

# Par

Golf Training Lounge



# EXECUTIVE SUMMARY

Par 4 fills a unique gap in Los Angeles, offering an advanced indoor golf facility combining premium practice technology and a social lounge. Golfers can analyze every angle and distance of their shots while socializing in a welcoming environment suited for friends, dates, events or simply training alone. With cutting-edge Trackman simulators, curated F&B options, and a strategic location in one of LA's most affluent neighborhoods, Par 4 positions itself as a lifestyle destination for enthusiasts and casual players.



# MARKETING AND SALES STRATEGY

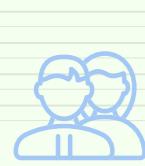
Par 4 Golf will launch a multi-channel marketing campaign to establish itself as the go-to indoor golf destination in West Hollywood.

- Local Outreach & Promotions – Targeted direct mail campaigns with exclusive launch offers for nearby residents, luxury apartments, and corporate offices.
- Social Media & Digital Ads – Geo-targeted ads on Instagram, TikTok, and YouTube, featuring simulator challenges, golf tutorials, and influencer collaborations.
- Influencer & VIP Partnerships – Events with local golf pros, fitness influencers, and media personalities to drive engagement and brand credibility.
- Events & Community Engagement – Weekly golf leagues, corporate events, and luxury brand collaborations to attract repeat customers.
- Loyalty & Retention – A membership and rewards program offering exclusive benefits to keep customers coming back.

This targeted approach ensures Par 4 Golf quickly gains traction and becomes a premier golf and social hub in Los Angeles.



# MARKET ANALYSIS



## POPULATION

	1 MILE	2 MILES	3 MILES
2022 Population - Current Year Estimate	35,374	242,288	758,844
2027 Population - Five Year Projection	34,876	241,807	756,950
2022-2027 Annual Population Growth Rate	-0.28%	-0.04%	-0.05%



## HOUSING UNITS

	1 MILE	2 MILES	3 MILES
2022 Housing Units	24,710	141,714	381,155
2022 Vacant Housing Units	2,519	14,209	33,760
2022 Occupied Housing Units	22,190	127,505	347,395
2022 Owner Occupied Housing Units	7,449	37,682	101,341
2022 Renter Occupied Housing Units	14,741	89,823	246,054



## HOUSEHOLDS

	1 MILE	2 MILES	3 MILES
2022 Households - Current Year Estimate	22,191	127,505	347,395
2027 Households - Five Year Projection	21,943	127,833	347,949
2022-2027 Annual Household Growth Rate	-0.22%	0.05%	0.13%
2022 Average Household Size	1.59	1.88	2.05



## PLACE OF WORK

	1 MILE	2 MILES	3 MILES
2022 Businesses	6,275	35,448	68,364
2022 Employees	56,638	255,337	609,641



## HOUSING INCOME

	1 MILE	2 MILES	3 MILES
2022 Average Household Income	\$164,426	\$158,053	\$137,872
2027 Average Household Income	\$198,984	\$188,258	\$165,246
2022 Median Household Income	\$109,019	\$102,903	\$85,512
2027 Median Household Income	\$127,643	\$122,017	\$106,937
2022 Per Capita Income	\$103,145	\$83,200	\$63,425
2027 Per Capita Income	\$125,124	\$99,526	\$76,253

**\$240K**  
average hhi

**\$2.00M**  
median home value

**34,921**  
total population

**2.14B**  
consumer spending



## EDUCATION

	1 MILE	2 MILES	3 MILES
2022 Population 25 and Over	31,177	194,208	557,983
HS and Associates Degrees	8,741	55,706	180,900
Bachelor's Degree or Higher	21,811	132,237	327,056

## Welcome to West Hollywood

Ensconced in the heart of Los Angeles, West Hollywood's central location, unparalleled F&B/entertainment attractions, and high end retail locales make the area one of LA's most visited and well known areas. With access to the best Los Angeles has to offer, West Hollywood is frequented by tourists, locals, and celebrities alike.

# FUNDING REQUEST

Par 4 Golf is raising up to \$50,000 in early-stage funding, offering 4.17% equity (417 shares) at a \$1,200,000 post-money valuation. Investment is offered in \$50,000 increments, each representing 4.17% ownership (417 shares) in the company.

