

FOR IMMEDIATE RELEASE

Trout Insights, Inc

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Fly Fishing Mobile Tech Company Makes Big Improvements for Anglers

TroutRoutes obtains Series A funding to grow their platform

Minneapolis, MN - 09/14/2022 - Today, Trout Insights Inc., parent company of trout fishing app TroutRoutes, is excited to announce a partnership with Minnesota-based Traction Capital for a Series A fundraising round. Traction Capital brings both the funding and the experience to help TroutRoutes grow their platform as they tackle the U.S. market.

Funding will be used in three key areas (1) product enhancements to the TroutRoutes app, (2) expanding to new geographies and (3) marketing and business development. Today, TroutRoutes is the #1 fly fishing app in the Apple and Android app stores with geographical coverage in 33 states. The partnership with Traction Capital will enable TroutRoutes to accelerate the platform to the lower 48 of the United States, enhance and expand the software platform, and build out a formal marketing and business development team.

"What we're most excited about is the mentorship and integrated approach to Traction as a capital partner. The next phase of our project will require more than an early product and an excited early adopter cohort; we'll need structure, process and people and I can't think of a better partner for this than Minnesota-based Traction Capital and the leadership with Shane Erickson."

The founder Zach Pope is an avid trout angler himself and noticed firsthand the opportunity in the market. In addition to angling, Pope also has experience in technology engineering and management in the medical device space with a Masters in Management of Technology from the University of Minnesota. TroutRoutes has grown rapidly in 2022 and now has 4 employees, with several active openings in technology (software engineering), marketing and operations.

Traction and TroutRoutes are excited to join forces during this period of rapid growth. With strong entrepreneurial spirit, Traction looks forward to helping Zach grow his team with more likeminded, hardworking individuals. "Zach is an incredibly smart and driven individual. The Traction Capital team and I are very impressed by the platform he's developed and can't wait to see the company accelerate as he grows his team." says Shane Erickson, founder and Managing Partner of Traction Capital.

About TroutRoutes

TroutRoutes digital platform allows anglers to find high-quality streams in real time. Reliance on books, atlases and outdated government websites are a thing of the past. TroutRoutes one-stop shop solution allows anglers to be informed about public vs private streams, access points and live stream conditions. Their platform includes over 27,000 streams across 33 states, color coded based on quality rating. In addition, they provide over 750,000 access points, GPS directions and navigations, real-time water levels, elevation maps and a notebook to help you log your journey. Since building the software, founder Zach Pope and a small team have already acquired over 100,000 users and is continuing to grow quickly.

To learn more visit: <https://troutinsights.com/>

About Traction Capital

Traction Capital is a Minnesota based venture capital and private equity hybrid fund on a mission to help entrepreneurs get what they want for the greater good. The principals at Traction Capital achieve this goal by making investments in and acquisitions of companies in the "capital gap" - a place where funding is often vital, but less available. Traction Capital uses its entrepreneurial approach and investor base to better connect with its portfolio founders as they work together towards a common goal.

For more information, please visit: <https://tractioncapital.com/>