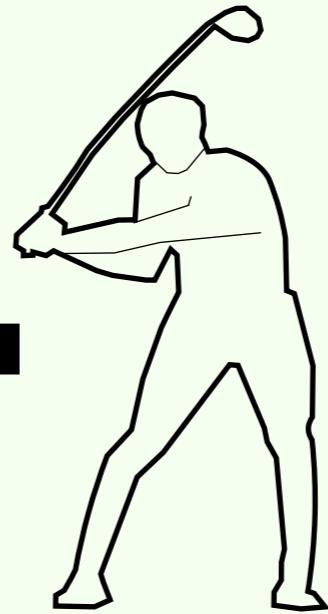


par

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

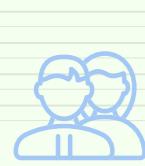
Par 4 Golf will launch a multi-channel marketing campaign to establish itself as the go-to indoor golf destination in West Hollywood.

- 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 \$150,000 in funding, offering 20% equity (2,000 shares) to investors in \$10,000 increments equating to 133.33 shares (1.33% ownership) in this early-stage funding at a \$750,000 post-money valuation.

The founding team is contributing \$100,000 and the remaining 67% equity will be retained within the company, ensuring long-term strategic control while maintaining flexibility for future expansion and additional funding rounds. This structure provides investors with a meaningful stake in a high-growth venture while securing the long-term scalability of Par 4 Golf.

With a lean 4-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 \$547,620 in revenue and approximately \$404,000 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 growing demand for tech-driven golf experiences while ensuring strong profitability and expansion potential.



