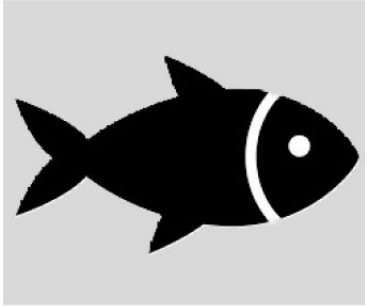


FishID



we

Placeholder for a list of items, represented by several horizontal gray bars of varying lengths.

Adam Burstyn

Product Vision

Give anglers the ability to correctly identify the species of their catch and instantly have it's regulations readily available to avoid fines for keeping illegal fish, regardless of how remote an area they are in.

Problem Statement

Often times anglers may catch a species that is unknown to them and they do not know the regulations to make the proper decision about keeping it. The decision whether or not to keep or release a fish needs to be made instantly. Fishing locations can be in remote areas with limited access to cellular signal for online searching.

User Profiles

Bad Bass Betty

Bio

Goals

Frustrations



- A small town, healthcare worker
- 30 years old
- Enjoys outdoor activities (fishing, camping, kayaking, hiking)
- Novice, recreational angler

- To be able to identify a fish species and know the local regulations

- Limited ability to identify fish species
- Lack of knowledge of local fish regulations when traveling
- Lack of cellular reception when camping to search online for fish identification images

Brands

Personality

Motivations



Cabela's

Wrangler



- Social
- Outdoorsy
- Family Oriented

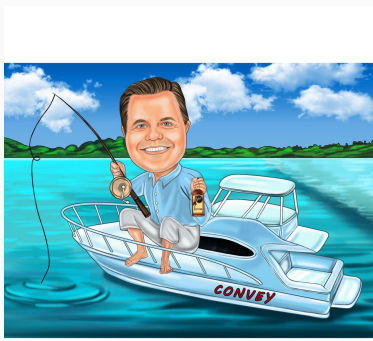
- Be able to keep her catch without fear of fines for breaking local fishing regulations

Big Game Gary

Bio

Goals

Frustrations



- 45 years old
- Big city business owner
- New to fishing
- Enjoys taking friends out on his new sport fishing boat

- Be able to identify his catch to show off to friends

- Lack of knowledge of fish species
- Fishes offshore where there is limited cell service to search online for fish identification images

Brands

Personality

Motivations

 **West Marine®**

Titleist®



- Outgoing
- Social
- Showy

- Being the go to guy for entertainment
- Brag about the big game fish he catches on his fishing trips

Unique Value Proposition

Expert Guidance

Expert guidance from a trained AI image recognition model that can provide the name and regulations of your fish species

Real-Time Feedback

Receive the fish species and regulations immediately after taking a picture on the users mobile device

No Cellular Signal Needed

Image classification model and fish regulations will be stored on the edge, right on the users device. There is no need for cellular reception to send and receive information through an API.

MVP Definition

Solution (P)

An app that utilizes a cell phone or tablet's camera to take a picture of a fish. The image is processed by an image classification model to determine the fish species. The species name and associated regulations for a selected region will be displayed on the device. The image classification model and all the region's regulations will be stored on the device.

Viability (V)

Lies in its ability to deliver fisherman needed regulatory information about a fish species in real time, without the need for cellular reception.

Minimality (M)

The proposed solution is minimal because there are no nice to have features such as integrated weather forecasts and on device catch logging.

