

## Stockton Graduate Turns Conservation Awareness into Smartphone App to Track Sport Fish Populations

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**Galloway Township, NJ** - Alexander Sacchetti, a 2013 Stockton University Biology graduate who lives in Margate, has been fishing as long as he can remember, but while fishing in December 2013, a huge Striped Bass caught his attention.

After measuring, photographing and releasing his exceptional catch, he wondered how often location, species and length data is tossed back into the sea without documentation. Sacchetti realized then that he could harness the power of mobile technology to turn his conservational awareness into a smartphone app.

Sacchetti created a mobile application called [Fish Circle](#) to transform catches into data points. Each fish caught can be turned into a valuable data point in population biology to help scientists better understand migration patterns of fish.

His app allows users to upload a photo and record the species, length, bait and fishing method in relation to their catch. The app then uses his U.S. patent-pending algorithm that he formulated using his computer science knowledge to rank each catch.

Now fishermen can contribute to science with each catch that they document on Fish Circle, which Sacchetti created for worldwide use.

In less than a year, Fish Circle has been downloaded more than 1,000 times in 48 states and 4,000 catches have been submitted.

"It's the first app for fishing with a ranking system that can collect biological species data for the most commercially and recreationally sought-after game fish," Sacchetti explained.

"We are on our way to making an impact," added Sacchetti, who envisions the app one day creating a giant population model for game fish.

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## **Fishing Smartphone App/ page 2**

His scientific expertise stems from Stockton, he explained.

In Dr. Daniel Hernandez's Wildlife Biology class, he created his first fish population models. He presented early conceptual drafts of Fish Circle to his classmates and cultivated the concept. Since then, it's grown quickly, he said.

"The app creates awareness for precious marine ecosystems that are the apex of our survival as humans," he explained.

"Fish, Share. Conserve," is his motto.

This year, Sacchetti is integrating a multitude of new updates to the app, including the sale of fishing tackle and gear.

On Saturday, June 6, Sacchetti is hosting his first Fish Circle beach clean-up at the Margate Pier on Essex Avenue from 10 a.m. to noon.

Sacchetti works for TWIG Media as a social media specialist and at Marketplace Realty in Margate.

"Fishing puts you close to nature," said Sacchetti, and Fish Circle works to conserve and raise awareness of fresh and saltwater fish species across the globe.

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