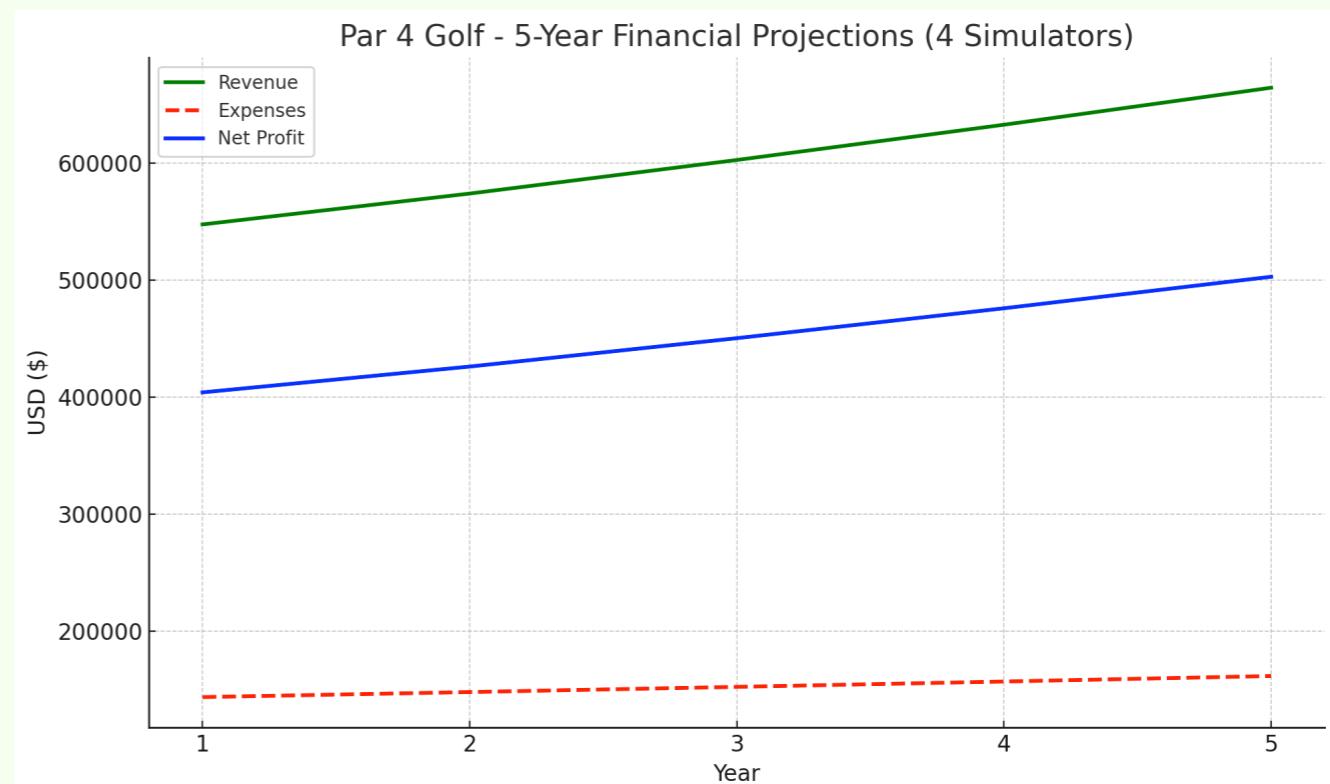
FINANCIAL PROJECTIONS

Par 4 Golf is projected to deliver strong financial performance with a lean 4-simulator model. In Year 1, revenue is estimated at \$547,620, with net profits of approximately \$404,000 after expenses of \$143,580. With consistent growth, annual revenue is expected to reach \$664,478 by Year 5, with net profits approaching \$503,000.

These projections assume 80% simulator utilization, with revenue generated through pay-per-play sessions, memberships, and high-margin F&B sales. Operating expenses are forecasted to grow 3% annually, while revenue is projected to grow 5% per year, ensuring a strong and scalable financial foundation.

The business reaches monthly breakeven at approximately 480 rental hours at \$50/hour, a conservative and achievable threshold in the dense West Hollywood market.

Additional revenue opportunities—locker rentals for customer golf clubs, prepackaged food and drink sales. These ancillary income streams offer incremental upside and enhance the customer experience while increasing dwell time and repeat visits.



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

CAPITAL EXPENDITURE

Par 4 Golf's capital expenditure (CAPEX) is now estimated at approximately \$253,000, efficiently covering the buildout, equipment, and startup costs for our 4-bay showcase facility.

Major costs include \$90,000 for construction and infrastructure, encompassing general contracting, lighting, security, and audio setup—delivering a polished, high-quality environment. Simulator equipment and technology total \$125,000, including Trackman radar units, impact screens, projectors, and auto tee-up systems, ensuring a premium user experience.

Additional allocations include \$20,000 for architectural and engineering services and approximately \$13,000 for company setup, which covers legal, licensing, marketing, and insurance.

This lean but robust budget is designed to demonstrate the Par 4 concept at a high standard, providing an ideal launch platform with long-term scalability in mind.

Description	Qty	Cost Per Item	Total
Simulator Equipment			
Projector	4	\$ 1,500	\$ 6,000
Sim App Touchscreen	4	\$ 200	\$ 800
Swing Playback TV Screen	8	\$ 150	\$ 1,200
Impact Screen	4	\$ 400	\$ 1,600
Auto Tee-Up Machine	4	\$ 1,800	\$ 7,200
Tee Box Grass	4	\$ 1,000	\$ 4,000
Screen Grass	4	\$ 200	\$ 800
Computer	4	\$ 2,000	\$ 8,000
Ceiling, Wall Mounts	16	\$ 50	\$ 800
Sim Equipment Total:			\$ 30,400
Simulator Accessories			
Golf Clubs	5	\$ 600	\$ 3,000
Golf Balls	1	\$ 100	\$ 100
Sim Accessories Total:			\$ 3,100
Trackman			
Trackman Simulator Radar	4	\$ 22,500	\$ 90,000
Trackman Total:			\$ 90,000
Additional Equipment			
POS Device	1		\$ 1,000
Fridges	1	\$ 3,500	\$ 3,500
Water Dispenser	1		\$ 180
Add'l Equipment Total:			\$ 4,680
FF&E			
Leather couch	4	\$ 200	\$ 800
Sim Coffee Table	4	\$ 250	\$ 1,000
FF&E Total:			\$ 1,800
Construction, OSI			
Lighting	1		\$ 10,000
Security Alarm, Camera, Access	1		\$ 15,000
Audio	1		\$ 5,000
GC	1		\$ 50,000
Contingency	1		\$ 10,000
Construction Total:			\$ 90,000
Architect			
Architect	1		\$ 10,000
Engineer	1		\$ 5,000
Permits	1		\$ 5,000
Architect Total:			\$ 20,000
Company Setup			
Rent Down	3	\$ 10,000	\$ 30,000
Website	0		\$ 0
Marketing	1		\$ 10,000
Business License	1		\$ 500
Insurance	1		\$ 500
Legal	1		\$ 2,000
Company Total:			\$ 13,000
TOTAL CAPEX			\$ 252,980
Monthly Opex (no staff)	3	\$ 12,000	\$ 36,000
Total Investment:			\$ 288,980

*based on historical construction data in los angeles area.

