



Capital Raise.

Opportunity.

Proof of Concept.

Palm has identified, connected, communicated and continuously met the needs of a well-established customer segment within the golf world.

Palm has proven to meet their needs year after year while introducing new products along the way.

Unlock the Potential.

The foundation has been poured, the sales channels have been primed and the product creation has been set.

Palm needs to inject some strategic investment to unlock the tremendous potential that lies ahead.

Industry Outlook.

Golf is growing.

Participation in the sport has seen double digit growth over the last 5 years with over 36 million players in the US. Largest Segment is 18–34-year-old male, with 6.2M participants in 2022.

The golfer is evolving.

Youth interest is on the rise, with 11% increase over the last 3 years. There were 3.4M Jr. Golfers in 2022.

Women are golfing more than ever before. Women's golf apparel and accessories sales were up 16%, to \$25.6M in 2022.

The golf lifestyle is expanding.

Digital Engagement – golf's digital footprints is soaring with over 25% increase in online golf related content.

Golf consumers continue to transition from the mainstream brands to the **newer golf specific brands**

As golf grows, consumers demand more stylish and functional apparel and accessory options.

Palm is poised to win this Opportunity.

Golf is growing.

Participation in the sport has seen double digit growth over the last 5 years with over 36 million players in the US. **Largest Segment is 18-34-year-old male** with 6.2M participants in 2022.

This is Palm's primary customer.

The golfer is evolving.

Youth interest is on the rise, with 11% increase over the last 3 years. There were 3.4M Jr. Golfers in 2022.

Women are golfing more than ever before. Women's golf apparel and accessories sales were up 16%, to \$25.6M in 2022.

Youth and Female represent new categories for Palm in 2025-26.

The golf lifestyle is expanding.

Digital Engagement – golf's digital footprints is soaring with over 25% increase in online golf related content.

Golf consumers continue to transition from the mainstream brands to the **newer golf specific brands**

Digital media and commerce are Palm's primary lead generation and transaction source.

As golf grows, Palm will meet the consumer demand for stylish, functional, and comfortable apparel & accessories.

Who we are.

Our Story.

Palm Golf began with a few buddies and a standing weekly tee time at a local muni course in Orange County, CA. In between numerous three-putts and duffed chips, we talked about ideas and visions on how to improve the game of golf.

Since no one should trust us to teach the game of golf, we decided to find something we could improve—**the style.**

We started with the often neglected, but vastly used product, **the glove.**

We have grown our products to provide apparel and accessories for both the clean-cut, tucked-in country clubber and the high-top, jogger-wearing, muni-hacker. Whatever your style or skill, Palm will bring style to your game. But most importantly to us, whether you birdie or double bogey, always **#swingandsmile.**

Our Mission.

To bring a smile to your game – on and off the course.

Our Values.

- We have fun on and off the course.
- We embrace all players.
- We respect the game.
- We are authentic and build quality products.
- Like the sport, we are ever-evolving.

Our Team.

Palm's team brings depth and breadth of cross-functional experience and in-vertical knowledge.



Joseph Ciafardoni
COO&CFO

Prior to Palm, Joe managed capital markets and secondary marketing functions, including pricing, trading, hedging and secondary market execution. After serving a leadership role for several years Joe was recruited to share expertise with an industry trade group serving 100+ companies that totaled over \$75 billion per year in origination activity.

At Palm, Joe facilitates the coordination between Production, Marketing, Operations, and Finance. Joe also serves as front line support to our wholesale partners including all major retail partners, green grass accounts and corporate accounts.



Justin Junior
Chief Marketing Officer

Justin is a career entrepreneur and has the benefit of working in some successful start-ups along the way. Prior to Palm he managed graphic design at both Travis Mathew and Haus of Grey.

As founder of Palm, he is responsible for all things digital. He's built and managed a digital marketing department overseeing \$400k in annual advertising with over \$1MM in annual sales. Built Palm's owned media resulting in over \$750k in annual sales with over 50% YOY growth.

Justin leads the creative design direction for digital marketing campaigns and product design. He is also responsible for building and managing the e-commerce architecture along with 3rd party software implementation.



