



THE FISHHAWK JIG COMPANY

Investor Opportunities





Seeking investors for The FishHawk Jig — a handmade, designed and developed in America, freshwater fishing jig.

The FishHawk Jig is a hand-tied, designed and developed in America freshwater fishing jig that promises to revolutionize the way anglers approach their sport. Crafted with meticulous attention to detail, this innovative lure has been expertly engineered to mimic the natural movements of baitfish, ensuring a captivating and irresistible presentation that will leave your catch struggling to resist its allure. With cutting-edge design and superior craftsmanship, The FishHawk Jig stands out in a growing market of high-performance fishing lures.

The global fishing industry has experienced significant growth, driven by increasing participation in recreational fishing and rising consumer demand for high-quality fishing gear.

Following the COVID-19 pandemic, interest in outdoor activities surged, creating new opportunities in the fishing supplies market. As a result, innovative products like The FishHawk Jig are well-positioned to capture market share and cater to a growing community of anglers.

With sustainability and performance as key industry trends, The FishHawk Jig is designed to meet the evolving needs of modern fishermen by offering superior functionality, durability, and environmental responsibility.

The FishHawk Jig is a unique fishing lure designed to provide superior attraction and efficiency. Unlike traditional lures, it features:



HANDCRAFTED QUALITY: Each jig is carefully hand-tied, ensuring a unique, durable and effective design



INNOVATIVE DESIGN: Mimics the movements of live baitfish (pond smelt) to attract a variety of fish species



ECO-FRIENDLY MATERIALS: Made with bismuth and tin instead of lead, reducing environmental impact



ENHANCED VISIBILITY: Features light-reflecting properties that adjust to water conditions, making it irresistible to fish





COMPETITIVE LANDSCAPE

Major players include Rapala, Berkley, and Strike King. However, The FishHawk Jig stands out by focusing on:

- ✓ Handcrafted quality vs. mass-production
- ✓ Customization and personalization
- ✓ Environmental sustainability

COMPETITIVE ADVANTAGE

The FishHawk Jig sets itself apart from mass-produced alternatives by offering:

- ✓ A more realistic baitfish simulation
- ✓ Durable and eco-conscious materials
- ✓ Handcrafted construction for superior performance



THE SECRET TO OUR SUCCESS

The durability of this lure is captured by the crisscross pattern of the waxed nylon thread holding the guts (crystal flash and marabou feathers) intact.



The Founder: JOHN DOUGLAS D'ANGELO

John Douglas D'Angelo, affectionately known as "The FishHawk" of Lake Almanor, was a legendary fishing guide and innovator. His expertise in angling led to the development of FishHawk Jigs, inspired by the natural prey of local fish. D'Angelo's handcrafted jigs became the preferred choice of anglers seeking effective, high-quality lures. His legacy continues through The FishHawk Jig Company, which builds upon his knowledge and passion for fishing innovation.

With decades of experience on the water, D'Angelo mastered the art of matching lures to fish behavior. He was known for his ability to read water conditions and adapt his techniques, earning him a reputation as one of the best fishing guides in California.

His dedication to the sport led to the creation of The FishHawk Jig, a lure that mimicked the movement of injured baitfish, making it incredibly effective. D'Angelo's innovations were not only about catching more fish but also about improving the angling experience, making it more accessible and enjoyable for everyone.

D'Angelo's contributions to fishing extended beyond his products. He actively promoted conservation efforts and mentored young anglers, ensuring that the sport would continue to thrive for future generations. His legacy lives on through The FishHawk Jig Company, carrying forward his passion, expertise, and commitment to excellence.

Fish Hawk Jigs are a line of fishing jigs developed by D'Angelo. Named for the bald eagles and osprey that so effectively fish Lake Almanor, Fish Hawk Jigs are D'Angelo's answer to mass-produced jigs.

Jigs are most often used on California freshwater lakes to imitate bait fish. Threadfin shad is a common minnow jigs are used to imitate. Japanese pond smelt is the predominant bait fish of Lake Almanor. D'Angelo designed his original fish Hawk Jigs as a reproduction of Lake Almanor's pond smelt.

