



THREE OFF THE TEE

# What I will be covering

- The Stats
- The Idea
- Target Market
- Business Model & Launch Strategy
- App Development
- User Testing
- Next Steps

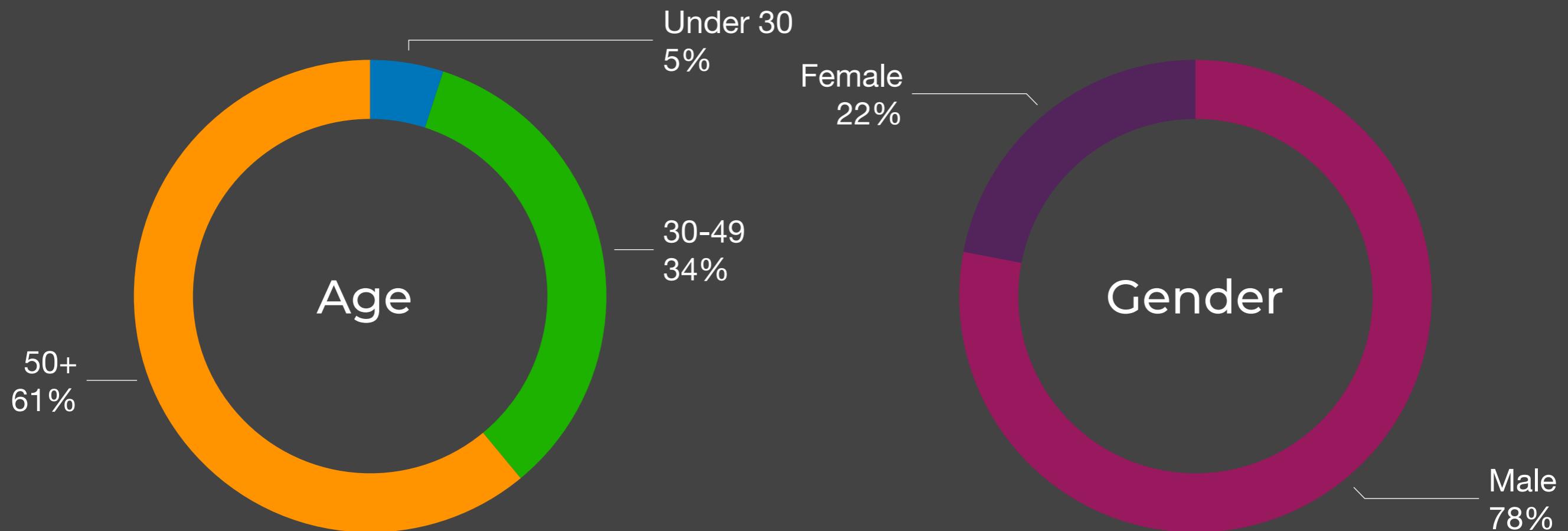
# THE STATS



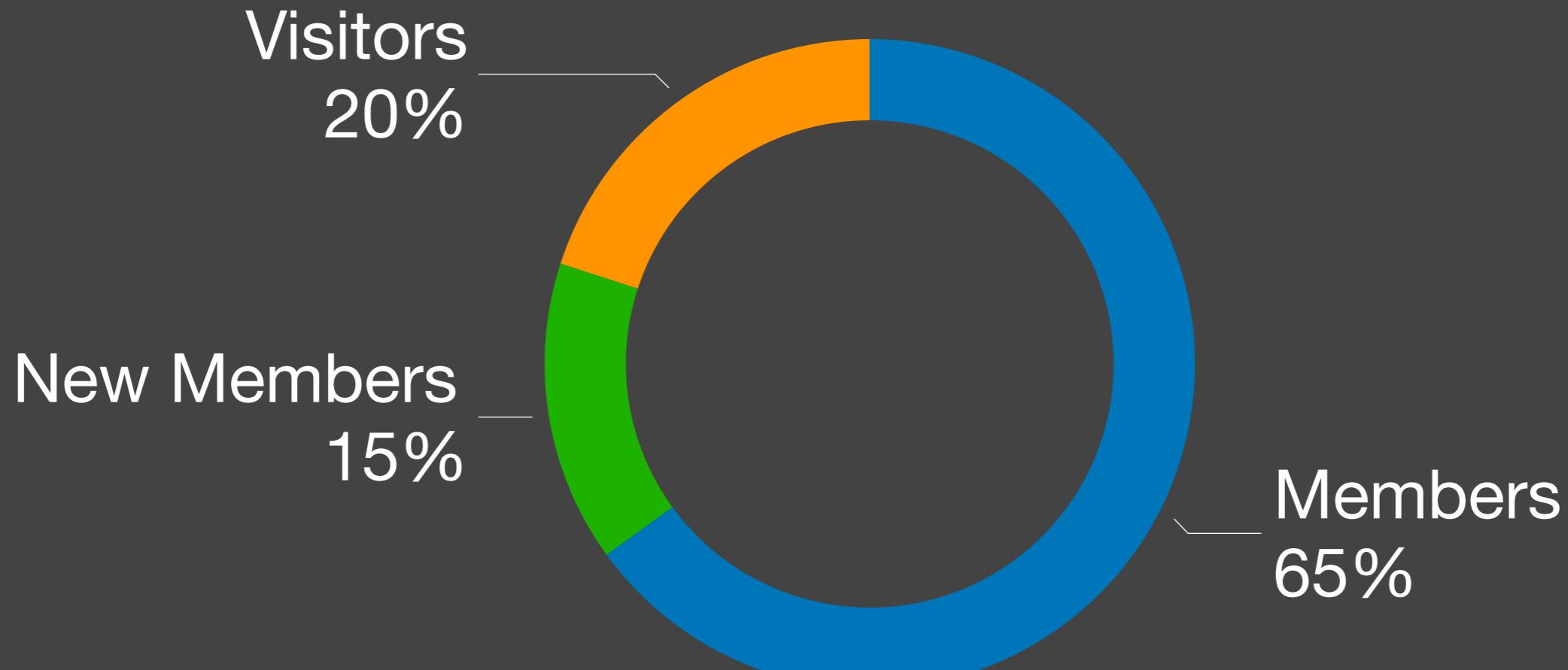
“The number of golfers worldwide is estimated at  
80 million”

Statistic Brain Research Institute – 2018 research

# Demographics



# Members & Visitors Survey



**37% Exit**

# Issues

“The game has too many rules and is too complicated”

“Membership, green fees, equipment and lessons are very expensive”

“As a new member it is difficult to connect and interact with existing members”

# THE IDEA



“Interest in playing golf among non-golfers is at all-time high, with 14.7 million people saying they would like to play golf on a course.”