Dustin Ghaul
Chief Production Officer

Dustin has over 9 years of dedicated experience in product development, design, and planning. His commitment to quality and innovation, has been instrumental in establishing Palm as a premium brand for the modern golfer. His expertise in sourcing, production planning, and supply chain management have played a key role in meeting the market demand. Dustin's passion for the game and his expertise in the production development make him an asset to the company's mission of revolutionizing the golf industry.

Dustin has a Masters in Education and teaches graphic design in addition to his responsibilities at Palm



Craig Ungaro
Chief Strategy Officer

Craig has over 10 years of Executive Leadership experience. Palm is Craig's 3rd start-up. Craig's successfully scaled a financial services organization from being employee #3 to over 1000 employees, serving all 50 states with over \$6B per year in origination activity. Craig has served as a Palm advisor since 2019. Since formally joining the organization in 2021, Palm has scaled 300% in revenue in less than two years and looks forward to multiples of that success in the next few years.

In addition to serving as primary advisor to Palm's founders, Craig's involvement includes financial management and serves lead on all professional services core to Palm's business administration (i.e. legal, accounting, etc). Craig also negotiates and manages all marketing affiliation arrangements and key business relationships.

Key Advisors.

Our advisors bring deep industry knowledge and experience that complements the Palm team. Their partnership expands our overall leadership capability.



Ellen Duncan
Marketing & Growth

Ellen Duncan is a global marketing transformation leader. With Accenture, she led the digitization of the in-flight experience with Southwest Airlines and the mobile shopping journey for General Motors. Ellen then spent eight years with The Coca-Cola Company as the driving force in the digitization of consumer marketing across the globe.

Since 2020, Ellen is the Owner and Principal Lead of Pineapple Partners, a growth marketing consulting firm. The firm partners with clients across industries to deliver strategic projects, lead long-range planning, and develop holistic marketing plans. Ellen individually partners as a Fractional CMO for a few key clients.

