



Company Findings

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Company's History

- 2013 got the idea while out fishing
- SmartZone/SmartStart program
- Previously at GS Engineering
- 2014 approached Nels and Zach
- Summer 2014 1st prototype

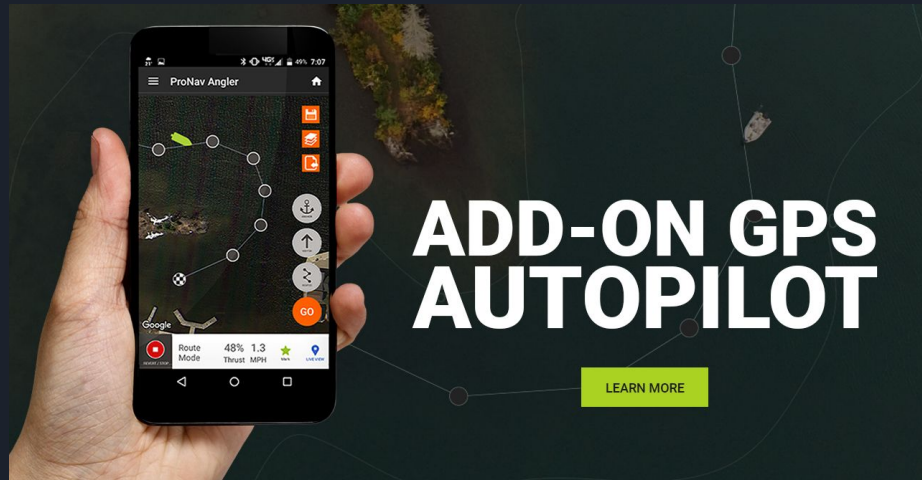


Company's History Continued

- Launched product January 2016
- Retrofitted app
- Building relationships, Navionics and Cabela's
- Currently working on handheld product, working with retailers

Products, Technologies, Markets

- ProNav Angler, ProNav Angler PowerDrive Motor Bundle and Riptide Bundle
- Surveying, Buoys, Search and Rescue, Agriculture, Kayak fishing, Small Vessels
- Primary sales are from website, Amazon, tradeshow and Cabela's
- Aftermarket technology



	Minn Kota® i-Pilot®	MotorGuide xi5 Pinpoint®	ProNav™ Angler	Minn Kota® iPilot Link™ paired with Humminbird®	MotorGuide PinPoint® GPS Gateway paired with Lowrance®
Autopilot	✓	✓	✓	✓	✓
GPS Anchor	✓	✓	✓	✓	✓
Route Recording	✓	✓	✓	✓	✓
Route Creation on Map			✓	✓	✓
Live Map View			✓	✓	✓
Sharing			✓		
Automatic Cloud Backup			✓		
Storage	16 Spots 16 Routes	8 Positions 8 Routes	Unlimited	2,500 Waypoints 50 Routes	5,000 Waypoints 200 Routes
Cost	\$450	\$450	\$699	\$1,500	\$1,800



Smartphone & Tablet Requirements

Android

- Android 4.3 and up (Jellybean)
- Bluetooth 4.0 (BLE)

iOS

- iOS 7.0 or later
- BLE-enabled iPhone or iPad



Trolling Motor Requirements

Minn Kota

- Compatible with PowerDriveV2 without factory installed i-Pilot, aftermarket i-Pilot must be removed
- Compatible with foot pedal and CoPilot
- Compatible with PowerDriveV1 with upgrade to PowerDriveV2 control board
- Riptide SP

ProNav Angler Features

- No data connection required to work on the water
- Network connection required to cache maps for offline use
 - Free worldwide satellite base imagery
- Compatible with Navionics Boating mobile subscriptions (sold separately) but not required



Management

- Skill diversity/flat organization structure
- Technology, Marketing, Inventory, Business Development, Manufacturing
- Day-to-day team for long term goals



Financial Position

- Own everything
- Not currently profitable
- Grants with help from SmartZone
- Competitions
- Business strategy: Niche market, High quality medium to low cost
- Approached by investors, currently working out the details



Future Plans

- Plan to sell individual products/tech
- Continue to create/innovate products, have multiple products as they grow



Relation to BA 5740

- Contextual Ambiguity
- Disruptive
 - Ease of use (smartphone)
 - Professional without the price
 - Sharing
- Product enhancing
- Radical to piloting, incremental to autopilot systems
- Patent Pending
- Mixture of competence enhancing with their current employees so going off their extensive fishing knowledge but also competence destroying since they are having to learn new business skills they did not previously have, ie market studies, business strategies, etc.



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