



Market Research and Opportunity

According to research done by the American Sportfishing Association in their report *Sportfishing in America, an Economic Force for Conservation*, over 60 million Americans spend an estimated \$46 billion a year on recreational fishing alone. Recreational fishing (also known as sport fishing) has a total economic impact of \$115 billion in the US alone, when you include fishing expenses lodging, transportation and other expenses related to sport fishing. The US accounts for about 45% of global sport fishing revenue; other popular recreational fishing destinations include Japan, South America, Australia, South Africa, and Scandinavia. Sport Fishing is increasing in revenue at about 3.5% per year worldwide, according to the study.



However, until now the benefits of block chain technology have not been applied to this booming industry. That is where ProFish comes in. ProFish is the first organization of its kind, in a completely untapped market. The ProFish, FISH token is able to bring a new kind of business sense, and a

bright new change to the sport fishing community; FISH is for anglers.

Introduction

The FISH token provides a trilateral approach to use case services that are beneficial to fishermen, retailers, and vendors alike, all around the world. ProFish provides three main services, upon a decentralized platform that is self sustaining.



FISH Token Services

Online Tournaments:

Online Tournaments are not a new concept- they have proven track record in the sport fishing industry. Many sport fishers are already familiar with how online tournaments work. ProFish tournaments however, will have the added benefits of low transaction fees, verifiable blockchain transactions, and the secure Ethereum network to bolster its capabilities.



Online Tournament winners are rewarded in FISH token, and announced on the ProFish community page. The community web page has social media capabilities similar to that of Facebook- users can add friends, create groups, write on each other's walls, and share their catches via our website. In addition to the social

media capability of our website, we also pave the way for access to external social media platforms- share some of your proudest achievements on your favorite platforms!

Online Marketplaces:

The ProFish online marketplace allows vendors, retailers, and fishermen to exchange goods and services using FISH tokens and/or Ethereum. Community Members will also be able to use this feature like an online swap meet, to sell used or custom equipment.



Payments will be integrated directly into the community store. We are working to allow vendors, retailers, and members to have their own store with the ability to post items for sale on the fly.

Reward Systems:



Rewards programs are very common in sport fishing- nearly all major retailers offer their own rewards programs. All too often, customers will acquire points, virtual gift cards, or samples- that are only tied to a specific retailer, product, or offer. They always expire with time, and usually the customer is left with an unusable small balance, like \$.67.



Typically, rewards programs are closed off from one marketplace to another. Having a rewards system tied to a specific retailer may seem like an advantage for the traditional reward programs, but in an increasingly decentralized world, it's not. Customers will naturally flock to whatever option is most convenient and available to use; FISH will work across marketplaces and platforms, uniting rewards programs and services, fortifying the sport fishing economy. Imagine the millions of dollars spent on advertising through social media, television, radio, and sponsorships; the majority of that money leaves the industry. However, by using FISH as a platform for transactions, sport fishing stays in sport fishing.



FISH is all about anglers being able to grab lures, line or other low cost items with reward points, share fishing tales with fellow fishers, conveniently interact with their favorite retailers, and enter tournaments. The usage of ProFish services (such as the Online Marketplace or the Tournaments) both increase the ease of shopping and encourages the active use of sport fishing products. Fishing tournaments are not easy to measure directly in sales, but easy to measure in excitement. FISH aims to get anglers out there, to enjoy their passion.



Road Map



Social Sharing

Brag to your friends with beautiful posts to share!



21" Pike on Zara Spook

August 20, 2018 John Robertson Uncategorized 0 Comments

- Fish Species Pike
- Length (inches) 21
- Reel Type Spinning
- Tackle Class medium
- Type of Bait Lure
- Lure / Bait Used Zara Spook
- Country USA
- Angler John

Share This





Competition

Interactive and Auto-Updating Leader boards to keep users engaged and encourage friendly competition.

Angler					Total
 Matteo Kokx	18"		30"		48"
 Rob Johnson		8"	28"		36"
 Salvador Perez	22"				22"
 Martin Schmidt	15"				15"
 Liang Tsou		9"			9"

Peer to Peer

Users will have control of their own wallets and will be able to send to each other with no fees taken by Pro Fish. A default gas price is set on the back end. This may change from time to time, but the fee goes directly to the network and not to Pro Fish.



Kay Fisher
Log Out

Your wallet:

0xCb2F20E6fB0D9D9bF10678F559E3521218DF8473

0.024850966 ETH

599 FISH

To

Input the recipient ethereum address

Amount

FISH

Send

#	Amount	Date	Tx
1	200 FISH	1 days	0x8c7b9c
2	0.0005 ETH	1 days	0xf4d50a
3	100 FISH	1 days	0x20b49a

Decentralization is about to revolutionize the world. Join Pro Fish and be the first player in a \$200 billion dollar industry.





Token Information



Pro Fish (FISH)

Total Supply: 985 Million

Contract Address: 0xBb8A83f98e3D98EA1e3bc6E01FA577e5Ec3e62D0

Decimals : 8



FISH Token Distribution

