

PROTRACK

The World's First Intelligent Personal Electronic Golf Coach

Symbiotic Intelligence

Opportunity

- Golf Economy is \$62.2 Billion dollars, with > 60 million golfers
- There is no consumer-priced system that accurately measures swing and ball flight and gives the golfer effective recommendations on how to improve
- ProTrack products disrupt the existing market by making high-performance monitoring and coaching systems available to the average golfer

	Facility Priced	Consumer Priced
Tracks Swing	JCVideo	SwingGuru SwingByte
Tracks Ball	FlightScope Trackman Foresight	TARGET MARKET Opportunity > \$1B
Tracks Swing and Ball		

Our Solution: The ProTrack System

- For use on driving range or at home into a net

ProTrack : Flight

- Trackman-like ball trajectory measurements to guide self improvement for advanced golfers
- Radar device that outputs to tablet / smartphone
- \$500 price point is a fraction of the competition, with similar functionality



ProTrack : Coach

- World's first full electronic coaching suite for use by all golfers
- Swing trajectory sensor on the club, in addition to ProTrack : Flight, helps the device understand you
- Emulates professional coaching advice that adapts to your game
- \$1000 price point





ProTrack : Flight – Affordable Flight Monitor

- Trackman-like ball trajectory measurements to guide self improvement for advanced golfers
 - Carry distance
 - Launch angle
 - Launch velocity
 - Power transfer
 - Ball Spin
- Know your exact carry distance per club
- Visualize your improvement over time



- Make training more fun
 - View shot playback with ball traces - like the pros on TV
 - Share long drives or spectacular shots on social media

