



# 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



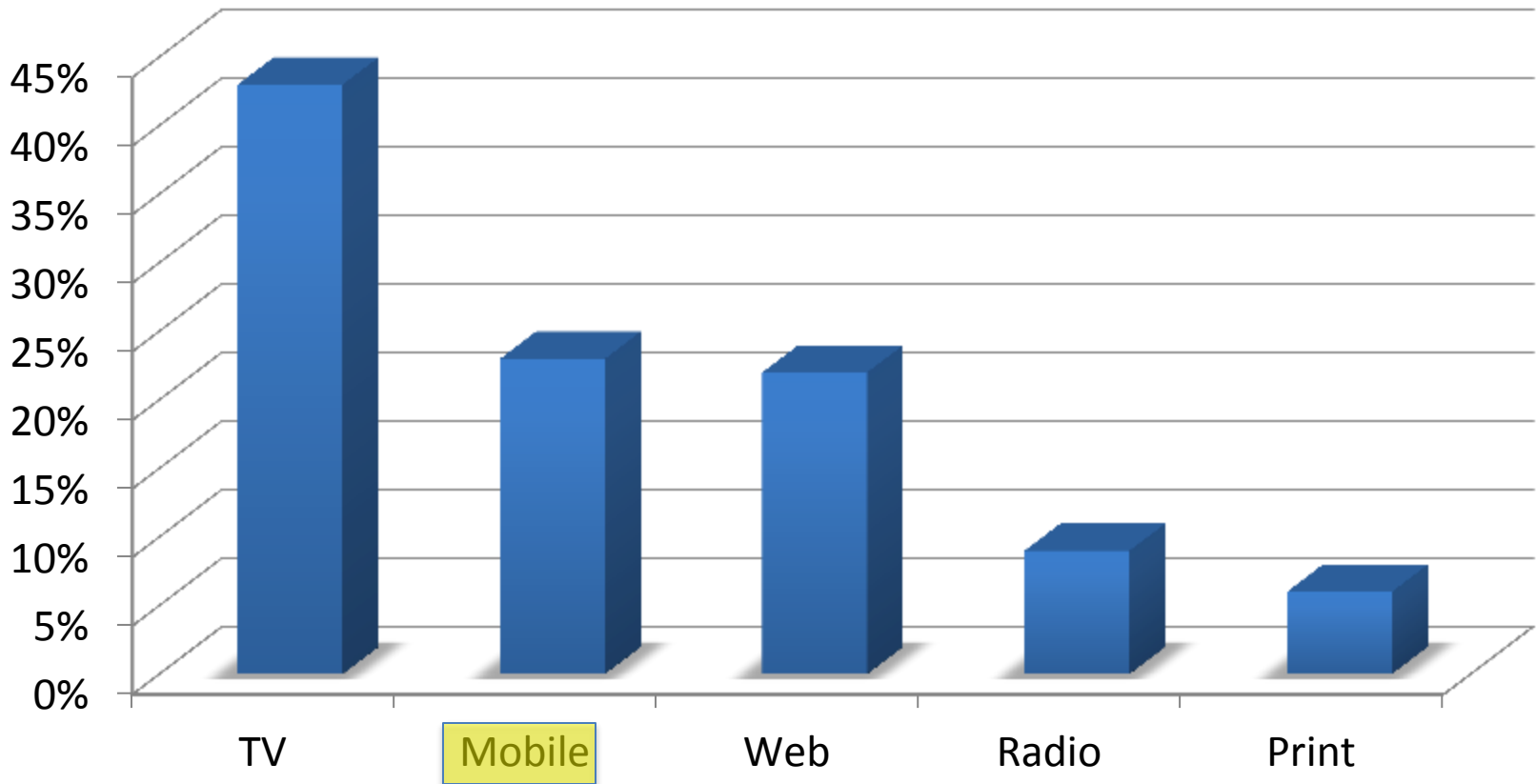
# Key findings on mobile phone use

- 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

