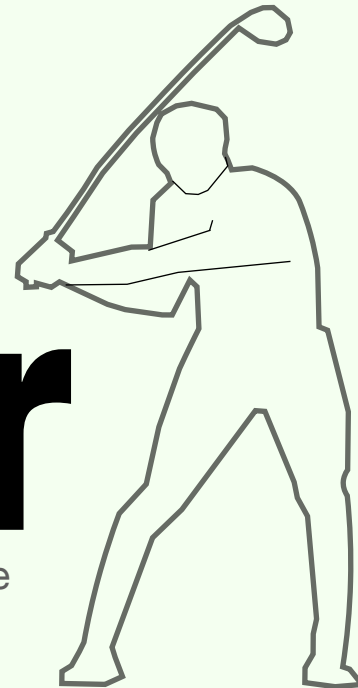


# Par

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%



## HOUSEHOLDS

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



## HOUSING INCOME

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



## 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



## 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



## PLACE OF WORK

2022 Businesses	6,275	35,448	68,364
2022 Employees	56,638	255,337	609,641

**\$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 seeks \$650,000 in funding, offering 49% equity (4,900 shares) to investors in \$100,000 increments, with each \$100,000 investment equating to 753.85 shares (7.69% ownership). The company is valued at \$1,326,530, with an initial allocation of 10,000 shares at \$132.65 per share.

The remaining 51% equity (5,100 shares) will be retained within the company, ensuring strategic decision-making control while fostering long-term scalability. This structure provides investors with a significant stake in a rapidly growing market while maintaining stability for future expansion.

With strong revenue potential from simulator rentals, memberships, and F&B sales, this investment offers a high-growth opportunity in West Hollywood's premium market, capitalizing on the increasing demand for technology-driven golf experiences.



# FINANCIAL PROJECTIONS

Par 4 is projected to achieve strong financial performance, driven by diversified revenue streams, including simulator rentals, memberships, and F&B sales. In its first year, total revenue is estimated at \$1.21M under high-performance conditions, with net profits of \$787K after operating expenses of \$421K. Over five years, annual revenues are expected to grow by 5%, reaching \$1.47M, with net profits of nearly \$1M.

Monthly breakeven requires approximately 720 simulator rental hours at \$40/hour. Membership plans and high-margin prepackaged food and beverage sales further stabilize cash flow, ensuring consistent profitability. Operating expenses are forecasted to rise by 3% annually, keeping growth sustainable.

These projections highlight Par 4's strong profitability and scalability, positioning it as a high-value investment opportunity in West Hollywood's premium entertainment market.

## Revenue and Profit Projections (Monthly)

Utilization Rate	Simulator Revenue	Total Revenue (High)	Total Revenue (Medium)	Total Revenue (Low)	Monthly Expenses	Net Profit (High)	Net Profit (Medium)	Net Profit (Low)
100%	\$100,800	\$112,925	\$109,500	\$105,862	\$33,950	\$78,975	\$75,550	\$71,912
80%	\$80,640	\$92,765	\$89,340	\$85,702	\$33,950	\$58,815	\$55,390	\$51,752
50%	\$50,400	\$62,525	\$59,100	\$55,462	\$33,950	\$28,575	\$25,150	\$21,512
25%	\$25,200	\$37,325	\$33,900	\$30,262	\$33,950	\$3,375	-\$50	-\$3,688

## Financial Projections (Annual)

Year	High Revenue	Medium Revenue	Low Revenue	Expenses	High Profit	Medium Profit	Low Profit
1	\$1,209,600	\$967,680	\$604,800	\$421,800	\$787,800	\$545,880	\$183,000
2	\$1,270,080	\$1,016,064	\$635,040	\$434,454	\$835,626	\$581,610	\$200,586
3	\$1,333,584	\$1,066,867	\$666,792	\$447,487	\$886,097	\$619,380	\$219,305
4	\$1,400,263	\$1,120,210	\$700,131	\$460,911	\$939,352	\$659,299	\$239,220
5	\$1,470,276	\$1,176,221	\$735,138	\$474,738	\$995,538	\$701,483	\$260,400

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

# CAPITAL EXPENDITURE

Par 4 Golf's capital expenditure (CAPEX) is estimated at \$550,015, covering construction, equipment, and initial setup costs. Major expenses include \$197,500 for construction, which includes general contracting, lighting, F&B equipment, and furnishings, ensuring a high-quality facility. Golf simulator equipment represents \$204,715, including advanced Trackman systems, projectors, and related accessories.

Additional investments include \$45,000 for architectural and engineering fees, along with \$64,500 for operational setup expenses like legal services, marketing, licenses, and point-of-sale systems. These upfront costs ensure a premium customer experience and robust operational infrastructure.

The carefully allocated CAPEX reflects the project's commitment to quality and long-term profitability.

