



## Company Overview

A properly fit custom golf club can lower scores by as much as six strokes per round and add 21 yards off the tee (Golf Digest). The current human-led fitting and building process, however, is inaccessible to most players. Fittings are time-consuming, expensive, and intimidating. In addition, the experience is subjective and widely variable depending on the fitting company and the individual fitter.

## Problem

Q1. Helping players easily access the right clubs for their game, so they'll play better, have more fun, and grow the game. Q2. The current human-led fitting and building process is inaccessible to most players. Fittings are time-consuming, expensive, and intimidating. In addition, the experience is subjective and widely variable depending on the fitting company and the individual fitter.

## Highlights

- Developed a Version 1 product that fits drivers
- Submitted an all-inclusive patent application (US approval pending fall of 2023, INT patent approved August, 2023)
- Submitted two First Track patent applications (US approval pending in spring of 2024)
- Assembled a team of experienced and trusted engineers
- Held initial conversations with potential retail and commercial partners

## Go-To-Market Strategy

Our soft-launch go-to-market strategy is underway to tap into 25 golf courses through a partnership with a management company as a pilot with near-term potential for 150 facilities. Our launch is scheduled for April of 2025. The desired outcome of this is a partnership with The PGA of America's 15,000 domestic golf facilities and 28,000 men and women professionals who service the game. Other channel partners which we have held discussions with are "big box" retailers and golf's leading outdoor entertainment experience.

## What Makes Us Special

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## Financial Info

### Raising

\$500K

### Valuation

\$11.2M

## Location

Denver, CO, USA

## Business Stage

Paying Customers

## Business Type

SaaS, B2C, B2B, Sports, Technology

## Meet the Team



Mark Vedete

CEO

Our proprietary measurement solutions and software application enables consumers to be fit and to buy professionally built, custom-designed golf clubs from anywhere. The measurement technology provides a fast, accurate, repeatable, objective, manufacturer-agnostic golf club fitting, using a consumer-friendly platform that is exponentially faster than traditional in-person fittings. Custom designed golf clubs can then be selected at competitive prices through future partnerships with a retailer or an e-commerce platform.