

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

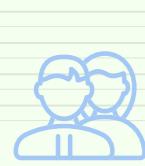
Par 4 Golf will launch a multi-channel marketing campaign to establish itself as the go-to indoor golf destination in West Hollywood.

- 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.



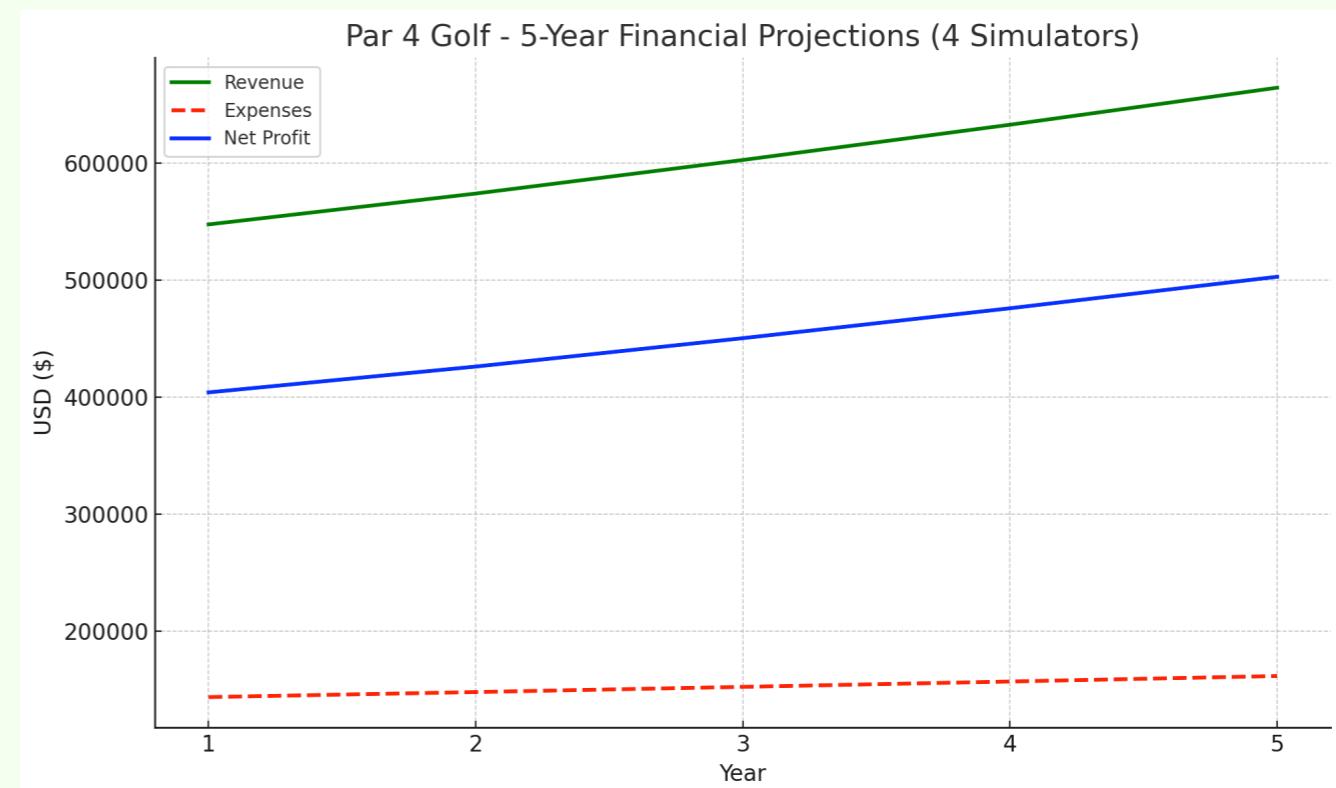
FINANCIAL PROJECTIONS

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 |
| Simulator Equipment | | | | | |
| 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 |
| Simulator Accessories | | | | | |
| GF-01 | Golf Clubs | 8 | Costco / Callaway | \$ 580 | \$ 4,640 |
| GB-01 | 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 | | | \$ 75,075 |
| | Permits | 1 | TBC | | \$ 7,508 |
| | | | | | Construction Total: \$ 91,283 |
| 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 |
| | | | | | \$ 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 |
| TOTAL EXPENSES | \$ 27,215.00 |

