



WHAT TYPE OF FISHING PRESENTATIONS ARE ENCHANCED BY THE BULLDOG STRIKE SENSOR GIVING YOU AN EDGE OVER THE COMPETITION

Trolling Minnow Lures

The strike sensor was initially designed to troll and allow me to fish at night and with multiple lines. This makes fishing with minnow baits and spoons so easy.

Trolling spinners with crawlers,leaches and minnows

Feed line to a biting fish without taking the rod from the rod holder and then strike the fish in the rod holder. The strike sensor is set off the dead stop and you have a 2-3" rotation to let the fish bite prior to striking the fish.

Trolling planer boards with lures.

Knowing when a medium to small fish has hit your planer board has always been a problem. The strike sensor can be set to monitor the small to normal size planer boards so you can monitor pull backs that you did not or cannot see. This great when you are fishing with someone new to planer board fishing.

Drifting or trolling with 3 way crawler harnesses

Many anglers dead stick a secondary line while drifting or trolling and hold their primary rod. The strike sensor monitors your secondary rod for you.

Down-Rigger Trolling

You can down rigger fish with the sensor with the rod loaded and still see the strike without relying on the line pulling from the clip. This allows you to use multiple rods and keep your lines tight to the clip and monitor shakers.

Slow Trolling with a secondary rod and holding your primary rod.

You can dead stick a rod in the strike sensor and lindy rig with your primary rod allowing you to fish two rods successfully.

You do not have to keep on eye on each rod tip freeing up time to rig or work your electronics.

You can fish with a co-angler in a tournament and not have to keep an eye on his rod because the strike sensor is doing it for you.

You cannot hold or monitor 4 rods when trolling even with 2 guys because the bite is not that constant.

This allows you to offer up different presentations and does not limit to just trolling cranks in a rod holder.

You can weed line troll and monitor when you catch weeds.

The strike sensitivity can be set to monitor the slightest weight difference of a weed pick so you do not have to watch the rod for lure vibration.

You can troll rock reefs with more success and less lures lost

The sensitivity of the strike sensor can be set to allow the lure to hit an bounce of the bottom without going off until a sure fish bite has occurred. Also you can monitor for snags quickly and have a better chance of getting the lure prior to breaking the line.

Saltwater live bait rigging for Sailfish/Tuna.

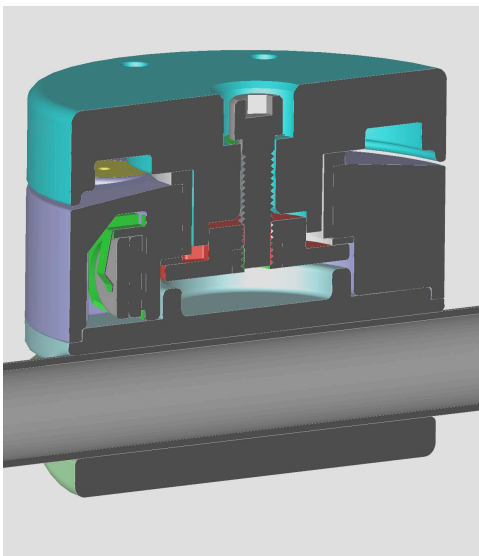
When you live bait rig you use a quick release, which requires pressure to release. The strike sensor can be set to the amount of pressure required as the line is released and the horn will go off.

Saltwater Trolling of large lures.

The strike sensor can handle up reel size that can be put into a standard rod holder. This means big King Fish Lures can be trolled with the strike sensor.

BULLDOG STRIKE SENSOR OVERALL OPERATION DISPLAY

The center line bolt pulls everything together and the Bellville washers are underneath the head of this bolt.



WHAT BENEFITS CAN THE BULLDOG STRIKE SENSOR OFFER YOU IN MECHANICAL FUNCTION TO GIVE YOU A FISHING EDGE

You are able to troll without holding the rod and still be notified of a fish strike.

You can strike the fish in the holder with out having to fumble with removing the rod and the rod is now right in front of you and easy to remove.

You cannot hold certain lures while trolling and this allows you to use the rod holder without compromising your ability to monitor strikes.

The horn allows you to monitor the strike in the day time or the night time.

Monitoring rods all day sometimes takes you from the work required for a successful day.

Some days you need to work to catch fish such as watching the Depth Finder/GPS, tying lines or getting lunch. The strike sensor allows you to look away without worry and concentrate on other things.

Bellville Washers are the key to providing either light drag to super drag for down riggers.

2-4 Washers come with the strike sensor for adjusting to your fishing presentations. You can go with the standard washers included, which has a large variance but certain fisherman need certain things.

The strike sensor is reversible so it can be used in both a forward or backward trolling/driftng.

This is great for a person who is a back troller.

Why would I use the strike sensor over my standard drag clicker on my bait casting reel.

If you use a standard clicker on the bait caster reel you have to back the drag way off to make the clicker engage. If you do this you need to re-tighten the drag before you strike the fish and the fish has the good chance of pulling the line from the reel and allowing for slack line - the fish is now gone. You also cannot adjust for presentations in your fishing or strike the fish in the rod holder.