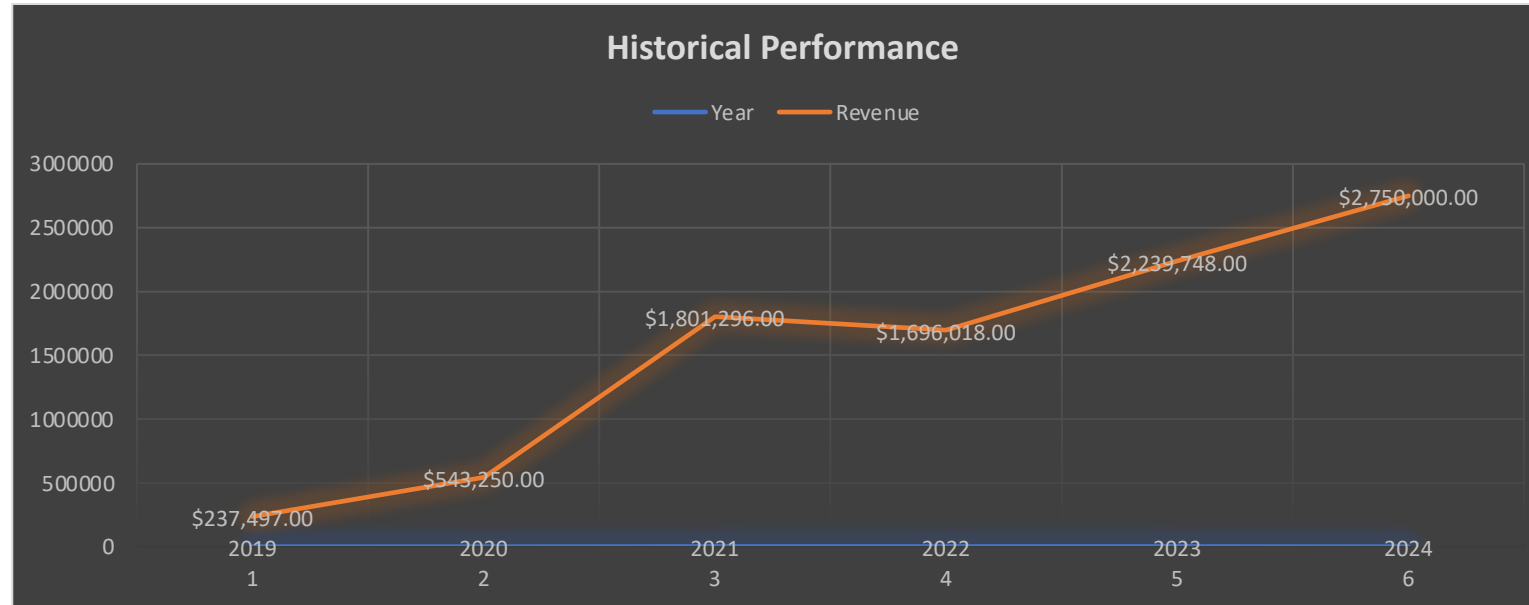


Mimi Disipio
Retail Strategy & Merchandising

Mimi has over a decade of experience in a range of operational and advisory roles within the Apparel and Footwear industries. She spent five years in Global Merchandising and Production at Abercrombie and Fitch where she led end-to-end assortment strategy and product development for the Women's and Kids brands before moving to Under Armour. At UA, she led Global Category Management for Youth apparel and footwear, including owned and wholesale expansions in the US and EU. She has since leveraged her experience in assortment planning, production management, and go-to-market strategy as a strategic advisor to several global fashion retailers as a member of Boston Consulting Group's Fashion and Luxury practice. Her expertise is in consumer-centric assortment strategy and data-driven decision making. Mimi has a Bachelor's degree from the University of Notre Dame and an MBA from Harvard Business School. She currently lives in London where she is Transformation Director for Kantar, a private-equity owned consumer research and technology company.

The business today.

Business Performance:



**Strong Paid Media
Conversion**

3.07%

**Direct Communications
driving significant
revenue**

\$800,000

in revenue attributed to
email/SMS automated
marketing journeys

**Growing and actionable
first-party database**

134,000

85% active

We're gaining awareness with target audience.



Target / Primary Audience

Male

25-44

HHI \$100K+

Golfs multiple times a year

Engaged with golf content

Seeks adventure, experiences, and an active lifestyle

Career-driven

Warm climate focused (CA, FL)

And gaining relevance via key category influencers.



David Spade



Nick Swisher



Adley Rutschman



Jimmy Rollins



Aaron Hicks



Claire Hogle



Andrew Santino



George Gankas



Jake Elliot



Kevin Huerter

Prior Collaborations



Don Julio



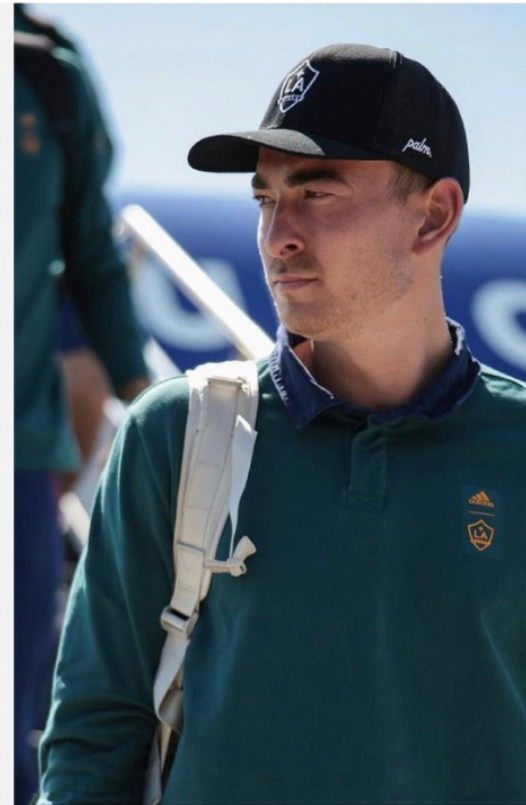
Genesis Invitational



Pepsi



St. Jude Children's Research Hospital



LA Galaxy



Golf Digest

The earned media is growing.