OPERATIONAL EXPENDITURE

Par 4 Golf's monthly operating expenses (OPEX) are projected at \$11,965 without staff, offering a lean and efficient cost structure for early-stage operations. This includes \$9,200 in property-related expenses, such as rent, insurance, and utilities, ensuring a centrally located, high-visibility space.

Operational services—covering point-of-sale systems, audio, and security—add approximately \$515 per month, maintaining functionality and guest safety. Optional staffing, if added later, would bring monthly OPEX to \$21,065, including wages, marketing, and accounting.

This structure allows flexibility to begin with a self-service or lightly staffed model, gradually scaling as revenue builds. Annual OPEX is projected at \$143,580, increasing by 3% annually to accommodate inflation and growth. The controlled cost base supports strong profitability and scalability from this proof of concept location.

OPEX	Staff	No Staff
Description		
STAFF		
Manager	-	-
Employee	\$ 9,600.00	\$ -
Accounting	\$ 250.00	\$ 250.00
Marketing	\$ 1,500.00	\$ 2,000.00
Staff Total	\$ 11,350.00	\$ 2,250.00
SERVICES		
POS	\$ 150.00	\$ 150.00
Audio	\$ 15.00	\$ 15.00
Security	\$ 350.00	\$ 350.00
Services Total	\$ 515.00	\$ 515.00
PROPERTY		
Rent	\$ 8,500.00	\$ 8,500.00
Insurance	\$ 200.00	\$ 200.00
Utilities	\$ 500.00	\$ 500.00
Property Total	\$ 9,200.00	\$ 9,200.00
TOTAL EXPENSES	\$ 21,065.00	\$ 11,965.00

4 Sim (no staff)	100%	80%	50%	40%	25%
Capex Investment	\$ 256,000				
Gross Monthly Revenue	\$ 72,000	\$ 57,600	\$ 36,000	\$ 28,800	\$ 18,000
Total Net Monthly	\$ 60,035	\$ 45,635	\$ 24,035	\$ 16,835	\$ 6,035
Net Annual	\$ 720,420	\$ 547,620	\$ 288,420	\$ 202,020	\$ 72,420
50% to investors monthly	\$ 30,018	\$ 22,818	\$ 12,018	\$ 8,418	\$ 3,018
Years to repay	0.71	0.93	1.78	2.53	7.07

