
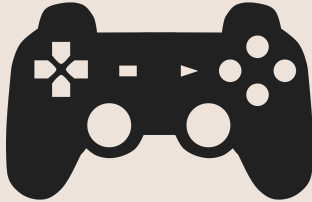


A Reinvention of Golf

By Alek Popovic, Chris Razo, Grace Sopha, &
Tony Mei

A large, dark blue, diagonal shape that starts from the bottom left and extends towards the top right, covering the lower half of the page.

How has Covid changed your hobbies?



Our Goal

To determine ways that we can utilize technology to bring golf to an e-commerce environment.



Source: Wilson

Area of focus: explore examples of product customization and personalization successfully demonstrated in other industries, with a special focus on in person retail supplanted by online versions.



Source: mygolfspy.com

Initial Findings

Current in-person golf fitting environment:

- Needs tools for adjustments
- Less desirable due to the COVID-19 pandemic
- Many variables that can factor into the swing of a golf club (angle of the driver, lie angle, length of the club, etc.)

Current online fitting environment:

- Clubs returned damaged and dirty
- Require video footage and a sales representative to review, thus requiring a significant amount of time for each user getting fitted
- Lengthy wait time

Research & Conclusions

- Several other sports are introducing adjustable equipment:
 - DeMarini now has softball bats with adjustable lengths. Baseball/softball bats with adjustable lengths
 - Tennis rackets with angle adjustments
 - Skis and skateboards with customizable designs online
 - NikeiD apparel (leading in online sports customization in e-commerce)

Conclusion:

We have decided to create a club that is not designed for competitive play, but instead provides a higher level of feedback on the specs of individual golfers.

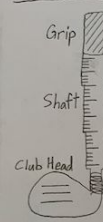
There are not many competitors focusing on this niche, and partnering with Wilson would quickly create a larger market and higher degree of trust in the consumer.

Prototype

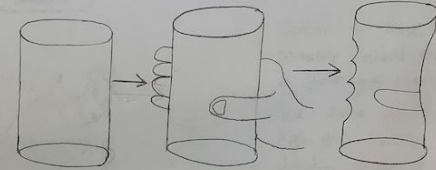
- Collapsible/adjustable shaft height
- Ruler along shaft for easy measurement
- Moldable grip
- Adjustable weights on head and shaft
- Different head types and head angles
- Adjustable shaft flex
- Ideal for fittings

Adjustable Club Prototype

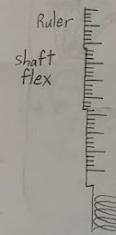
Overview



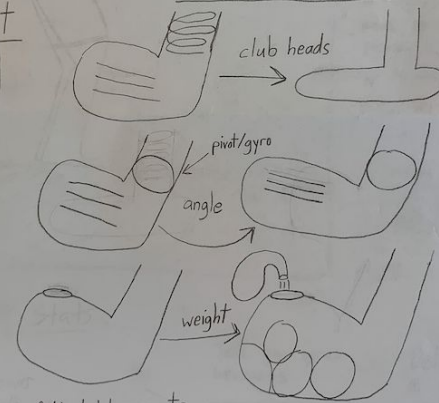
Moldable Grip



Shaft



Club Head



Variables

grip
shaft
head
price
size
weight
material
angle

Adjustable parts

moldable grip
height-adjustable shaft
weight-adjustable head
different head types
different head angles
shaft flex

Reasons

- cost saving
 - one time buy
 - multiple users
- improved features on existing products
- streamlined through Wilson
- reputation
- match adjustments to Wilson products
- easier to use

What is the competition doing?



Home Page » Equipment News » Guide To Adjustable Golf Clubs

Guide To Adjustable Golf Clubs



By Martin Hopley
May 28, 2014

Since 2008 when manufacturers could start creating adjustable golf clubs, it has become an increasingly common feature on a number of golf clubs right through the bag.

What Is Golf Club Adjustability For?

Some think it is to change the set up of the club depending on conditions, which can be done. However the real benefit is as a one time fitting tool so the golfer can make small adjustments to the club to customise it to their swing in a way that was not possible before.

The benefits of custom fitting are well known and with manufacturers actively promoting the importance of fit when buying a new club, adjustability allows the golfer, either alone or as part of a custom fitting process, to fine tune the club for maximum performance.

Adjustable Hosels

One of the most common adjustable features in drivers, fairway woods and hybrids is the hosel allowing users to change loft and/or lie.



The loft of the club is very important as it is the angle of the face when it arrives at the ball and that is a primary factor impacting the launch conditions of the ball. Being able to adjust the loft allows golfers to achieve launch angles and spin rates that are suited well to the way that they deliver the club.

Rel



William Riker

Honestly I really see no scientifically believable reason why moving a piece of plastic on the hosel of ANY club will do anything more or less than simply turning the club in my hands or increasing or decreasing the lie angle with my hands to accomplish the exact same thing. The ONLY reasonable explanation for doing this is if you are actually readjusting the spine alignment of the shaft itself. Someone needs to explain to me how these adjustments do ANYTHING.

