



. EARN . REDEEM . PLAY .

GOLFCOIN

GOLFCOIN

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INTRODUCTION

The first universal rewards program for the golf industry, **Golfcoin Rewards™** leverages blockchain technology to solve major challenges facing the golf industry.

Golfcoin Rewards™ enables golf businesses to increase revenue by offering deals for which Golfcoin can be redeemed, and provides consumers with a financial incentive to participate in the golf industry.

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INDUSTRY CHALLENGES

AUDIENCE DEMOGRAPHICS

The demographics of people who play golf paints a bleak outlook for the future of the sport. More courses are closing than opening, and according to the National Golf Federation, just 23.8 million people played at least one round of golf in 2016, down from 30 million in 2005. Millennials are not picking up golf and Baby Boomers are aging out. Some reports indicate that participation by players aged 18 to 34 has dropped 30 percent over the last two decades.

AFFORDABILITY TO PLAY

The median round of golf costs \$40 per round of 18 holes. The cost to play courses in close proximity to urban areas, where Millennials are moving, is often much higher. Add in the cost for equipment, lessons, and practice, and it becomes clear that cost to play golf is a significant barrier to entry for the Millennial generation - with an average of \$42,000 in debt. Put in perspective, many popular sports worldwide cost nearly nothing to play, so as long as you have a ball and a public soccer field or basketball court. While the advent of golf entertainment complexes (e.g., Topgolf) and discount online reservation systems have made the sport more accessible, these solutions have not proven to get new golfers on the golf course.

COSTS OF TRAINING

A single golf lesson at a local municipal course can cost as much as \$100 to \$150 and take between 30 minutes and an hour. While many elementary lessons of major sports are taught in lower level school systems as part of the physical education curriculum. Advanced simulators are becoming more prominent to guide players in training, but accessibility is limited and costs are high.

What this means: As stated by a reputable industry advisor, "...the golf industry needs to focus on is participation, both in terms of holding onto their existing participants and adopting new ones." Enter Golfcoin.

OUR SOLUTIONS

Our solutions to these challenges are twofold – Golfcoin Rewards™, the industry-specific loyalty program, and the SnapShot Training Kiosk, a device to simplify and lower the cost of quality instruction.

REWARDS PLATFORM

Golfcoin Rewards™ is a universal rewards program for the golf industry. Why a rewards program? A recent study by KPMG revealed the immense power that loyalty programs can have.

Specifically, they found the following:

- More than 50% of consumers would “do almost anything” to earn more loyalty points
- 80% of consumers get excited to find a new way to earn loyalty points
- 2/3 of customers admit to making a special trip in the last six months to shop at a store in order to earn an award in a loyalty program
- 60% of survey respondents would shop at a store with higher prices in order to earn a loyalty program reward
- 74% of consumers will go out of their way to shop at a store where they earn loyalty points

Get the picture? Millennials will go out of their way to “get a deal.” Golfcoin Rewards™ elevates the probability that the time and money consumers dedicate to sports and entertainment is spent within the golf industry by offering consumers a “deal” on golf-related purchases.

GOLFCOIN REWARDS™ OVERVIEW

Golfcoin Rewards™ benefits members by issuing “points” – in the form of Golfcoin - for spending within the Partner Network. Golfcoin, a blockchain-based cryptocurrency, can then be redeemed at businesses within the Partner Network.

Users can join Golfcoin Rewards™ through the mobile app, which will be available on both iOS and Android operating systems.

Businesses can create deals on products and services for which Golfcoin can be redeemed – ultimately increasing revenue. Once accepted into the Partner Network, businesses will receive access to a Merchant Portal through which they can offer deals on their products and services. These deals can be used to fill up a tee sheet; increase traffic during typically slow periods; or move excess inventory. Contrary to how typical loyalty programs work, Golfcoin Rewards™ does not create a liability on the books. Businesses can join the Partner Network through the application on our website – golfcion.cc.



