

Bishop Broadheads, LLC

Bishop Broadheads, LLC Doing Business as Bishop Archery/Bishop Bows/Independence Archery Distribution/Independence Archery/Independence Arrows/Indy Arrows/Bridgeport Archery/Bridgeport Bows/Bridgeport Broadheads/Pipeline Archery/Independence Industries

Archery Industry Business Revolution Plan

July 4, 2016





1. EXECUTIVE SUMMARY

1.1 Product Revolution

We are not a product. Bishop Broadheads, LLC/Bishop Archery was launched on July 4, 2016 as a vehicle to fund a grass roots pro-shop movement restoring point-centric approaches, over outdated bow-centric approaches with the finest American Made Products. Ironically, the equity of all top of the line professional bow brands, and archery retailers (pro-shops) will increase throughout the point-centric movement. The structure of this business plan adds value to pro-shops selling pro-line bow brands that cannot be purchased via the internet, or in big box stores.

Most small archery companies start with a CNC Machine and pump out an aluminum riser, source out some readily available bow limbs, cause a buzz by selling thousands of units and then go out of business, a couple of years later. This does not cultivate the archery industry, or promote pro-shops that act as the epicenter of archery curriculum, instruction and promotion. Our meager goal is to produce approximately 500 limited edition, top of the line high performing bows, dead last, several years from now and mass produce the most important equipment first...the broadhead.

Since the \$1,000 “pro-shop” bow never touches the animal and the broadhead does, we figured that we would produce the **WORLD’S FIRST ARCHERY ONLY PRO-SHOP BROADHEAD**. The ultra high end premium broadhead market has not had an American entry as all of the \$100 plus price-point most lethal dangerous game class of broadheads are imported into the USA. The American Made Bishop and Bridgeport Broadheads are both superior to all other premium broadheads across multiple metrics, while putting Americans to work!

This point-centric ideology and movement should be supported by all top of the line American made archery equipment and bow manufactures to cultivate more customer visits to archery only pro-shops, where professional bow lines are exclusively offered for sale, as it can only increase overall market share of ALL professional bow manufactures. The lifeblood of archery, as we know it is archery only pro-shops that have been devalued through importers, counterfeiters, internet sales, sporting goods and big box stores.

The devaluation of archery only pro-shop based human capital has been more devastating to the health of archery than the economic devastation of pro-shops from importers, counterfeiters, Amazon, eBay, internet sellers and big box stores. Overall, archery sales and participation have increased, over the years. However, archery participation has not proliferated the way that it should have proportionately to population growth. We are not selling a product, or creating another wiz bang “pro-bow” line. We are starting a data driven world’s most lethal point-centric movement that has nothing to do with new ways of retaining blades, expanding heads, \$8 attention grabbing celebrity endorsement broadhead clamshell packaging, public relations, hype, margins, money, market share, or full color “pro-bow” line advertising campaigns. We are distributing data driven products to the best American small business pro-shops with unprecedented performance and support.

ENDORSEMENT AND PROFESSIONAL EMPLOYMENT OPPORTUNITIES: While we will consider filling up to four corporate employment positions with professional hunters, “common everyday hard working people,” pro-shop owners, television personalities, target archers, researchers and archery executives to be put to work, long hard hours per week...we will never stoop to the level of many companies by propagating social welfare, or paying people to shoot and endorse our products.

BISHOP THE WORLD’S 1st MEGA-BRAND >>>=====➔ MEGA PRO-STAFF TM: We created and reserved an **industry first mega pro-staff** for the world’s best professional bowhunters. Out of the world’s entire population, there is less than a 1% chance of becoming a professional athlete. In fact, statistics show that only 1.6% of all NCAA Football Players ever go onto the next level to play major pro football <http://www.ncaa.org/about/resources/research/estimated-probability-competing-professional-athletics> This statistic does not include all of the football players that never make it to the NCAA. There is a much more probable statistical chance of becoming a professional athlete than there is of being selected to the Bishop Mega Pro-Staff Team.

PRO-STAFF: Bishop has the world’s first archery only pro-shop broadheads. Bishop Archery is the world’s first manufacturer to assemble a Pro-Staff exclusively composed of archery only pro-shop owners.

