

Print *Lure* 

“The a-Lure of Creation”

Mission

- * Products that thrive on 3D Printing
- * Create local jobs
- * MVP, redefined
- * Unlimited Customization

Problem

- * 3D printing → Non-commercial use
- * Anglers want control over their fishing lures
- * 35 million anglers, \$1.2 billion/ year industry
- * Hobbyists advance markets

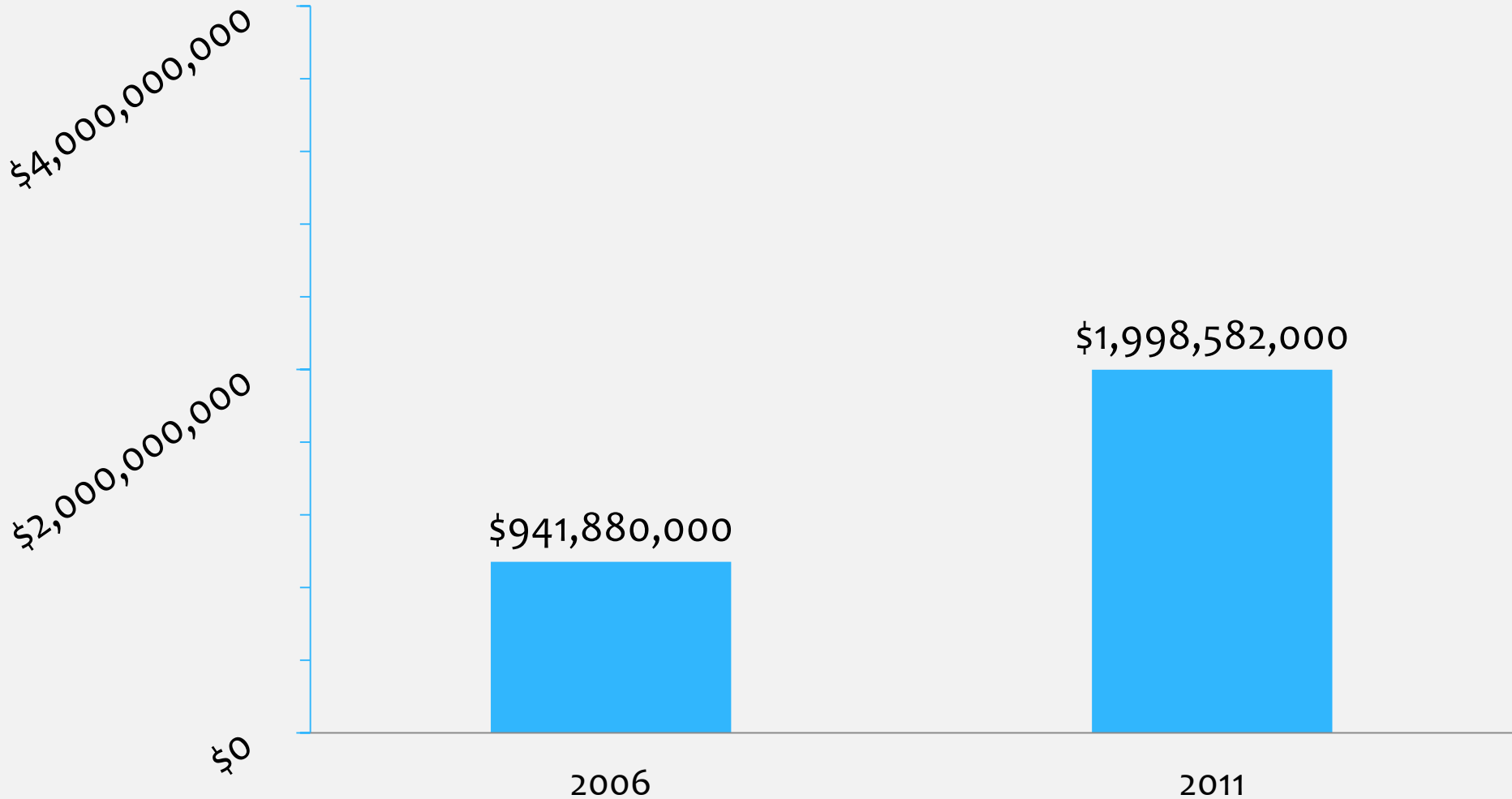
Solution

- * Gamify the creation of digital fish lures and manufacture them using 3D Printing.

