



[SWINGZEN.COM](http://SWINGZEN.COM)

DON'T JUST PLAY THE GAME—EXCEL AT IT.



Problem & Opportunity

# GOLF IS FRUSTRATING

The most significant frustration for golfers is often not knowing what exactly is going wrong with their swing.

- Golf is hard
- Lessons are expensive
- Trainers can't go with you where ever you go
- Sometimes you need instruction now
- Lack of personalized solutions

# SWINGZEN IS THE SOLUTION

With its unique approach to AI instruction, SwingZen is the solution.



## Swing Analysis Re



JUNE 2022

15

Overall

08

Set Up

03

Back Swing

12

Down Swing

Swing Data



Our Technology

# WHAT IS SWINGZEN?

SwingZen is an **APP-BASED, AI-ENHANCED** golf training system designed to accurately track the range of motion of a golfer's **BODY, CLUB,** and **SWING DYNAMICS** from any smartphone.

**No expensive doppler or sensors are needed!**



Don't just love the game of golf, excel at it.





Don't just love the game of golf, excel at it.

## Our Technology

# HOW IT WORKS

- 1** Record a video of your swing from two video perspectives:
  - Down-The-Line
  - Face-On
- 2** Once the video is processed, it'll generate an analysis playback:
  - automatic mark-up video playback
  - speed calculations
  - visual references
- 3** AI Pro Training Plan shows exactly how to fix your swing:
  - 23 specific checkpoints throughout the swing
  - Checkpoints are broken down into priority training lists
- 4** Track your progress all the way to lower scores.