FIELD-STAFF: Have you ever joined an archery company’s pro-staff, or field-staff just to find out that you get some free, or discounted items, swag that flatters egos hinting that you are the world’s greatest professional hunter, or target archer...and next you are required to pay \$49 for a \$19 staff shirt, an inexplicable annual fee and what seems like a report card to send back to the archery company how your shooting went etc. Obviously the above is a more extreme example, but in many cases, it is not. **ALL** companies want something and attempt to set up these pro-staff, field-staff and tv personality endorsements to have the highest return on their investments. No company just gives you products, because they like you. As serious outdoors people you do not want to be lied to and made to pay an annual fee, or a marked up shooter shirt to get 20% off your products. Rather than insult your intelligence we have a new kind of grass roots Field-Staff to help put our products in the finest archery only pro-shops. We will not give you a pack, or even three packs of \$30 broadheads where the blades were stamped in China and assembled in the United States to a piece of aluminum. We will not give you solid one piece China or Taiwan Steel Broadheads that costs pennies on the dollar to produce with inconsistent head integrity. If you meet all of the Field-Staff requirements we will give you a pack of premium Bishop Broadheads made with pride in the United States of America with USA S7 Tool Steel.

You can earn up to an MSRP value of \$2,859.87 in our products, while helping to proliferate archery as our Field-Staff! There is no required shirt to buy, annual Field-Staff membership fee, standing in our both trying to sell our products at the local archery competition, nor are there any stickers, or certificates stating you are a certified “PRO-STAFF” or “FIELD-STAFF” or “PRO-3D” or “FORCE TO BE RECKONED WITH” because you already know that you are force to be reckoned with! We just want you to get an archery only pro-shop to write your name and contact information in the **green highlighted section of the dealer application** that is on our website as a PDF attachment and then satisfy all of the terms listed on the dealer application to become a field staff member. If the archery retailer meets our rigors selection process and places a minimum order of five packs of premium Bishop Broadheads with us, then in thirty days from delivery of the order to the pro-shop we will send you a

pack of 100-630 grain premium Bishop Broadheads of your choice. You could do this thirteen times if you wanted with thirteen archery only pro-shops and you would have over a couple of thousand dollars worth of broadheads if they were all approved and they then placed a five pack order each and satisfied all of the terms of the promotion **highlighted** on **pages 8-10** of the **pro-shop/retailer/field staff consolidated application.**

PRODUCT: The raw material to produce our broadheads costs more than several packs of broadheads of all other brands. Our machined USA S7 Tool Steel, also makes for the strongest broadhead ever created, and this is what touches the animal...the \$1,000 bow never even touches the animal. Why pay over \$100 for premium class imported broadheads from China, Taiwan, Austria and other places “overseas” and why pay \$30-\$60 for cheap component based, expandable, welded, brazed, forged, or inferior cast broadheads, when you could have the world’s most lethal Bishop Broadheads. The broadhead is a more important investment than the bow and is the most important investment an archer can make >>>=====➔ yet it is often the most skimped on, hyped up, misunderstood, and neglected piece of archery equipment. Radical broadhead design gimmicks are the norm and the market share is dominated by either 100% American Made replaceable blade (disposable broadheads), mechanicals, or China bred broadhead components that are assembled in the USA.

Our Bishop products are composed of best research and development patent pending design and 3X shock resistant material to harvest animals. Not the best material for boats, aircraft, anti-oxidation, or to have large profit margins, but the best material for structural integrity to kill animals with data driven Bidirectional Mechanical Advantage (BMA) TM and “S” Predictable Chaos (SPC) TM. Our heads are machined in the United States of America by Americans and not inconsistently hammer forged overseas like some of the premium broadhead segment competitors.

On July 4, 2016 Bishop Broadheads set several industry firsts and broadhead world records. Our product is the world’s first mass produced archery pro-shop broadhead. Bishop Archery branded products are only to be sold at www.bishoparchery.com and in person at handpicked archery only pro-shops. Even our Pro-Brand Bridgeport 41L40 Tool Steel machined patent pending Dicing Drill and Scientific Method Broadheads are superior to importers premium heads across multiple metrics. Our Super-Brand S7 Tool Steel machined patent pending Dicing Drill and Scientific Method kicks things up several notches and is like no other broadhead on earth in structural integrity to weight. Data driven Bidirectional Mechanical Advantage (BMA) TM leadership over pragmatic 3:1 mechanical advantage social norms were even superior over 3:1 MA in low 14 lbs compound bows and traditional archery equipment through thousands of test trials. Patent pending design birthed from BMA leadership research and development for traditional archery through crossbows at all FPS was achieved. Field-tip point of impact at ultra long yardages, like no other with BMA and SPC rivaling any other single bevel broadhead ever mass produced. Some single bevel broadheads do not spin much on impact into various medium. There is no sense shooting a single bevel broadhead that does not spin extremely well in various mediums, as a single bevel edge cannot have the same integrity as a double bevel edge under the assumptions that the heads are made out of the same material. It is not good enough to have a single bevel head spin fairly well.

