



eSwing Golf Technologies, LLC

eSwing Golf

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The eSwing Spark

“I wish someone would build a swing training device to help me keep my swing grooved when my golf clubs get put away in the fall and I head to the mountains with my snowboard...it’s so frustrating, just when I’m playing pretty good golf, to have to relearn this crazy game again in the spring...”

An avid golfer sitting next to eSwing's Founder, Rick Plank, on a flight from San Diego to Seattle



THE PROBLEM

Playing better golf at any skill level requires a more reliable, more repeatable golf swing ...

eSWING WILL HELP YOU FIND
YOUR **PERFECT SWING!**



THE SOLUTION



eSwing Analyzer



eSwing Analyzer Pro

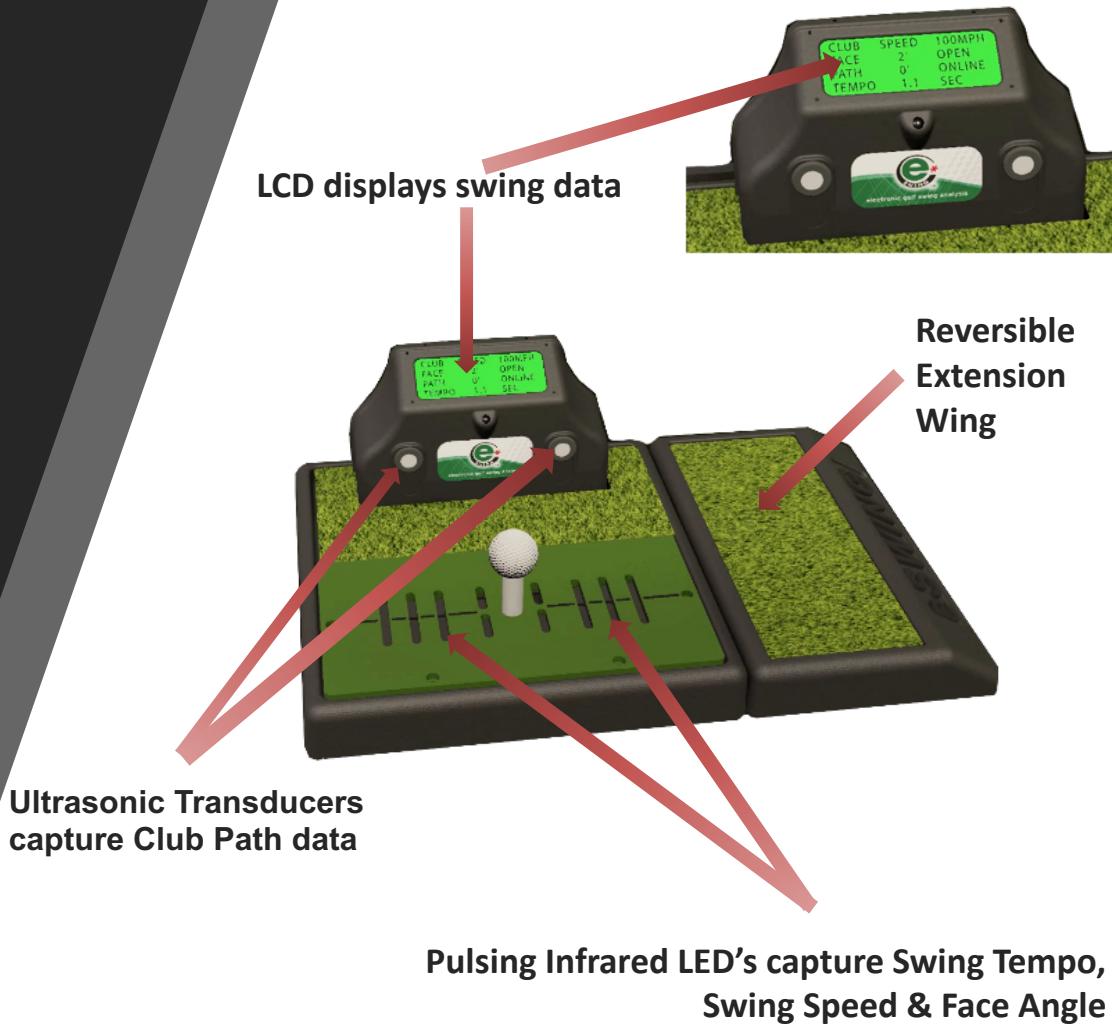


eSwing Portable Stance Base

eSwing Analyzer Features

eSwing Analyzer captures all Club swing data and ball flight parameters for unmatched on-demand metrics and analytics