| 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 |
| TOTAL CAPEX: | \$ 381,222.39 |

| 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 |

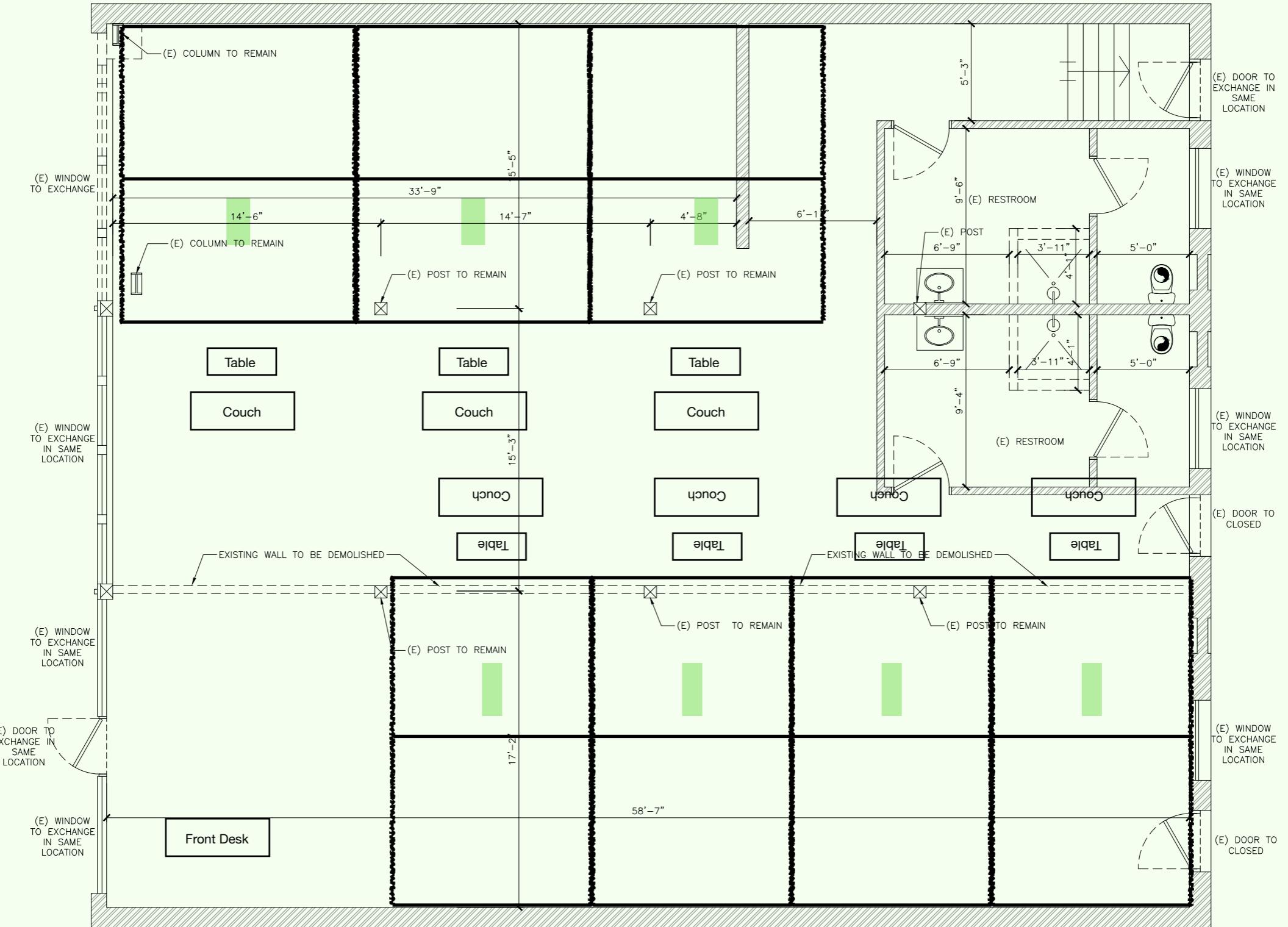