You can fish 2 rods on the same side of the boat which are both using a strike sensor.

One rod is set straight back and the front rod is straight out. This is displayed below in the rail mount photo.

THE BULLDOG STRIKE SENSOR HAS BEEN ENGINEERED TO OFFER SUPERIOR PERFORMANCE

The Bulldog Strike Sensor is a lot like a fishing reel drag.

We use a bushing and disc drag together to offer us resistance and use a Bellville washer on center bolt to adjust for different parameters of strength to provide drag.

The Bulldog Strike Sensor has been custom engineered for production using Glass Filled Nylon.

The Bulldog Strike Sensor is a patented product in US and Canada using a mechanical and electrical new idea.

Why is the Bulldog Strike Sensor diameter the size that it is?

The strike sensor diameter is set by the type of rod holders that are present in the market place. Also we engineered the bushing surface to allow for extreme drag.

Why is the Bulldog Strike Sensor the height that it is?

We have engineered the bushing to allow for specific drag issues and the height of the center shaft is required. In addition it houses the horn and batteries of the electronics. The new Scotty and Fish-On both use an extension system now, which reaches the height of the Bulldog Strike Sensor so the extension is not required.

The Bulldog Strike Sensor tooling and production is done in the United States.

We have engineered into this product a 2 year Warranty for structural integrity.

The Bulldog Strike Sensors electronics are simple and replaceable.

We use 2 coin cell batteries to power the unit, which have along life. The on and off switch is operated by the relationship of a reed switch to a magnet with turns the horn on and off. We use an industrial strength Mallory Horn as the monitoring alarm system.

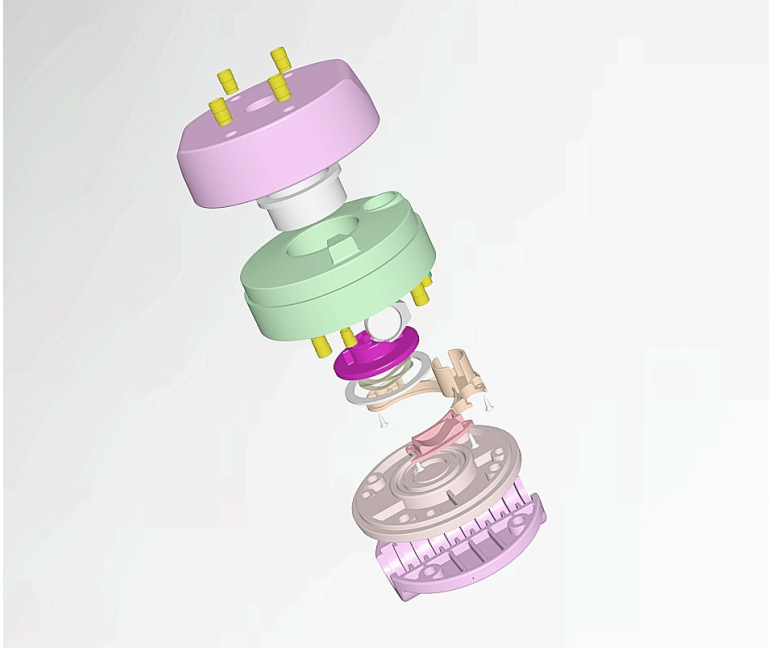
The Bulldog Strike Sensor bearing/drag tension is easily changeable.

Removing the rod holder from the base and turning the centerline bolt with using an Alan head wrench. Turning the centerline bolt adds or reduces compression to the washers giving variable drag.

The Bulldog Strike Sensor is extremely water resistant but cannot be submerged.

All of the electronic parts are enclosed from the water and the function of the drag system does not re-act to water.

EXPLODED VIEW OF THE BULLDOG STRIKE SENSOR



BULLDOG STRIKE SENSOR MOUNTING AND ROD HOLDER OPTIONS

The strike sensor can be rail mounted on most fiberglass boats.

Many tournament boats run 4-6 rod holders on their boat. 4 in the back and 2 in the front. I assume that a tournament angler would use 5 Strike Sensors on their boat. 4 In the back and 1 up front for rigging and dead sticking.

The Strike Sensors can be turned toward the inside of the boat when the boat cover is to be put on for storage.

Rails can be purchased from Cabelas and added to any boat with a gunnel wall.

This allows the consumer to add the rod holders and leave the rails on the boat for resale.

The strike sensor can be flush mounted to a gunnel wall.

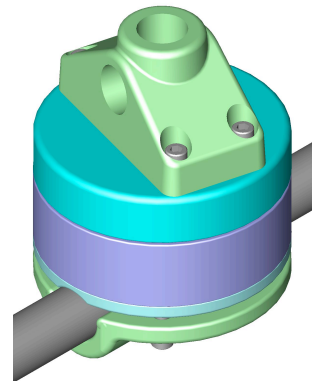
The rail mount adapter is easily removed and the enclosed housing can now be mounted to a flat surface.

