

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

	1 MILE	2 MILES	3 MILES		1 MILE	2 MILES	3 MILES	
	POPULATION				HOUSING UNITS			
	2022 Population - Current Year Estimate	35,374	242,288	758,844	2022 Housing Units	24,710	141,714	381,155
	2027 Population - Five Year Projection	34,876	241,807	756,950	2022 Vacant Housing Units	2,519	14,209	33,760
	2022-2027 Annual Population Growth Rate	-0.28%	-0.04%	-0.05%	2022 Occupied Housing Units	22,190	127,505	347,395
	HOUSEHOLDS				2022 Owner Occupied Housing Units	7,449	37,682	101,341
	2022 Households - Current Year Estimate	22,191	127,505	347,395	2022 Renter Occupied Housing Units	14,741	89,823	246,054
	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				
	HOUSING INCOME				PLACE OF WORK			
	2022 Average Household Income	\$164,426	\$158,053	\$137,872	2022 Businesses	6,275	35,448	68,364
	2027 Average Household Income	\$198,984	\$188,258	\$165,246	2022 Employees	56,638	255,337	609,641
	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				
	EDUCATION							
	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				
					\$240K average hhi			
					\$2.00M median home value			
					34,921 total population			
					2.14B consumer spending			

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 \$500,000 in early-stage funding, offering 33.33% equity (3,333 shares) at a \$1,500,000 post-money valuation. Investment is offered in \$50,000 increments, each representing 3.33% ownership (333 shares) in the company.

The founder is contributing \$120,000 in capital, and a GC partner is contributing \$150,000 (\$50,000 in cash and \$100,000 in construction services). The remaining \$230,000 is to be raised to meet the total funding requirement. The remaining equity will be retained for future strategic initiatives 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 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.