# Our Technology Does More **PRO TEACHING PLATFORM**

Send Your Swing Directly To a PGA/LPGA Pro

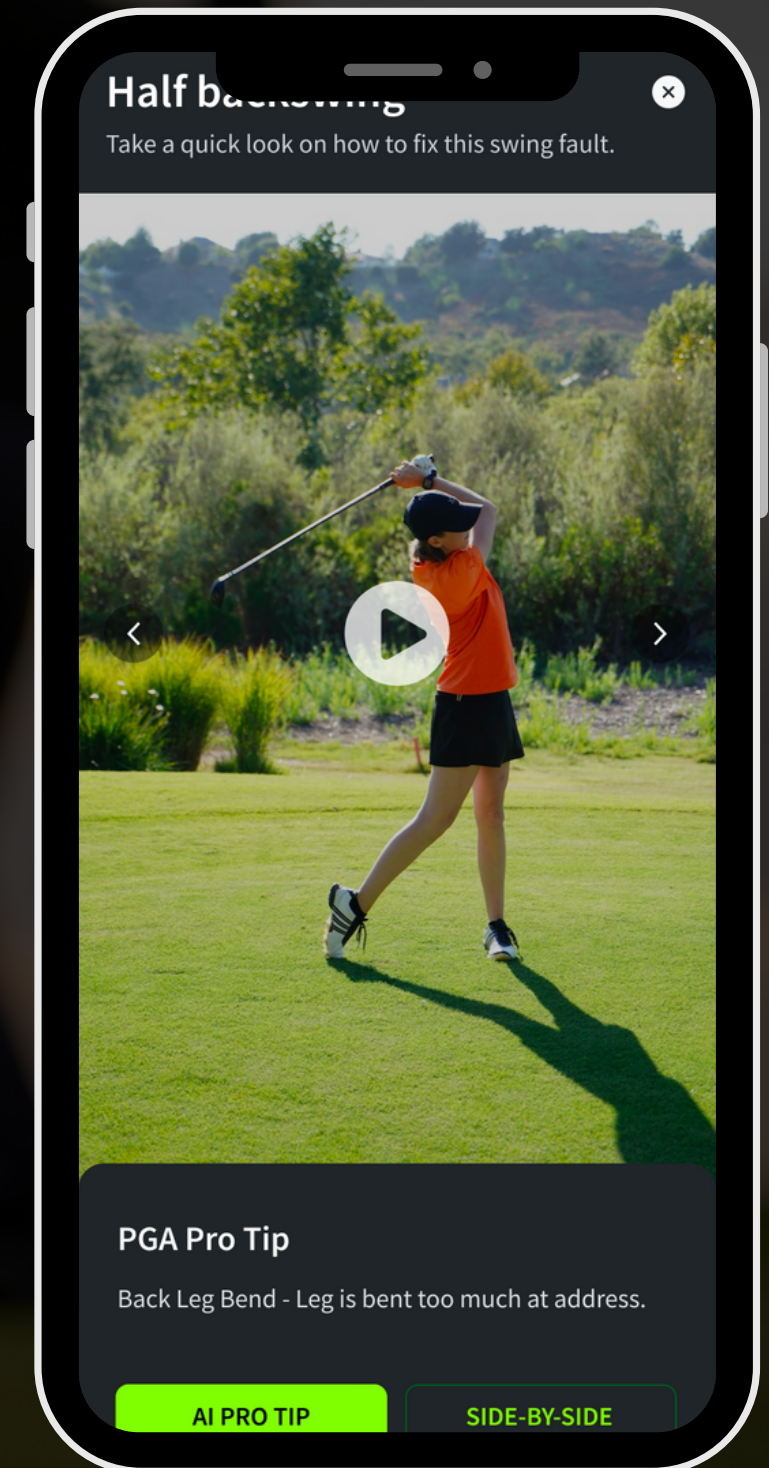


## FOR THE GOLFER:

- Search for a PGA/LPGA Pro or Academic Coach
- Automatic connection between golfer and instructor
- Entire instruction process is conducted fully through the app

## FOR THE TEACHING PRO:

- Platform FREE for PGA/LPGA Pro and Academic Coaches
- Automatic access to student data feedback and swing videos
- Video markup and direct messaging
- Student invoicing and fee processing





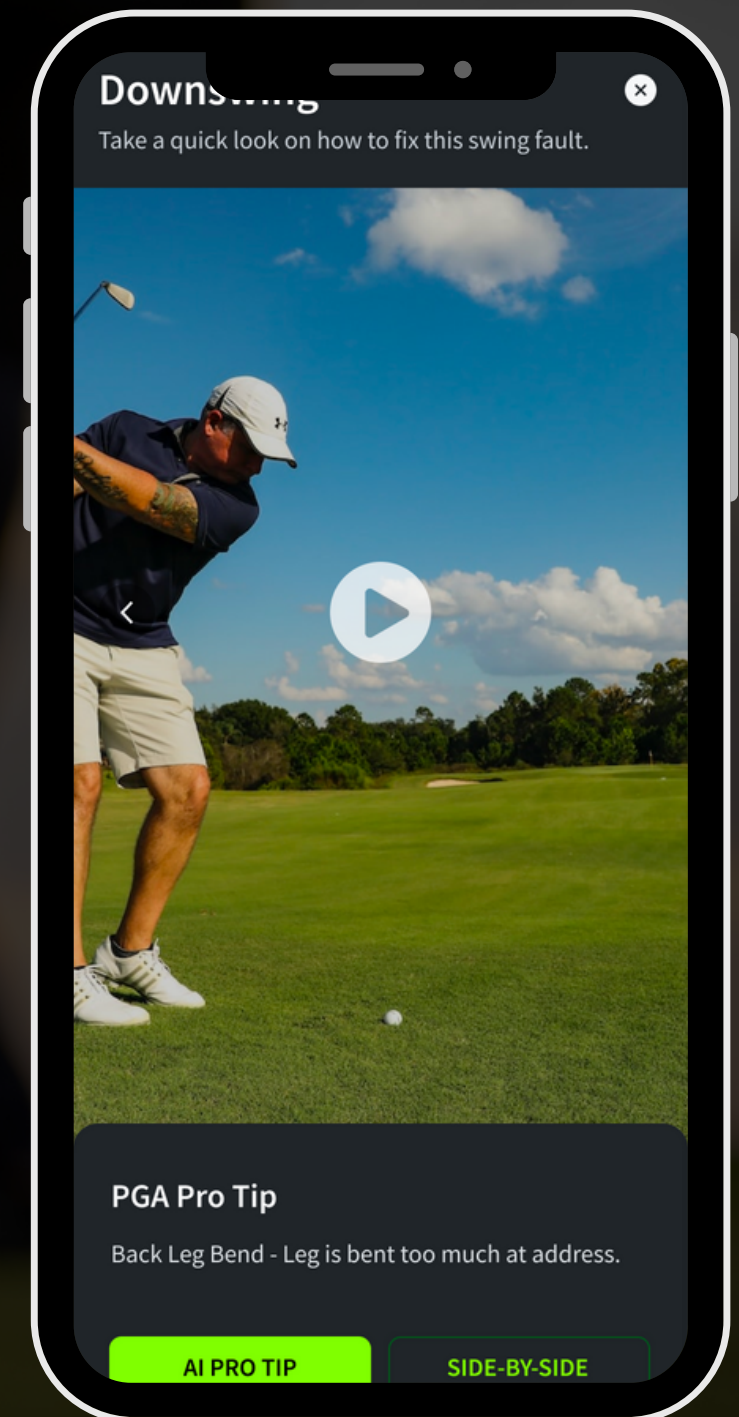
# Our Technology Does More **AI ENHANCED ADVERTISING**

## An AI-Enhanced Advertising Experience

Utilizing proprietary speed and data analysis SwingZen will identify inadequacies in equipment such as:

- Improper ball for golfer's club/ball speed
- Improper club flex based on club speed
- Wrong driver loft based on avg launch angle

This data will be made available to ball and club manufacturers for tailored ad suggestions.