National Golf Foundation – 2019 Golf Industry Report

“Social media is changing the way we enjoy golf and technology, and generally, is opening up a new and younger audience for the sport.”

Mikko Manerus, Co-founder and CEO of Golf Gamebook

# TARGET MARKET



# Beginners

**It's not just** beginners

# BUSINESS MODEL & LAUNCH STRATEGY

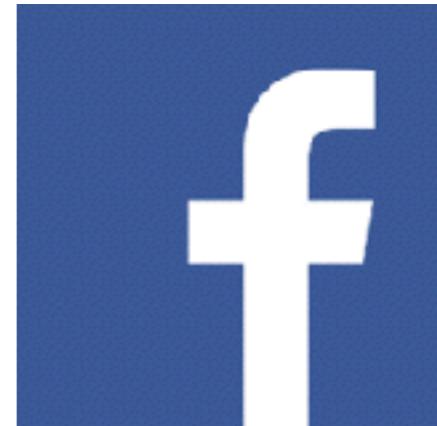


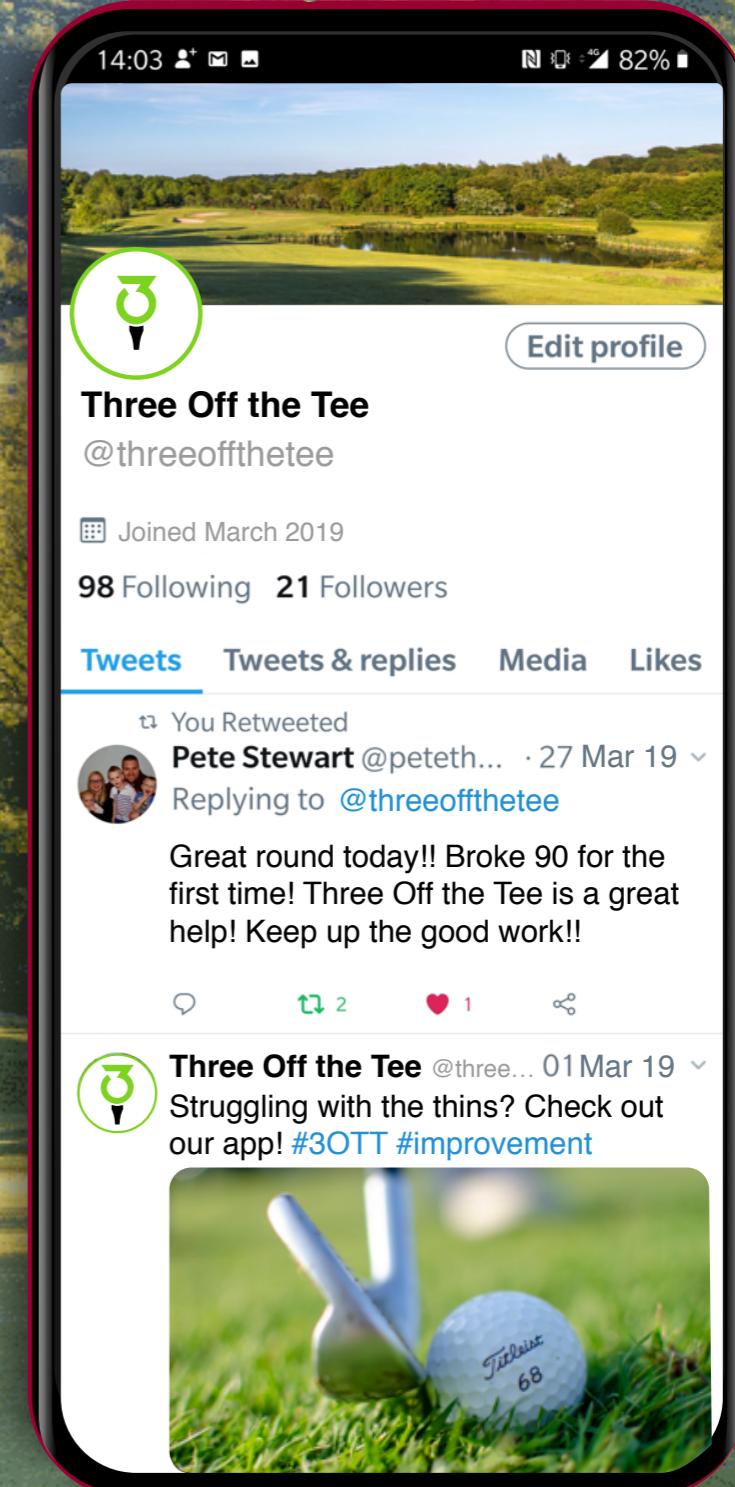
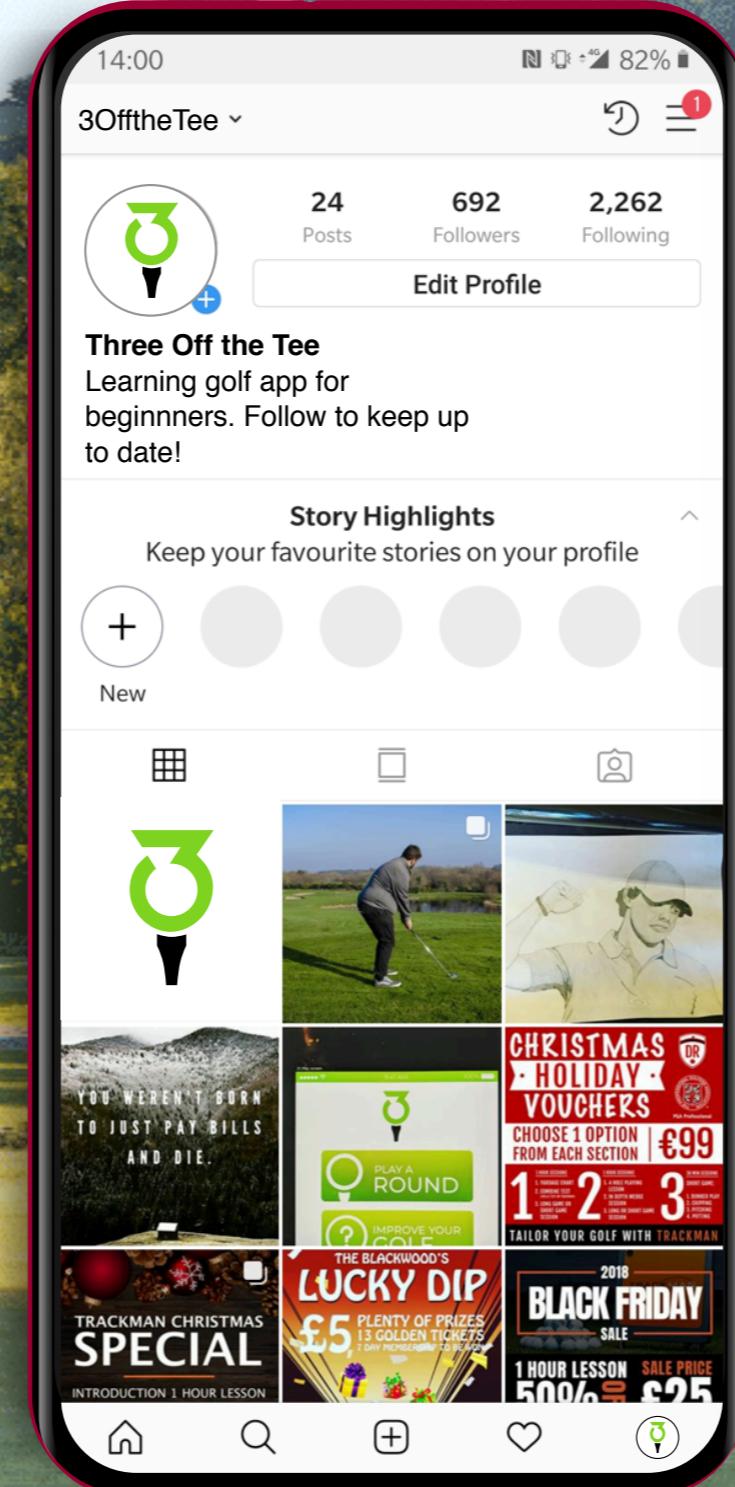
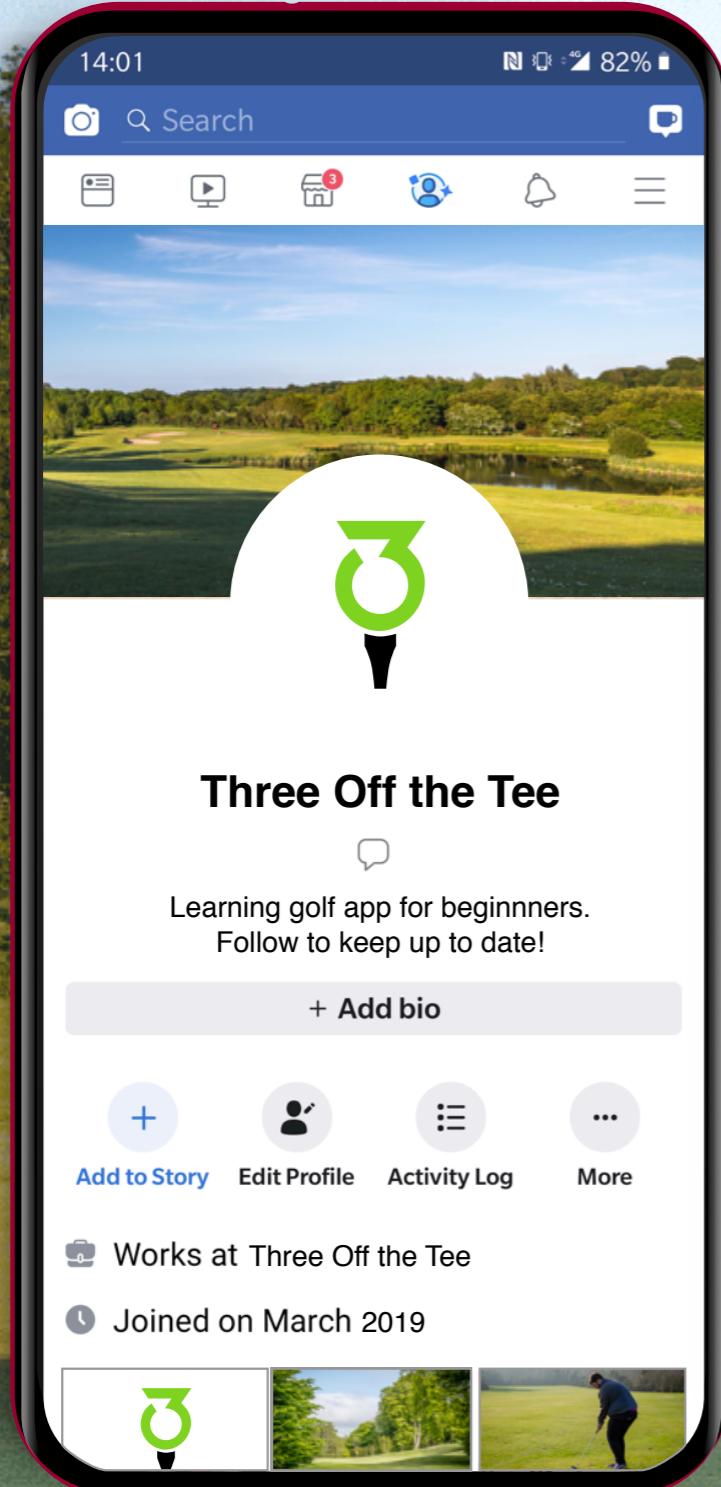
# Business Model