SNAPSHOT TRAINING KIOSK

A disruption of the status-quo, the SnapShot Training Kiosk (“SnapShot”) drastically reduces the cost and accessibility of quality golf instruction.

Professional golf instructors only need to see a golf swing from two different angles to identify problems. And anyone who has taken a golf lesson will tell you that once the problem is identified, the remainder of a lesson is usually spent doing drills recommended by the instructor. SnapShot renders this 45-minute, one-hundred-dollar lesson obsolete.

SnapShot uses high speed, high definition cameras to capture critical elements of a golf swing and transmits video footage to a certified golf professional to critique. After reviewing the footage, the golf pro presents the user with tips and drills to fix faults in their swing, which the user can view directly on the kiosk’s display. Users can pay via credit card, Golfcoin Rewards™, or a mix of both.

DEPLOYMENT & INSTALLATION

SnapShot will be available to golf courses and driving ranges with no upfront costs and has been designed to minimize operational burdens on deployment centers. Specifically, it works with or without a WiFi connection; operates on solar power or interchangeable battery packs; and sized to fit the schematics of typical driving ranges. SnapShot can be up and running in a matter of minutes.

We expect golf courses and ranges will be very excited about installing SnapShot as it provides an additional method of revenue generation with no upfront costs. This fact alone, not to mention the other benefits SnapShot provides, will result in hundreds, if not thousands, of kiosk installations.

INSTRUCTOR NETWORK

The Instructor Network will feature “tiers” of instructors based on experience and quality per user-provided reviews. The cost will vary by tier, and each tier will have at least one “on-call” instructor available at all times. To ensure rapid response times, instructors can create and maintain an inventory of pre-recorded drills to send based on the typical swing faults they encounter.

SnapShot provides golf courses and ranges with an additional stream of revenue with no upfront cost. At a time when many golf businesses struggle financially, this revenue stream can be the difference between closing a facility or staying open for business. Because of this, we believe that the demand for SnapShot will be substantial.

GOLFCOIN REWARDS™ & SNAPSHOT TRAINING KIOSK THE COMPLETE SOLUTION

SnapShot will be fully integrated with Golfcoin Rewards™ - allowing users to earn and redeem Golfcoin. We believe that this is an ideal first step in establishing Golfcoin Rewards™ as the premiere industry-wide loyalty program as users will naturally seek to redeem their Golfcoin within the establishment at which SnapShot is deployed.

Considering the benefits offered by SnapShot, we believe that Golfcoin Rewards™ will experience widespread adoption in the golf industry as quickly as it can be manufactured and deployed.