The founder is contributing \$120,000 in capital. The remaining 80% equity will be retained for the founder and future strategic initiatives, maintaining operational control and flexibility for growth and subsequent funding rounds.

With a lean 7-simulator model and multiple revenue streams—including pay-per-play rentals, memberships, and high-margin F&B sales—Par 4 Golf is projected to generate \$1,512,000 in revenue and approximately \$1,148,000 in net profit in Year 1 at 80% utilization.

Located in West Hollywood's premium entertainment market, this investment presents an exciting opportunity to capitalize on the rising demand for tech-driven golf experiences, backed by strong profitability, efficient operations, and scalable growth potential.



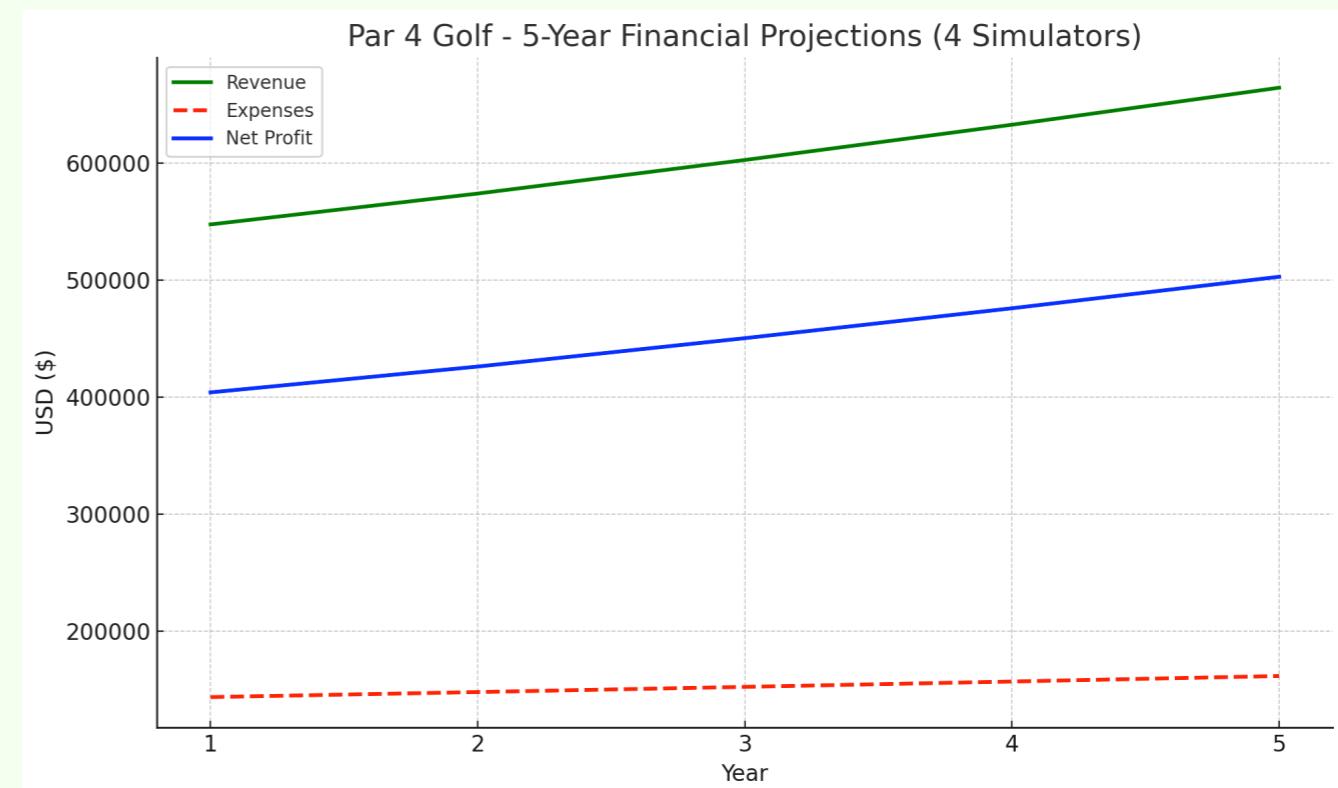
# FINANCIAL PROJECTIONS

Par 4 Golf is projected to deliver strong financial performance with a lean 7-simulator model and efficient startup investment. In Year 1, revenue is estimated at \$1,512,000, with net profits of approximately \$1,148,000 after expenses of \$363,000. With steady growth, annual revenue is expected to reach \$1,835,040 by Year 5, with net profits approaching \$1,393,000.