Description	7 Simulators
<b>CONSTRUCTION</b>	
General Contractor	\$ 100,000.00
Security Alarm	\$ 8,000.00
Security Camera	\$ 5,000.00
Audio	\$ 3,500.00
Lighting	\$ 50,000.00
FFE	\$ 15,000.00
Kitchen Equipment	\$ 7,500.00
BOH Shelving	\$ 5,000.00
IT	\$ 3,500.00
Construction Total	\$ 197,500.00
<b>GOLF SIMULATOR x 7</b>	
Trackman	\$ 157,465.00
Projectors	\$ 7,000.00
Impact Screen	\$ 2,100.00
Computer	\$ 14,000.00
TVs	\$ 1,750.00
Tee Grass	\$ 7,000.00
Auto Tee-Up	\$ 11,900.00
Wall Padding	\$ 3,500.00
Simulator Total	\$ 204,715.00
<b>GOLF EQUIPMENT</b>	
Golf Club Set x 8	\$ 4,000.00
Balls	\$ 300.00
Golf Equipment Total	\$ 4,300.00
<b>ARCHITECT ENGINEER</b>	
Architect	\$ 20,000.00
Engineer	\$ 15,000.00
Permits	\$ 10,000.00
Architect Total	\$ 45,000.00
<b>REAL ESTATE</b>	
Rent Down	\$ 30,000.00
Legal (real estate)	\$ 4,000.00
Real Estate Total	\$ 34,000.00
<b>OPERATION SETUP</b>	
Legal (company)	\$ 4,000.00
Accounting	\$ 2,000.00
Insurance	\$ 2,000.00
Website	\$ 5,000.00
POS System	\$ 1,000.00
Glassware	\$ 500.00
License	\$ 2,000.00
BW License	\$ 8,000.00
Marketing	\$ 40,000.00
Ops Setup Total	\$ 64,500.00
<b>TOTAL CAPEX</b>	<b>\$ 550,015.00</b>
Opex 3 Months	\$ 99,450.00
<b>TOTAL</b>	<b>\$ 649,465.00</b>

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



# OPERATIONAL EXPENDITURE

Par 4's monthly operating expenses (OPEX) are projected at \$33,150, ensuring seamless operations. Key costs include staff wages at \$16,600, covering management and two daily shifts. Property-related expenses, including rent and utilities, total \$11,000 per month.

Consumables such as pre-bottled drinks, prepackaged sandwiches, and snacks account for \$4,750, supporting a high-margin ancillary revenue stream. Additional services like security, point-of-sale systems, and audio add \$800 monthly, ensuring operational reliability.

Annual operating expenses are estimated at \$400,000 in Year 1, with a 3% annual increase to account for inflation and operational scaling. This efficient expense structure supports Par 4's strong profitability while maintaining a premium guest experience.

Description	7 Simulators				
<b>STAFF</b>		open 10a-10p staff 9a-11p (2 x 8hrs @ \$20/hr)			
Manager	\$ 6,000.00				
Employee	\$ 9,600.00				
Accounting	\$ 1,000.00				
Staff Total	\$ 16,600.00				
<b>SERVICES</b>					
POS	\$ 150.00				
Linen	\$ 100.00				
Dishwash	\$ 150.00				
Audio	\$ 150.00				
Security	\$ 250.00				
Services Total	\$ 800.00				
<b>CONSUMABLES</b>		bottles only small bottles only prepackaged prepackaged			
Beer	\$ 2,000.00				
Wine	\$ 1,500.00				
Sandwiches	\$ 1,000.00				
Chips	\$ 250.00				
Consumables Total	\$ 4,750.00				
<b>PROPERTY</b>					
Rent	\$ 10,000.00				
Insurance	\$ 500.00				
Utilities	\$ 500.00				
Property Total	\$ 11,000.00				
<b>TOTAL EXPENSES</b>	<b>\$ 33,150.00</b>				
<b>REVENUE (7 x Simulators)</b>	<b>100%</b>	<b>80%</b>	<b>50%</b>	<b>40%</b>	<b>25%</b>
Simulator Fees (\$40/hr)	\$ 100,800.00	\$ 80,640.00	\$ 50,400.00	\$ 40,320.00	\$ 20,160.00
F&B	\$ 11,875.00	\$ 9,500.00	\$ 5,937.50	\$ 4,750.00	\$ 2,968.75
<b>GROSS MONTHLY REVENUE</b>	<b>\$ 112,675.00</b>	<b>\$ 90,140.00</b>	<b>\$ 56,337.50</b>	<b>\$ 45,070.00</b>	<b>\$ 23,128.75</b>
<b>TOTAL NET MONTHLY</b>	<b>\$ 79,525.00</b>	<b>\$ 56,990.00</b>	<b>\$ 23,187.50</b>	<b>\$ 11,920.00</b>	<b>\$ (10,021.25)</b>
<b>NET ANNUAL</b>	<b>\$ 954,300.00</b>	<b>\$ 683,880.00</b>	<b>\$ 278,250.00</b>	<b>\$ 143,040.00</b>	<b>\$ (120,255.00)</b>
Years to Repay *	1.15	1.61	3.95	7.69	-9.15

\*Based on 50% of profit to investors monthly



# STARTUP SCHEDULE