The Market

# MARKET HIGHLIGHTS

**Market Size:** Golf Industry US Market: 27.2B GAR

Golfers US Market: 37.5M  
Global Market: 80M

**Market Growth:** Appx 5% Projected Growth between 2021–2028

**Opportunities:** App-Based Technology increases the accessibility of AI-Enhanced Training.

**Strengths:** Patent protection on key app-based technology secures SwingZen as the leader in a growing market.

**Market Share:** 130M GAR by year 5



Securing Our Place in the Market

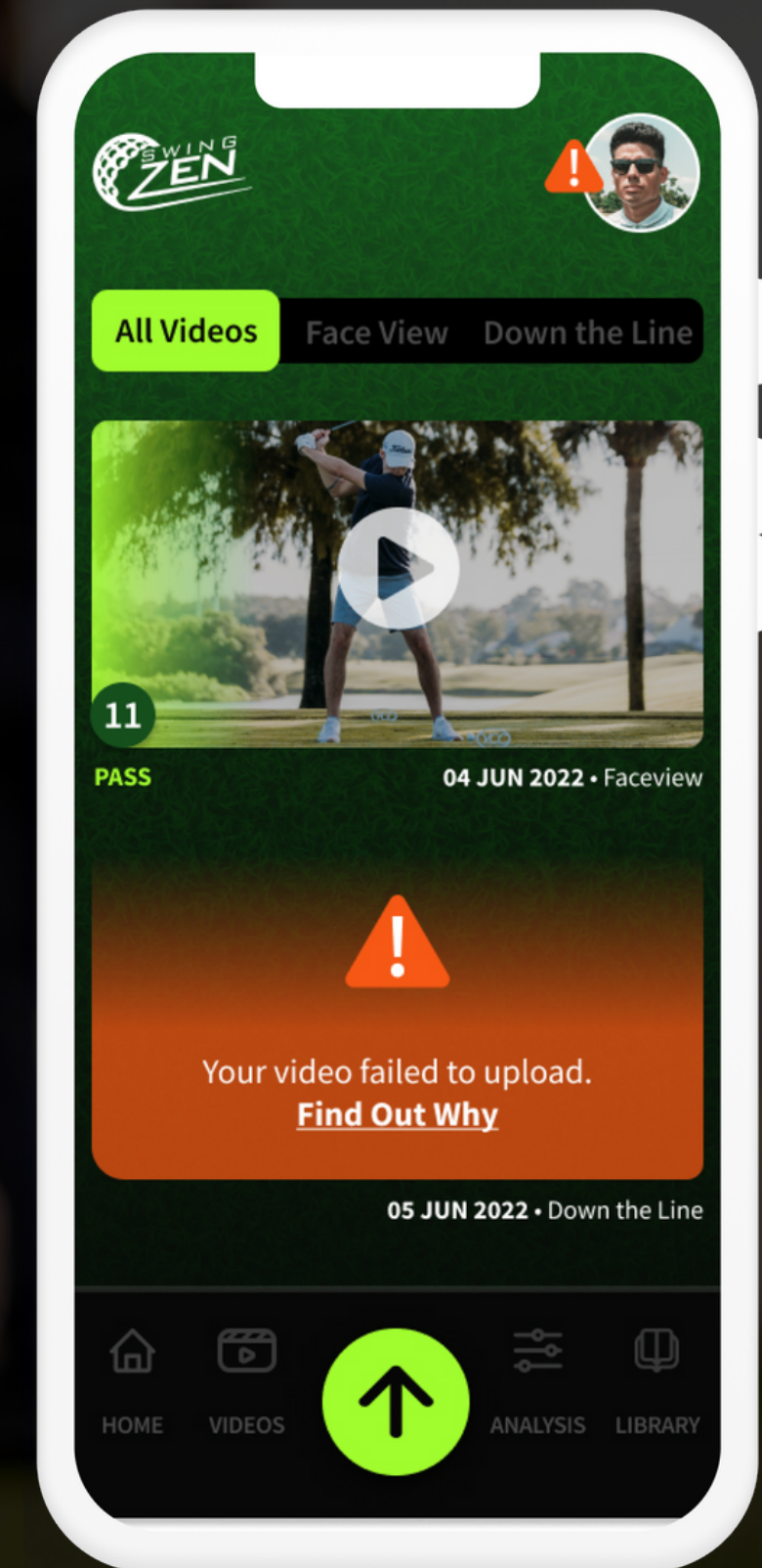
# PATENT PENDING

SwingZen is the leader in our industry.

- We've filed for patent rights for our technology.
- As AI expands, this patent secures our position as the leader in the AI-app sports training industry.

Why is the patent a major power play?

