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Introduction to Golf

In sports like baseball, football, basketball, bowling, and tennis, many individuals are introduced to the game by a friend or family member.

These sports are often practiced around the home or in local parks at minimal cost, fostering a love for the game early on.

Learning Golf Effectively is Challenging and Expensive

Helping the at Home Golf Teacher

There is a gap in the market for affordable, high-quality instructional resources tailored to non-professional instructors.

the problem



Expanding the Reach of Golf

Growing Popularity of Golf

- Golf is one of the fastest-growing sports in the U.S., with millions of new players taking up the game each year. The National Golf Foundation reported over 24.8 million golfers in the U.S. in 2020, with a significant increase in youth and female players.

Untapped Market of Non-Professional Instructors

Potential for Family Bonding and Community Building

the opportunity





a tested concept
COACHING THE COACH

Baseball Coaching
Programs

Football Coaching
Programs

Basketball Coaching
Programs

Tennis Coaching
Programs

Bowling Coaching
Programs



the solution

Introducing Golf Help

Tailored Instruction for Non-Professional Instructors

Affordable and Accessible

Engaging and Interactive Learning

Family Bonding and Community Building

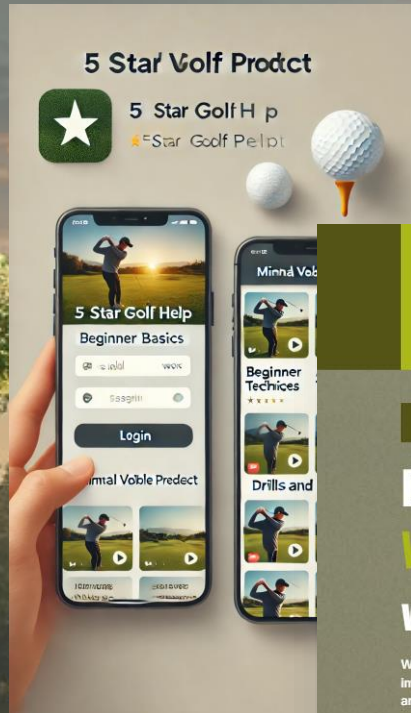
the product



Golf Help: Empowering Non-Professional Instructors

- Comprehensive Instructional Videos
- User-Friendly Platform
- Interactive Learning Tools
- Community and Support
- Affordable Subscription Model

the product concept



HOME PROFILE

GOLF COACHING & TRAINING

Develop Your **Passion for Golf** With Us : Share Your Passion with Family and Friends!

With Golf Help you gain knowledge to help your children, grandchildren, spouse and friends to improve their enjoyment of golf by improving their skill with our easy to implement training and drills.

JOIN GOLF HELP TODAY!





KNOW ABOUT US

At Golf Help, we're dedicated to Providing a Premier **golfing experience** to players of all skill levels.

Our Mission | **Our Vision** | **Philosophy**

At Golf Help, our mission is to empower non-professional golf instructors with the knowledge and tools they need to effectively teach and inspire the next generation of golfers. We strive to make golf instruction accessible, engaging, and affordable for parents, grandparents, youth coaches, and enthusiasts, fostering a love for the game through high-quality, interactive, and family-oriented learning experiences. Our commitment is to build a supportive community that enhances the enjoyment and understanding of golf, making it a sport for everyone.





the business model

SUSTAINABLE AND SCALABLE REVENUE STREAMS

Subscription-Based Revenue

Affiliate Programs

Freemium Model

SWAG and Merchandise Sales

Advertising and Sponsorships



user acquisition and retention

Target Audience Identification

- Focus on parents, grandparents, youth coaches, amateur golfers.

Digital Marketing Campaigns

Email Marketing

Partnerships and Collaborations

Events and Sponsorships

Influencer and Ambassador Program

traction

Early SUCCESS and MOMENTUM FOR INITIAL 6 MONTHS

Platform Complete 90 days after funding

User Growth 200 Early Adopters

- Monthly growth rate of 400 new members/month, with a 65% retention rate.

Content Library of an initial library of 50 high-quality instructional videos covering fundamental to advanced golf techniques.