We are the first to delineate and then increase Bidirectional Mechanical Advantage (BMA) TM by design, over pragmatic non-research bred 3:1 mechanical advantage assumptions commonly found in

Ashby Reports and the social norms embedded deeply within the fabric of traditional archery circles. So much can be gleaned by crossbow and compound shooters from Dr. Ed Ashby and traditional archery strategies. Dr. Ashby and all traditional archers are indeed our heroes. However, we replicated and then conducted our own research. After thousands of test trials, our own researcher biases about edge bevel degrees, 3:1 MA and various other assumptions were challenged numerous times. We will not be placing any prominent American's name on our right single bevel broadheads, and then producing them overseas, or website linking to Dr. Ed Ashby's coattails, like other manufactures. We will not be taking famous traditional archers names and having them sign our broadheads, only to mass produce them "OVERSEAS."

We know how to conduct our own research and competitors will have to try to reverse engineer the Patent Pending American Made Broadheads that we have invented. For the first three years, we never planned on selling products and exclusively performed scientific method based research. Patriotically, we knew that we had discovered a broadhead superior across multiple metrics to all others and decided to enter the market with USA's first entry into the premium broadhead market, while putting Americans to work! We knew pro-shops had been primarily left out of this segment's profits as retailers, so we figured the American thing to do would be to include the archery pro-shop small businesses in distribution, as much as we can afford to add accounts.

Our solid machined Bishop Broadheads S7 Tool Steel Dicing Drill/Scientific Method and Bridgeport Broadheads 41L40 Tool Steel Dicing Drill/Scientific Method Broadheads cost more due to research and development expenses and our patent pending designs spin in various mediums like no other single bevel broadhead on earth. They fly the best, offer the most structural integrity, along with the world's first mass produced "Refined Infinity Scratch Pattern" TM laceration edges. Our premium American made Bishop and Bridgeport Broadheads are like no other on earth.

2. COMPANY DESCRIPTION

2.1 Mission Statement:

Our mission is to offer superior research driven equipment in support of pro-shops to proliferate archery in new ways.

2.2 Structure

Limited Liability Company (LLC)

3. MARKET RESEARCH

3.1 Customers

Other Archery Companies, Bow Manufactures, Distributors, Big Box Stores, Retailers, Ecommerce, Archers, Bowhunters, Sportspeople, Archery Retailers, Pro-Shops and Academics

3.2 Competitors

At face value our competitors are all single bevel, double bevel, expandable/mechanical, one piece, component based, as well as every broadhead in-between. However, our broadhead is in a different segment all by itself compared to all other broadheads, including premium broadhead categories currently represented by importers.

3.3 Competitive Advantage

#BLOODFLOODS #BMA drilling “S” Predictable Chaos laceration holes rivaling three blade, four blade, mechanical, expandable and other single bevel designs of all cutting diameters.

PATENT PENDING:

- > WORLD’S FIRST ARCHERY ONLY PRO-SHOP MACHINED BROADHEAD!
- > World’s 1st mass-produced single bevel head of 3X impact resistant S7 TOOL STEEL!
- > First 630 grain, 4 inch long cutting blade dangerous game broadhead manufacturer.
- > On July 4th 2016 released the thickest bladed broadhead ever mass produced in the world.
- > Industry leading Bidirectional Mechanical Advantage (BMA) research and development.
- > Statistical propensity for “S” Predictable Chaos (SPC) bone splitting & gaping exit holes.
- > S7 STEEL...plus 40 degree blade & trailing edge single bevel = robust edge retention.
- > Conical ferrule, no bloodgroves/indentations, or noisy vents thus increasing BMA & SPC.
- > 58 Rockwell S7, where stainless & inferior tool steels become brittle at this hardness.
- > .072” THICK, or THICKER proprietary coated blades on ALL of our models.
- > Modern anti-tip curl sub 3:1 ratios fly at all FPS with field-tip POI past 100 yards (630 gr. n/a).
- > Research driven 3X anti-tip curl cut on contact tanto tip machined out of S7 Tool Steel.
- > 3X less propensity for broadhead and spin testing failure even after hardest of hits.

