FishLine™ Mobile Application Program
Hooking the modern consumer

Presented by Dan Blick
Phondini Partners
Half Moon Bay, California

Funded partially by a grant from the Central California Joint Cable/Fisheries Liaison Committee
Key findings on mobile phone use

• Today, mobile phone ownership in the U.S. stands at 92%, up from 73% in 2007.
• More than 50% of those cell phones are smartphones, with the capacity to access the internet and mobile applications.
• At least 41 million Americans now use their cell phones for shopping-related activities.

From The Pew Internet Project and Nielsen News
Media Time Spent in 2011

Sources: VSS, Mary Meeker (KPCB), ComScore, Alexa, Flurry Analytics
I want fresh seafood for dinner

• Is it in season?
• Who is selling it?
• What will it cost?
• When can I buy it?
• Where is it being sold?

FishLine™ to the rescue!
iCoastside

Community Mobile App
• Business Directory
• Event Calendar
• Surf, Tides & Weather
• Real-time Traffic
• News
• FishLine™
• Various other features
FishLine™ Feature

FishLine Popularity

June: #11  4.9%  7.2%  7.7%  8.1%  11.2%  13.9%
July: #8  4.9%  7.2%  7.7%  8.1%  11.2%  13.9%
August: #3  4.9%  7.2%  7.7%  8.1%  11.2%  13.9%
September: #4  4.9%  7.2%  7.7%  8.1%  11.2%  13.9%
October: #4  4.9%  7.2%  7.7%  8.1%  11.2%  13.9%
November: #1  4.9%  7.2%  7.7%  8.1%  11.2%  13.9%
December: #1  4.9%  7.2%  7.7%  8.1%  11.2%  13.9%

Kimberly Rose – Salmon
Kimberly Rose (G-24), Fresh King Salmon; Visa and cash accepted

Cricket – Salmon
Cricket (G-1), Fresh King Salmon

Aini-K – Salmon
Aini-K (G-8), Fresh King Salmon

Fresh Salmon – 3 Boats
There are 3 boats selling fresh salmon today.
Come on down! It’s sunny, but bring a light jacket - it’s windy.

Welcome to FishLine Daily Catch
Welcome to the FishLine by iCoastside!
Please watch this list - it will be updated regularly as fishermen come into Pillar Point Harbor, hoping to sell their catch.
We hope you enjoy our Fresh, Local, Wild Fish and Crab!
FishLine™ App

Currently in Public Beta

Everything in one place

• Find Fresh Seafood
• Boats, Markets & Restaurants
• Fishermen & Fisheries Info
• Stories & Recipes
• Locations & Directions
• Events, News & Information
• Surf, tides & weather
• Free on iPhone, iPad, Android

Welcome
Fresh & Local Today
Ports & Places
Markets & Restaurants
People
Fish Tales
Recipes
Fisheries
Events
Favorites
App by Phondini
Seafood Browser

Easy navigation for consumers

• Find Seafood by species
• Find Seafood by Harbor
• Navigable down to the boat
• Add Fresh Seafood
• Markets & Restaurants, too

App by Phondini
Communications

Many different paths to consumer

• Push messaging
• News Blog
• Event Calendar
• Recipes & Suggestions
• Info & Stories from “Faces of California Fishing” website
Sustainability

For FishLine™ & Fisheries

• Educate & engage the Industry & the Public
• Seek Partners & Sponsor to support the App long-term
  – Harbor districts
  – Fishing industry associations
  – Markets & Restaurants
  – Business Improvement Districts
  – Tourist & Visitor Bureaus
Outreach and Education

“If no one knows the App is there, they’re not going to use it”.

- **FishLine™ Advisory Board (FAB) to determine ultimate outreach plan.** FAB includes CCJCFLC representatives and others TBD.
- Commercial Fishermen’s Association meetings: demonstrations, written instructions, support contact information.
- Groups with interest in fisheries, tourism, restaurants, marine science: meetings, demo.
- Press releases, ads, interviews in local newspapers, radio, TV.
- Internet and Social Networking: Facebook, email lists, YouTube video demo, Twitter.
- Local events, e.g., info/sponsorships at Festivals, Farmers Markets, etc
FishLine™ Benefits

• Provide real-time mobile link between fresh seafood providers (the Commercial Fishing Industry) and their customers.

• Attract both local residents and visitors to the harbors and ports to participate in activities such as purchasing fresh and/or prepared seafood landed by the Commercial Fishing Industry.

• Educate locals and visitors about local seafood and the fishing community.

• Make the valuable content from the Faces of California Fishing website more accessible to mobile phone users.
For more information

• Download FishLine™

• Catch Dan or Joe at Dinner tonight

• Or Contact Phondini Partners: info@phondini.com www.phondini.com 650-479-4624