

## INVESTMENT SUMMARY

GolfProConnect is going to change the world of golf. Specifically targeting the golf professional and the player with two distinct offerings:

For the golf pro GPC is a full business CRM, payment, scheduling, and video analysis suite designed to replace the outdated practices currently employed.

For the player it creates a social network of likeminded golfers and tutors while keeping a timeline of all lessons, videos, notes and advice for future reference.

Their target customers are the 62,000 PGA Professionals around the world and the 60 million regular playing Amateur Golfers. The video analysis sector of the sports market has gone through some significant changes with the advance of mobile devices and the increased use of personal technology.

Existing fixed camera systems previously used for analysis are rapidly being surpassed by the convenience of using personal mobile devices (smartphones, tablets) using third party software.

Video analysis in sports has seen increasing investment with (a US company) Ubersense Inc. receiving \$1.1m in early stage funding from Boston Seed Capital and Google Ventures.

To date there is no market leader in the UK for this sector. GPC is well placed to fulfil this role.

The business owners have had numerous meetings with the PGA since the products inception and they strongly support the ethos of the company and hence have agreed to a partnership to bring GPC to the entire PGA membership.

The company will acquire PGA Professionals via this partnership with the PGA and blanket cover the industry in this area in the process.

This never before done synergy with the PGA allows GPC to be on the desktop/phone or tablet of every PGA professional overnight.

GPC is currently offering account access for FOC to every PGA Pro to grow the user levels, whilst development continues to improve the mobility and usability of GPCs Premier Model features.

The PGA will market this new partnership through their many global media outlets. GPC will attend the largest golf trade shows and focus on amateur golf organizations and social media channels to drive Amateur users.

The company sees the business model of acquiring PGA professionals and their clients the fastest and most effective way to create an active amateur client base. Active daily user's is the backbone of creating significant revenue from advertising.

GPC's initial revenue stream will come from Corporate Advertising VIA (CPMs) as a result of the projected high user levels.

The premier business model once activated will produce an additional income stream for the company.

PGA professionals will pay for additional premier services and features, while the amateur will pay a once off premier member fee to

unlock additional functions.

The company currently has over 500 PGA users and thousands of amateur users whilst still in beta mode and current user ship is restricted to the UK. As a result of the phenomenal initial interest and user levels the company has identified a need for this type of product and service. GPC is now working with an investor relation's team to raise £500K net in an equity investment.

GPC also are fully approved for the SEIS tax relief scheme, from which they are fully certified by HMRC.

- 10% of this investment will be used to secure the product and complete final development of its universal platform (for all devices) and complete the final stage development for mobile device usability as well as localization work in or to access the four PGA markets, UK PGA, PGA of America, PGAE (Europe) Asian PGA.
- The remaining 90% will be used to implement the sales/marketing plan and support costs prior to revenue, any remaining monies will be used to provide the security of sufficient headroom to ensure the business meets its growth projections.

Both Directors are qualified PGA professionals with a very large network of business contacts within golf industry, with a total of over 30 years combined experience in the golf sector. Both directors still currently work within the industry at very prominent facilities with one of the directors based in North America to facilitate the global release of the product.

These two PGA professionals are fully equipped with all the necessary tools and experience to drive this business forward.

The following indicate the moderate-level financial forecasts for the business and are based on the Professional premier account sales only.

NOT included in these projections is the extremely high potential (CPM) of the advertising revenue generated by the free Standard



account business Model. Revenue generated by advertising fluctuates quite dramatically so we feel it would be unfair to provide you with an actual turnover figure for this.

However market research shows this can be very prosperous with high user levels such as (Facebook & Twitter). Below is GPC's estimated turnover EXCLUDING advertising revenue and licensing fee for releasing the completed platform to other sports.

**Estimated Turnover: Year 1 £400,000 - Year 2 £1,375,000 - Year 3 £2,440,000**

**Estimated Profit: Year 1 £240,000 - Year 2 £1,100,000 - Year 3 £2,070,000**

The business owners have devised a 3-year Exit plan with options. It is expected that once critical mass of PGA Professionals has been acquired the user levels would be such that the company will conduct a trade sale within the golf industry.

The company would expect to have a market value dependent on the chosen exit route of between £9 and £12 million within 3 years. This figure has been derived from three times the year 3 profit, combined with the quality and uniqueness of the product itself.

The directors are also looking to licence the platform out to numerous other sports, this will have a substantial impact on the value of GPC.

We hope you see the significant potential our company has to offer and can assist our needs to take GolfProConnect to the heights we envisage.



# GolfProConnect

+44 (0) 333 1210212  
[irelations@golfproconnect.co.uk](mailto:irelations@golfproconnect.co.uk)