- > One-piece S7 machined tool steel spin test perfection, wind drift resistant & quiet in flight.
- > Shorter, stouter, S7 machined tool steel thick bladed, high FPS compatible drilling designs.
- > Multiple metric USA birthed Patent Pending >>>=====> “World’s Most Lethal”

3.4 Regulation Considerations and Economic Barriers

USA’s hefty 11% federal excise taxes on archery equipment, mandatory business licenses, annual California LLC fees, export regulation considerations into other countries from USA and numerous other forms of state, federal and worldwide government oversight to ship our United States of America made products within the USA and overseas.

On average, the cost to produce products in America by Americans is higher than competitors’ costs to produce products overseas. Our end profits are tiny and our operational costs are exponentially higher to mass produce premium class broadheads in America by Americans, rather than in China, Taiwan, Austria, Germany or in other places. However, we will go overseas to mass produce our premium broadheads and high end products, over our cold, dead bodies. Our broadheads are made in America with pride by Americans!

We will not resort to the tricks of producing ten units in the USA and thousands of units in another country to be able to say “Made in America” or subscribe to any of the other corporate tricks to undercut American workers. We will produce the highest quality premium class dangerous game style patent pending broadheads from 100 grains on up with a 100% American Workforce, regardless of the economic costs.

4. PRODUCT/SERVICE LINE

4.1 Product

A “hedgehog” product focus on the best broadhead design driven qualitatively by prehistoric times and quantitatively by the scientific method. Next, the rest of the archery tackle from the leading edge of the broadhead, even as applied to target archery (from the target point outward) to all of the other equipment. This "roadmap" applies to all forms of self-bow prehistoric archery, traditional archery, target archery, compound based technical archery, and crossbow designs to move from the bow-centric product development phenomenon that has persisted for several centuries now and predating the English War Bow, back to the leading edge point-centric focus of archery research. We have picked up where others contributors have left off and will offer the highest quality premium patent pending broadheads and data driven archery products ever brought to market as we move into the future.

4.2 Competitive Pricing Comparison and Pricing Structure

Other premium brand broadheads forged from inferior metallurgy of 440C stainless steel, or with some even reliant on aircraft grade aluminum ferrules, and/or questionable spin testing broadhead adapters at \$120-\$135 or more per three pack to replaceable blade sub \$30 single bevel broadheads per three pack guarantee nothing more than our one-piece machined S7 Tool Grade Steel at any price. **The broadhead traveling toward the animal cannot be recalled at any price.**

Our superior patent pending American made broadheads can be purchased at a price point close to imported premium broadheads form “OVERSEAS.”

5. MARKETING & SALES

5.1 Communication

Website, social media, educational efforts, publication, grass roots, distributorships, retailers, pro-shops, and archery clubs, rather than paying a famous pro-staff to endorse inferior expandable and replaceable blade types of products that currently dominate mass media and market share. Peer reviewed research publication and dissemination of factual information about the superior quality of our products, while still forcing competitors to try to reverse engineer what we have achieved through our research and patent pending designs.

5.2 Growth Strategy

After operational costs are subtracted, modest profits may be at least mathematically possible in direct sales at www.bishoparchery.com

However, it is imperative that too many pro-shops do not come on board too fast. Desperate economic sacrifices were made by Bishop Archery to bring America's first entry into the premium broadhead segment to market at an end user price-point close to the importers. If too many pro-shops come on board too quickly then Bishop Archery will have to dramatically raise the retailer/dealer price as well as the retail price to end users, or go out of business. Extreme caution should be exercised here as subjective passion to support archery only pro-shops and grow the business to proliferate archery will lead to the economic disaster of Bishop Archery, unless the manufacturer profit margins and price point is dramatically increased above what the market could bare.

To keep the price point to the end user close to the premium imported heads and still mass produce Bishop Broadheads, LLC in the United States of America, it is imperative that direct sales are made to consumers at www.bishoparchery.com and that new archery only pro-shop accounts do not grow more rapidly than what Bishop Broadheads, LLC can afford to financially support.