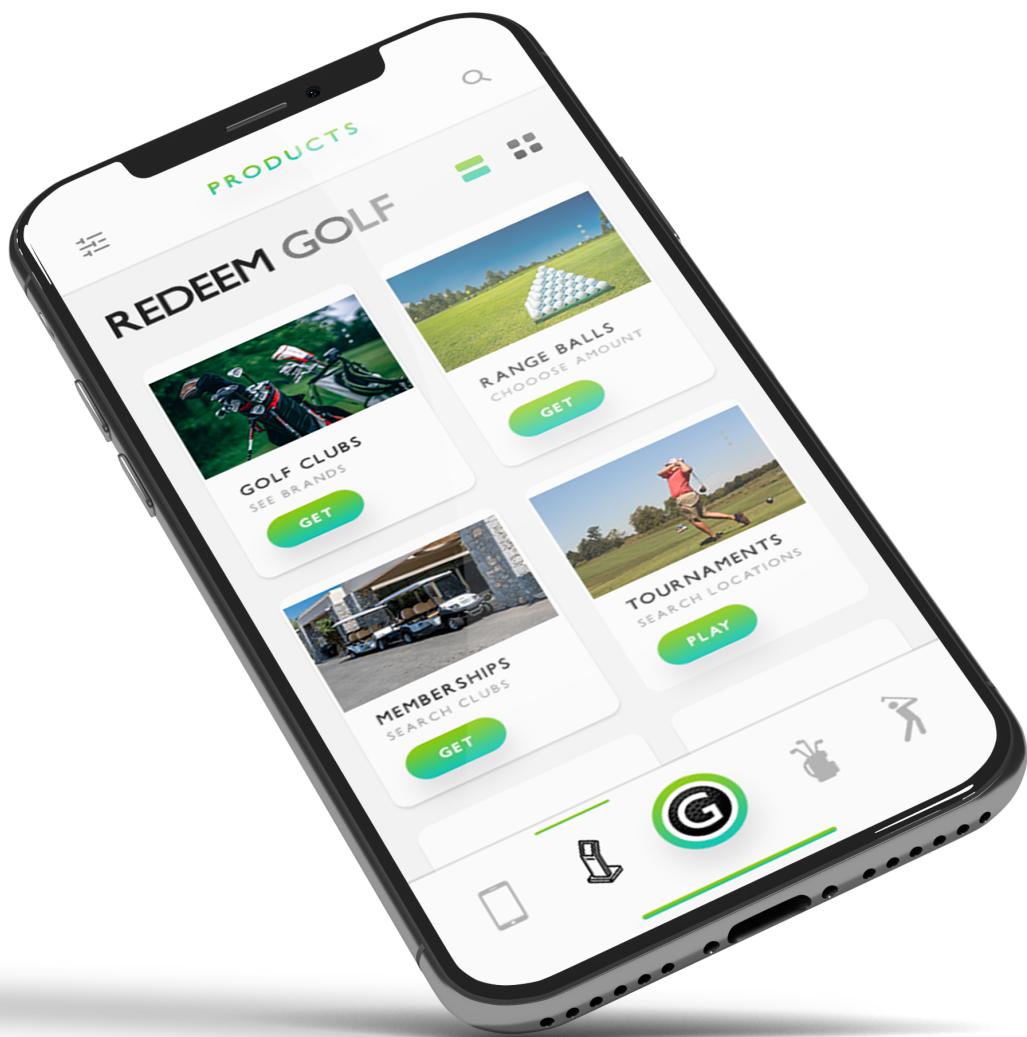
*SnapShot Kiosk mock-ups



GOLFCOIN REWARDS™ REDEEM

REDEEM GOLFCOIN

Browse current deals offered by businesses within the Partner Network.



GOLFCOIN REWARDS™ MOBILE APP

FOR iOS & ANDROID

To make it easier to stay in the game and continue utilizing Golfcoin Rewards™ we will introduce our mobile and watch apps to help facilitate a seamless rewards experience on the golf course.

