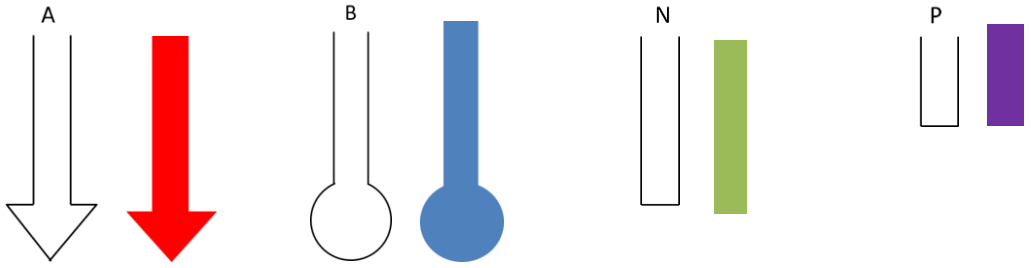
Executive Summary of Products

Impulse™ 2.0, Cyprophil™ and Catatonic™

1. A variety of important benthic and other fish species, including Carp, Catfish, Salmon and Trout, possess a set of four fundamental class-specific amino acid (AA) receptors. These sites are dedicated to the recognition of Acidic (A), Basic (B), Neutral (N) and Polar (P) class amino acids, with each site variant being geared towards the recognition of one or two 'best fit' AA(s) belonging to its respective class.



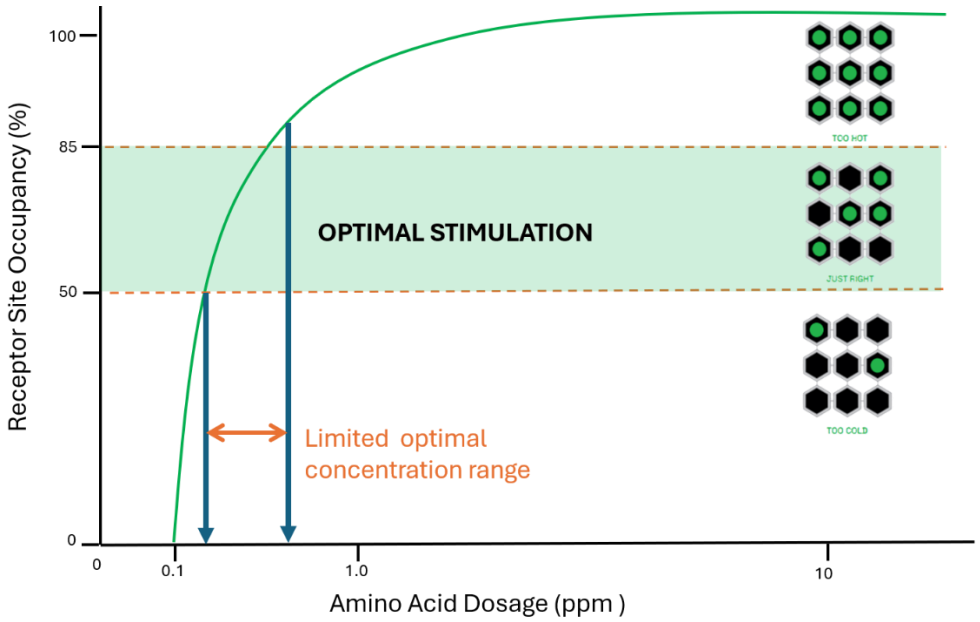
Acidic site and best fit AA representation

Basic site and best fit AA representation

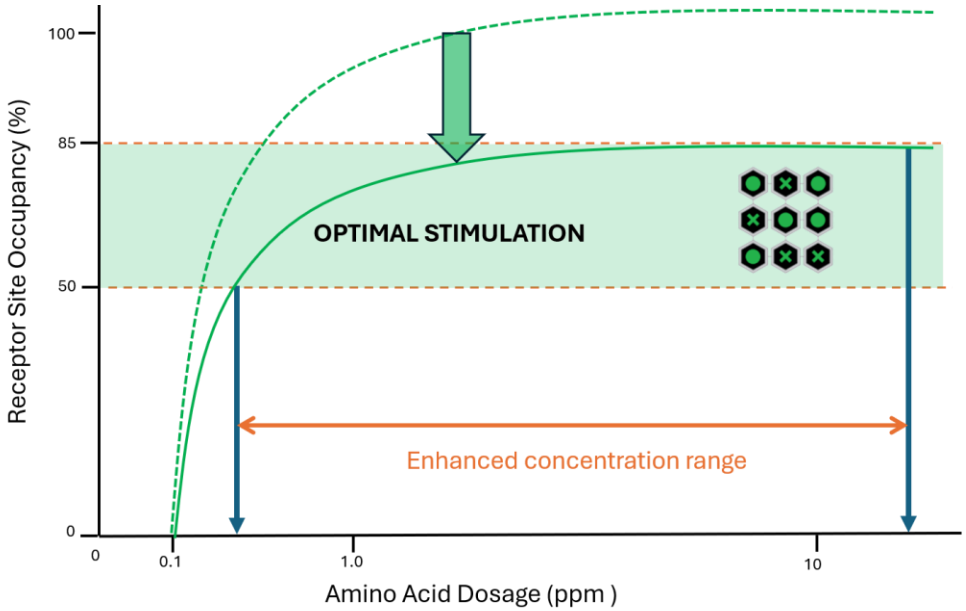
Neutral site and best fit AA representation

Polar site and best fit AA representation

2. It is presumed that any solvated single AA possessing an ambient concentration capable of generating a corresponding class-specific receptor occupancy within the therapeutic range (50 – 85%) will elicit an optimal or 'Just Right' stimulatory response. Lower and higher ambient AA concentrations, and their associated AA coverages, lying outside of this 'Goldilocks zone' respectively return either under-stimulatory 'Too Cold' or over-stimulatory 'Too Hot' responses. Due to the steepness of the response curve through the pre-saturation (low AA concentration) region, single amino acid feeding stimulants have been traditionally limited to an ineffectually low concentration range.



