

COMPANY OVERVIEW

The Best Trout Water in America Is Behind Locked Gates. AnglerPass Opens Them.

AnglerPass is the first platform connecting all four participants in the private water fly fishing ecosystem — anglers, clubs, landowners, and guides — in a single marketplace. By keeping clubs at the center of every transaction, AnglerPass preserves the trust that defines private water access while giving every participant modern tools for memberships, bookings, listings, and guide services.

Private water access today runs on handshakes, spreadsheets, and knowing the right people. Clubs manage rosters in Excel. Landowners can't vet who's on their property. Anglers without connections can't find bookable water. Guides operate with no standardized verification. AnglerPass brings all of it onto one platform without stripping away the trust and stewardship that make private water worth protecting.

KEY FACTS

COMPANY	AnglerPass (Angler Pass, LLC)
HEADQUARTERS	Denver, Colorado
LAUNCH	May 15, 2026
FOUNDER	Dan Jahn
WEBSITE	anglerpass.com
CATEGORY	Private water fly fishing marketplace
PRESS CONTACT	press@anglerpass.com

WHAT ANGLERPASS DOES

Four Audiences, One Platform

AnglerPass serves four distinct user types, each with tailored tools:

Anglers — Join clubs, discover private water, book access, hire verified guides, and plan trips with AI-powered recommendations.

Clubs — Manage memberships, dues, corporate members, and property bookings. Cross-club partnerships unlock water across the network.

Landowners — List private water through a trusted club partner. Earn income while maintaining full control over who accesses the property.

Guides — Industry-leading verification (background checks, license monitoring, insurance tracking). Connect with anglers through clubs.

KEY DIFFERENTIATORS

- Cross-Club Access — A single club membership can unlock water managed by partner clubs across the network. This kind of reach has never existed digitally in fly fishing.
- Club-Centric Model — Every angler belongs to a club, and every property is managed by a club. Clubs remain the vetting layer that landowners trust and anglers respect.
- Guide Verification — Background checks through Checkr, credential monitoring, and automatic suspension when licenses or insurance lapse. Every guide is verified before meeting a client.
- AnglerPass Compass — An AI trip planner offering personalized recommendations based on water conditions, hatch timing, and gear.
- Conservation First — Built-in rod limits, catch-and-release tracking, and habitat reporting tools to protect the resource.

THE PROBLEM

A Market Running on Handshakes

The private water fly fishing market is fragmented and largely offline. There is no centralized platform where anglers can discover and book private water, where clubs can manage their operations digitally, where landowners can list and monetize their water with confidence, or where guides can establish verified credentials.

The result: quality private water sits underutilized while capable anglers can't find access. Clubs waste administrative hours on spreadsheets. Landowners lack visibility into who's on their property. Guides have no industry-standard verification.

HOW IT WORKS

Trust at Every Layer

The AnglerPass model is built on a simple principle: clubs are the trust layer.

1. Landowners partner with a club to list their private water on AnglerPass.
2. Clubs manage the property, set booking rules, rod limits, and seasonal availability.
3. Anglers join a club (or are invited) and book access through the platform.
4. Guides are independently verified and connect with anglers through club networks.
5. Cross-club partnerships allow members of one club to book water managed by another.

FOUNDER

Dan Jahn

Dan Jahn built AnglerPass together with lifelong fly fisher friends who run one of the country's most respected fly fishing clubs. A leadership coach, author, and speaker whose work spans 68 countries, and founder of a 30-year+ technology consulting firm, Dan built AnglerPass after years of watching quality private water sit underutilized while capable anglers couldn't find access.

His background building and leading organizations across business, education, and the arts — combined with three decades of technology consulting — gave him both the industry perspective and the technical instinct to build the platform fly fishing's private water ecosystem has been missing.

"The best trout water in America doesn't need more technology. It needs a better handshake — one where clubs, landowners, guides, and anglers can all trust each other before anyone opens a gate."

— Dan Jahn, Founder

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anglerpass.com/downloads/anglerpass-media-kit.zip

We respond within 24 hours. If you're on deadline, include URGENT in your subject line.

