

# A-Z Fisheries Project Information

## ### User Information & Business Overview

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**\*\*Business Name:\*\*** A-Z Fisheries

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## ### Business Goals & Mission

- Remove millions of pounds of invasive Asian carp from Illinois waterways annually.
- Create economic opportunities in commercial fishing and fish processing.
- Develop a replicable, cost-effective model for sustainable fishing.
- Provide sustainable, year-round employment for at least three Illinois residents.

## ### Project Details

- Applying for a U.S. Department of the Interior grant to fund the operation.
- Using an innovative 'snagless herding curtain' (referred to as 'new innovative technology' publicly).
- Seeking partnerships with state and federal agencies.
- Exploring funding sources including grants, investors, and crowdfunding.
- Planning product expansion into fillets, fish cakes, jerky, fish meal, fish oil, and bait.

## ### Marketing & Outreach

- Developing a strong brand and website with eco-friendly messaging.
- Engaging with LinkedIn and social media to raise awareness.
- Targeting environmental conservation leaders and investor networks.

## ### Additional Information

- Previous involvement in projects related to Asian carp market development.
- Past experience in commercial fishing, mussel shell harvesting, and asphalt business.
- History with the Department of Commerce and collaboration with Josh Headstrem.
- Assisted in relocating a fish processing plant to Beardstown, Illinois.

### ### Future Plans

- Enhancing A-Z Fisheries into a fully integrated invasive species management business.
- Developing patents for innovative technology.
- Seeking affordable commercial fishing equipment and business expansion opportunities.