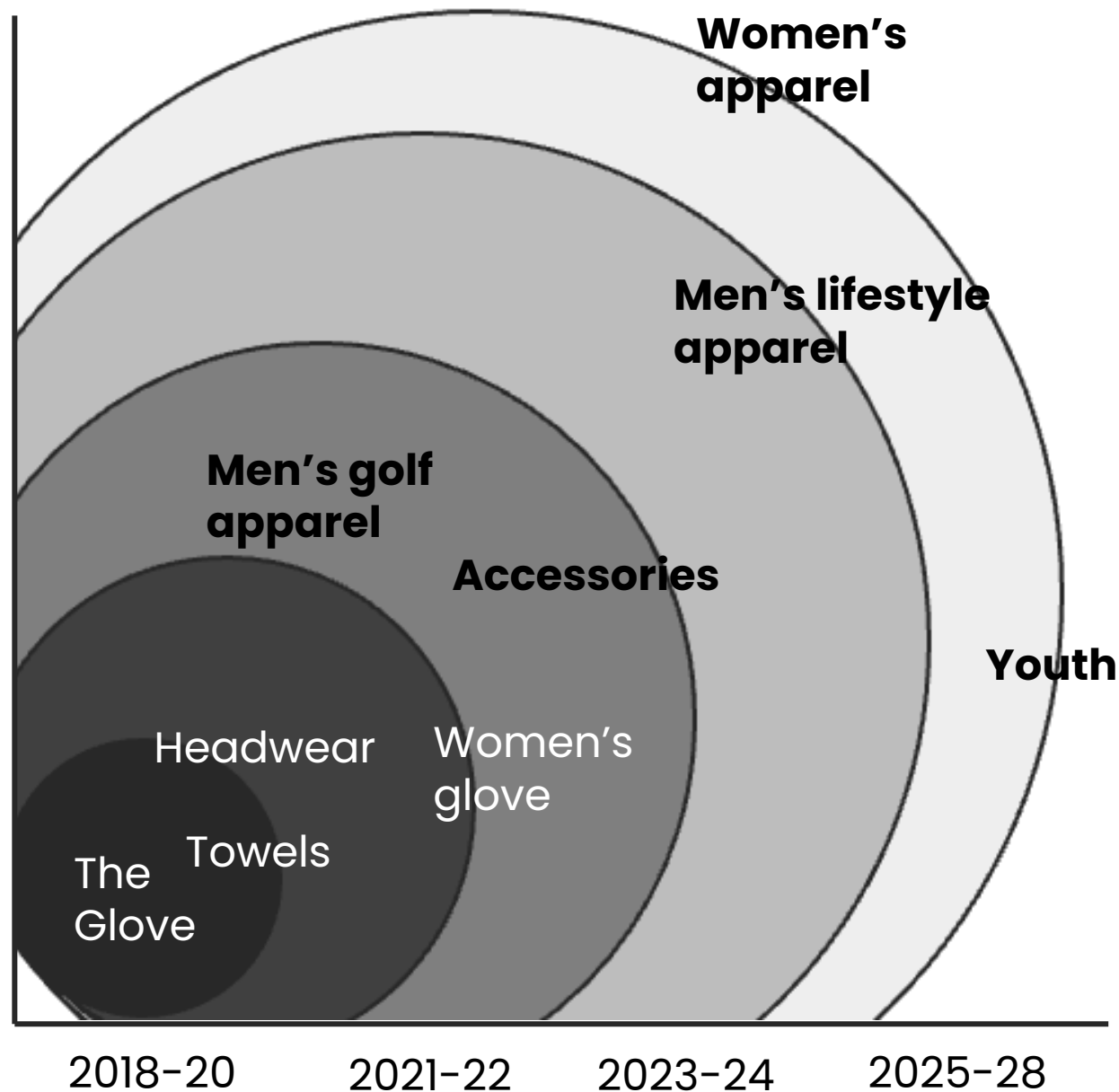
Our roster of partner brands underscores the relevance Palm carries with our consumers, partners, and within the industry.



Our Product Journey.

Palm enables the lifestyle of golf. Our apparel and accessories are rooted in the game of golf but are worn by lovers of fun on and off the course.

- On course
- Off
- Lifestyle



Product Validation: The industry is recognizing us.



EQUIPMENT Level Up Your On-Course Style With Three Cool Golf Brands

By Kayla Gutierrez Published on Thursday, January 26, 2023



Catching the golf worlds attention: "Featured product as Favorite Things from the 2020 and 2023 PGA Show" – Golf Channel.



Golf Digest Collab with some of Golf's Coolest Brands.