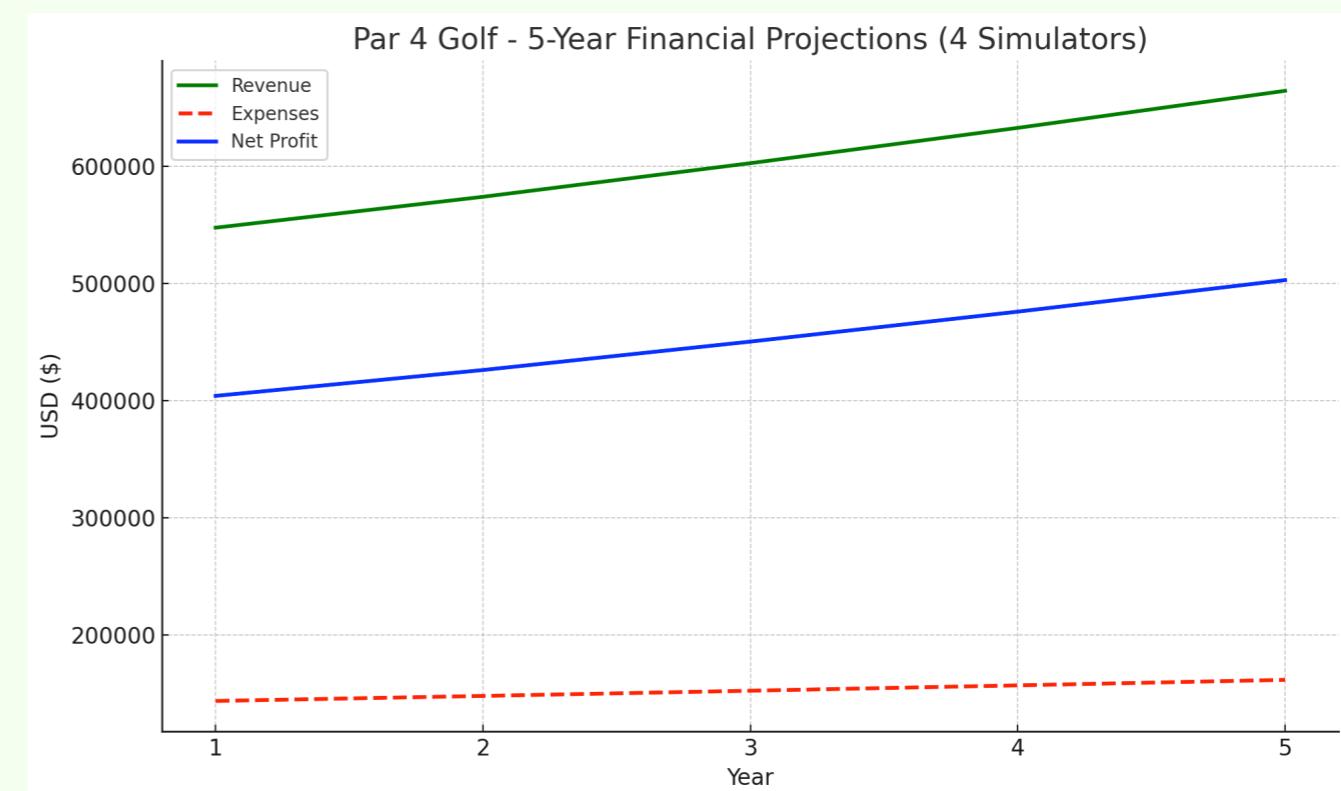
FINANCIAL PROJECTIONS

Par 4 Golf is projected to deliver strong financial performance with a 7-simulator model and efficient startup investment. In Year 1, revenue is estimated at \$1,512,000, with net profits of approximately \$1,024,208 after expenses of \$487,792. With steady growth, annual revenue is expected to reach \$1,835,040 by Year 5, with net profits approaching \$1,260,000.

These projections are based on 80% utilization across 7 simulators operating 15 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 700 rental hours per month (\$50/hour), a highly attainable benchmark given the location's total monthly capacity of nearly 2,940 hours, with a tiny profit margin at this level.

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 \$487,792, efficiently covering the complete buildout, simulator equipment, and startup costs for our 7-bay flagship facility. Of this amount, \$81,645 is allocated for 3 months of ongoing operating costs to ensure startup security.

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.**
- **\$132,822 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 \$487,792, allowing us to build a high-end, scalable concept on a capital-efficient foundation.

7			= price tbc	= confirmed
Description	Qty	Supplier	Cost Per Item	Total
Simulator Equipment				
Projector	7	BenQ	\$ 1,500	\$ 10,500
Sim App Touchscreen	7	27"	\$ 135	\$ 945
Swing Playback TV Screen	14	27"	\$ 135	\$ 1,890
Impact Screen	7	Simulator HQ	\$ 360	\$ 2,520
Auto Tee-Up Machine	7	Hanaro	\$ 1,600	\$ 11,200
Tee Box Grass	7	Synlawn	\$ 1,000	\$ 7,000
Screen Grass	7	Synlawn	\$ 200	\$ 1,400
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
Simulator Equipment				
Golf Clubs	8	Costco / Callaway	\$ 580	\$ 4,640
Golf Balls	1	TBC	\$ 100	\$ 100
			Sim Accessories Total:	\$ 4,740
Trackman				
Trackman Simulator Radar	7		\$ 22,500	\$ 157,500
			Trackman Total:	\$ 157,500
Additional Equipment				
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
FF&E				
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
Construction OSI				
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			\$ 100,000
Permits	1	TBC		\$ 7,508
			Construction Total:	\$ 116,208
Architect				
Architect	1	TBC		\$ 12,000
Engineer	0	TBC		\$ 0
				\$ 12,000
Real Estate				
Rent Down	3	TBC	\$ 15,000	\$ 45,000
				\$ 45,000
Company Setup				
Website	0			\$ 0
Marketing	1		\$ 4,000	\$ 4,000
Business License	1			\$ 500
Insurance	1			\$ 500
Legal	1			\$ 1,500
3 Months Operating Costs	3		\$ 27,215	\$ 81,645
				\$ 88,145
			Total:	\$ 487,792

*based on historical construction data in los angeles area.

OPERATIONAL EXPENDITURE

Par 4 Golf's projected monthly operating expenses (OPEX) total \$33,715 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.
- \$17,750 in staffing and operations—covering one employee, accounting, marketing, and essential services like audio and security.
- \$265 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 \$404,580, 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 700 simulator rental hours per month—well below the full capacity of 2,940 hours.

