



PUTTING MASTER

Practice hard.
Make easy.



	2004	2021
4-8 FEET	70.65	68.73
10-15 FEET	31.35	30.19
15-20 FEET	19.08	18.54
20-25 FEET	13.25	12.43
25+ FEET	5.78	5.48

If the **PROFESSIONALS** aren't getting better...



...what does that mean for the remaining 60 million golfers?



We spend a lot of money...



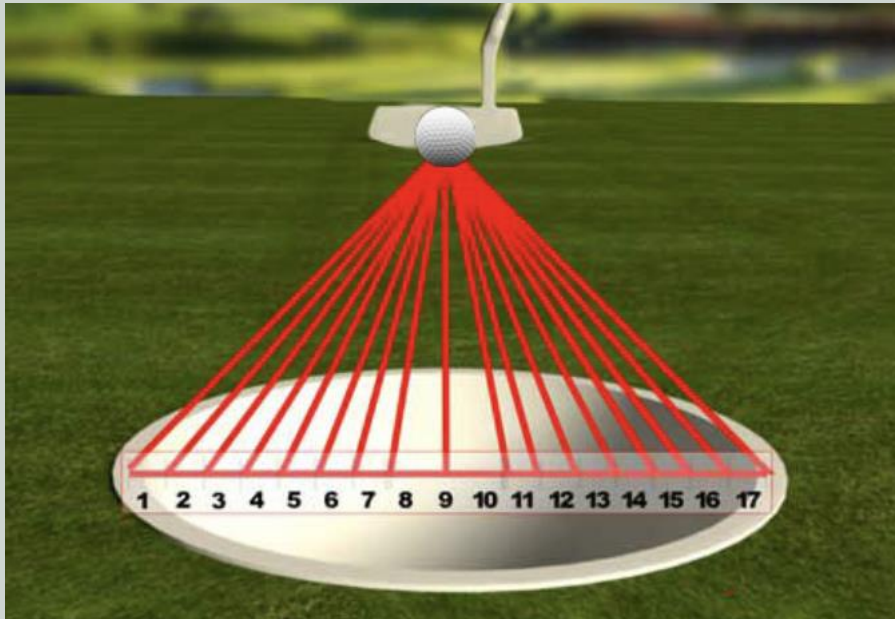
*“...but this is where players spend the least amount of **time** developing skills.”*

- Mark Sweeny, CEO - Aimpoint Golf

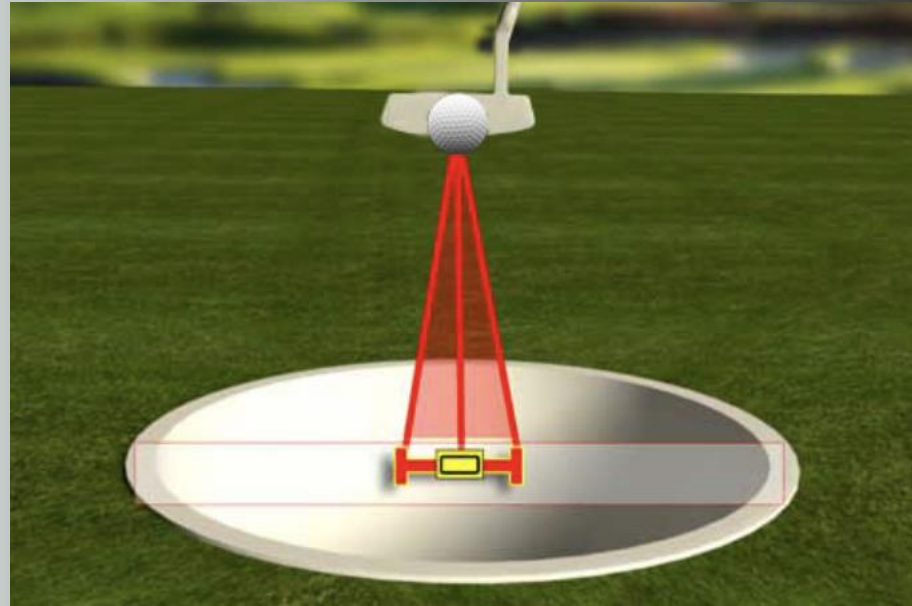


So why aren't we improving?