D'Angelo was using a 1-ounce Fish Hawk Jig with a white pearl body and a white maribou tail when the lunker brown hit. The tail had a little bit of red in it to make the pond smelt imitation look as if it was wounded.

Guide lands 16-lb. trout at Almanor

By Dan Howell
Sports Editor

"When I finally saw it I started getting the shakes. After 35 years of fishing my knees got weak. I never wanted a fish more in my life," said Lake Almanor fishing guide Doug D'Angelo, the Fish Hawk.

D'Angelo landed a 16-pound brown trout while fishing off Rec II of the Lake Almanor Peninsula on Aug. 26. It is yet to be confirmed, but Department of Fish and Game fisheries biologist Ron Decoto believes the brown trout may be the largest ever recorded being caught from the lake.

Much of D'Angelo's life has been spent fishing Lake Almanor. He has been a Lake Almanor fishing guide for 26 years. He grew up in the Hamilton Branch area and was taking trout from the lake long before he took to guiding as a profession.

D'Angelo was out with fishing clients Helaine Messer of New York and Michael Messer of Lafayette the morning of Aug. 26. Like many of D'Angelo's clients, the Messers have fished with him for years. They had

from the shore off of Rec II.

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"I didn't hit like a brown. It just about tore the rod out of my hand," D'Angelo said. "I thought it was a king (salmon). It hit hard and made about a 70-foot run. I told Mike it was a king and he said it was 9:15, let's see how long it takes you to land it."

After the fish made a run it came back deep underneath the boat. D'Angelo had to walk line the night before.

6-foot ultralight Fenwick graphite Blackhawk rod. His reel was a 7.5-ounce Shakespeare Sigma. He had filled the spool with new 4-pound test Maxima line the night before.

Lake Almanor fishing guide Doug D'Angelo displays what

may be the largest brown ever caught from Lake Almanor.

He caught the 16-pound brown trout on Aug. 26.

were like this fish here."

Because of the ferocity of its attack, D'Angelo believed the brown was feeding and running a school of pond smelt before it when it took his jig. Brown trout usually take enticements without expending much energy. "I call them moss mouths," D'Angelo

life. You catch more big fish jugging. Move your jig the speed of the bait fish.

"Word has really gotten around about the fish. People have been great," D'Angelo said. "They come up to me and shake my hand. I work the gate and all people are congratulating me all the time. For me, catching the

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Countywide Sports

CHESTER
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With epoxy hardened bodies and hand-tied maribou tails on a high quality hook, D'Angelo finds he can catch more fish, and larger fish, on his own Fish Hawk Jigs than on mass-produced jigs. Most jigs' bodies will wear out sooner and hooks will be bent by large fish, D'Angelo said.



The global fishing tackle market was valued at \$19.75 billion in 2022 and is expected to grow at a CAGR of 4.5% from 2023 to 2030. The U.S. fishing industry alone is valued at \$48 billion, with over 41.8 million freshwater anglers in 2022.

TARGET MARKET

- ✔ Avid freshwater anglers (ages 25-54)
- ✔ Recreational and competitive fishermen
- ✔ Eco-conscious consumers seeking sustainable fishing gear
- ✔ With a focus on quality, sustainability, and innovation, The FishHawk Jig is positioned to capitalize on these industry trends.



Fish-Appeal – *Eco Friendly Commitment*

PRODUCT EFFICACY AND TARGET DEMOGRAPHICS

The FishHawk Jig has proven its superior effectiveness in freshwater environments, aligning perfectly with our target market. This meticulously crafted lure caters to both hobbyist fishers and seasoned professionals, enhancing their angling experience and success rates. Our marketing strategies are tailored to reach two distinct personas—recreational and competitive anglers.

APPEAL TO KEY SPECIES

Central to our product's allure is the largemouth bass, the most sought-after freshwater game fish in the United States. Found in nearly every state, largemouth bass fishing drives significant sales of jigs, crankbaits, and other bass-related equipment. This species not only attracts sport fishing enthusiasts but also plays a crucial role in aquatic ecosystems.

