLI is the sanctioning body for WalleyeFest. In order to have access to the derby.fish app Anglers will pay a membership fee. Only WALLI members can fish in WALLI / WF events.

This yearly membership will be a three-tiered model with Pro / Semi-Pro / Amateur levels. Each tier has a different price point.

Pro: $19.99

Semi-Pro: $12.99

Amateur: $5.99

As a start-up operation, I agree with offering the app for free. My idea of free would be allowing temporary access to the site and member benefits for 1 event/leader board. The first one is free, (free use of the app, not free entry into an event/leader board) this way people can test it for themselves before becoming a full-fledged member. ((From our technological standpoint is this possible?

Is there a better or easier way to restrict access by price point?

What would base level free functionality look like in the app?))

Can we allow free app access yearly for the WF Oneida Lake derby in May

Member benefits:

APP access with yearly membership

Members only ecommerce site in the app

Members only Sponsor Discount program.

Member access to Insurance coverage while fishing a walleyefest event.

Blanket insurance coverage for any event or leaderboard and all its participants that were created by a WALLI member that is not run by WALLI, but uses the derby.fish app to run said event or leaderboard.

Discounts on pre-packaged boat insurance that meet minimum WALLI requirements.

Estimated streams of revenue:

1. Social Media/Youtube (WF LLC): WalleyeFest will have a presence on every SM platform, as well as its own Youtube channel (or channels) – This will end up generating enough revenue to pay for the social media advertising campaigns.
2. LOGO Merchandise (WF LLC): Self-explanatory. Can sell in a Shopify store with direct links from the app and from all other digital sources.
3. E-Commerce (WF LLC): Affiliate links with a percentage of return based on total dollar value sold. Immediately all sponsors would have priority but could open up affiliate links from non-sponsors.
4. Sanctioning body memberships (SUB WF LLC): These are yearly fees. You must be a member of the sanctioning body before you can fish in any of their events. (This is an industry standard) This is also where and how we monetize the APP. There are 3 membership levels,
   1. Amateur $5.99 (only eligible for in app currency or prizes, full app features, can upgrade at any time to compete for money) projected to be our largest demographic.
   2. Semi-Pro $12.99 (Paid entries, cash prizes, full APP features)
   3. Pro $19.99 (Top tier competitors, National Tour, High $ fees and payouts, coming in 2026)
5. Tournament Fees (WF LLC): WF rakes 50% off every hosted Main Leader Board and 40% off every sub hosted leader board. For the Virtual Leader Boards WF creates and oversees from a far we rake 30%. These percentages are of the total entry fees from each individual Leader Board.
6. Advertising Sales (WF LLC): We possess a very large pool of people in a very specialized niche. What and who we choose to put in front of this pool of people stands to do very well. We will vet these companies closely. With the addition of the app, and its reach and engagement far beyond the fishing time /tournament time will mean our sponsors are paying for 24/7/365 access to our customer base instead of just a single event or partial year series. In the walleye world we serve, there is walleye fishing and thus walleye tournaments year round in open water and on the ice. With our own in app social media feed, advertisers will be able to advertise in the feed and through out the pages of the app with clickable banner ads and logo ads, each priced according to placement.
7. Licensing/Hosting (SUB WF LLC):
   1. We have the ability to license a user not affiliated with WalleyeFest to hold their events on our app, using our tournament software. The licensee will also have the ability to purchase our tournament directors service. This service is hands on training and on site help to set up their own events.
   2. Hosting customers will already be WalleyeFest members that want to set up their own leaderboards. These customers will be charged a fee + 10-30% rake of total entries.

Sample projections for 2025:

|  |  |
| --- | --- |
| Memberships | 2025 |
| Amateur $4.99 | 20,000/$99.800 |
| Semi-Pro $12.99 | 10,000/$129,900 |
|  | $229,700 total |
|  |  |

Hosted event: Individual Competitor

AUTO-ENTRY Lunker Walleye Leader board (1 fish) $25 x 1000 contestants = $25,000 x 50% rake = $12,500 profit

7 optional leader boards $20 each x 1000 contestants total = $20,000 x 40% rake = $8000 profit

Mens

Womens

Military/1st responder

Best 5 Walleye

Most Keeper Walleye 15”+

Lunker Yellow Perch

Best 10 Yellow Perch

$20,500 profit on a 1000 Angler individual hosted 2 day event

HOSTED EVENT: TEAM COMPETITORS

AUTO-ENTRY Best 5 Walleye $100 per team x 100 teams = $10,000 x 40% = $4000 profit

4 optional leader boards $100 per LB x 100 teams total = $10,000 x 40% = $4000 profit.

LUNKER WALLEYE

MOST KEEPER WALLEYE

LUNKER YELLOW PERCH

BEST 10 YELLOW PERCH

$8000 profit from 100 boat TEAM field.

VIRTUAL LEADER BOARDS:

VLB’S AVAILABLE 24/7/365 by body of water in any state in the U.S. VLB’s can have any amount as the entry fee as set by contestants or pre-set by WF.

Ex; Assume Saturday VLB’s at $25 per VLB are the most popular, and across the country on any given Saturday lets say we have 5000 Anglers competing in a VLB. That’s $25 x 5000 = $125,000 in VLB revenue x 20-40% profit, lets say 30% rake by WF on each VLB = $37,500 in profit.