Because we're practicing
"putting to variance"



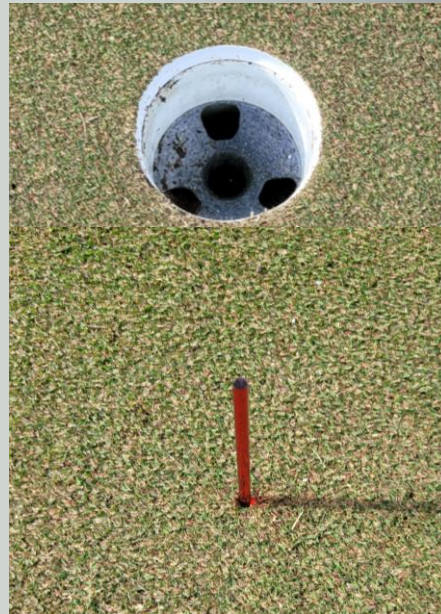
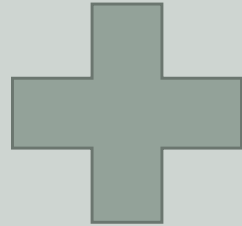
Instead of
"precision practice"



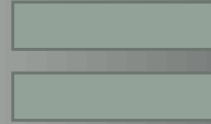
Solution: Practice **Hard**



34% smaller ball
Similar weight
No dimples



22x smaller
target

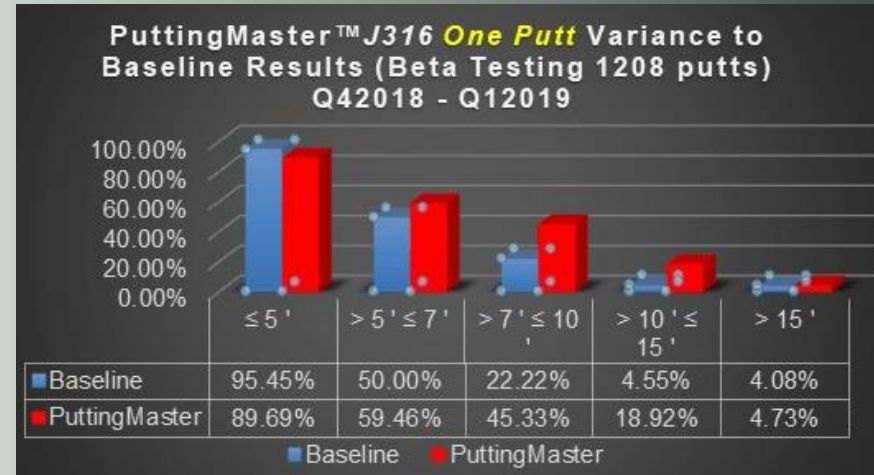


Hard!



Proof

Over
41% improvement
in one-putts inside
15 feet



One Putt Metrics (1,208 putt volume)				
Baseline (Ft)		Post J316 (Ft)		Δ
≤ 5	95.45%	≤ 5	89.69%	-5.76%
> 5 ≤ 7	50.00%	> 5 ≤ 7	59.46%	9.46%
> 7 ≤ 10	22.22%	> 7 ≤ 10	45.33%	23.11%
> 10 ≤ 15	4.55%	> 10 ≤ 15	18.92%	14.37%
> 15	4.08%	> 15	4.73%	0.65%
15 feet and in improvement				41.18%

Three Putt Metrics (1,208 putt volume)		
Baseline	Post J316	Δ
9.52%	5.07%	-4.45%



What's in the box?

- Carrying case
- 3 J316 balls
- 2 Markers
- Caribiner
- Instructions



MSRP
\$49.95



Going to Market

Retail partnerships

- Big box golf stores
- Online sellers

Gamification

- “The PuttingMaster Challenge”