The strike sensor can be mounted to a boom of down rigger pole using the large diameter setting of the rail mount.

The strike sensor can be used on standard offshore boats using a downrigger plate and sticking into the standard rod holders.

The strike sensor has a removable liner on the rail mount to allow for larger diameter rails on offshore boats.

RAIL MOUNT OPTION SHOWN BELOW



THERE ARE MANY ROD HOLDERS WHICH CAN BE MOUNTED ON TO THE BULLDOG STRIKE SENSOR SUCH AS: Scotty,Ram and Fish-On.

SCOTTY MOUNT DISPLAYED ABOVE AS A MODEL

WHAT MAJOR TARGET MARKETS WILL THE STRIKE SENSOR FIND A SUPERIOR SALES EDGE?

WALLEYE TOURNAMENT AND RECREATIONAL FISHING

The walleye tournament boaters and the co-anglers who fish with them is a huge market. You have the following tournaments: MWC, FLW Tour and Leg and PWT Pro and Regional. These tournaments consist of at least 600 potential users at 2-4 strike sensors each. Cabelas has 2 stores in Minnesota that serves these anglers for a reason and that is because 60% of these tournament pros live in Minnesota. The recreational angler in the state of Minnesota is huge and the boat ownership is nearly that of Florida so the recreational market has great opportunity.

KINGFISH TOURNAMENT AND RECREATIONAL FISHING

The FLW is the opinion leader in the King Fish Industry and traditionally King Fish are caught trolling or live bait drifting which matches the offering of the Bulldog Strike Sensor. I assume an easy 300 boaters that could be potential customers from the tournament area. In the southern offshore waters where the King Fish is King everyone has a boat and does some type of fishing and trolling which has great potential.

SAILFISH TOURNAMENT AND RECREATIONAL ANGLER

Sail Fish Tournaments are huge on the east coast down and thru Miami. Many times they are live bait drifting or trolling to catch these fish, which the strike sensor is a big help in making sure the bite gets noticed. The guide boats and recreational Sail Fish Market also has great potential.

RESEVOIR STRIPER GUIDE/RECREATIONAL ANGLER

If you watch In-Fisherman Television you will notice that they catch these big stripers trolling and as you know the strike sensor is great for trolling. I am not sure of the total size of the striper industry but it's big.

OFFSHORE SALMON GUIDE/RECREATIONAL ANGLER

The Salmon industry has been looking for a long time for a way to monitor strikes without having to watch their fishing rods. There are so many salmon fishermen on the west coast and great lakes that could benefit from this product.

OVERALL MARKETING STRATEGY FOR THE BULLDOG STRIKE SENSOR

TESTIMONIAL FISHERMAN IN THE FISHING INDUSTRY.

Walleye Tournament Fisherman

PWT Pro Sam Anderson

PWT Pro Dave Anderson

PWT Pro Mark Martin

PWT Pro Mike Gofron

Salmon Guide / lodge owner

David Murphy - Murphys Lodge - Vancouver Island, Scotty, Yamaha, Shimano Pro Staff.

Sail Fish Tournament Angler

Claudio Martinez - Miami Sail Fish tournament Fisherman

ADVERTISING AND PROMOTIONS PLAN FOR 2007

MAGAZINES

PWT What New Program

Walleye Insider Advertising

Island Fisherman Magazine - Vancouver Salmon

CDI Industry Publications

FISHING TOURNAMENTS

FLW Tour Tournament Participation and Presentation

PWT Mille Lacs

Wave Wacker Mille Lacs

MWC - Iowa

Miami - Sail Fish Tournament

RETAIL SEMINARS

Cabelas - Waconia, Minnesota

Cabelas - Rogers, Minnesota

Cabelas – Grand Forks

TRADE SHOWS

Minnesota Sports Show - To Be Determined

MWC- Cabelas – Iowa

BULLDOG STRIKE SENSOR WEBSITE

The website would offer technical information on the strike sensor and fishing information. In addition direct you to the retail source for purchase.

LOGOS ON MY 2006 621 RANGER PROMOTING THE BULLDOG STRIKE SENSOR TOURNAMENT

My boat would be seen at many tournaments and fishing locations. I fish once per week in the Minnesota and surrounding areas giving the strike sensor great exposure.

WHAT ARE THE CROSS SALES BENEFITS BY CARRYING THE BULLDOG STRIKE SENSOR

Additional sales from your rod holder lines such as Scotty, Ram and Fish on. These are all mountable on the Bulldog Strike Sensor.

Additional sales from your rail mount accessories and down rigger plates.

Additional sales on planer boards since they are now easier to use.

The Bulldog Strike Sensor is a Patented Product in the US and Canada

Patent #US 6,637,146 B2

Patent #US 6,941,694 B2

Patent #CAN 2,436,201

For further questions or interest please contact Matthew Ernst at bulldog@carterday.com or via cell phone at 612.968.2088