"Best lifestyle glove"
– MYGOLFSPY

The business tomorrow.

Retail Channel	Revenue % in 2024 (as of 9/30)	Future State
DTC eComm	70%	27.5%
Wholesale	18%	60%
Amazon	11%	5%
Other/Mobile Retail	1%	2.5%



Breadth of geographic footprint,
with opportunity to penetrate
deeper outside of SoCal.

Growth Forecast.

The known entity:

Palm's customer acquisition trajectory along with a 40%+ returning customer rate puts Palm on a path for a

\$4.5M+ 2025.

The new levers:

Scaled Paid Media

Palm's yet to do any mass marketing and plans to invest in these efforts making 2024 the biggest customer acquisition year to date.

New Brand Partnerships

Palm is engaging with several established brands to collaborate additional product categories which is expected to accelerate customer acquisition and revenue growth.

Wholesale Investment

Through strategic hiring and past prospecting, Wholesale is expecting to surpass DTC efforts by year 2026 when both channels will eclipse \$9MM.



The Financials.

- No FTE's
- Wholesale Lesson
- DTC lift
- Added owners in payroll
- Additional setup costs
- Increased marketing spend
- Expense Management Correction
- Rolled back Marketing spend
- Cap Raise preparation

	2022	2023	2024	2025	2026
Revenue	\$1,696,018	\$2,332,302	\$2,750,000	\$4,500,000	\$7,500,000
Gross Profit	\$779,855	\$1,177,244	\$1,400,000	\$2,475,000	\$4,125,000
Total Expenses %Marketing	\$807,849 57%	\$1,699,886 51%	\$1,500,000 45%	\$3,275,000 60%	\$4,225,000 64%
Net Income	(\$27,994)	(\$524,585)	(\$100,000)	(\$840,000)	(\$160,000)

Bootstrapped investment

- Established infrastructure to scale DTC and wholesale
- SEM and Test into Programmatic Media
- Organic PR an Initial Influencer Reach

Seed Round funding

- Scale omnichannel marketing
- Added SME leads + Advisors
- Website Optimization + Loyalty Program
- Optimized Sourcing and Printing
- Innovative licensing partnerships

The Financials – Full Horizon.

Year	2025	2026	2027	2028	2029
Annual Gross Revenue	\$ 4,500,000.00	\$ 7,500,000.00	\$ 10,000,000.00	\$ 12,500,000.00	\$ 15,000,000.00
Gross Profit	\$ 2,475,000.00	\$ 4,125,000.00	\$ 5,000,000.00	\$ 6,250,000.00	\$ 7,500,000.00
	55%	55%	50%	50%	50%
Expenses	\$ 2,970,000.00	\$ 4,125,000.00	\$ 4,500,000.00	\$ 5,000,000.00	\$ 5,250,000.00
	120%	100%	90%	80%	70%
Admin Expenses	\$ 142,560.00	\$ 198,000.00	\$ 202,500.00	\$ 202,500.00	\$ 202,500.00
Fix Operating Expenses	\$ 360,000.00	\$ 396,000.00	\$ 435,600.00	\$ 457,380.00	\$ 457,380.00
Variable Operating Expenses	\$ 111,375.00	\$ 154,687.50	\$ 225,000.00	\$ 250,000.00	\$ 262,500.00
Professional Fees	\$ 115,200.00	\$ 138,240.00	\$ 165,888.00	\$ 199,065.60	\$ 238,878.72
Payroll	\$ 660,000.00	\$ 720,000.00	\$ 840,000.00	\$ 840,000.00	\$ 840,000.00
Marketing	\$ 1,930,500.00	\$ 2,681,250.00	\$ 2,250,000.00	\$ 2,250,000.00	\$ 2,362,500.00
	65%	65%	50%	45%	45%
Total Expenses	\$ 3,319,635.65	\$ 4,288,178.15	\$ 4,118,988.50	\$ 4,198,946.05	\$ 4,363,759.17
Net Profit	\$ (844,635.65)	\$ (163,178.15)	\$ 881,011.50	\$ 2,051,053.95	\$ 3,136,240.83
Net Profit %	-19%	-2%	9%	16%	21%