- Free to download
- Ongoing revenue through advertising from golf clubs
- 3 Off The Tee Merchandise

# Launch Strategy

- Facebook
- Instagram
- Twitter





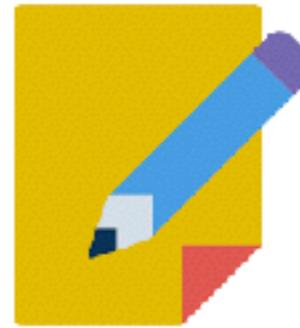
# APP DEVELOPMENT

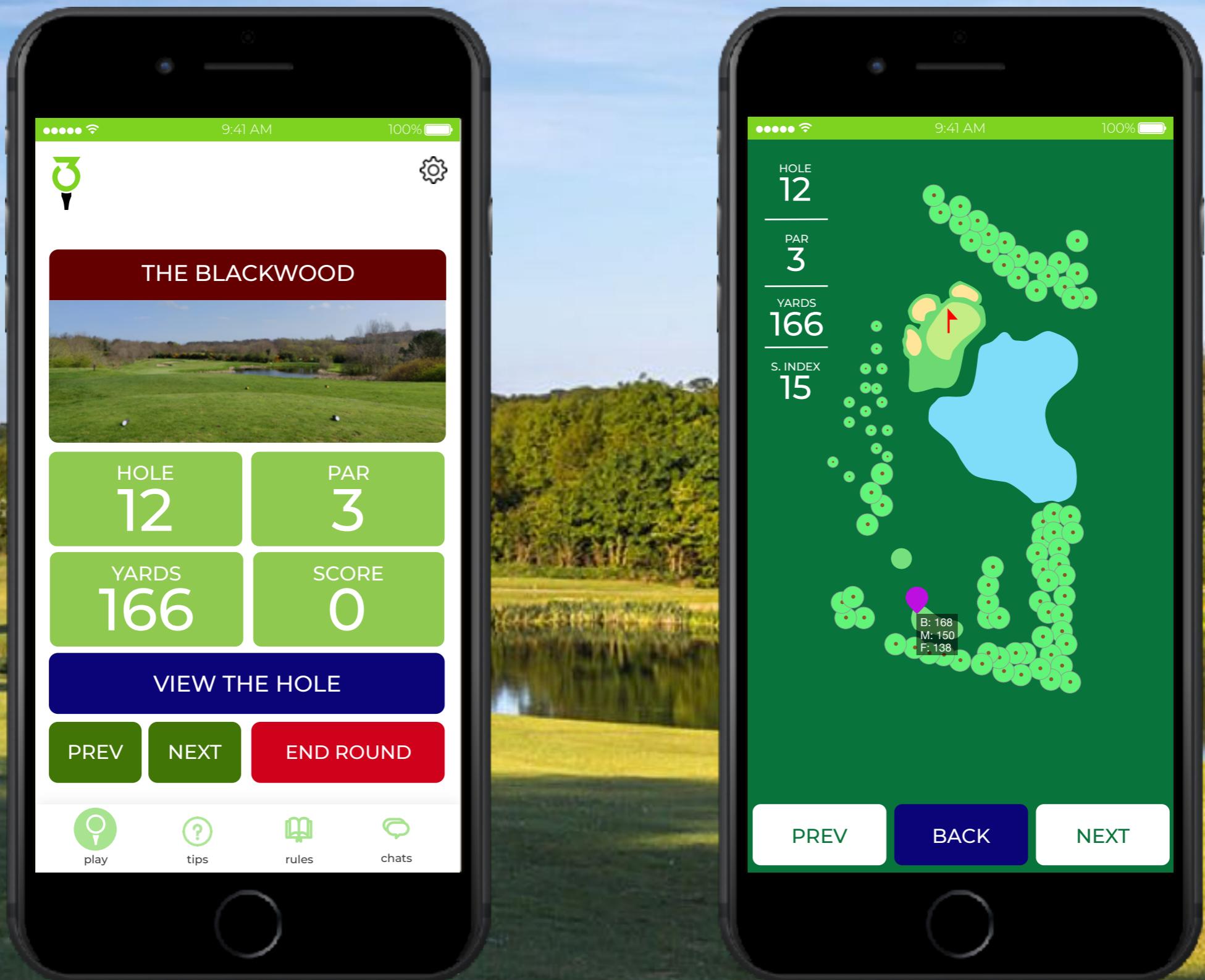


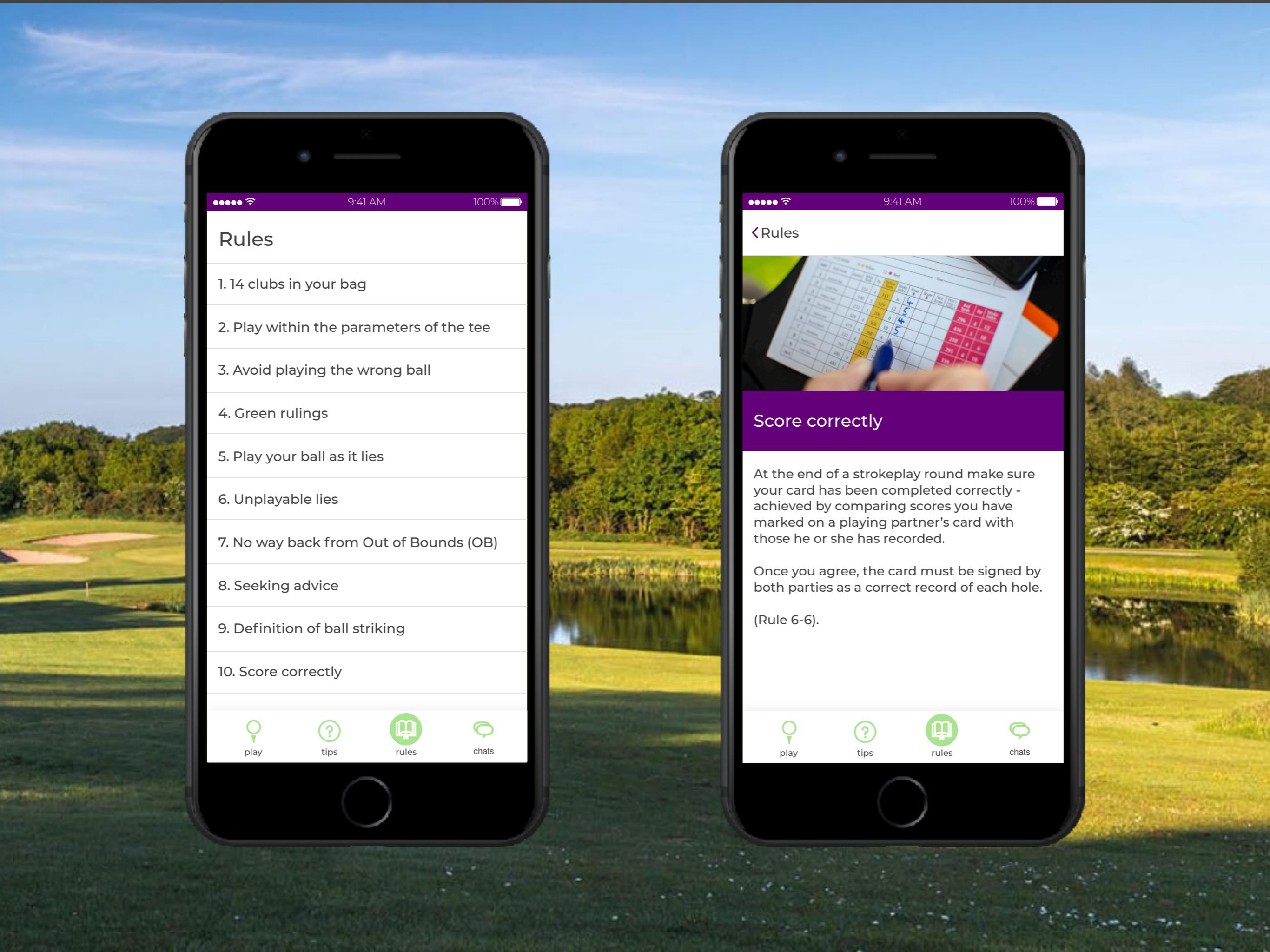


## Technology Used

- Paper
- Sketch
- Craft Plugin
- InVision







## Rules

1. 14 clubs in your bag
2. Play within the parameters of the tee
3. Avoid playing the wrong ball
4. Green rulings
5. Play your ball as it lies
6. Unplayable lies
7. No way back from Out of Bounds (OB)
8. Seeking advice
9. Definition of ball striking
10. Score correctly



play



tips



rules



chats

## < Rules



### Score correctly

At the end of a strokeplay round make sure your card has been completed correctly - achieved by comparing scores you have marked on a playing partner's card with those he or she has recorded.

Once you agree, the card must be signed by both parties as a correct record of each hole.

(Rule 6-6).