3. Current Impulse™ 2.0, Cyprophil™ and Catatonic™ products feature a defined fixed fraction of a non-stimulatory antagonist, aka Proprietary Blocking Agent (PBA), in concert with their primary stimulatory AAs. These resultant Diamino mixtures generate a 'just right' fractional AA coverage at and beyond saturation, ultimately extending the concentration range through which optimal stimulation is maintained. *Only* embodiments featuring a PBA blocker possess the necessary expanded operational concentration range to render them practically effective.



4. Impulse™ 2.0 utilizes a Basic stimulatory AA. Since most species are purported to possess similar numbers of Basic AA receptors, Impulse works with a broad cross-section of fish species and, consequently, is best classified as an effective general-purpose attractant/stimulant. Basic AAs are highly potent, which results in their embodiments being most effective through the low-mid concentration range, with overstimulation possible at extreme doses. This confines the embodiment's preferred use to general and/or match fishing applications, where 'little and often' style feeding is most often employed.

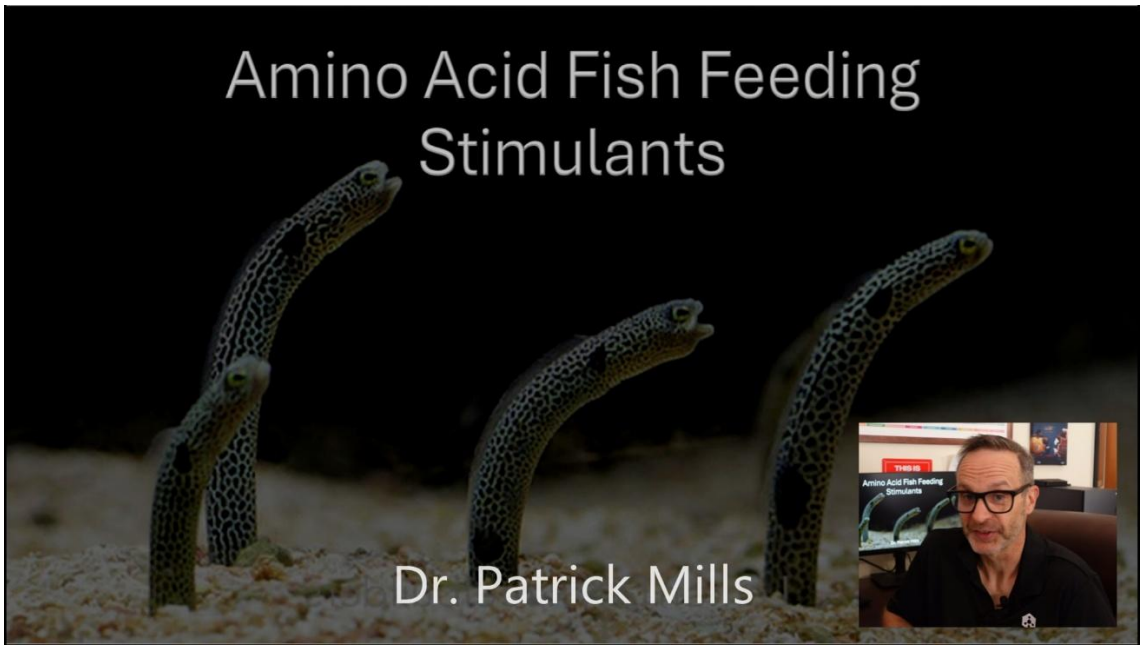
5. Cyprophil™ and Catatonic™ utilize Acidic AAs, which have a much lesser potency than Basic AAs, as their stimulatory AAs. As a result, these products operate most effectively at higher concentrations and cannot overstimulate the fish. Thus, Cyprophil™ and Catatonic™ are more user friendly and much better suited to higher bait volume applications, such a spodding. Because Cyprophil™ and Catatonic™ utilize an acidic amino acid, they activate the fishes Acidic AA receptors. Importantly, since catfish possess greater numbers of acidic receptors than carp, they require a greater relative fraction of PBAs to generate an optimal response. As a result, the necessarily dissimilar AA/PBA ratios incorporated into Cyprophil™ and Catatonic™ render these respective products species-specific towards carp and catfish.

Impulse™ is a universal fish feeding stimulant:
Cyprinoid (Carp)
Ictaluridae
(American Catfish)
Salmonidae
(Salmon and Trout)
Acipenseridae (Sturgeon)

Cyprophil™ is a species-specific feeding stimulant for ***Cyprinoids***:
Common and Mirror Carp
Grass Carp
Bighead Carp and Silver Carp

Catatonic™ is a species-specific feeding stimulant for ***Ictaluridae*** (American Catfish):
Channel Catfish
Blue Catfish
Flathead Catfish

Link to video presentation (https://youtu.be/YyeV0RxLqXQ):



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