*revenue calculated at \$50/hr per sim bay over 12hr/day

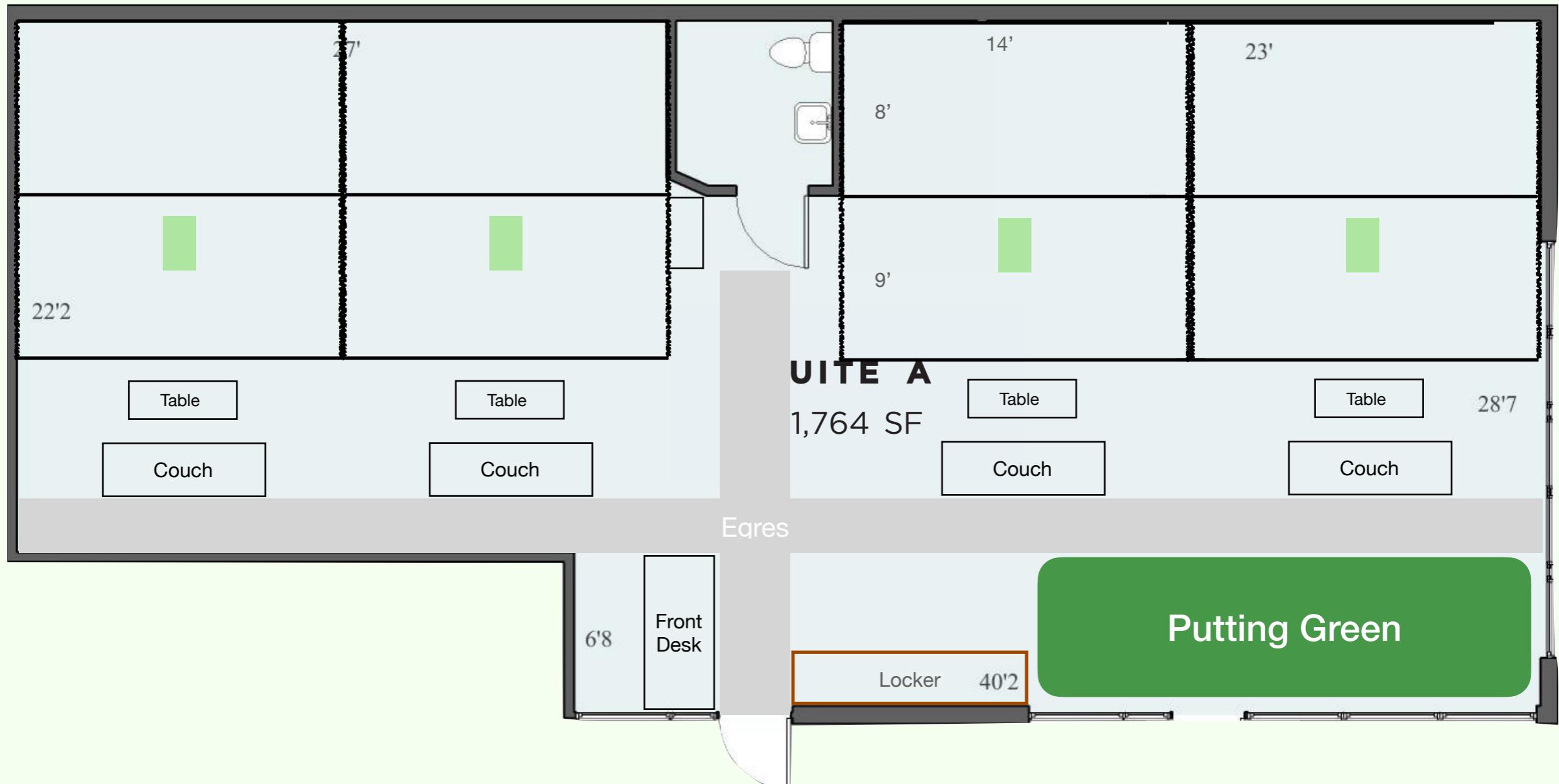
STARTUP SCHEDULE

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					