# Sims: 7	
OPEX	Staff x 1
Description	
STAFF	
Manager	\$ 6,500.00
Employee	\$ 9,600.00
Accounting	\$ 150.00
Marketing	\$ 1,500.00
Staff Total	\$ 17,750.00
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
TOTAL EXPENSES	\$ 33,715.00

Description	3 Sim Totals
Construction GC	\$ 100,000.00
Construction OSI	\$ 16,207.50
Construction Total	\$ 116,207.50
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
TOTAL CAPEX:	\$ 406,147.39

3 Months Opex: \$ 101,145.00

7 Sim	100%	80%	50%	40%	25%
Capex Investment	\$ 507,292				
Gross Monthly Revenue	\$ 157,500	\$ 126,000	\$ 78,750	\$ 63,000	\$ 39,375
Total Net Monthly	\$ 123,785	\$ 92,285	\$ 45,035	\$ 29,285	\$ 5,660
Net Annual	\$ 1,485,420	\$ 1,107,420	\$ 540,420	\$ 351,420	\$ 67,920
50% monthly profit	\$ 61,893	\$ 46,143	\$ 22,518	\$ 14,643	\$ 2,830
Years to repay	0.68	0.92	1.88	2.89	14.94

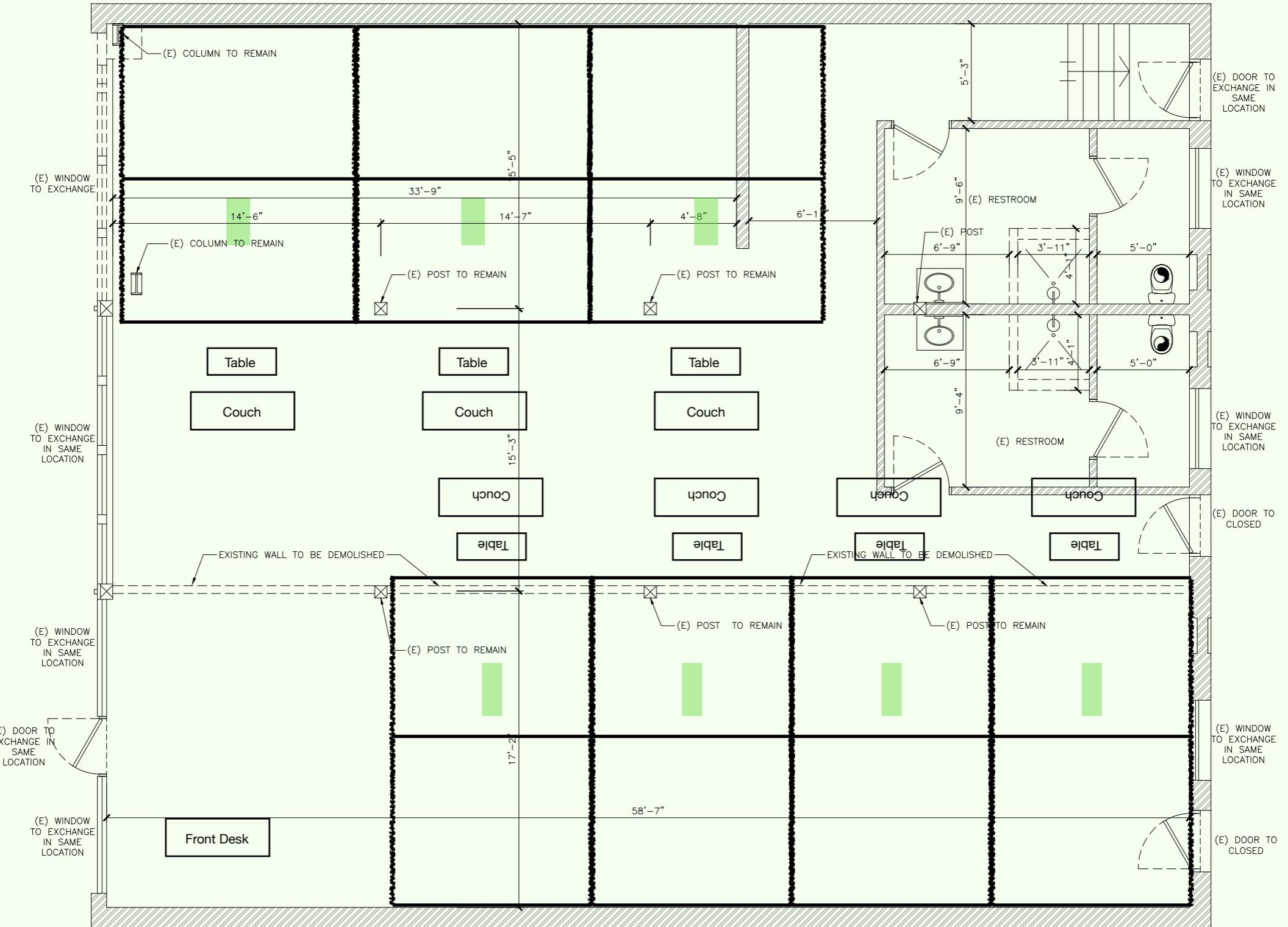
STARTUP SCHEDULE

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					

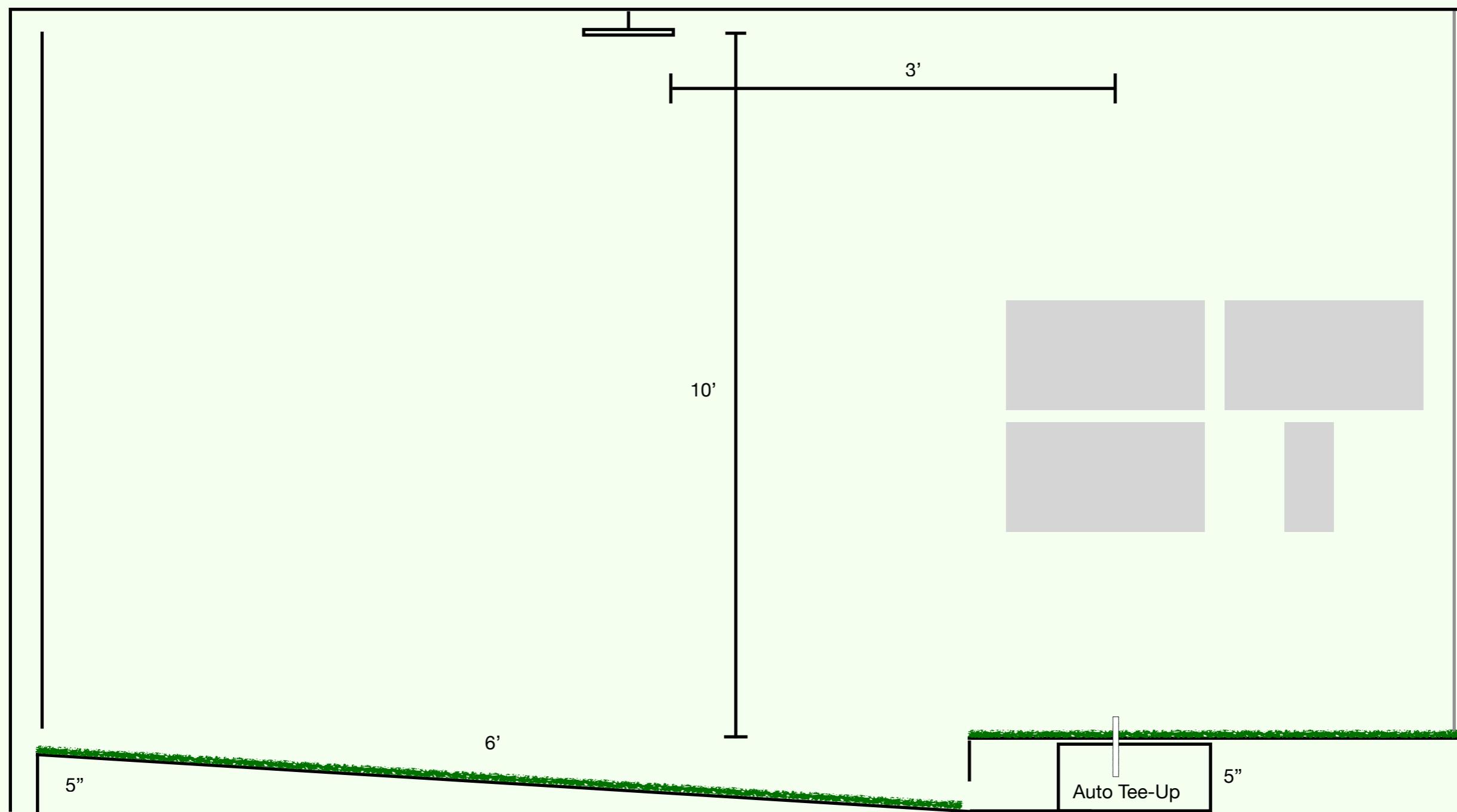
9089 SANTA MONICA BLVD



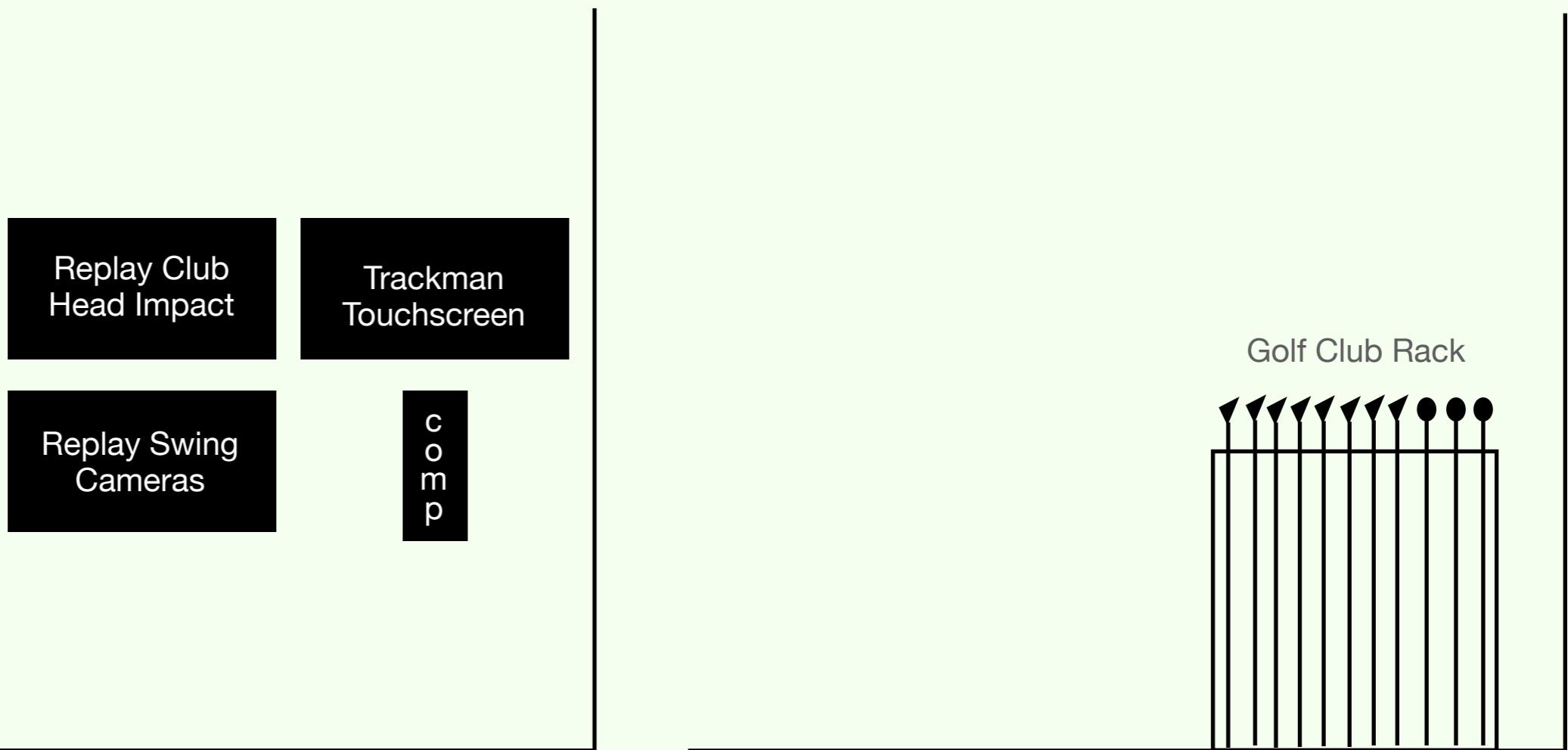
9089 SMB FLOORPLAN



SIMULATOR BAY LAYOUT



SIMULATOR BAY LAYOUT



DESIGN REFERENCE