Like · Reply · 1y



Dylan Radey

I have the mizuno 850 set at 16' upright and when lining it up the the ball and flush to the ground it turns in more than a basic 3 wood would.

Like · Reply · 1y



Ryan O'Keefe

The centre axis of the hosel is not parallel with the centre axis of the shaft. When you adjust these drivers, you're adjusting loft, but at the same time, lie angle and face angle are altered. Depending on the manufacturer, some will change the lie significantly more than the face with the loft adjustment, others will adjust the face more than the lie with loft adjustment. The only standout is Titleist that has a 2 piece hosel that requires a physics degree to adjust.

Taylormade adjustment chart:

<https://i1.wp.com/.../uploads/2016/01/m1-sleeve-chart.jpg>

Titelst Adjustment chart: <https://acushnet.scene7.com/.../surefit-5050-driver-RH...>

Like · Reply · 1 · 1y



William Riker

Adding or subtracting weight on putters, or movable weights on the driver heads is a completely different matter. I can see the benefits of that however.

Like · Reply · 1y

- A golf article highlighting some of the benefits of newer adjustable technologies.
- Does not have an easy or efficient way to buy the product.
- Using facebook reviews on website, some of which are negative.

Home	Adjustable Club ▾		Telescopic Clubs ▾		Big Stik ▾		Ebikes ▾		Company ▾		Contact
Description	Prices & Ordering		Reports	Logos	Instructions	Compare	Disadvantages	Patents	Guarantee	FAQ's	
	Our Clubs Fly Free		Sponsor-a-Soldier		Rep Program						

Our Adjustable
loft clubs are
telescopic!

Great for
travel!



Stop paying \$25 to \$75 EACH WAY
for your full set of clubs.

This club fits in your suit case and
FLIES FREE!

34 Clubs In One

Includes
- 3 Putter Lofts
- 8 Wedges

- Lines are odd lofts.
- Spaces are even lofts.
- 1/2 lofts are just above
or below the lines



- No heavy, clumsy heads to exchange
- Rock-solid telescopic 3-piece shaft
- Extends to the length of a 4-iron***
- Closes to only 17" (43cm)***
- Fits in a small brief case
- Internal vernier differential transmission
- All irons, including half lofts
- Includes putter, driver, and 8 wedges
- Quick-lock unbreakable adjustment lever
- Automatic progressive shaft offset
- Perimeter weighting
- Great for travel

***The shaft is not adjustable-length. It is either fully-extended or collapsed. [Click here to read the FAQ about how to simulate different lengths.](#) (opens in a separate browser window)
[CLICK HERE to see a full size picture of the head and lofts](#)



- Sketchy website
- Customer is expected to trust a random product/company with little to no reviews.



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category

adjustable golf club

Golf Clubs

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Super Stick Adjustable Golf Club

Pre-Owned

\$99.00

or Best Offer
+\$14.65 shipping

Sponsored



RARE Super Stick Adjustable Golf Club, Settings 1-9 Irons Wedges Putters Chipper

Pre-Owned · Regular

\$74.95

Buy It Now
+\$24.90 shipping

Sponsored



Vintage Two Adjustable Miracle Golf Club with key

Pre-Owned · Regular

\$15.00

1 bid · 3d 19h left (Fri, 08:50 AM)
+\$12.00 shipping



- Old products
- Mostly pre-owned
- Cheap



Nike Vr-S Covert Tour Adjustable loft Fairway 3 Wood Golf Club Stiff Kuro Kage

Pre-Owned · Stiff

\$84.99

Buy It Now
+\$11.85 shipping
Free returns

Top Rated Plus



Vintage Adjustable Walkers Golf Club True Temper Dynamic Shaft Made in USA

Pre-Owned · Regular

\$32.50

21 bids · 2d 20h left (Thu, 09:29 AM)
+\$11.35 shipping

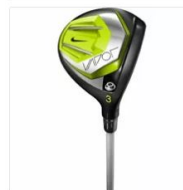


Vintage The Adjustable Golf Club All Clubs in One

Pre-Owned · Regular

\$10.50

2 bids · 3d 19h left (Fri, 09:12 AM)
+\$10.35 shipping



Nike Golf Club Vapor Flex Adjustable* 3 Wood Stiff Graphite -1.00 inch Value

Pre-Owned · Stiff

\$89.99

Buy It Now
Free shipping
Free returns

globalgolf



https://www.ebay.com/sch/i.html?_from=R40&_trksid=p2380057.m570.l1311&_nkw=adjustable+golf+club&_sacat=0

Why our product would be...

Successful in the market:

- Allows users to make necessary adjustments without the help of a fitter.
- Reduces the need to go to a store.
- Use our product to fit multiple different clubs
- Product can be used on multiple users.
- Saves money

Better than the competition:

- Will have more features than competing clubs
- New and improved designs for an otherwise old product
- Match user adjustments to already existing Wilson clubs
- Users can trust Wilson more than the “gimmick” companies currently in this market.
- Easy to make adjustments, no tools necessary

Focus for continuation

- What other elements can we add to make this the optimal club for fitting?
- Do you think our design could incorporate face angle optimization in a way that satisfies what is being looked for?

Questions & Comments

