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TRACS

DEPARTMENT OF NATURAL RESOURCES

AUTUMN QUIGLY

TRACS BUSINESS PLAN

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Executive Summary

WHAT WE DO

Currently the only resource that is tracking Michigan native species is the Department of Natural Resources. With limited resources, the DNR can only track so many species. The TRACS app is looking to help the DNR with the tracking of certain species that are hunted and fished in Michigan. This app will allow hunters and anglers to track the wild game they catch and hunt by their species, gender (if known), size, county/lake, and picture (if applicable). By creating this app, it will free up time for the DNR to focus on other research and conservation. The app will also help the DNR to put restrictions on species since they are able to better understand the species population and their migration from the data, they received from TRACS. The data from TRACS will be coming from all over the state and the DNR will no longer have to rely on one person per county to track down all of this data. They can just look through the data TRACS collected. Since everyone in Michigan can use TRACS, the DNR will also be able to get a much wider variety of data, because the DNR is not able to track the private properties or lakes but with this app they are able to still get information without intruding. The next step to ensure the species we hunt and fish for will be there for future generation, is to encourage hunters and anglers to use TRACS.

MISSION STATEMENT

TRACS by DNR is committed to the conservation, protection, research and management of Michigan's wildlife population for the future generations to come.

VISION STATEMENT

We strive to protect Michigan's wildlife population by using our community connection through technology.

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The DNR manages and protects **400 species** of animals that sustain our rich hunting heritage and nongame wildlife, including threatened and endangered species.



Target Market

PRIMARY TARGET MARKET

The primary target market of TRACS is Michigan's avid or experienced anglers and hunters. The age range is 16-65 and includes people of all demographics and geographic locations inside of Michigan.

SECONDARY TARGET MARKET

The secondary target market is the rookie hunters and anglers in Michigan. The age range of the secondary target market is 16-65 and includes people of all demographics and geographic locations inside of Michigan.

TERTIARY TARGET MARKET

The Tertiary target customers are the future hunters and anglers of Michigan. The age range for the tertiary target market is 4-65 and includes people of all demographics and geographic locations inside of Michigan. The future hunters and anglers are not limited to just children but also adults looking to start a new hobby.

Competition

CURRENT ALTERNATIVES

There are currently no apps that are exactly like TRACS because they are not used for research purposes. The other apps are built by outdoorsmen, for outdoorsmen that help you track your hunting and fishing trips. In these apps you are also able to share your data, see what others have caught, and where they hunt. The most popular include OnX Hunt, HuntWise, FishWise and Fish-brain. Unfortunately, these apps are not ran by the DNR and are completely public, which does not allow anglers and hunters to keep their fishing and hunting spots secret.

OUR ADVANTAGES

TRACS is an app designed to help hunters and anglers improve the wild game populations by utilizing an advanced species-tracking technology. This app is completely private and will only be shared with the Department of Natural Resources for research. This app will help the DNR better understand how the species migrate, and their population locations. Not only will this app help to regulate the hunters and anglers of Michigan it will also ensure the conservation of these species.

Marketing & Sales

MARKETING PLAN

In order to find our target market and encourage them to use our app, TRACS will need to be promoted by not only the Department of Natural Resources but also their retailers. This will ensure that every licensed hunter and angler will be exposed to advertising about Tracs. Some different ways DNR could market TRACS is inside of the different digests, social media and signage for their retailers.

In order to market TRACS to our secondary and tertiary target market, we will need to encourage our retailers to give out the digest and display the signage near the licensing desk. We will also have to use SEO to get the app in front of people that are searching for fishing or hunting.



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Operations

LOCATIONS & FACILITIES

TRACS will be inside the Department of Natural Resources, to ensure our partnership and easy of sharing the data TRACS collected.

TECHNOLOGY

The TRACS app will need ongoing maintenance and updates. They are critical to our success since we are using an app to provide services to our clients. This will also include the SEO, to help get our app onto more hunters and angler's phones.

Risks & Goals

RISKS

- Risk- Hunters and anglers will not want to share this information with TRACS. These individuals are very protective over their fishing and hunting spots. This might cause them to not use the app for tracking purposes.
- Solution- Make sure that we promote this app to be secured, private and only meant for conservation.
- Risk- Hunters and anglers will start to use the app but lose interest since there is not an immediate form of gratitude by using this app. The data they are tracking will help tremendously long term but in short terms you can not see the impact.
- Solutions- Send out monthly updates of how they have impacted the environment, with quarterly update about certain species in Michigan (for example, the first quarter could showcase the largest buck recorded as well as the variety of buck points shot and the percentages of each for the previous quarter) to show that the data they are recording is being used.

GOALS

- Gain hunter's and angler's trust in using TRACS.
- To be able to better track species population and migration throughout the year.
- Protect species for future generations to come.
- Eventually implement this into the licensing process of the DNR to not only track all species that were hunted and caught by anglers, but also required submissions for licensing.

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Financial Plan

FORECAST

The TRACS app will be completely free to the public, so it does not generate money for the Department of Natural Resources. After the DNR is able to get this app built then they will start to see that they don't need to send out a research team to collect data, because there is enough data coming through the TRACS app. They will start to save money since the researchers are not traveling to different locations around the state as well as paying for less man hours.

Company

MANAGEMENT TEAM

The DNR will need to hire a marketing team to design and build this app, as well as tending to on going maintenance, updates, troubleshoots and SEO. This marketing team could also work with the DNR to help create the promotional material for TRACS to help keep the designs consistent.