

HiPro Performance



Accuracy For Champions

Zac Ellie Marc Carlos

Overview



Company Vision

Segmentation

Product

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Company Vision



HiPro Performance seeks to revolutionize golf performance by measuring and enhancing results through our Elite Motion line of golf balls.

Our Segments

High School Sports teams

Their needs: Motivation to be prepared
for college teams

Athletic Training Consultants

Their needs: networking w/ athletes &
Offering higher quality feedback

College School Sports teams

Their needs: self esteem/ strength



Professional Teams

Their needs: confidence/ self belief



Target Customer Profile



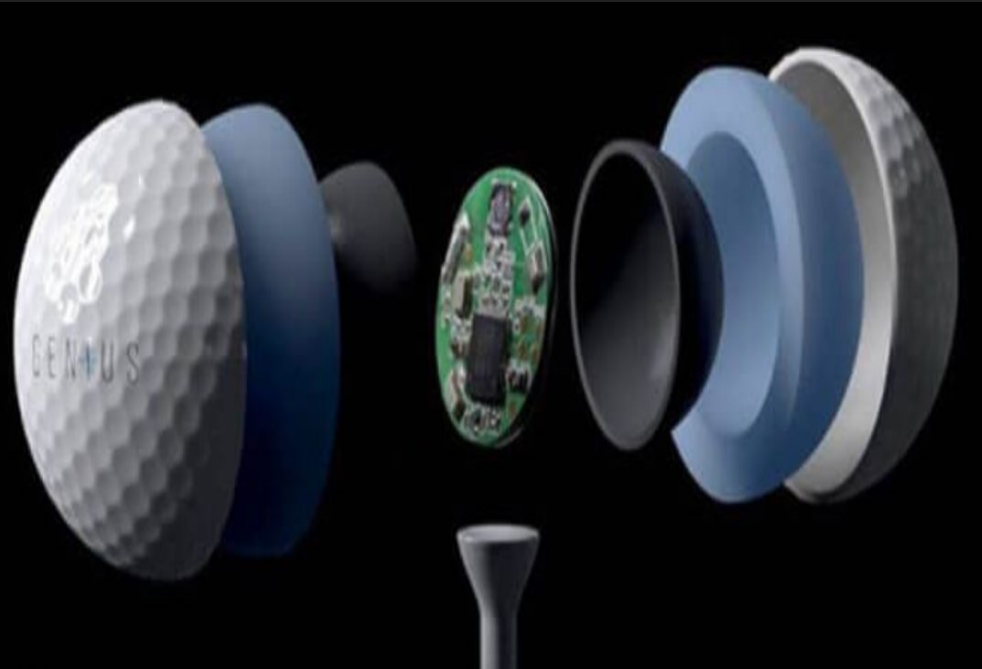
Brad is a 33-year-old college golf coach who lives in Staten Island, New York.

He has been coaching golf for almost ten years and has made it his life.

Brad has been open to a technological approach as a coach.

However, he struggles with implementing technology into sports as he played and coached golf his whole life and he believes that players should practice a certain way.

Product



**Benefits: No more wondering if
you are getting better or worse.
Get real-time analysis and
feedback in the palm of your hand.**

Features

How our product
will work for
you.



Brand & Warranties

Brand: Our product will be branded as the Elite Motion Golf Ball.

Warranty: 90 day warranty if not completely satisfied with our product.



Product Life Cycle

Introduction

Establish brand identity, canvas & R&D trials
Product price high in accordance w/ quality control data
Heavy promotion to boost DEMAND

Growth

Partnerships with colleges and athletic training consultants
Improve product features & services
Increase advertising & become the market share leader

Maturity

Invest in new Market segments (football, soccer, baseball)
Convert non-users via social media and canvassing
Expand to Pro sports (Reputation)
Expect competition at this point

Decline

Implement price reduction, increase discounts & maintain loyal customers
Product improvements (non-tech gear)
Earn sponsorships



Price



Profit-Oriented Pricing Strategy - Price is high to cover production, distribution to consumer, and to maximize profit long-term. Within the next few years we anticipate to lower the price of products after increasing ROI by 25 percent.

Price - Pack of 20 for \$795.

Packaging & Labeling - R&D trials two different versions currently in development thru customer feedback.

Price Adjustments

Seasonal Discount - Collegiate golf season starts (Feb - April), offer discount during offseason (Nov-Jan).

Discount 20 for \$695.

Creates brand awareness.



Promotion



Our Message: Giving athletes the tools to perform at their optimal level using real-time analysis and feedback in the palm of their hand.



Accuracy For Champions.

[Learn More](#)




WE'RE A HIGH-QUALITY TECH PERFORMANCE COMPANY. CUSTOMIZED FOR GOLFERS.

The Elite Motion ball measures speed, distance, velocity, impact force, time, height, and acceleration within seconds of the athlete's actions. The Elite Motion ball will respond within seconds with suggestions for your improvement and will record your stats.

Elite Motion



 Elite Motion

900 followers

Promoted

Elite Motion is state-of-art sporting good technology that will change the way you practice forever with immediate feedback in the palm of your hand. No more wasting valuable time wondering if you are getting better or worse, Elite Motion will improve your gameday play mechanics. If you want to be the best, you have to try Elite Motion now!

Elite Motion

Accuracy For Champions


Elite Motion opens a world of opportunities to increase athletic performance with technology never seen before.

EliteMotion.com


599

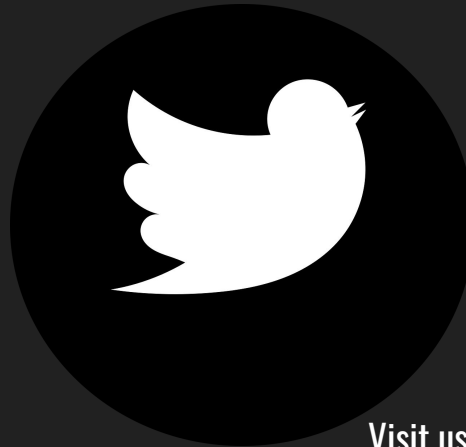
25 comments

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Visit us @EliteMotion

Distribution

Direct Marketing Channel

- Producer to consumer
- Avoid third party
- Gain data to enhance product performance & customer feedback

Selective Target Market Coverage

- High value product tailored to serious B2B/athletes
- Select networks attractive to target market/profiles
- Focus on geographics to generate profit

Retail Channels

- Dicks, Academy Sports, Big 5, Nike, and Golf specialty store

Logistics

- Truck & Freight



Are you ready to elevate your performance?



Scan to Visit us
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