Customers

- * Innovation excites fisherman
- * Intelligent consumers with disposable income
- * Willingness to integrate new technologies with their sport

NYS Angler Expenditures

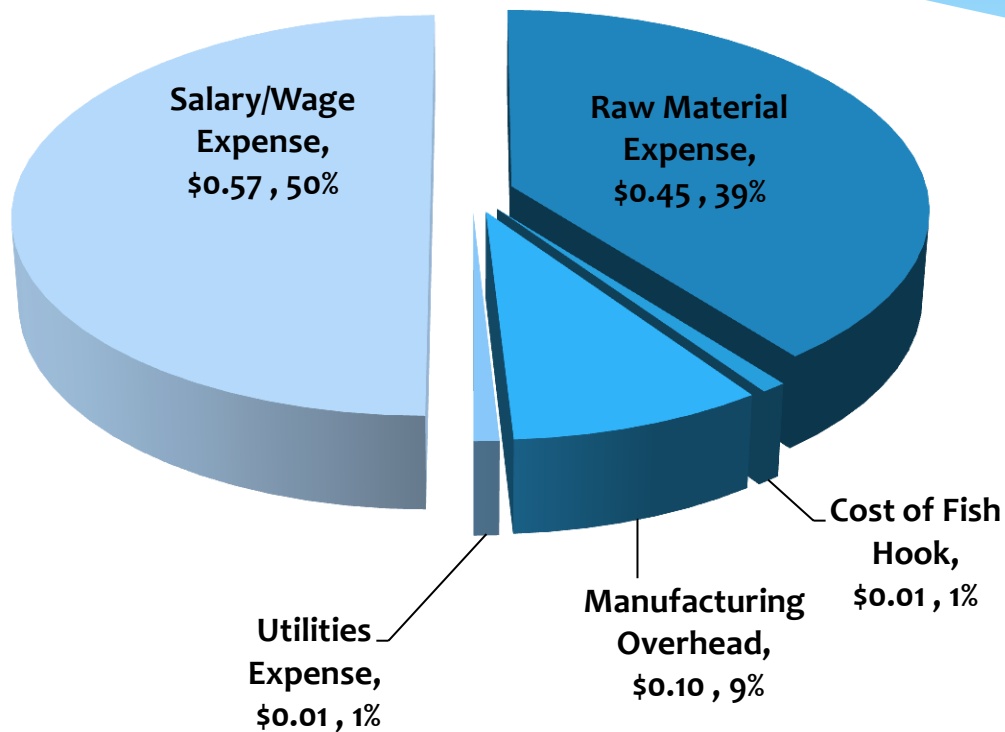


Breakout Market

- * Great fishing in New York —→ Eco Tourism
- * Twice as many people come to New York to go fishing than the number who leave New York
- * Large customer based established industry

Demo

Cost Per Lure: \$1.14



Competition:

- Average Lure Price: \$7-\$10
- MVP: \$3.00

Cost Per Lure: \$1.14

Survey Results:

- 20 fishermen reached
- 95% of angler would customized lures
- Average prices: \$10.40

Unit Sales Price	\$4.99
Gross Profit	\$3.85
3d Printer Cost	\$3509.92
Breakeven on Purchase (units)	911.67

Challenges

- * Scaling
- * Development of technology
- * Funding

In-House Crowd Funding

- * Freemium model
- * Market research
- * Testing and improving our product
- * Control over investment, no risk involved
- * Shift with tech market

The a-Lure of Creation...

Waiting to be Caught

Visit us at: <http://www.printlure.com/>

#PrintLure

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