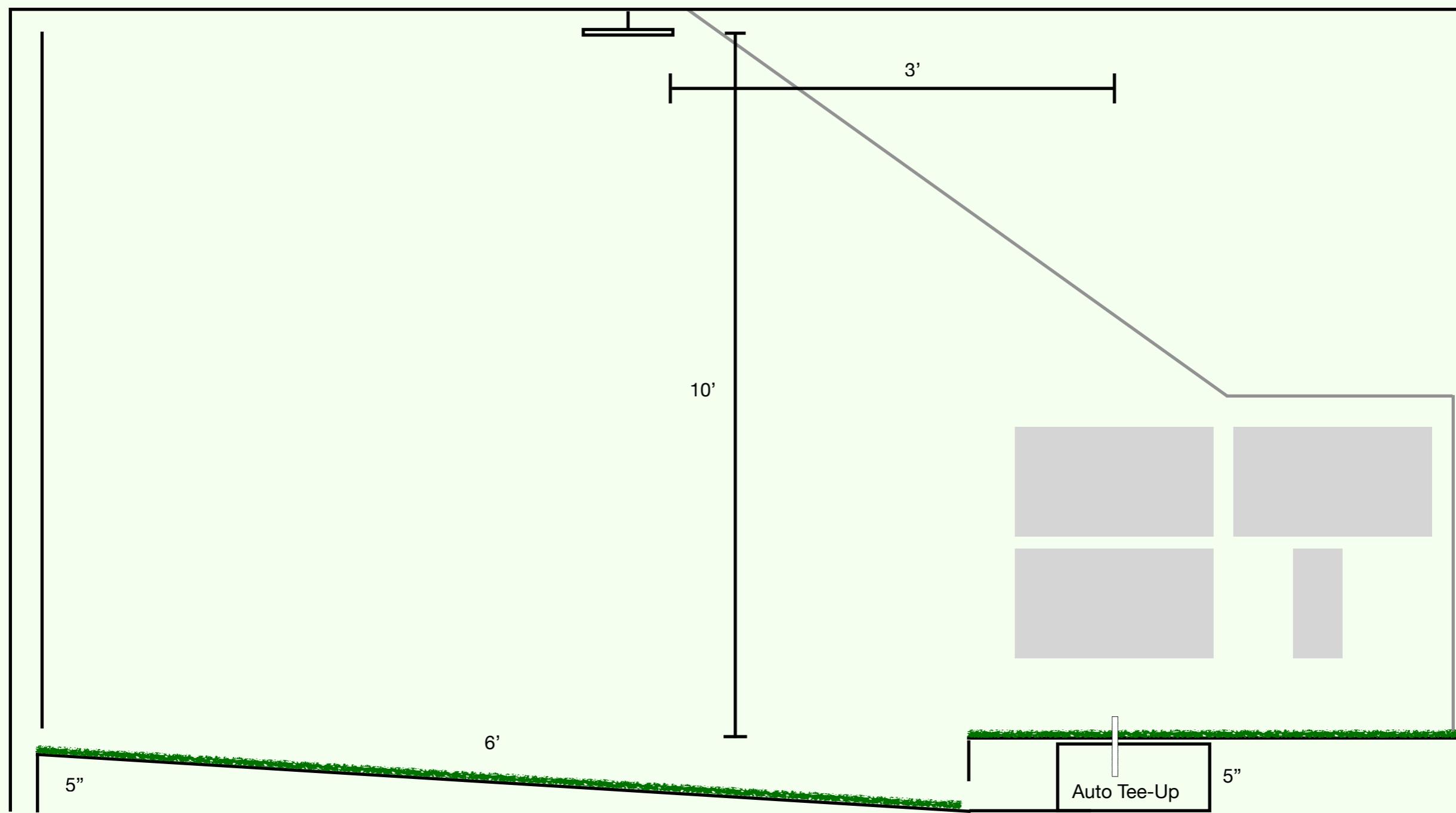
8555 SUNSET BLVD



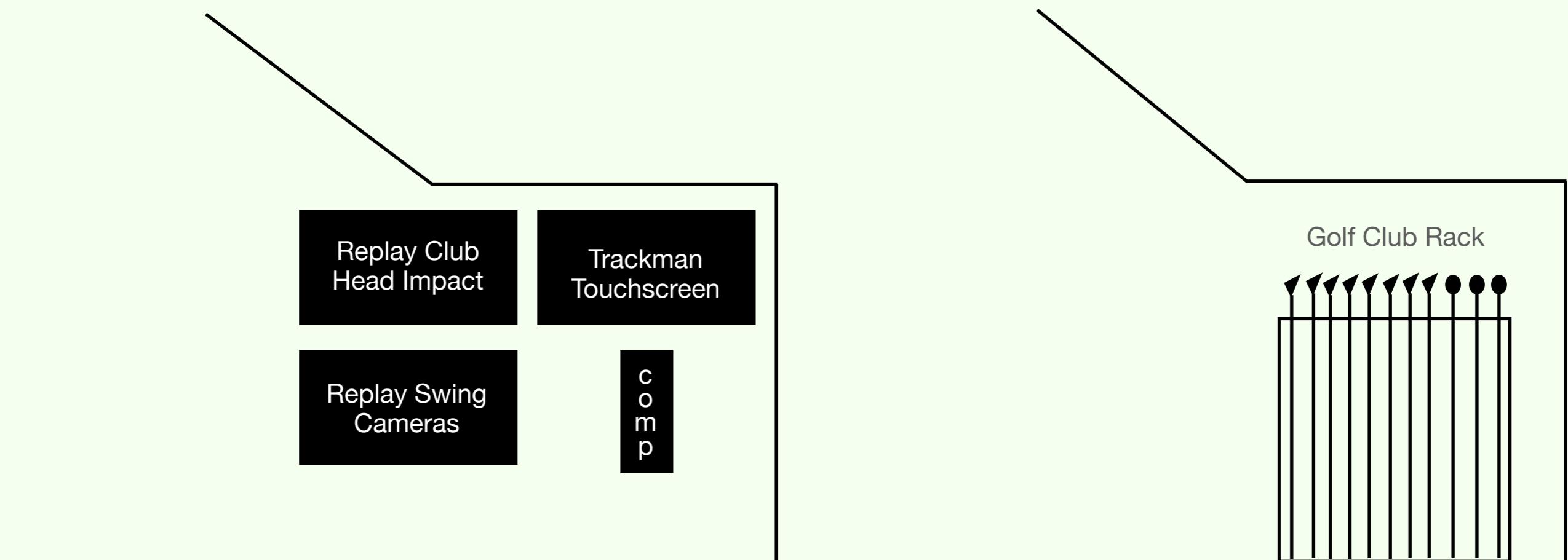
8555 SUNSET FLOORPLAN



SIMULATOR BAY LAYOUT



SIMULATOR BAY LAYOUT



DESIGN REFERENCE