ProTrack : Flight Early Hardware Design

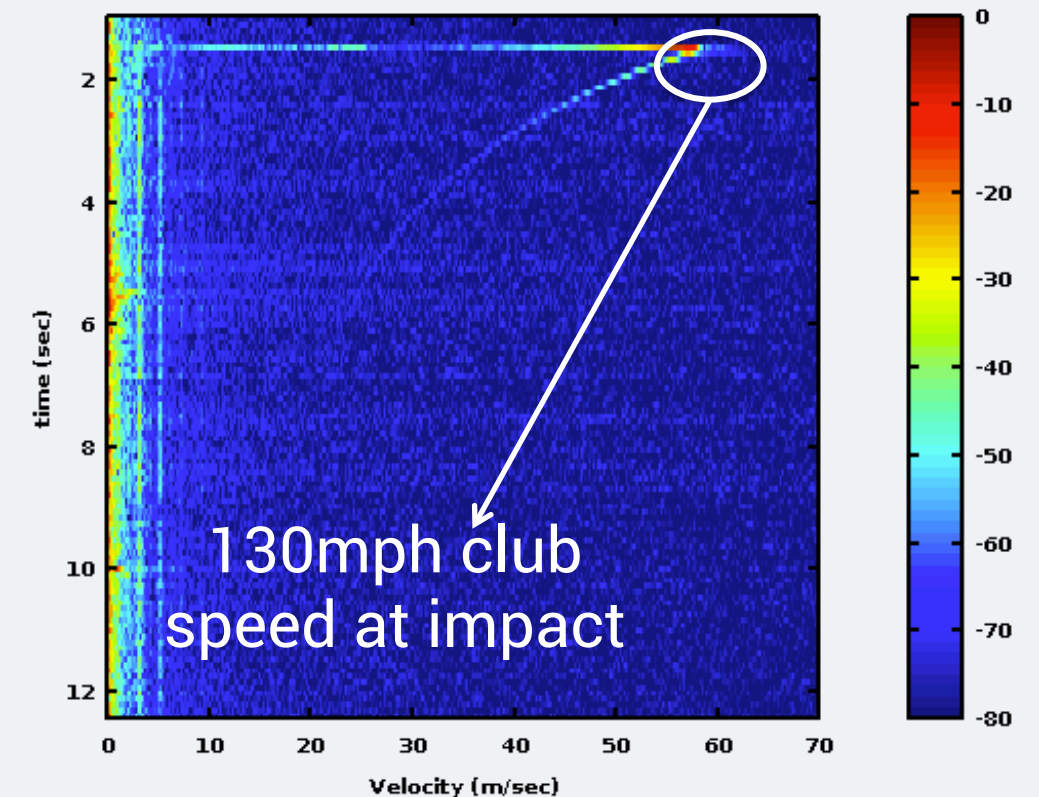


Connects wirelessly to your tablet or smartphone device

Enabled by Advanced Radar Technology and Signal Processing

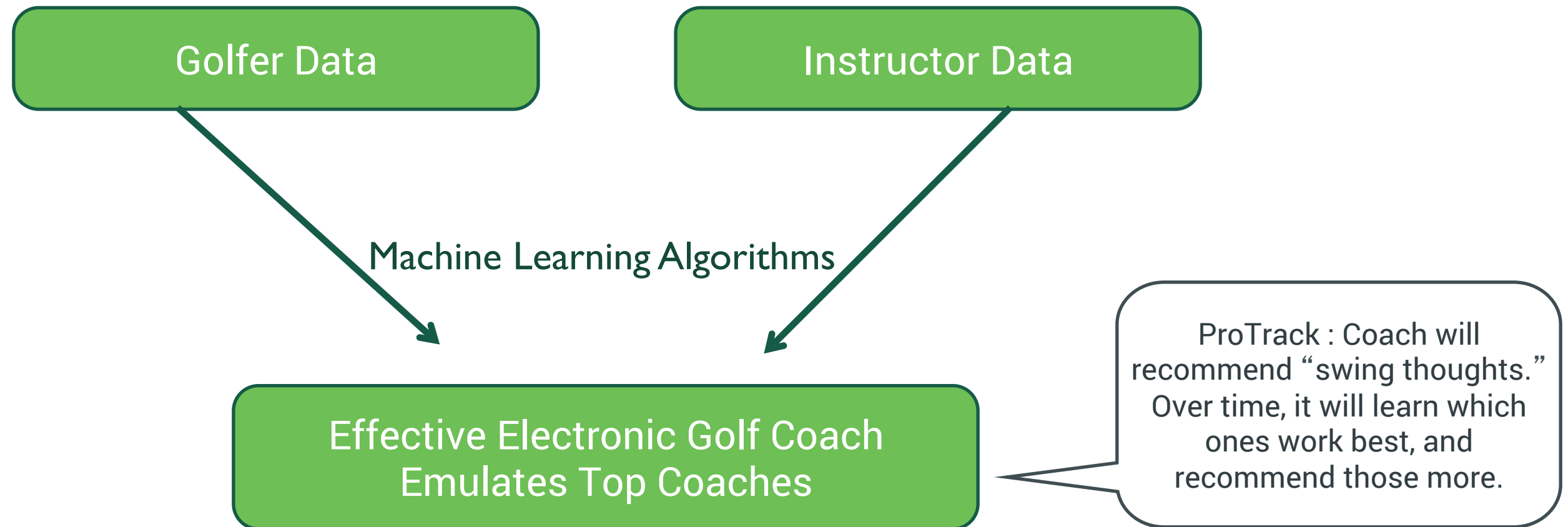
- Will be able to manufacture the device for \$150/unit, and bring it to market for \$500 using:
 - Proprietary parameter estimation algorithms to dramatically simplify radar hardware compared to that of competitors
 - High-volume radio components to reduce cost compared to specialized radar designs
- This is the “impulse buy” sweet spot for golf consumers
- We have already begun testing prototype, with promising preliminary data