play



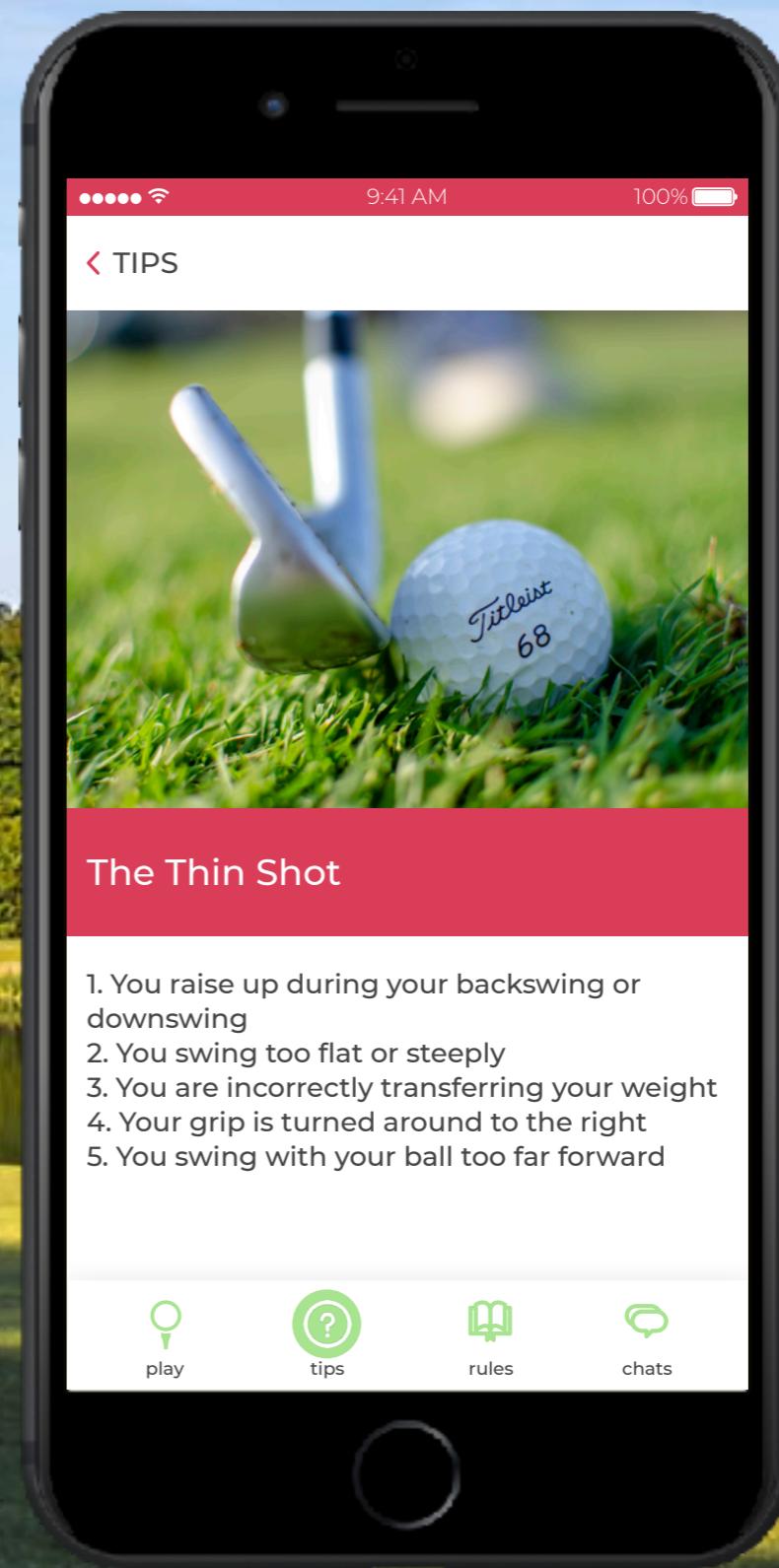
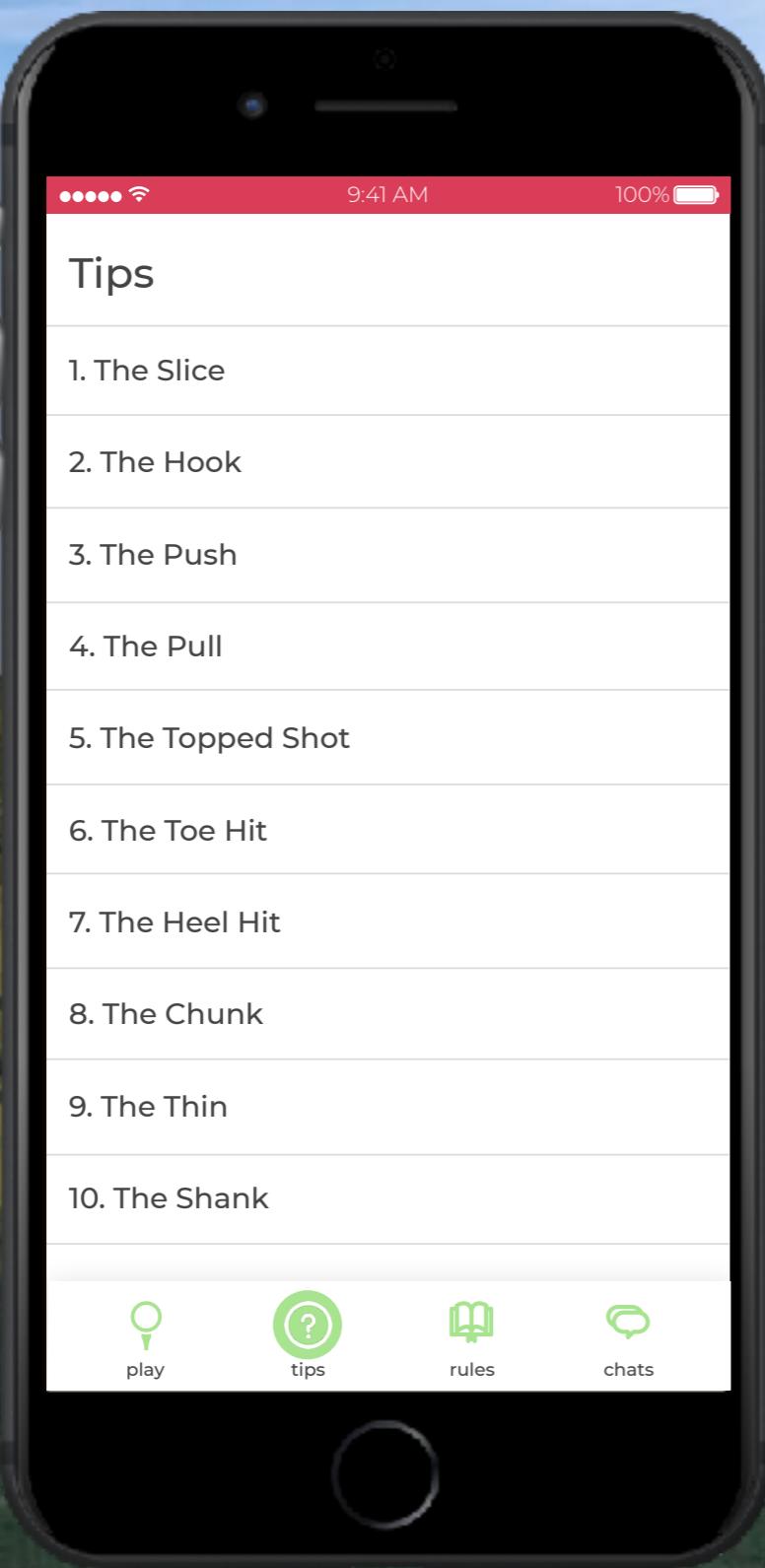
tips

