Scent-Infused Fishing Lures

Fishing Physics is a sporting goods company developing revolutionary fishing lures, including lures that continuously release fish-attracting scents into the water. These easy-to-use lures are more effective and less expensive than live bait.

Technology

Fishing Physics’ species-specific lures are more convenient and cost-effective than traditional bait. Constructed from specially formulated hydrogels, these durable and effective lures are able to absorb fish-attracting solutions and come in an assortment of shapes and sizes. A grouper lure, for example, can be infused with the smell of squid – the cephalopod being one of grouper’s favorite food sources. Because the scent-based attractant is released continuously, users of these species-specific lures experience more successful fishing trips. Whereas sprays and dips tend to wash off traditional lures almost as soon as they enter the water, Fishing Physics’ lures maintain their effectiveness over long periods of time. These species-specific lures, with their increased longevity and improved catch rates, eliminate the need to spend hundreds of dollars a year on live bait, saving fishermen money. The company’s lures are also more environmentally friendly than traditional lures sprayed with oil-based scents, as they do not release harmful chemicals into the water.

Market Potential

According to the latest U.S. Fish and Wildlife Service’s report, nearly 40 million licensed anglers generate more than $45 billion in retail sales every year. Fishermen are eager to use new, more effective lures that can attract certain desirable species. Fishing is a multi-billion-dollar industry worldwide and recreational fishing tackle generates five billion dollars in sales annually in the U.S. alone.

Strategy

Fishing Physics’ species-specific lures could be a licensed product or sold directly to big box retailers and professional fishermen. The company has already secured a contract with Mystery Tackle Box, a direct-to-consumer business that sends their customers a monthly box of top-quality baits and lures from amazing brands. In the coming year, Fishing Physics will be featured at the International Convention of Allied Sportfishing Trades (ICAST), the largest sportfishing trade show in the world with more than 700 media editors expected to be in attendance. The event could introduce as many as ten thousand potential buyers to the Fishing Physics product line. Fishing Physics will also leverage existing contacts at big box retailers, such as Wal-Mart and Bass Pro Shops, to explore sales opportunities.
Management Team

JoAnn Bachewicz, CEO
JoAnn Bachewicz, Fishing Physics’ CEO, is an experienced entrepreneur who holds degrees in Computer Science and Finance. She owns businesses in diversified fields and has been involved with the Subway® brand for almost 30 years. For the past 10 years, she has been an active Advertising Board member for the Chicago Market for Subway®. As board chair, she oversaw a $10 million annual budget for marketing campaigns in several forms of media. Ms. Bachewicz has led sales seminars in the United States and Russia. She has also advised on distributors’ Requests for Proposal in the Chicago area, the results of which affect hundreds of Subway® restaurants. Ms. Bachewicz manages a number of tasks that maximize franchisees’ chance of success as they enter into the business world. She has interests in commercial and residential real estate and serves on the boards of several business-oriented and philanthropic organizations.

Contact Information

Shannon Rocha, Coordinator
Fishing Physics
(708) 259-4830
srocha@subfirst.com