Branding Push & Wholesale Growth

- Broader Marketing Strategies (podcasts, event activations)
- Tour endorsement opportunities
- Cross over athlete, macro-influencers
- Merchandising licensing opportunities
- Complimentary Brand Collaboration
- Wholesale Growth – invest in established relationships

Category Expansion & Operational Synergies

- Deeper reach into Women & Youth categories
- Expansion in more off-course line
- Equipment investments
- Optimize warehousing/logistics/etc

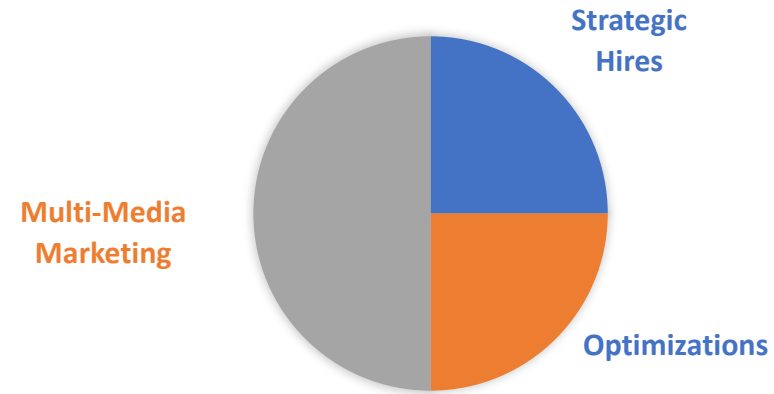
Capital Raise.

To strategically recognize our growth opportunity, we must invest accordingly. This seed round will enable Palm to scale marketing while brand relevance is growing, engage the necessary talent, and ensure proper inventory availability.

Equity

- \$1.5MM raise on a \$6MM Valuation.
- Paid out over three six-month periods
- 25% Equity Position
- Founders – 60%, Investors 40%.
- Board Seat
- Executive level voting rights*
- Quarterly performance reviews

CAPITAL ALLOCATION



Categories	Allocation
Strategic Key Hires	\$400,000
Marketing	\$700,000
Optimizations	\$400,000

Note: \$1M in losses over year 2025 & 2026, \$200k-\$500k in asset acquisitions, equipment, licensing, inventory, etc

Palm currently has a \$500k line for production costs with a commitment to \$1M from minority owner

Capital Allocation Detail.

Strategic Hires

Until now, Palm is run by one full-time and two part-time founders along with a full-time photographer and Warehouse associate. Palm recognizes the need to add resources in key areas while refocusing the founders' energy toward strategic growth. Some of the areas of need is within product design, social media, operations, and most importantly a Sales team. The new team members will have a proven track record of growing revenue with emerging and mainstream brands across multiple industries and product types. New additions will be primarily focused on Wholesale growth, both will play a major role in contributing to end-to-end product lifecycle management, assortment planning, seasonal launches and transitions.

Omnichannel Marketing/Branding

Palm's existing growth has come primarily from Paid Search and Social. Our growing email database continues to serve as a large portion of revenue, 2024 estimate \$1M but both sources can be optimized with complimentary forms of media marketing. Palm has served over 80k customers to date but to more effectively reach the 6.2 million 18-34 male golfer, Palm plans to expand marketing efforts to the following channels: OTT, Audio, PPC/SEM, Direct Mail, and Print. Lastly, Palm has an opportunity to expand its Experimental efforts through existing relationships with credible partners like: St. Jude, Sierra Co, SCGA, Anaheim Ducks, Pepsi, Gensis, Reef, PGA and more!

Operational Optimizations

There are key operational areas that need dedicated resource and focus. These include website optimization, IP protection, bigger warehouse, on-premise screen printing, mobile shop, loyalty program and more.

Strategic Hires

Day 1-90: Operational Buildout

- Creative Support: Graphic Designer, Editor
- Marketing: Social Media Manager, SMS & Email Marketing
- Product Development: Line Planner, Tech Designer
- Other: Web Developer, Warehouse Associate

Day 90-120: Wholesale sales leader + small inside sales team

- Commissions will be factored in the Wholesale Gross Profit calculation
- Need to front 6-9 months of salaries to build pipeline and realize revenue above current levels
- Wholesale Leader - \$75k-\$100k base + 2-5% commission
- Inside Sales team 3-4, \$30k-40k base + 5-15% commission
- \$15k-\$18k per month fixed expense to generate

Year 2: Full-Time CMO

- Timeline is estimate, triggering event is financial performance based.