User Stories

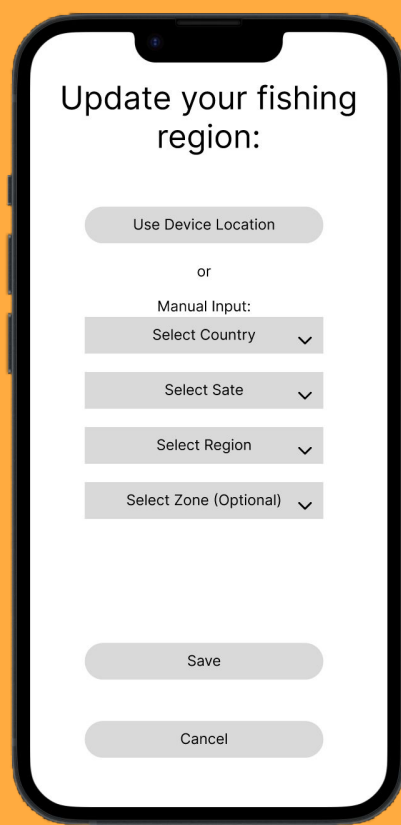
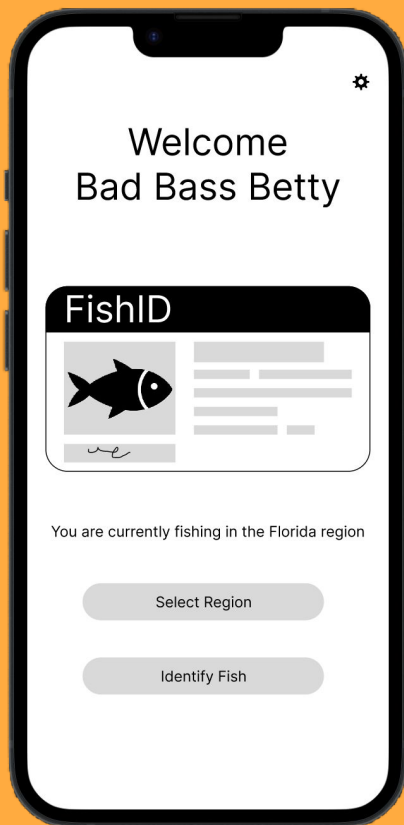
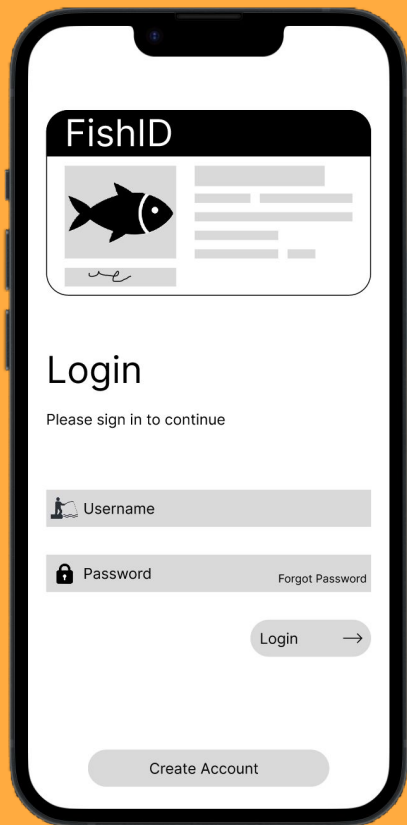
Bad Bass Betty

As a novice angler, I want to be able to take a picture of my catch on my mobile device, have it identified, and be provided with the local regulations so that I can determine if I am allowed to keep it. I want to be able to identify a fish species and receive its regulations without cellular signal (or wi-fi) so that I can go fishing on camping trips in remote locations where there is no cellular signal and still be able to receive this information. I also want to be able to update the location for the regulations so that they are accurate when I am traveling on camping trips.

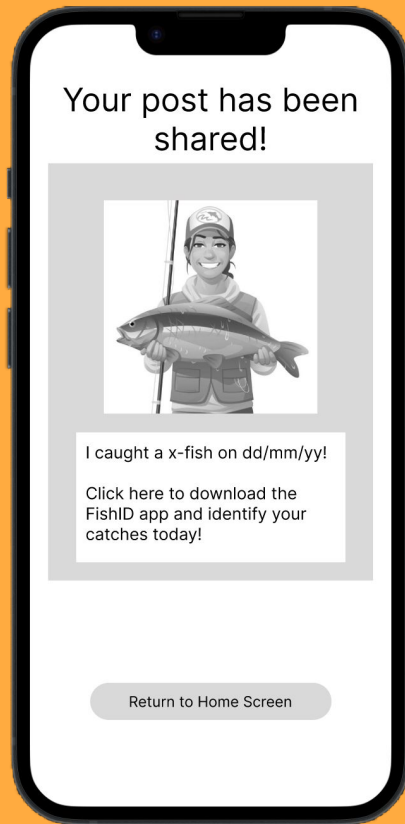
Big Game Gary

As a new boat owner and novice angler, I want to be able to talk about and show off my big game catches with my social circle so that I can look like I am an expert angler. I want to be able to have my catch identified when I am offshore without cellular service so that I can celebrate big catches that I cannot identify with my friends onboard.

MVP Wireframes



MVP Wireframes



MVP Prototype

Prototype:

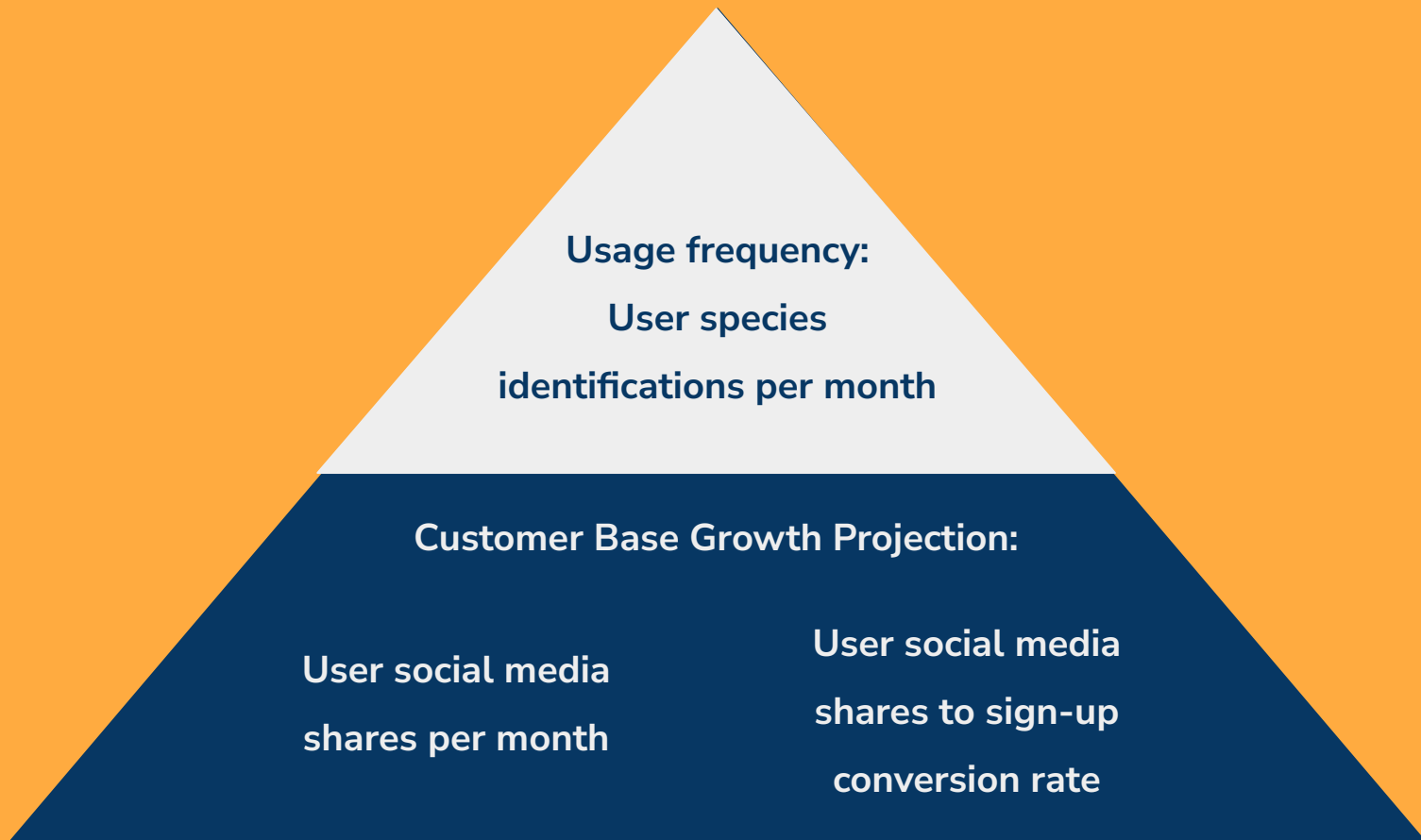
<https://www.figma.com/proto/U8mov2hfiT6NLbmNdeYCY/FishID?page-id=0%3A1&type=design&node-id=1-2&viewport=751%2C2787%2C1.47&t=zKxf7fSol8vizSBu-1&scaling=scale-down&starting-point-node-id=1%3A2&mode=design>

*This is a partially implemented prototype for demo purposes. All features are not fully functional for this prototype.

Go-to-Market Strategy: Positioning

What Is It? A mobile application that allows an angler to take a picture of their catch and identify the species and local regulations in real-time, without the need for cellular signal or wi-fi. Users will also be able to share their catches on social media when they have an internet connection.	Target Segment Recreational, novice anglers
Market Category Outdoors, Recreation	Competitive Alternatives FishVerify, Fish Rules, Fishing guides
Primary Differentiation Ability to receive fish species identification in real-time, without the need for an internet connection	Key Benefit Allows users identify fish species and local regulation information in real-time, without cellular signal or wi-fi

Go-to-Market Strategy: Metrics



SWOT Analysis

	Helpful	Harmful
Internal	<p>Strengths</p> <ul style="list-style-type: none">• No internet connection required• Highly accurate image classification model• Updates to local regulations database and classification model	<p>Weaknesses</p> <ul style="list-style-type: none">• Limitations in mobile device storage capacity for edge ML model• Existing competitor products• Possible misidentification of species
External	<p>Opportunities</p> <ul style="list-style-type: none">• Partner with big brand outdoor/marine companies (Outdoor World, Cabelas)• Partner with boat club/rental service	<p>Threats</p> <ul style="list-style-type: none">• Established competitors add the differentiating feature• Too niche of a market

Risk Matrix

		Impact		
		Minor	Moderate	Extreme
Probability	Rare	Target users prefer to rely on paper charts over technology	Target users have outdated mobile devices that do not have a camera	Recreational fishing becomes outlawed due to overharvesting
	Moderate	Users forget to update their region for regulations prior to losing reception (user error)	Users gain knowledge and are able to identify fish species on their own	Users device onboard storage is not large enough to support an edge ML model
	Very Likely	Users want more robust nice to have features such as integrated weather reports	Multiple products on the market with similar features	Pre-established competitors add the differentiator functionality



Thank You!