In addition, The FishHawk Jig is highly effective for targeting Rainbow Trout and King Salmon. Rainbow Trout, known for their vibrant colors and preference for cool, clear lakes, offer a unique challenge for jig fishing aficionados. King Salmon, celebrated for their elusive nature, are a prized catch for those seeking an exceptional fishing experience. The versatility of jigs, which mimic small fish or prey, makes them a popular choice across various fishing conditions.

ECO-FRIENDLY INNOVATION

The FishHawk Jig is crafted from bismuth/tin, non-toxic and recyclable materials that serve as eco-friendly alternatives to lead. Furthermore, the jig features natural marabou feathers, ensuring minimal environmental impact while maintaining top-tier performance.



EARNING STRATEGIES

The FishHawk Jig Company will leverage both traditional and digital marketing to attract investors and customers. To achieve this, we intend to blend traditional approaches with cutting-edge digital tactics, ensuring a broad and engaging reach. Social media advertising and influencer partnerships will enhance brand visibility, while trade shows and fishing tournaments provide direct engagement and feedback.

AI-POWERED CONTENT CREATION: Integrating Large Language Modeling (LLMs) into our strategy will revolutionize customer interaction, content creation, and market analysis.

TRADE SHOW PRESENCE: Showcasing our jigs at industry events will maximize visibility and generate sales leads.

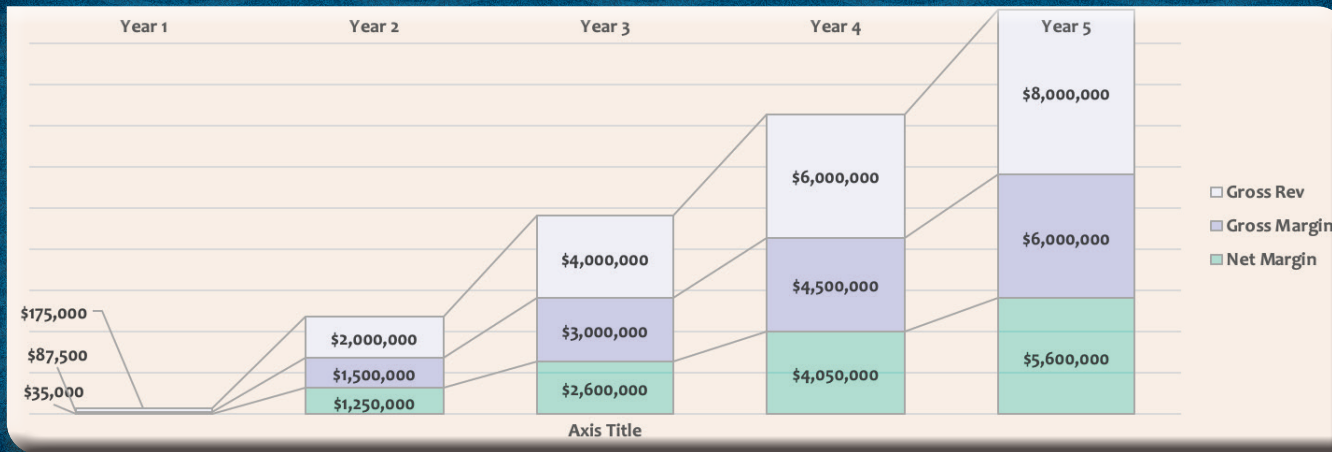
STRATEGIC PARTNERSHIPS: Partnering with fishing guides and competitive anglers for endorsements will create buzz and tap into social media markets. Distributors and retailers will promote our products through value-added or affiliate marketing.

CUSTOMIZATION AND SUBSCRIPTION MODELS: Offering customized lure designs and a monthly subscription box will ensure recurring revenue and foster brand loyalty.