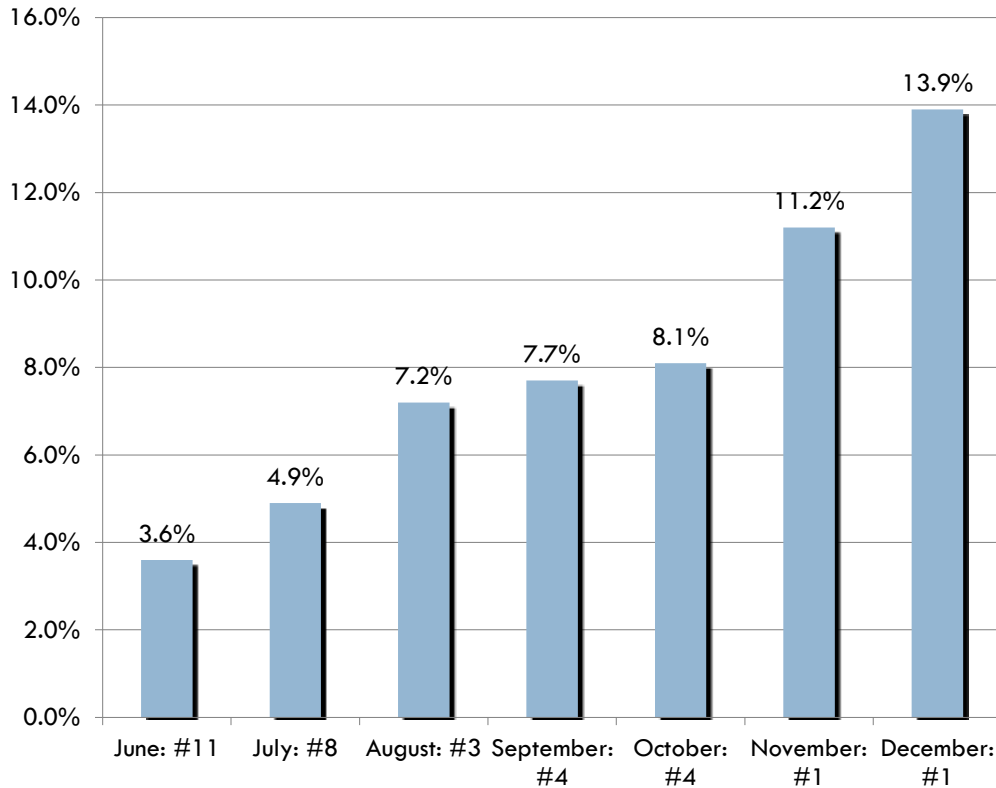
## Community Mobile App

- Business Directory
- Event Calendar
- Surf, Tides & Weather
- Real-time Traffic
- News
- FishLine™
- Various other features