These projections are based on 80% utilization across 7 simulators operating 14 hours per day, 7 days a week—yielding approximately 2,376 rental hours per month. Revenue is generated through pay-per-play sessions, recurring memberships, and high-margin F&B sales. Expenses are forecasted to grow at 3% annually, while revenue grows at 5%, supporting a scalable and resilient financial model.

The business reaches breakeven at just 840 rental hours per month (\$50/hour), a highly attainable benchmark given the location's total monthly capacity of nearly 2,940 hours.

Additional revenue opportunities, including locker rentals and packaged F&B, further enhance the customer experience and increase dwell time, providing incremental upside and encouraging repeat business.



\*please see pages 7 & 8 for Capex and Opex.

# CAPITAL EXPENDITURE

Par 4 Golf's capital expenditure is now estimated at \$381,222, efficiently covering the complete buildout, simulator equipment, and startup costs for our 7-bay flagship facility.

Key budget allocations include:

- \$157,500 for Trackman simulator hardware, the industry standard in radar-based golf analytics.
- \$52,325 for supporting simulator infrastructure—impact screens, projectors, tee-up systems, swing cameras, and mounts.
- \$63,500 in operational setup costs—including real estate deposits, company formation, legal, insurance, and architectural fees.
- \$107,897 in construction-related costs for framing, electrical, lighting, grass installation, furnishings, and interior finishes, ensuring a polished, premium customer experience.

Our net capital requirement is \$381,222, allowing us to build a high-end, scalable concept on a capital-efficient foundation.

# Sims:	7			= price tbc	= confirmed
Code	Description	Qty	Supplier	Cost Per Item	Total
<b>Simulator Equipment</b>					
PR-01	Projector	7	BenQ	\$ 1,500	\$ 10,500
TV-01	Sim App Touchscreen	7	27"	\$ 135	\$ 945
TV-02	Swing Playback TV Screen	14	27"	\$ 135	\$ 1,890
SC-01	Impact Screen	7	Simulator HQ	\$ 360	\$ 2,520
AT-01	Auto Tee-Up Machine	7	Hanaro	\$ 1,600	\$ 11,200
GR-01	Tee Box Grass	7	Synlawn	\$ 1,000	\$ 7,000
GR-02	Screen Grass	7	Synlawn	\$ 200	\$ 1,400
CP-01	Computer	7	TBC	\$ 1,500	\$ 10,500
	Swing Camera	14	TBC	\$ 200	\$ 2,800
	Camera Stand	7	TBC	\$ 60	\$ 420
	Screen Frame	7	Speedrail	\$ 250	\$ 1,750
	Ceiling/Wall Mount	28	TBC	\$ 50	\$ 1,400
					Sim Equipment Total: \$ 52,325
<b>Simulator Accessories</b>					
GF-01	Golf Clubs	8	Costco / Callaway	\$ 580	\$ 4,640
GB-01	Golf Balls	1	TBC	\$ 100	\$ 100
					Sim Accessories Total: \$ 4,740
<b>Trackman</b>					
	Trackman Simulator Radar	7		\$ 22,500	\$ 157,500
					Trackman Total: \$ 157,500
<b>Additional Equipment</b>					
	POS Device	1	Trackman rec ?		\$ 1,000
	Fridges	2	TBC	\$ 3,500	\$ 7,000
	Water Dispenser	0	TBC	\$ 180	\$ 0
					Add'l Equipment Total: \$ 8,000
<b>FF&amp;E</b>					
	Leather couch	7	Amazon	\$ 250	\$ 1,750
	Sim Coffee Table	7	Amazon	\$ 261	\$ 1,825
	Front Desk Items (chair, etc)	1	TBC	\$ 300	\$ 300
					FF&E Total: \$ 3,875
<b>Construction OSI</b>					
	Lighting	0		\$ 3,500	\$ 0
	Security Alarm	1	DGA ?	\$ 3,500	\$ 3,500
	Security Camera	1	DGA ?	\$ 3,500	\$ 3,500
	Security Access	0	DGA ?	\$ 3,500	\$ 0
	Audio	1	Sonos	\$ 1,700	\$ 1,700
	IT	0	GC	\$ 2,500	\$ 0
	General Contractor	1			\$ 75,075
	Permits	1	TBC		\$ 7,508
					Construction Total: \$ 91,283
<b>Architect</b>					
	Architect	1	TBC		\$ 12,000
	Engineer	0	TBC		\$ 0
					\$ 12,000
<b>Real Estate</b>					
	Rent Down	3	TBC	\$ 15,000	\$ 45,000
					\$ 45,000
<b>Company Setup</b>					
	Website	0			\$ 0
	Marketing	1		\$ 4,000	\$ 4,000
	Business License	1			\$ 500
	Insurance	1			\$ 500
	Legal	1			\$ 1,500
					\$ 6,500
					Total: \$ 381,222