STARTUP SCHEDULE

| 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 | | | | | |

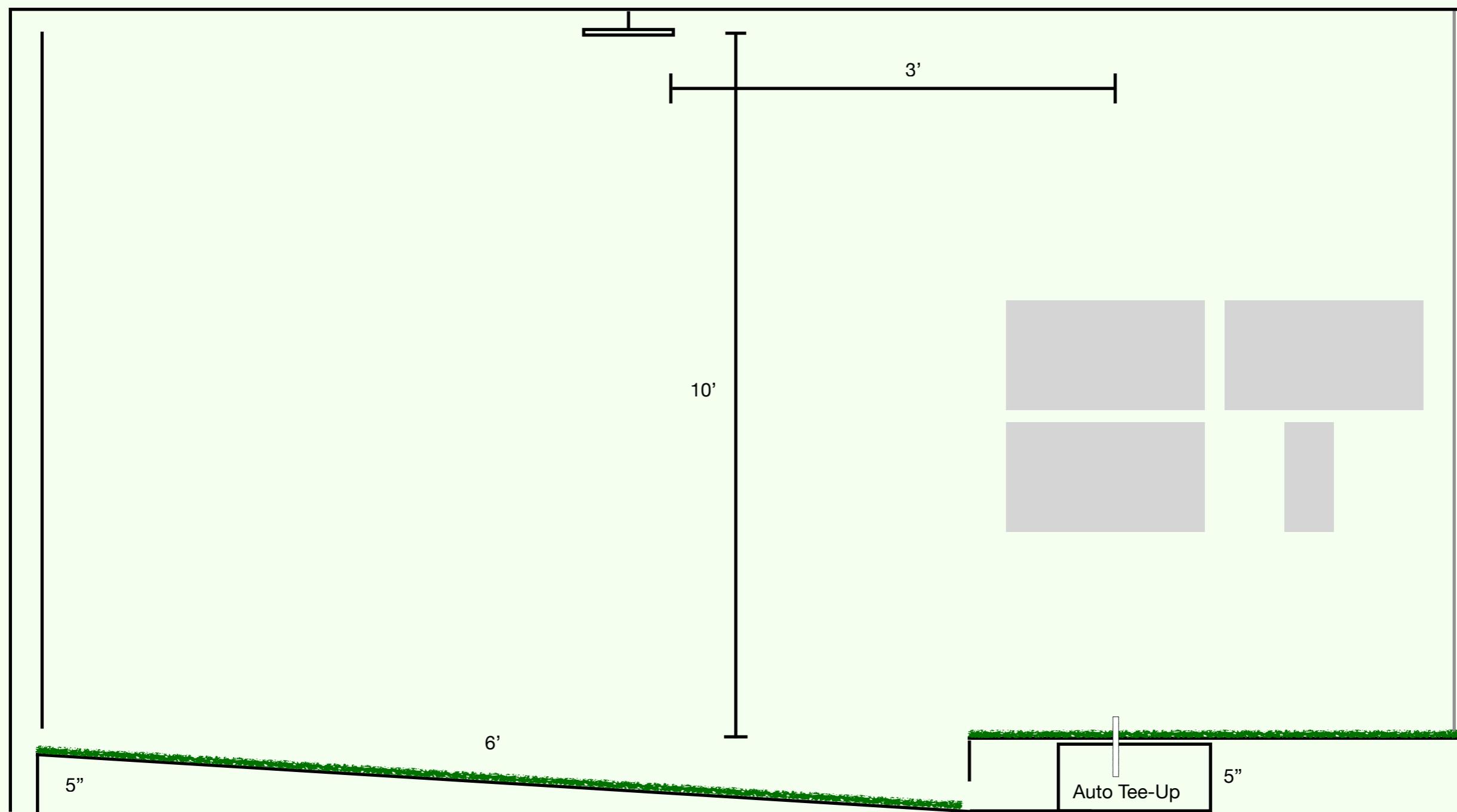
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