## **Beta Golf**

## **Discussion Questions:**

- 1. What does Beta Golf do? How is it different?
- 2. Is the golf industry attractive? What is the opportunity for Beta Golf?
- 3. How do you interpret the Callaway response, and what should Zider do as a result?
- 4. What should they do? Should they develop the HXL technology? What method should they employ for commercializing the technology?