\*based on historical construction data in los angeles area.

# OPERATIONAL EXPENDITURE

Par 4 Golf's projected monthly operating expenses (OPEX) total \$30,315 in the staffed model, supporting a full-service experience from day one. This includes:

- **\$15,700 in fixed property expenses**—rent, insurance, and utilities for a centrally located, high-visibility space in West Hollywood.
- **\$11,250 in staffing and operations**—covering one employee, accounting, marketing, and essential services like audio and security.
- **\$3,365 in additional services** including company setup and real estate fees.

This structure enables high-touch customer service while maintaining lean operations. The optionality to scale staffing further adds long-term flexibility.

Annual OPEX is forecasted at \$363,780, with a projected 3% annual increase to account for inflation and business growth. The cost base supports strong profitability even at modest utilization levels, with breakeven reached at just 840 simulator rental hours per month—well below the full capacity of 2,940 hours.

# Sims: 7	
OPEX	Staff x 1
Description	
STAFF	
Manager	-
Employee	\$ 9,600.00
Accounting	\$ 150.00
Marketing	\$ 1,500.00
Staff Total	\$ 11,250.00
SERVICES	
POS	\$ -
Linen	-
Dishwash	-
Audio	\$ 15.00
Security	\$ 250.00
Services Total	\$ 265.00
PROPERTY	
Rent	\$ 15,000.00
Insurance	\$ 200.00
Utilities	\$ 500.00
Property Total	\$ 15,700.00
<b>TOTAL EXPENSES</b>	<b>\$ 27,215.00</b>

Description	3 Sim Totals
Construction GC	\$ 75,075.00
Construction OSI	\$ 16,207.50
Construction Total	\$ 91,282.50
Sim Equipment	\$ 214,564.92
Ops Equipment	\$ 11,874.97
Equipment Total	\$ 226,439.89
Company Setup	\$ 6,500.00
Real estate	\$ 45,000.00
Architect	\$ 12,000.00
Ops Total:	\$ 63,500.00
<b>TOTAL CAPEX:</b>	<b>\$ 381,222.39</b>

7 Sim	100%	80%	50%	40%	25%
Capex Investment	\$ 381,222				
Gross Monthly Revenue	\$ 157,500	\$ 126,000	\$ 78,750	\$ 63,000	\$ 39,375
Total Net Monthly	\$ 130,285	\$ 98,785	\$ 51,535	\$ 35,785	\$ 12,160
Net Annual	\$ 1,563,420	\$ 1,185,420	\$ 618,420	\$ 429,420	\$ 145,920
50% monthly profit	\$ 65,143	\$ 49,393	\$ 25,768	\$ 17,893	\$ 6,080
Years to repay	0.49	0.64	1.23	1.78	5.23