Social Media

- Leverage The PM Challenge
- Influencers
- Livestream events

PGA of America

- PGA Partnership
- Club pros as affiliates

Direct-to-Consumer

- SEO
- Digital and Print



Strategic Partnerships

- Awareness
- GTM Channel
- P**M** Challenge Certification
- Charity

PGA of America and USGA



- Sponsorship
- Co-branding
- P**M** Challenge Collaboration

Equipment Manufacturers



- Awareness
- Co-marketing
- Sell through
- P**M** Challenge Collaboration

Retail



- P**M** Challenge Collaboration
- Co-marketing
- Awareness
- Sell through

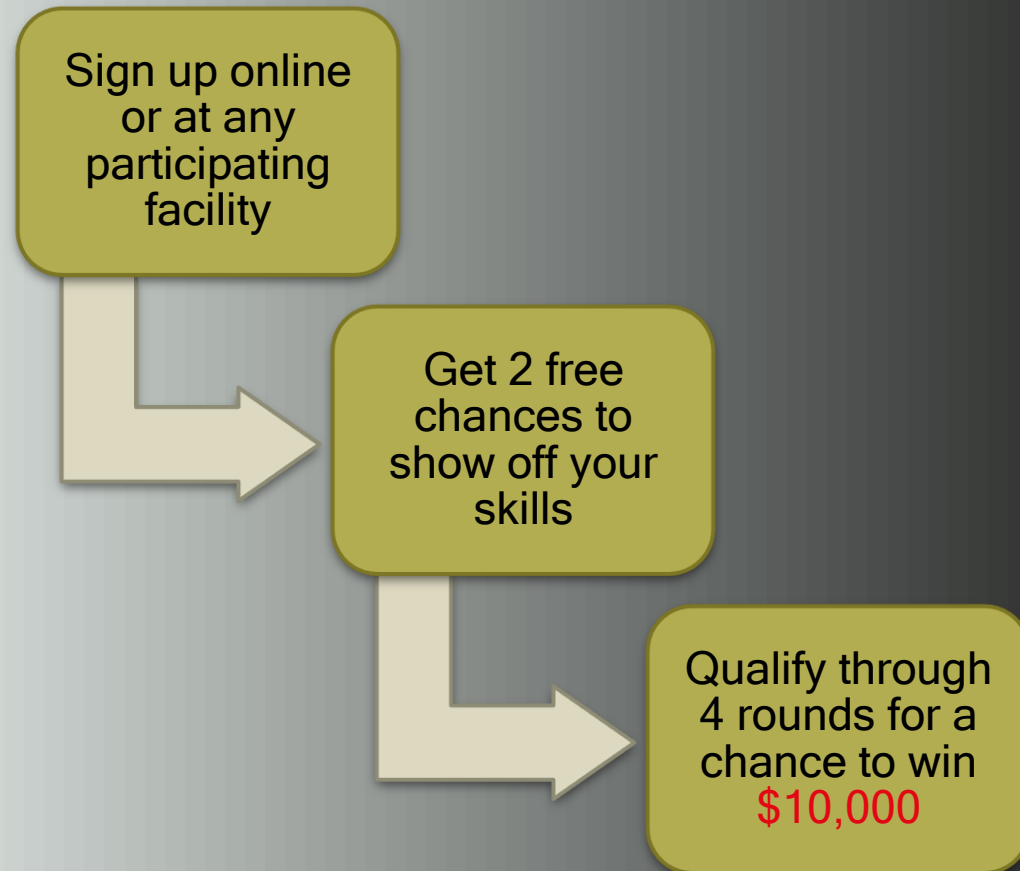
Hospitality



“The Putting**Master** Challenge”

A nationwide competition to determine the best amateur putter in the United States.

**\$20,000 in cash
and prizes**



“The PuttingMaster Challenge”

Who?

Participation
open to all
amateur golfers
in the United
States

Where?

Major retailers,
local public and
private golf
courses, practice
facilities

When?

Qualification
dates/ locations
to be announced
March 2023



“The PuttingMaster Challenge”

Competition format

Step 1



4 distances x 3 shots at each = 15 total points
3, 5, 7, 10, 15 feet 1 point per strike

Step 2



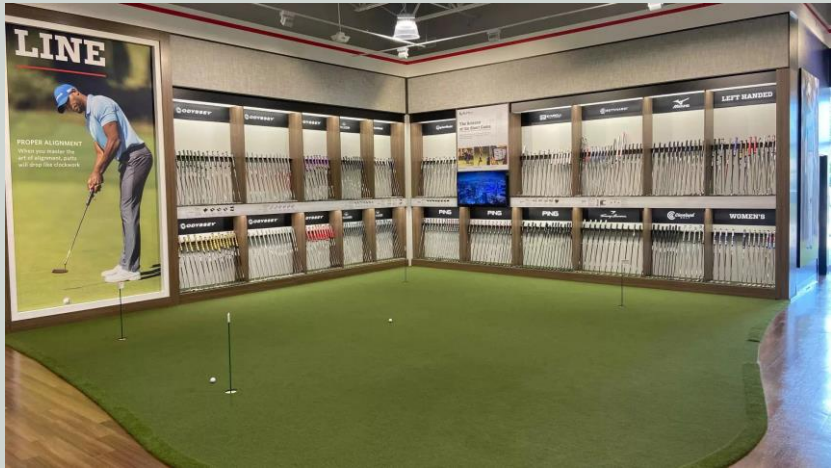
4 distances x 3 shots at each = 15 total points
3, 5, 7, 10, 15 feet 1 point per make

Top 10% scores from each round at *each facility* move on!



“The PuttingMaster Challenge”

Competition format



All qualification at local facilities
4 Rounds
Top 20 move on to...



PuttingMaster Challenge
Grand Final



“The Dance Floor”
at the
Home of The PGA of America
Omni PGA Frisco, TX



Early Q1 2023

PM Launch

Website and brand introduction to the world



Late Q2 2023

"PM Challenge" Launch

- PuttingMaster challenge competition begins with regional qualifications across the US.
- Broad retail and strategic partners announced



October 2023

"PM Challenge" Finals

Crown the inaugural PuttingMaster Challenge Champion at Omni PGA in Frisco, TX



Product Release

PuttingMaster J316 available to the public through website and limited POS across the US



Early Q2 2023

"PM Challenge"

- Qualification rounds conducted throughout the US.
- Joint marketing initiatives with strategic partners



Q3 2023



Ask and Receive

What we'd like

- \$25,000 sponsorship funding for the Putting**Master** Challenge
- Co-marketing of the P**M** Challenge
- Inclusion at “Demo Days” and fittings
- Presence during competition

What you'll get

- Awareness and affiliation
- Incremental sales
- Branding opportunities
- Community
- Broadened social connections





PUTTING
M A S T E R

Thank you!