- Engineered for use both indoors and outdoors
- Portable
- Designed for both Right-Hand side and Left-Hand Side golfers
- Provides Highly Accurate Club Data:
 - Club Head Velocity
 - Club Face Angle
 - Swing Tempo
 - Club Path Angle



eSwing Analyzer Pro Features

eSwing Analyzer Pro extends the capabilities of the *eSwing Analyzer* to provide instant, unmatched accuracy on all Ball flight data

- Engineered for use both indoors and outdoors
- Portable
- Designed for both Right-Hand side and Left-Hand Side golfers
- Provides Highly Accurate Ball Data:
 - Launch Angle
 - Initial Ball Velocity
 - Spin Rate
 - Azimuth
- Uses High Speed Digital Camera



Photo-based digital camera and IR strobes capture ball flight parameters in single image frame as the ball flies past the camera



eSwing Analyzer Competition

	eSwing Analyzer	P3ProSwing	Optishot
Indoor Use	✓	✓	✓
Outdoor Use	✓	✗	✗
Portable	✓	✗	✓
Android Application	✓	✗	✗
iOS Application	✓	✗	✗
Web Application	✓	✓	✗
Ball Flight Simulator	✓	✓	✓
MSRP	\$1,795	\$999-\$3,000	\$5,000

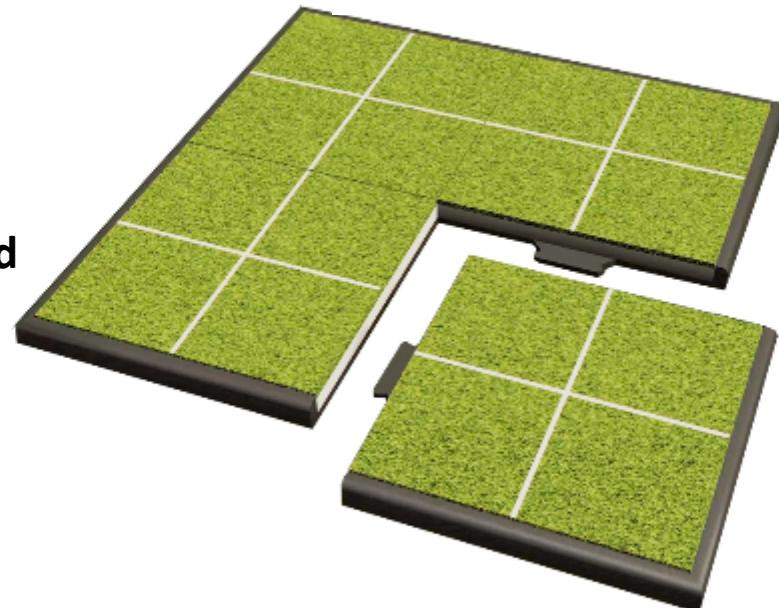


eSwing Launch Monitor Competition

	eSwing Pro	Trackman	SkyTrak	FlightScope	ForeSight
Indoor Use	✓	✓	✓	✓	✓
Outdoor Use	✓	✓	✗	✓	✓
Report Function	✓	✓	✓	✓	✓
Android Compatibility	✓	✗	✗	✓	✓
iOS Compatibility	✓	✓	✓	✓	✓
Includes ClubHead Data at impact	✓	✗	✗	✗	✓
Technology	Photo-Based	Doppler Radar Based	Photo-Based	Doppler Radar Based	Photo-Based
Minimum Ball Flight Required (<i>In Feet</i>)	Less than 2	15-20	3	15-20	3
MSRP	\$2,395	\$24,995	\$1,995	\$1,999	\$16,000