- Regularly add new teaching content based on user feedback and demand.



competitive advantage



Tailored for Non-Professional Instructors

Affordability and Accessibility

Engaging Learning Experience

Market Differentiation



revenue/expense projections

Year	1	2	3	4
Subscribers	4,150	9,451	15,677	25,725
Subscription Revenue	\$738,500.00	\$1,215,530.00	\$1,544,940.00	\$3,035,520.00
Other Revenue	\$103,750.00	\$168,825.00	\$214,575.00	\$421,600.00
Total Expenses	\$293,400.00	\$497,195.00	\$525,746.00	\$599,959.00
Net Profit (EBITDA)	\$548,850.00	\$887,160.00	\$1,233,769.00	\$2,807,260.00

meet our golf helpers



parent instructors



Goals: Wants to teach her children golf as a family activity and to help them develop a lifelong skill

Challenges

- Lacks formal golf training and is anxious about potentially teaching incorrect techniques that could hinder her children's progress.

Preferences

- Appreciates the economical aspect of learning to teach, avoiding the high costs of professional lessons.

youth sports coaches



Goals: Wants to improve his coaching techniques to help his team perform better in competitions

Challenges

- Needs structured, advanced instructional content that can be easily integrated into practice sessions.
- Worried about giving incorrect advice that could impact his team's performance.

Preferences

- Values detailed, technique-focused videos and resources that include drills and exercises for teams.

grandparent instructors



Goals: Wants to share his passion for golf with his grandchildren and spend quality time with them on the course

Challenges

- Needs simplified, step-by-step guidance to teach golf basics in a fun and engaging way for different age groups.
- Fears making mistakes that could discourage his grandchildren from enjoying the game.

Preferences

- Values the chance to bond with his grandchildren over a shared activity.

amateur golf enthusiast



Goals: Wants to improve her own skills and occasionally teach friends who are also new to the sport

Challenges

- Finds traditional golf instruction intimidating and often too advanced for her current skill level.
- Anxious about passing on incorrect techniques to her friends.

Preferences

- Recognizes the cost savings in learning to teach rather than investing in multiple professional lessons.

the team

SAM FOLEY - FOUNDER



Sam Foley, the founder of Golf Help, has been teaching professionally for 40 years and has achieved the highest level of accomplishment, that being a credentialed PGA Tour Instructor.

Sam has been a pioneer in hi-tech training methods and is a leader in promoting the mental game. His resume includes having given over 10,000 golf lessons in 15 states across the U.S. to all levels from beginner to PGA Tour players.

"Sam is also a very good player as well as a great teacher. Sam has both qualities that I have found very helpful" --Chad Collins - PGA Tour Player

"The mark of a real professional is that Sam brings his effective teaching style to PGA Tour Pros and the novice golfer alike." --Dr. Steve Curtis - Performance Coach



the team
GREG WHITE - CTO

Greg White is an accomplished technology leader with a passion for leveraging innovative solutions to create impactful platforms. As the Chief Technology Officer of Golf Help, Greg brings a wealth of experience in developing and managing digital products, websites and technology designed to enhance learning and engagement. Greg has a proven track record of success in leading diverse teams and executing complex projects.

Expertise in EdTech: Greg's expertise lies in the intersection of technology and education, where he has spearheaded multiple initiatives to develop e-learning platforms that cater to a wide range of audiences.

Innovative Solutions: Known for his innovative approach, Greg has consistently implemented cutting-edge technologies to create user-friendly and effective digital experiences that have been utilized by Fortune 500 companies.





seeking

\$150,000 LINE OF CREDIT

Purpose

- To secure an 18-month line of credit with an APR of 18% to fund the development and launch of Golf Help.

Initial Check

- Requesting an initial disbursement of \$110,000 to kickstart the project.

Repayment Plan

- No payments for the first 4 months to ensure smooth project initiation.
- Interest-only payments from months 5 to 9 to maintain cash flow.
- Principal and interest payments from month 10 onwards to ensure manageable repayment over the remaining term.

Use of Funds

- **Content Creation: \$80,000**
 - Professional production of instructional videos and related materials.
- **Website and MVP App Development: \$23,000**
 - Development of a responsive website and a minimum viable product (MVP) app.
- **Marketing and Customer Acquisition: \$15,000**
 - Digital marketing campaigns, social media promotions, and influencer partnerships.
- **Operational Expenses: \$12,000**
 - Hosting, maintenance, customer support and security setup.

Summary

- **Unique Opportunity:** Capitalize on the untapped market for non-professional golf instruction.
- **Proven Model:** Leverage the success of similar coaching programs in other sports.
- **Strong Team:** Led by experienced professionals passionate about making golf instruction accessible and engaging.

Investment highlights

- **Scalable Business Model:** Diverse revenue streams and subscription-based growth.
- **Positive Market Indicators:** Strong demand and proven success in comparable markets.
- **Clear Path to Profitability:** Robust financial projections and manageable repayment plan.



let's make golf
accessible and
fun for everyone