**All app designs are currently in progress.*



GOLF REWARDS™ WATCH APP



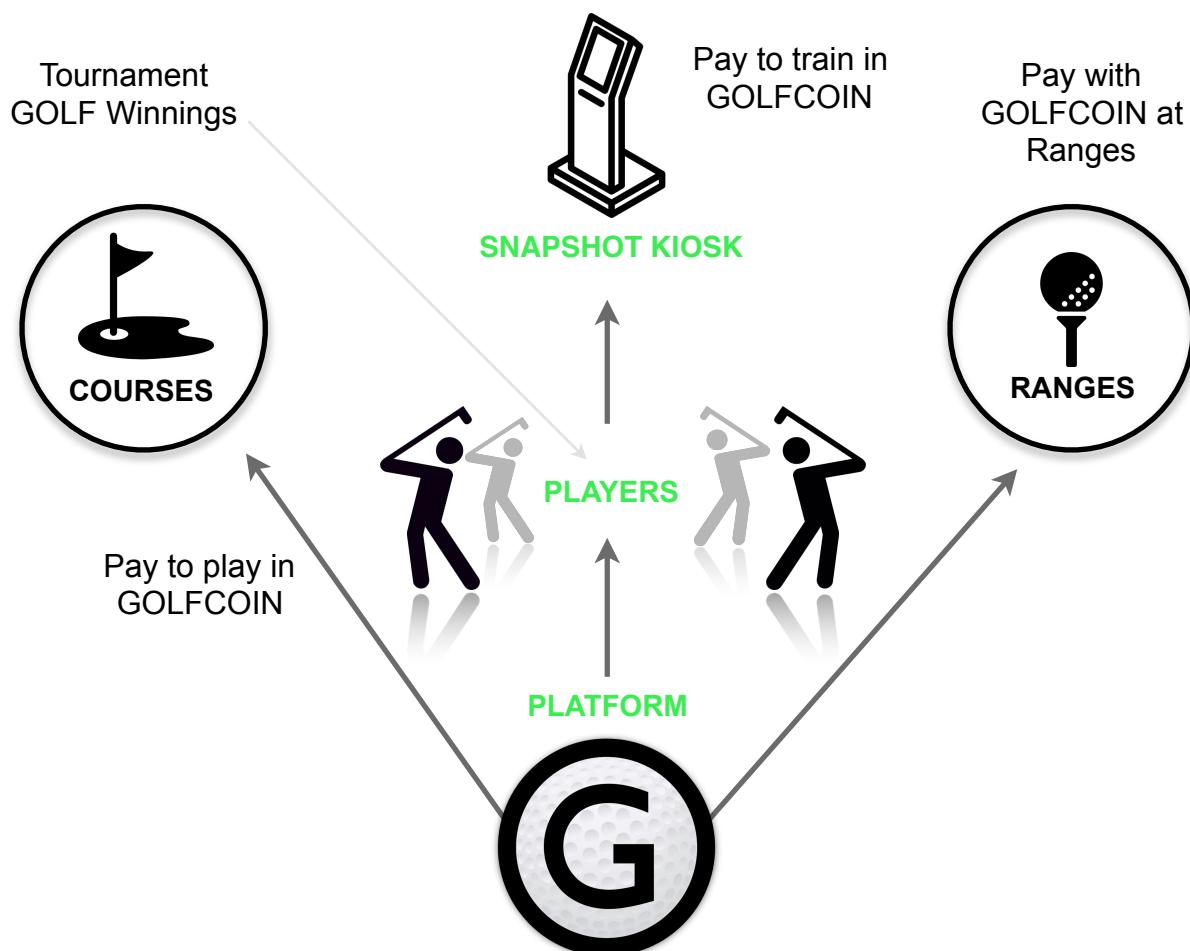
GOLFCOIN ECOSYSTEM

REWARDS TOKEN (ERC-20)

Of decentralized applications (“Dapps”), Ethereum (ETH) has by far the largest user base. It also has the largest developer community - meaning that the cost to build Dapps are cheaper relative to other options. With respect to scalability, there is a massive amount of research being done to address these concerns and to invent new ways to make smart contracts more scalable.

Key Stakeholders in Golfcoin’s Ecosystem:

- Players
- SnapShot Training Kiosks
- Golf Courses, Driving Ranges and Digital Facilities
- Golf Retailers/Merchants



COMPANY ROADMAP

Q3 - Q4 - 2018

2019 - 2021

MILESTONES COMPLETE

- Introduce Golfcoin Rewards™ ✓
- Launch new website ✓
- Release roadmap ✓
- Develop smart contract and tools to facilitate conversion ✓
- Complete audit of smart contract ✓
- Golfcoin ERC-20 Token launch ✓
- Conversion period opens for existing holders to swap coins ✓

FUTURE MILESTONES

- Publish White Paper ✓
- Formalize advisor relationships
- Partnerships for SnapShot testing & evaluation
- Evaluate manufacturers for SnapShot production
- Golfcoin Rewards™ Platform development & testing
- SnapShot testing at select partner facilities
- Development of iOS / Android app
- Launch Golfcoin Rewards™ Platform
- Announce facilities to receive first batch of SnapShot kiosks
- Manufacture first batch of SnapShot kiosks
- Publish iOS / Android app
- Delivery of first batch of SnapShot kiosks