Data from Prototype Radar – Sept 2013



ProTrack : Coach - Actionable Coaching For All Golfers

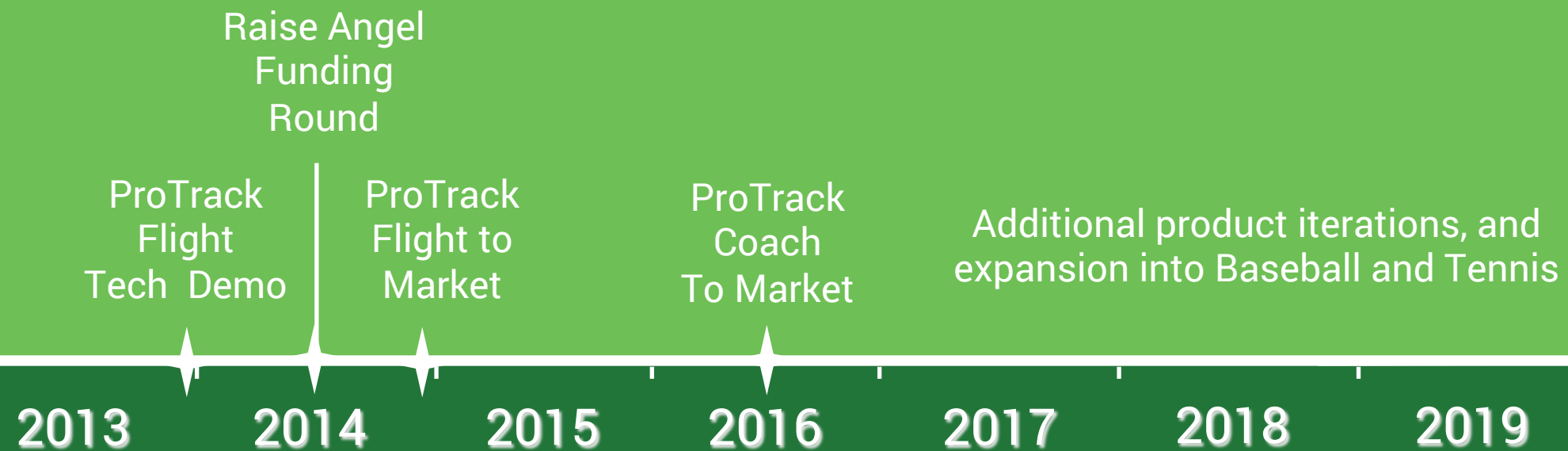
- ProTrack : Coach will have all of the golfer's data
 - Swing trajectory, from the swing sensor
 - Ball trajectory, from ProTrack : Flight
- ProTrack : Coach will know what top coaches would recommend
 - Proprietary database of coaching recommendations in every situation created by observing top coaches



“Your last 3 shots have all been a little fat (contact with ground 0.5” behind ball), resulting in 20 lost yards. Try thinking about shifting your weight to your front side more aggressively.”

Product Roadmap

- ✓ Built up the majority of our world-class team
- ✓ Designed ProTrack : Flight prototype, which we will be able to produce for \$150/unit
- ✓ Have tested and demonstrated ranging, velocity, and estimated ranging for prototype



Meet the Team



Alexandru Litoiu
Software Lead

- PhD student in Computer Science at Yale
- A Next 36 entrepreneurial leader of Canada in 2012
- 10+ years Software Engineering experience with focus on consumer Machine Learning applications
- Founded social media startup Atlas Inc., acquired by PurpleForge in 2013



Greg Charvat, PhD
Radar Lead

- Author of the first and only short-range radar textbook, Small and Short-Range Radar Systems
- Created highest rated course in the MIT Professional Education Program, [Build a Small Radar System](#)
- Advisor MIT Media Lab Camera Culture Group
- MIT Lincoln Laboratory Staff for 4 years.
- www.glcharvat.com



Chris Cherry, PhD
Processing Lead

- 20+ years developing sensor systems at MIT Lincoln Laboratory and for medical startup
- Expert in sensor signal processing algorithms
- Co-founded and grew Rapid Innovation Group at MIT/LL to over 50 staff and \$31M/year



Colin Sheehan
Advisor

- Head Coach Yale University Men's Golf Team
- 2011, 2013 NCAA Northeast Coach of the Year
- Author of Definitive History of the United States Amateur Championship, Published by the Classics of Golf in 2005
- Member of Development Team at Castle Stuart Golf Links in Scottish Highlands

We are seeking advisors and investment

For more information, please contact us at founders@ProTrackGolf.com

The World's First Intelligent Personal Electronic Golf Coach

Symbiotic Intelligence

PROTRACK