# FishLine™ Feature

**FishLine Popularity**



AT&T 13 USB X Bluetooth iCoastside 4G LTE Signal Strength Battery 5:25

[Back](#) **FishLine Daily Catch**

Search

---

**Fri 1:45pm May 25 2012**

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

---

**Fri 1:41pm May 25 2012**

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

---

**Fri 1:39pm May 25 2012**

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

---

**Fri 11:40am May 25 2012**

**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.

---

**Thu 10:51pm May 24 2012**

**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!

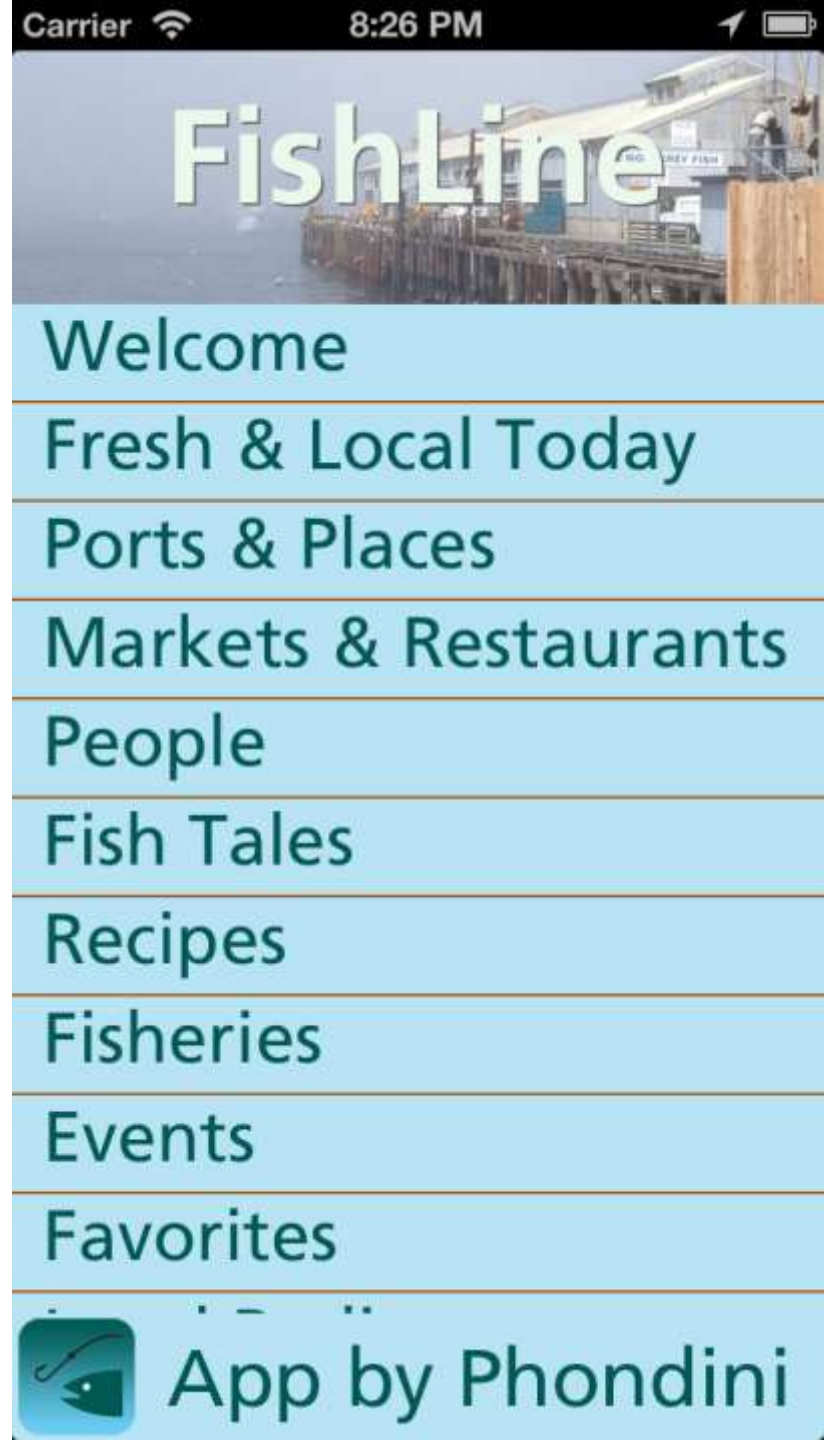


# FishLine™ App

Currently in Public Beta

Everything in one place

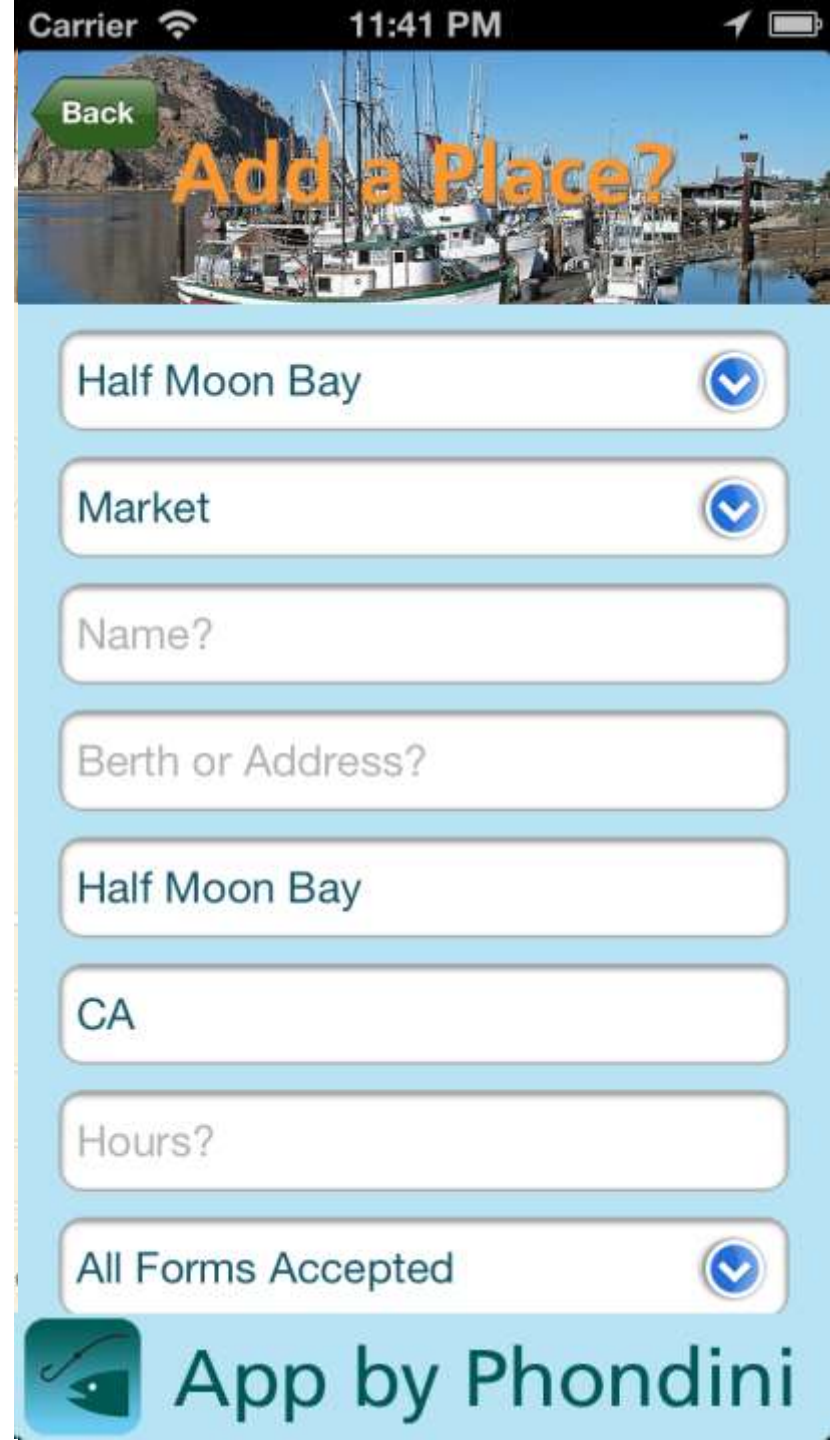
- Find Fresh Seafood
- Boats, Markets & Restaurants
- Fishermen & Fisheries Info
- Stories & Recipes
- Locations & Directions
- Events, News & Information
- Surf, tides & weather
- Free on iPhone, iPad, Android



# 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





# Communications

## Many different paths to consumer

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



### *Meet Tom Roff*

Commercial fisherman Tom Roff hails from a family of San Luis Obispo County farmers; as Tom puts it, "Same government BS, just a different set of rules." Tom started fishing while he was attending San Diego City College; before long, he was making more money than his professors.

After receiving his A.A., Tom turned to fishing full-time. That was 1972; today he is still fishing, with his partner, Diane Schoditsch. They purchased their present boat, the F/V Diane Susan, in new and unfinished condition in 1983.

Tom and Diane fish for salmon, swordfish, opah, albacore, thresher shark and mako shark. In years past, Tom has also fished for abalone, sea urchins, sea cucumbers, rockfish, including blackgill rockfish, black cod (sablefish) and halibut. Tom and Diane sell to various wholesalers up and down the coast as



App by Phondini

# 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 CCJCFCLC 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](mailto:info@phondini.com)  
[www.phondini.com](http://www.phondini.com)  
650-479-4624