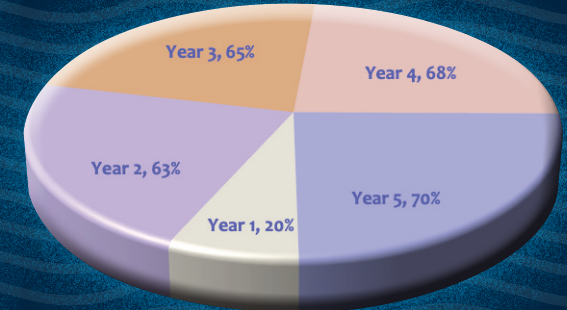
BIG DATA AND MACHINE LEARNING: Data-driven marketing campaigns will optimize ad placements and improve conversion rates.

5-Year Financial Projection

PRODUCT FINANCIAL PROJECTIONS



NET MARGIN %



YEAR 1 PROJECTIONS

- **Units Sold:** 35,000
- **Unit Price:** \$5.00 (introductory pricing)
- **Net Business Profit:** -\$62,500 (expected initial losses)

YEAR 2 PROJECTIONS

- **Units Sold:** 200,000
- **Unit Price:** \$10.00
- **Net Income:** \$1,350,000
- **Gross Profit Margin:** 75% (above industry average of 40%)

YEAR 3-5 PROJECTIONS

- **Year 3:** 400,000 units sold, \$2,700,000 net income
- **Year 4:** 600,000 units sold, \$4,050,000 net income
- **Year 5:** 800,000 units sold, \$5,400,000 net income

Investor Summary

FINANCIAL PROJECTIONS AND POTENTIAL

The FishHawk Jig Company shows high potential for profitability and growth over the next five years.

YEAR 1 PROJECTIONS: Initial losses due to start-up costs.

YEAR 2 PROJECTIONS: Net income of \$1,350,000 with a 75% gross profit margin, well above the industry average of 40%.

YEAR 5 PROJECTIONS: Projected gross revenue of \$8,000,000 and net income of \$5,400,000, maintaining a 75% gross profit margin.

KEY HIGHLIGHTS

STRONG FINANCIAL HEALTH: 75% gross profit margin and 20% net profit margin indicate robust profitability potential.

SEED FUNDING: \$250,000 to cover start-up costs with clear allocations.

OPTIMISTIC PROJECTIONS: Assumes successful market penetration and efficient operations.

RISK MANAGEMENT: Regular financial reviews and business plan adjustments to adapt to market dynamics.

These projections highlight The FishHawk Jig Company's potential for substantial financial success and sustainable growth, making it an attractive opportunity for investors.



Are you ready to invest?

Are you ready to dive into a lucrative market with immense potential? The FishHawk Jig Company is poised for significant growth, and we invite you to join our journey.

With 42 million freshwater anglers in the U.S., our FishHawk Jigs are hand-crafted to meet the demands of both hobbyist and professional fishers. Our innovative marketing strategies, including large language modeling, influencer partnerships, and industry tradeshows, ensure a broad reach.

Investing in The FishHawk Jig Company supports the development of cutting-edge marketing initiatives, AI-powered customer engagement tools, and personalized products. Our projections show a steady increase in revenue and net income, with a gross profit margin well above the industry average.

We seek \$250,000 in capital to cover start-up costs and accelerate growth. Investment increments start at \$10,000, allowing flexibility while collectively reaching our funding goal.

Join us in transforming the fishing industry and reaping the rewards of a high-growth, profitable venture. Your investment will enable us to revolutionize the fishing experience for anglers everywhere. As we like to say, *"If ya wanna catch 'em big, ya gotta use The FishHawk Jig."*

Invest in The FishHawk Jig Company today, and let's cast a line towards a prosperous future.

The late Doug D'Angelo, *Founder*

George Saab, *Co-Founder, Member Owner, CEO*

Carl Giacobone, *Member, COO*

Nina Rocha, *Member, CFO, CHRO*

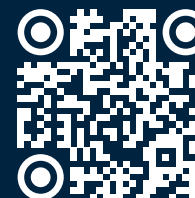
Invest Now!

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CATCH 'EM BIG...



WITH THE FISHHAWK JIG!