FinAddictz

FIGHT FISH, NOT CROWDS

Finding your own fishing hole is about to get a whole lot easier...

Founded by Ryan Guest T'10

Since the age of four, I have been a rabidly obsessed fisherman, venturing to four different continents to pursue my passion and catching 37 different species of fish in the process. Sadly, the realities of life have necessitated holding down a real job in order to financially fuel this addiction.

I graduated in 2005 with a BS in Finance and Accounting from Boston College and spent 3 years working at Liberty Mutual in various financial roles before leaving to earn my MBA from the Tuck School of Business at Dartmouth. Currently, I am a Strategy Associate at Greenhouse Partners, a Boulder-based brand and marketing consulting firm. In this role, I have managed the creation of an investor prospectus for a real estate development startup company, developed the creative concept for a major Colorado ski resort, and designed the digital strategy for a hair salon franchise business, among other projects.

About FinAddictz: Today, the ~40M fishermen in the US have to pay on average $400+ for a fishing trip with a guide or to access private water through a guiding service, pricing a substantial segment of the market out. FinAddictz will help solve this problem by connecting via Craigslist-like posts amateur anglers countrywide (and later, potentially internationally) with:

- Other non-professional anglers (with greater knowledge of a fishing area) for free,

- Fishing guides who are willing to offer their services for at most 50% of a normal guiding fee (rookie guides, last minute cancellations, or upcoming vacancies),

- Landowners who are willing to allow fishing access on their land for a nominal fee (much lower than via a guiding service).

When searching, users will be able to see a map of their waterway of interest, with dots marking planned fishing trips (green for open, red for booked), to allow for an informed decision regarding where to fish, and creating a uniform distribution of fishing pressure.

In addition, the site will serve fishing retailers (who spend $3B annually on marketing) via targeted advertising, displaying ads that correspond to the "angler profile" (based on trips they have taken in the past) when first logging in, and when browsing posts, ads based on key words within the posts.

Later functionality includes a star rating system of all 3 user groups, a "freemium" model for anglers that provides access to visualized, historical crowd-sourced fishing report data (down to within 5 miles and dating back years, or days, similar to the visuals created by Next Big Sound), a rewards program for users providing ratings and fishing reports.

The FinAddictz 1.0 site will be launching later this month, serving the gold medal streams of Colorado. In conjunction with this, we will be raising money on Kickstarter to develop a mobile app to pair with the site, which will allow users to display in real time where they are fishing. This way they will be able to "protect" their solitude while fishing, and other users will be able to see if others are in their favored spots and make an informed decision about where to go.

Check us out on Facebook and sign up on our landing page for updates on the Kickstarter campaign and the business launch, and thanks for helping to get the word out and any other support you can provide a Dartmouth entrepreneur!

guest.ryan@gmail.com
ryan@finaddictz.com