Year 2-3: Full-Time Product Manager

- Timeline is estimate, triggering event is financial performance based.

Note: All Expenses are accounted for in proforma.

Strategic Hires & Wholesale Build Out

With fractional focus, Palm will exceed \$500k in 2024 in wholesale business.

Palm is serving 32 green grass golf courses, 8 Retailers and 6 other types of brick and mortar.

Green Grass – 22 of 32 are in California.

Major Retailers include Sierra, World Wide Golf, Scheels, Golf Galaxy, Barrels and Birdies.

Other Types include Linksman, Drive Shack, Mully Box, Gimme Golf Studio.

This doesn't include partnerships like the following: Anaheim Ducks, Philadelphia Eagles, Genesis, Pepsi, LA Galaxy, etc.

Wholesale Revenue		\$500,000.00	\$1,000,000.00	\$2,000,000.00	\$3,000,000.00	\$4,000,000.00	\$5,000,000.00	\$6,000,000.00	\$7,000,000.00	\$8,000,000.00	\$9,000,000.00
Monthly Revenue		\$41,666.67	\$83,333.33	\$166,666.67	\$250,000.00	\$333,333.33	\$416,666.67	\$500,000.00	\$583,333.33	\$666,666.67	\$750,000.00
Discount & Returns	5%	-\$2,083.33	-\$4,166.67	-\$8,333.33	-\$12,500.00	-\$16,666.67	-\$20,833.33	-\$25,000.00	-\$29,166.67	-\$33,333.33	-\$37,500.00
Shipping Income	2%	\$833.33	\$1,666.67	\$3,333.33	\$5,000.00	\$6,666.67	\$8,333.33	\$10,000.00	\$11,666.67	\$13,333.33	\$15,000.00
Total Wholesale Revenue		\$40,416.67	\$80,833.33	\$161,666.67	\$242,500.00	\$323,333.33	\$404,166.67	\$485,000.00	\$565,833.33	\$646,666.67	\$727,500.00
Cost of Goods Sold											
Commissions & fees	15%	\$6,062.50	\$12,125.00	\$24,250.00	\$36,375.00	\$48,500.00	\$60,625.00	\$72,750.00	\$84,875.00	\$97,000.00	\$109,125.00
Cost of Goods Sold	40%	\$16,666.67	\$33,333.33	\$66,666.67	\$100,000.00	\$133,333.33	\$166,666.67	\$200,000.00	\$233,333.33	\$266,666.67	\$300,000.00
Shipping	2%	\$833.33	\$1,666.67	\$3,333.33	\$5,000.00	\$6,666.67	\$8,333.33	\$10,000.00	\$11,666.67	\$13,333.33	\$15,000.00
Total Cost of Goods Sold		\$23,562.50	\$47,125.00	\$94,250.00	\$141,375.00	\$188,500.00	\$235,625.00	\$282,750.00	\$329,875.00	\$377,000.00	\$424,125.00
Gross Profit		\$16,854.17	\$33,708.33	\$67,416.67	\$101,125.00	\$134,833.33	\$168,541.67	\$202,250.00	\$235,958.33	\$269,666.67	\$303,375.00
Wholesale Op Ex											
Software (CRM, POS)		\$3,000.00	\$3,000.00	\$3,300.00	\$3,630.00	\$3,993.00	\$4,392.30	\$4,831.53	\$5,314.68	\$5,846.15	\$6,430.77
Fixtures/Displays		\$5,000.00	\$6,000.00	\$7,200.00	\$8,640.00	\$10,368.00	\$12,441.60	\$14,929.92	\$17,915.90	\$21,499.08	\$25,798.90
T&E		\$2,500.00	\$5,000.00	\$10,000.00	\$15,000.00	\$20,000.00	\$25,000.00	\$30,000.00	\$35,000.00	\$40,000.00	\$45,000.00
Salaries		\$18,000.00	\$22,500.00	\$28,125.00	\$35,156.25	\$42,187.50	\$48,515.63	\$53,367.19	\$56,035.55	\$56,035.55	\$56,035.55
Wholesale Expenses		\$28,500.00	\$36,500.00	\$48,625.00	\$62,426.25	\$76,548.50	\$90,349.53	\$103,128.64	\$114,266.13	\$123,380.78	\$133,265.22
Div. Net Profit		-\$11,645.83	-\$2,791.67	\$18,791.67	\$38,698.75	\$58,284.83	\$78,192.14	\$99,121.36	\$121,692.20	\$146,285.88	\$170,109.78
Div. Annual Profit		-\$139,750.00	-\$33,500.00	\$225,500.00	\$464,385.00	\$699,418.00	\$938,305.70	\$1,189,456.35	\$1,460,306.39	\$1,755,430.60	\$2,041,317.42
		2024	2025	2026	2027	2028					