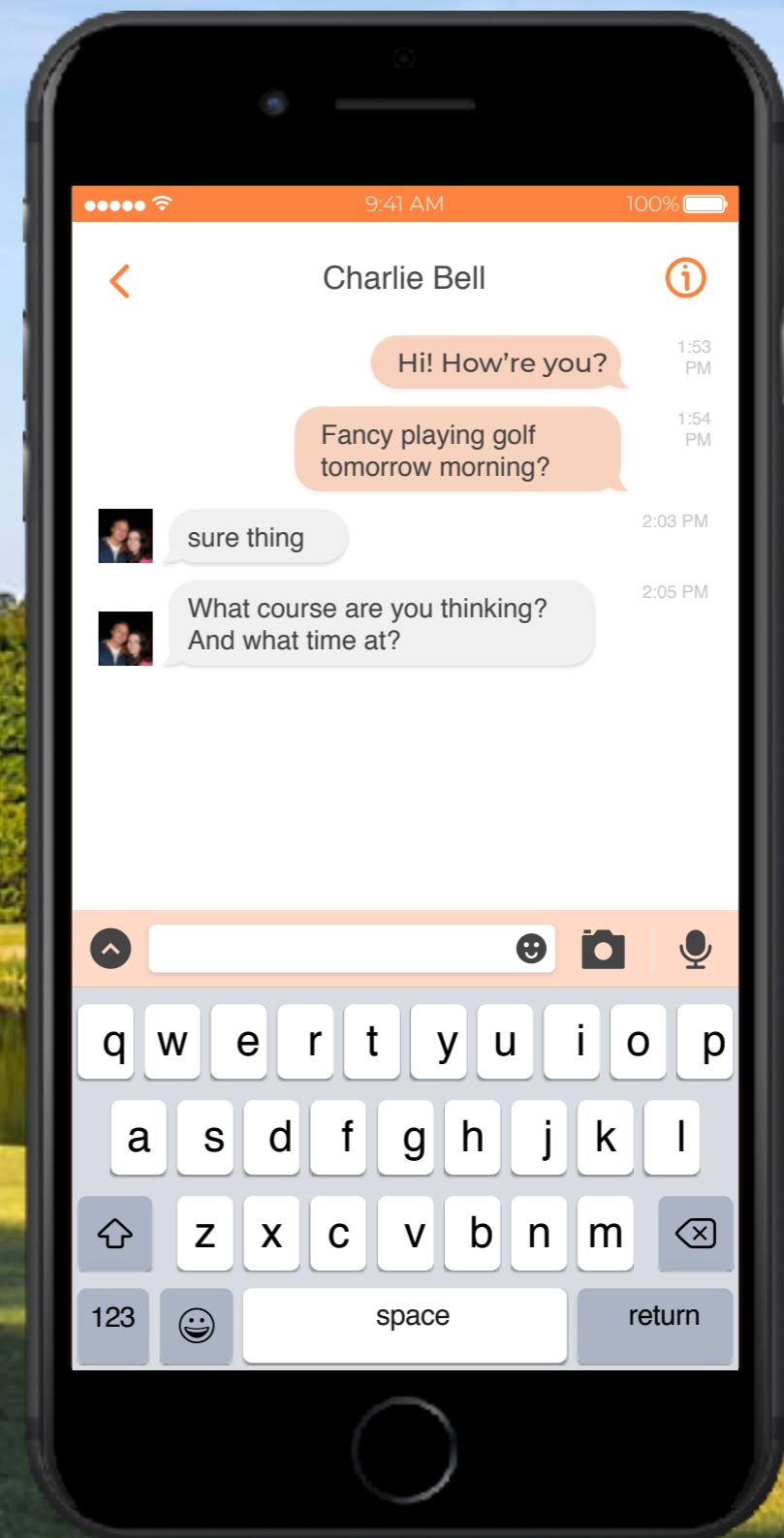
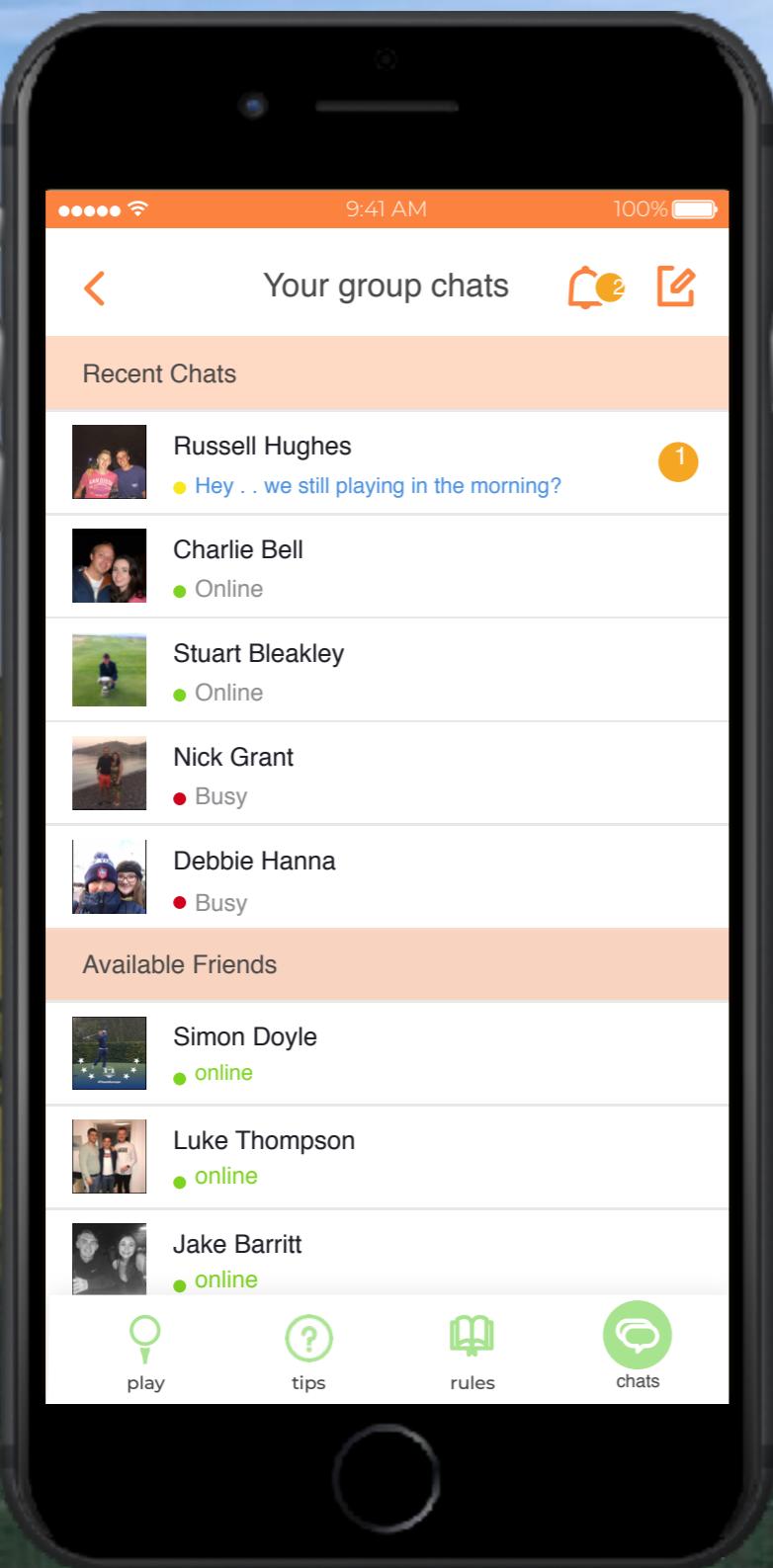