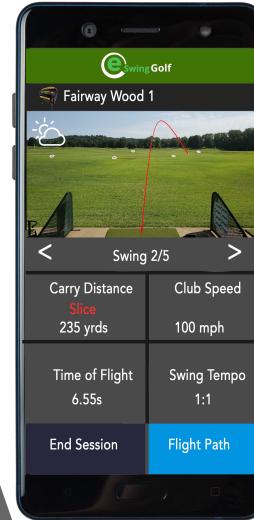
eSwing Stance Base

- A portable Stance Base raises a players' feet to the same level as the eSwing Analyzer launch pad (2" high)
- Four dovetailed non-skid molded rubber sections form 42"x 42"x2" stance base
- Gridded artificial turf ensures proper stance alignment and ball placement
- A sturdy aluminum case with wheels and retractable handle for easy travel and storage is available as an optional accessory



eSwing Mobile Application

- Access current weather conditions based on player's location with integrated weather Maps API
- Stay connected and share your performance and improvement with friends and golf buddies anywhere in the world with direct social media integration
- Instantly access player data and metrics anytime, anywhere with cloud based software and storage
- 2 Display modes with immediate ball trajectory, ball and club metrics
- Free and compatible with any device (iOS, Android, Windows phone, Google Pixel, tablets) with our cross-platform built and tested software





eSwing Mobile Application Features

	Android Application	iOS Application	Web Application
Weather API Integration	✓	✓	✓
Report Functionality	✓	✓	✓
eSwing Cloud Access	✓	✓	✓
3D Ball Flight Simulator	✓	✓	✓
In-App Purchase	✓	✓	✓
Shot Profile	✓	✓	✓
Live shot analysis	✓	✓	✓
In-App Reservation System	✓	✓	✓

eSwing Purchase Options

eSwing Analyzers will be available for purchase as individual units or in bundled packages:



i) eSwing Analyzer



ii) eSwing Analyzer Basic Package



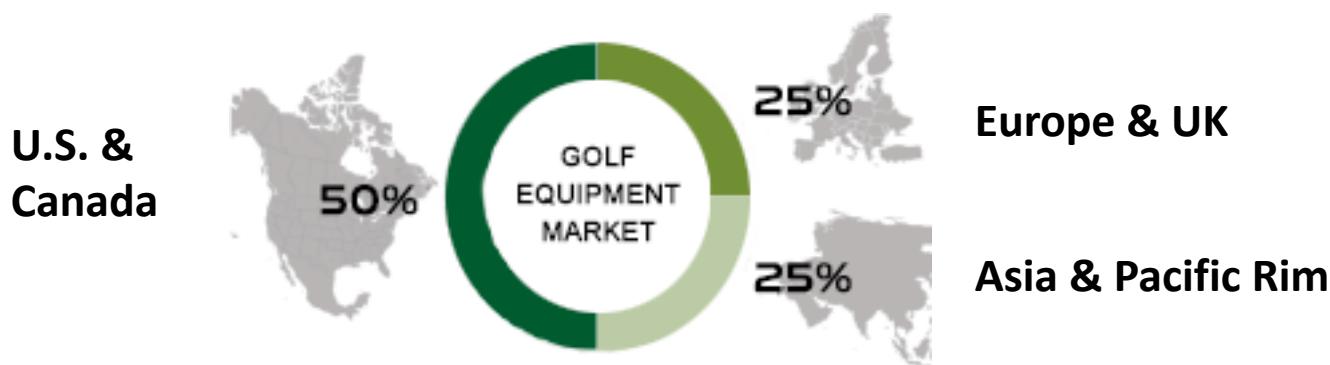
iii) eSwing Analyzer Pro



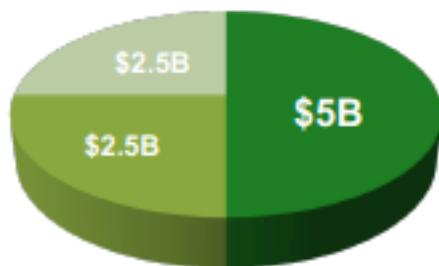
iv) eSwing Analyzer Pro Package



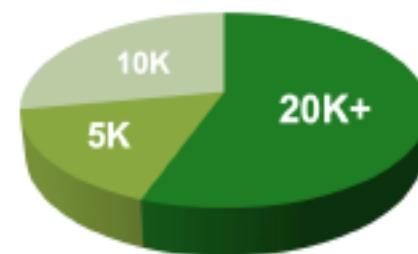
Global Golf Market



Our primary market for eSwing Hardware is “Avid Golfers”, who, by definition, play at least 25 rounds of golf annually. Avid Golfers represent about 20 Million of 60 Million golfers world-wide.



Golfers spend \$10 billion annually on golf equipment



At over 35,000 golf courses and practice facilities



Marketing & Distribution

	ADDRESSABLE MARKETS	
Target Markets (for 25K units in 5 years):	U.S.	GLOBAL
• Teaching Pros & Club Fitters (1K units) (5%)	20K	40K
• Rental Units @ DR/GC Facilities (20K units) (75%)	17.5K	35K
• Avid Golfer Personal Units (4K units) (20%)	10M	20M

eSwing will be advertised and distributed within the golf industry, and to Avid Golfers, through multiple channels:

- Golf course pro shops and Driving ranges
- Trade shows
- Social Media, Digital Advertising and ecommerce from website
- Golf super stores and smaller retail sporting goods stores
- U.S and foreign Golf Equipment distributors



Milestones & Key Metrics

Product Launch Plan:

- **50 eSwing Bundled Units assembled by January 15, 2021 for initial deliveries.**
- **Formal Hardware Launch in January 2021 at PGA National Golf Merchandise Show in Orlando, FL with Prototype Launch Monitor to demo.**

Projected eSwing Net Hardware Revenues (Combined SA/LM/SB Sales):

PROD YR	UNITS	CUM UNITS	TOT HW\$	COGS\$	YE NET REV\$	CUM YE NET HW REV\$
2021	1,000	1,000	\$1.6M	(\$850K)	\$509K	\$509K
2022	2,500	3,500	\$4.1M	(\$2.1M)	\$1.4M	\$2.6M
2023	4,500	8,000	\$7.1M	(\$3.2M)	\$3.4M	\$6.0M
2024	7,000	15,000	\$15.0M	(\$9.5M)	\$5.5M	\$11.5M
2025	10,000	25,000	\$19.0M	(\$12.4M)	\$6.5M	\$18.0M

Projected eSwing Player Base:

PROD YR	UNITS	CUM UNITS	YE PLAYER ACCTS	YE SHOT REV\$	CUM YE SHOT REV\$
2021	1,000	1,000	9,250	\$464K	\$464K
2022	2,500	3,500	39,875	\$2.4M	\$2.9M
2023	4,500	8,000	100,875	\$6.8M	\$9.7M
2024	7,000	15,000	242,063	\$16.6M	26.3M
2025	10,000	25,000	461,313	\$33.8M	\$60.1M



Investment Opportunity

Funding to Date:

- Bootstrapped \$750K: \$550K (Rick Plank) + \$200K (Friends & Family)

Company Valuation:

- Pre-Funding Value: \$1.40M @ 1.00/LLC Unit
- Post-Funding Value: \$2.00M @ \$1.10/LLC Unit

Current Series A Funding Objective (\$250,000):

- Revenue Redemption Model

Use of Investment Proceeds:

• Research, Design, Develop, Build, Test and Tooling (immediate)	\$50,000
• Build 100 Bundled eSwing Analysis Systems for delivery June 1, 2020	\$85,000
• Operating Costs, G&A Expenses & Marketing Support	\$115,000
	=====
	\$250,000

eSwing Golf
Find Your Perfect Swing!

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