Omni-Channel Marketing – Branding

Why:

Improve Advertising performance

Assist with Wholesale sales

Protect Palm tree mark

Reduce new customer acquisition costs

Build earned media

Approach:

Omni channel Marketing

- **Podcast advertising**
- **OTT**
- **Direct Mail**
- **Email aka 1st party or earned media (ongoing)**
 - **Performance – 15 to 1 ROAS – build earned media**
- **Direct aka Branded Search (ongoing)**
 - **Performance – 9 to 1 ROAS – can only scale via branding**

Ambassador – i.e. tour players

Event activations

Physical Pop-Up Store (see equipment)

Licensing

Examples:

Brand Collaboration – Malbon & everyone, Lululemon and Bauer, TM and Bauer, TM and High Noon. Palm and Reef.

Major Sports Organizations – NCAA, NFL, MLB, NHL

PGA Events – Waste Management, Genesis, Pebble Beach Pro-Am, Farmers Open, American Century Classic.

Why:

- Brand Collaboration provides product diversification opportunity (i.e. Womens, Kids, footwear) without experimenting.
- Brand Collaboration also provides direct access to an expanded customer base with a trusted partner in the eyes of the consumer.
- Sports Organizations – allows for a regional targeted play (i.e. SEC Campus collection) during slow season.
- Sports Organizations – introduce Palm into specific markets through licensing effort
- PGA Events – align to high-energy fun events and/or local ones to Palm.

Operational Optimization

Loyalty Program & Website Optimization

While customer acquisition is critical to scalability, customer retention and increased AOV is the ripest opportunity for Palm in the short term. Of the 89k unique Palm less than 2% have done 5 or more orders. Below is a 'From-To' chart showing the expected output of a strong loyalty program which would be launched in 2025.

FROM

# of Orders	AOV	\$	50.00
0	15.58%	\$	-
1	63.26%	\$	2,800,200.00
2	13.28%	\$	1,175,500.00
3	4.41%	\$	586,050.00
4	1.92%	\$	340,600.00
5	1.55%	\$	342,500.00
88533		\$	5,244,850.00



TO

# of Orders	AOV	\$	60.00
0	5%	\$	-
1	40%	\$	2,124,792.00
2	25%	\$	2,655,990.00
3	15%	\$	2,390,391.00
4	10%	\$	2,124,792.00
5	5%	\$	1,327,995.00
Total Value		\$	10,623,960.00
Delta		\$	5,379,110.00

Equipment

Warehouse

Palm is in its second warehouse and had to add some additional storage on the same property in 2023. Lease expires in April 2025 and at capacity. Consolidating spaces and expanding for future growth will be part of 2025 plan.

Current space is approximately 2000 sqft, new space will be around 7000-10,000k sqft along with warehouse equipment.

Embroidery Machine(s)



Opportunity for Palm to turn orders around quickly in the wholesale space.

Provide limited drops based on current events or trends.

Quick replenishments based on fast selling items. Order blanks in bulk and only reprint fast selling designs, sizes, rather than guessing which one will do best.

Equipment

Pop-up Palm Shop



There are 30-40 in-person opportunities within driving distance every year for us to provide presence. Annual opportunity is between \$150k-\$200k per year in retail revenue within first 2 years.



Roughly \$100k investment which will be recouped within first 18 months in gross profit not including branding value. See **Retail** plan for specifics.

Next steps.

Additional Information by request
Meeting with stakeholders
Decision point 11/30 (estimate).

Thank you.