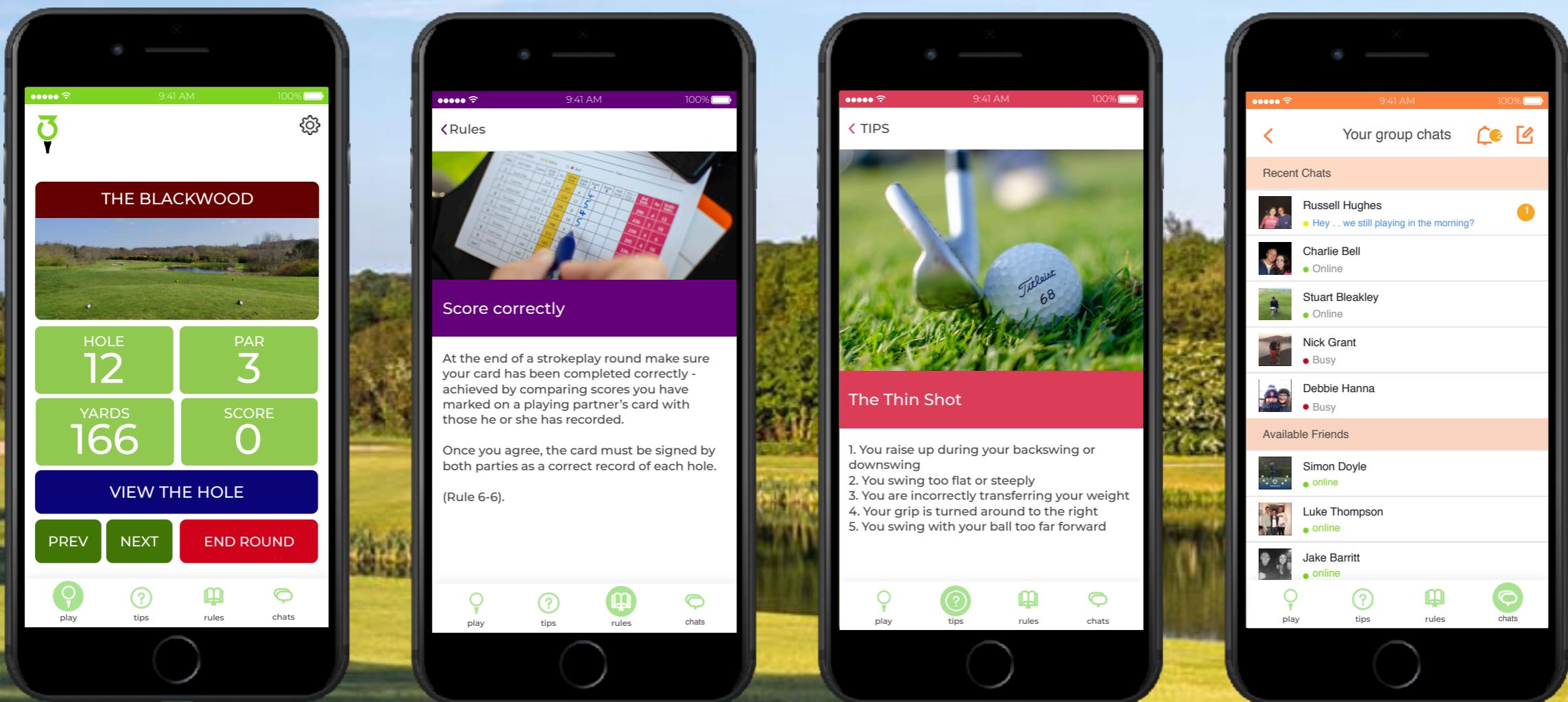
rules



chats

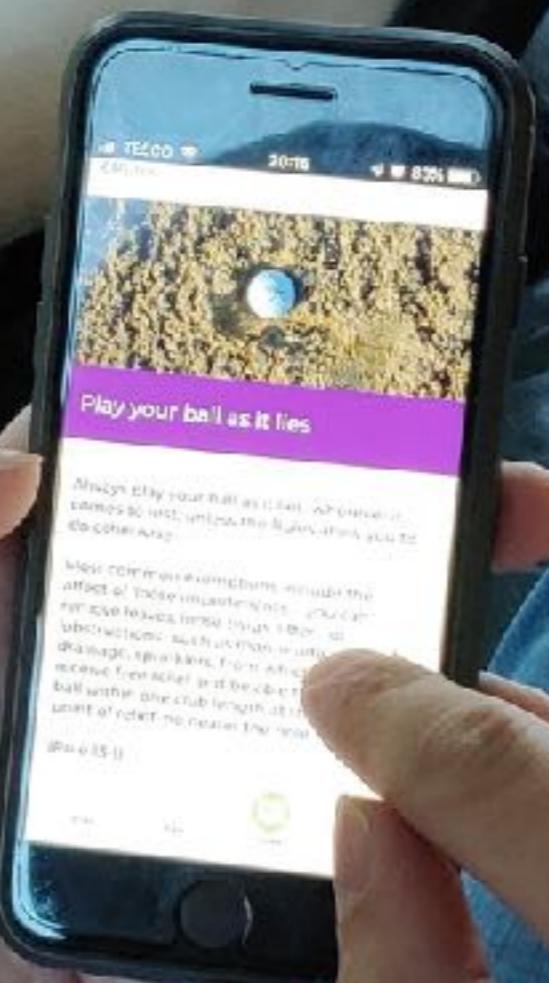






# USER TESTING





“All in one Golf App, fantastic”

Stephen Graham - Blackwood Golf Club

**“Very helpful and useful”**

Siobhan Andrews - Mahee Island Golf Club

“Fantastic idea, would recommend to  
my students!”

Debbie Hanna - PGA Professional & former LET Tour Player

# DEGREE SHOW PLANNING



- 3 Off the Tee Backdrop
- Artificial grass
- Merchandise
- Colophon
- Computer with prototype displayed





MAKING GOLF EASIER

Thank you for listening