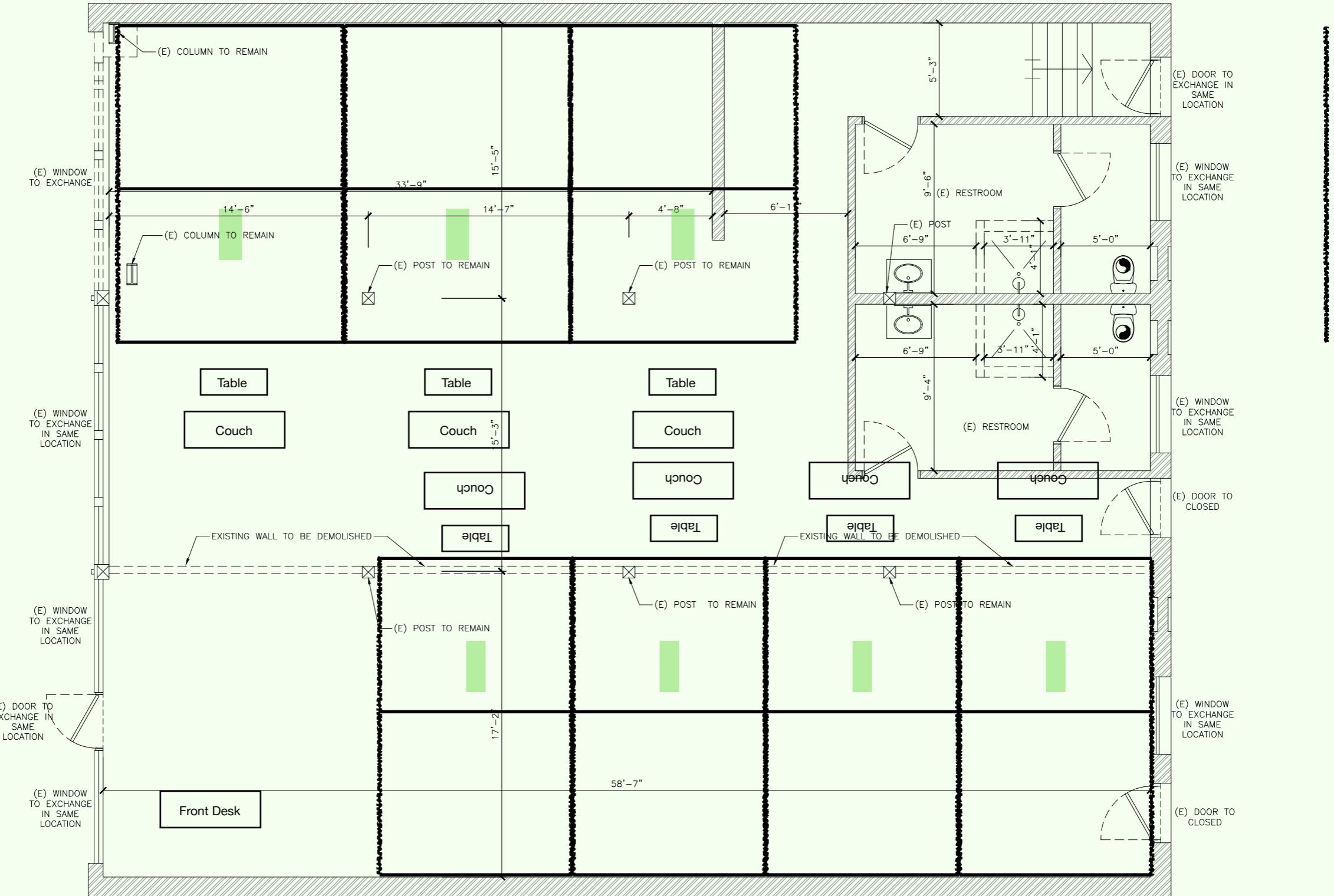
# STARTUP SCHEDULE

Title	Duration	Start	End	Jun 2025	Jul 2025	Aug 2025	Sep 2025	
▼ 1) Par 4 Schedule	18w 2d 4h	6/2/25	10/8/25					
• 1.1) Raise Capital	4w	6/2/25	6/30/25					
• 1.2) Lease Negotiation	3w	6/23/25	7/11/25					
• 1.3) Architecture	2w	7/14/25	7/25/25					
• 1.4) Permitting	4w	7/28/25	8/22/25					
• 1.5) Equipment Procurement	4w	7/28/25	8/22/25					
• 1.6) FFE Procurement	4w	7/28/25	8/22/25					
• 1.7) GC Mobilization	1w	8/25/25	8/29/25					
• 1.8) Construction	5w	9/1/25	10/3/25					
• 1.9) Client Handover	2d	10/6/25	10/7/25					
• 1.10) Grand Opening	1d	10/8/25	10/8/25					