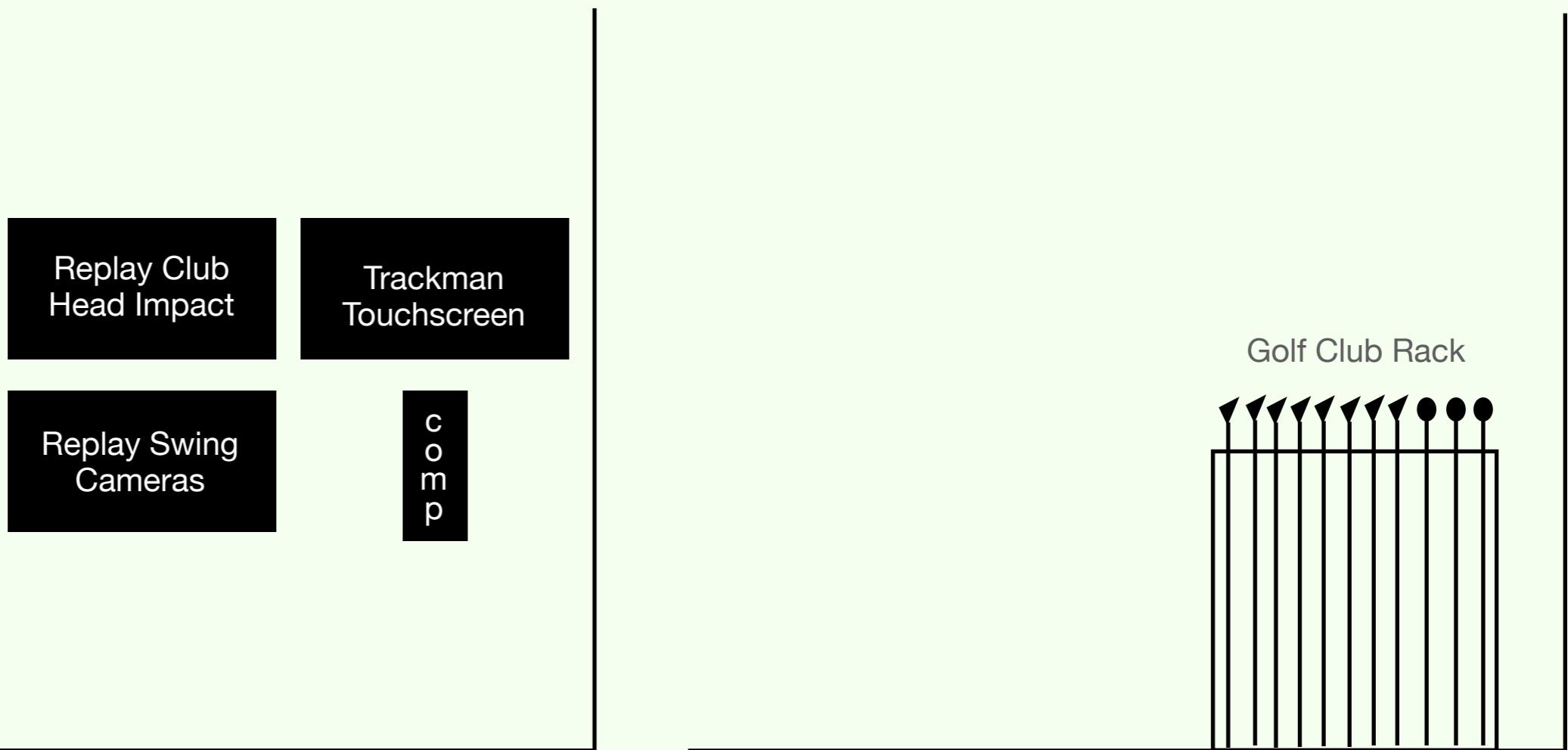
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SIMULATOR BAY LAYOUT



SIMULATOR BAY LAYOUT



DESIGN REFERENCE