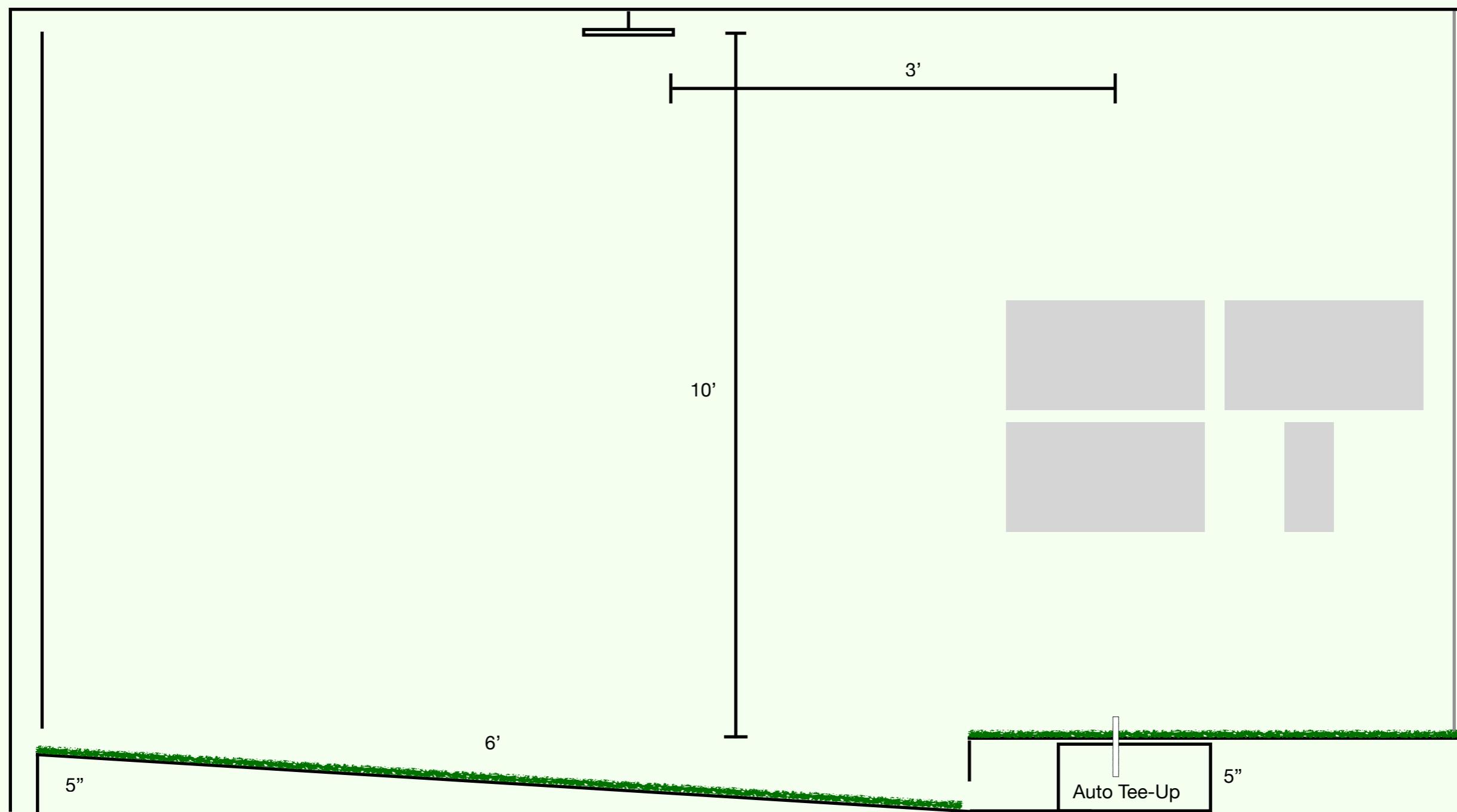
# 9089 SANTA MONICA BLVD



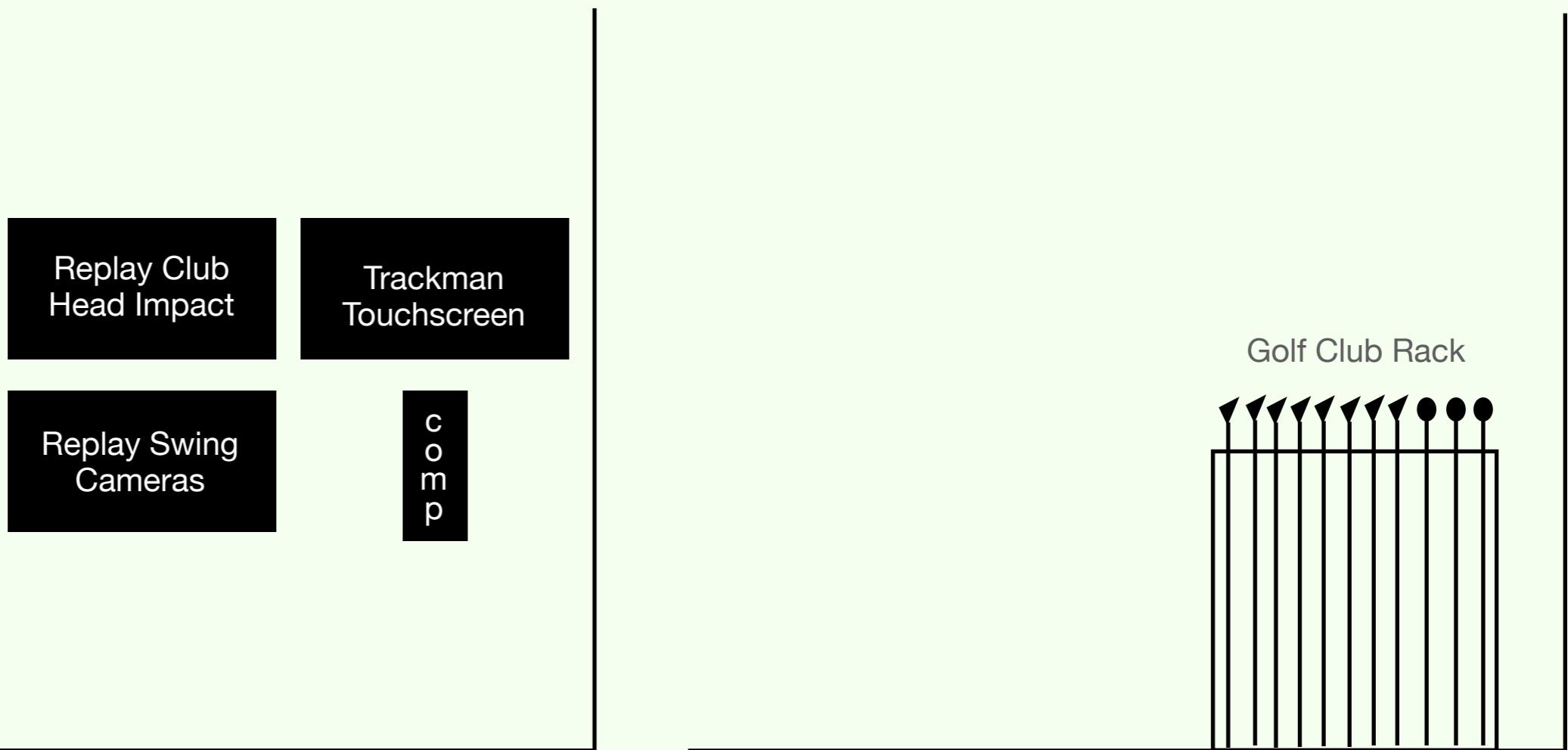
# 9089 SMB FLOORPLAN



# SIMULATOR BAY LAYOUT



# SIMULATOR BAY LAYOUT



# DESIGN REFERENCE