- Our technology has higher quality data feedback than any competitor on the market.
- Our patent will continue to prevent competitors from using or building upon our patented technology.





Our Revenue

# REVENUE STREAMS



## SUBSCRIPTION SERVICES

Free Subscription: \$0

Monthly Subscription: \$14.99

Annual Subscription: \$119.99



## PRO LESSONS PLATFORM

Pro Lesson Service: 15%  
Convenience Fee



## A GLOBAL MARKET

Hitting the global market  
makes the earning potential of  
this product is near limitless



## ADVERTISEMENT

Paid advertisement revenue  
from the Free App subscriptions  
and AI-Enhanced Advertising



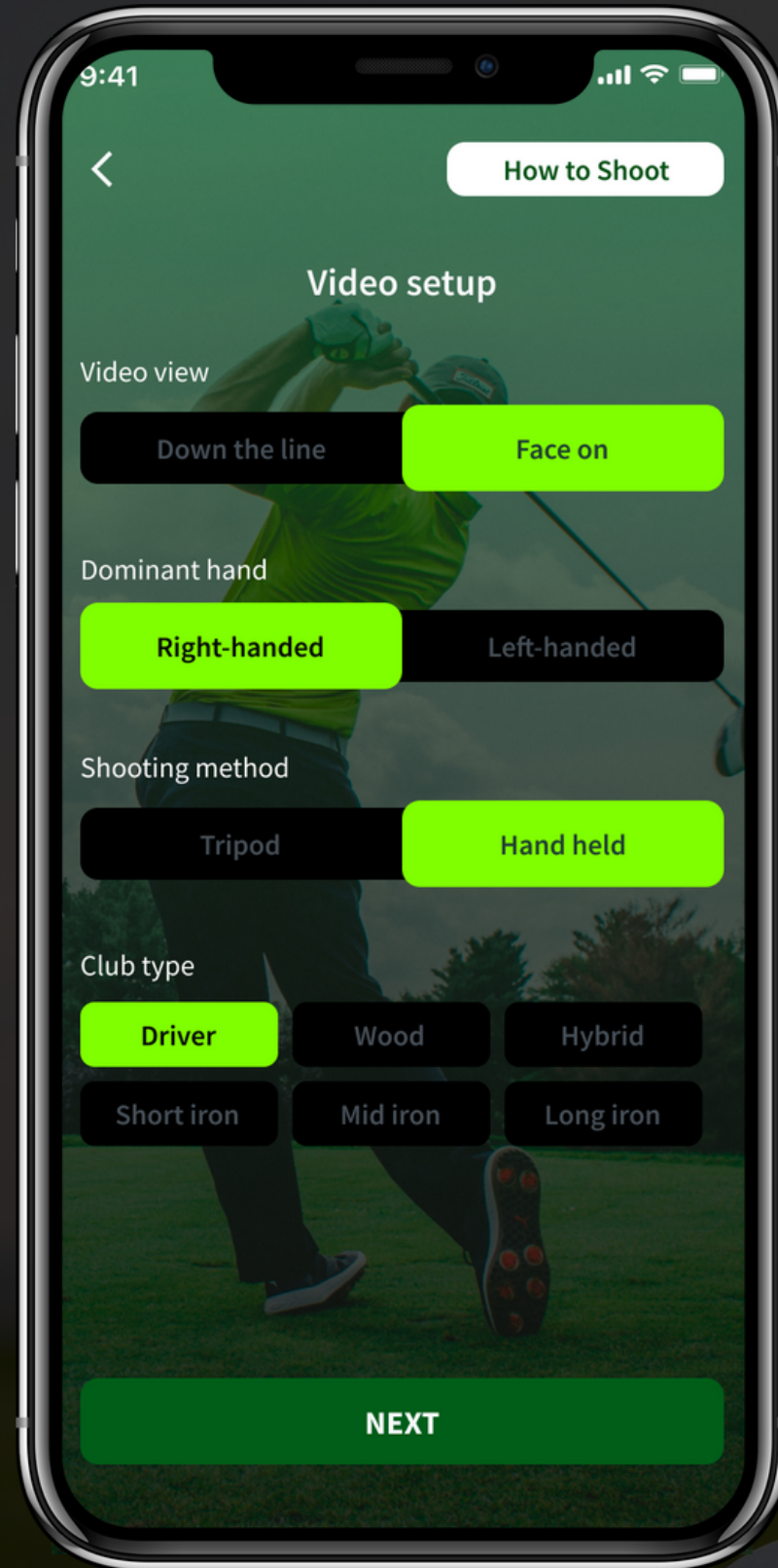
## SPORTS BEYOND GOLF

Baseball and Softball,  
Tennis, Soccer, Hockey,  
Lacrosse, Cricket, and More.



## WHITE LABELING

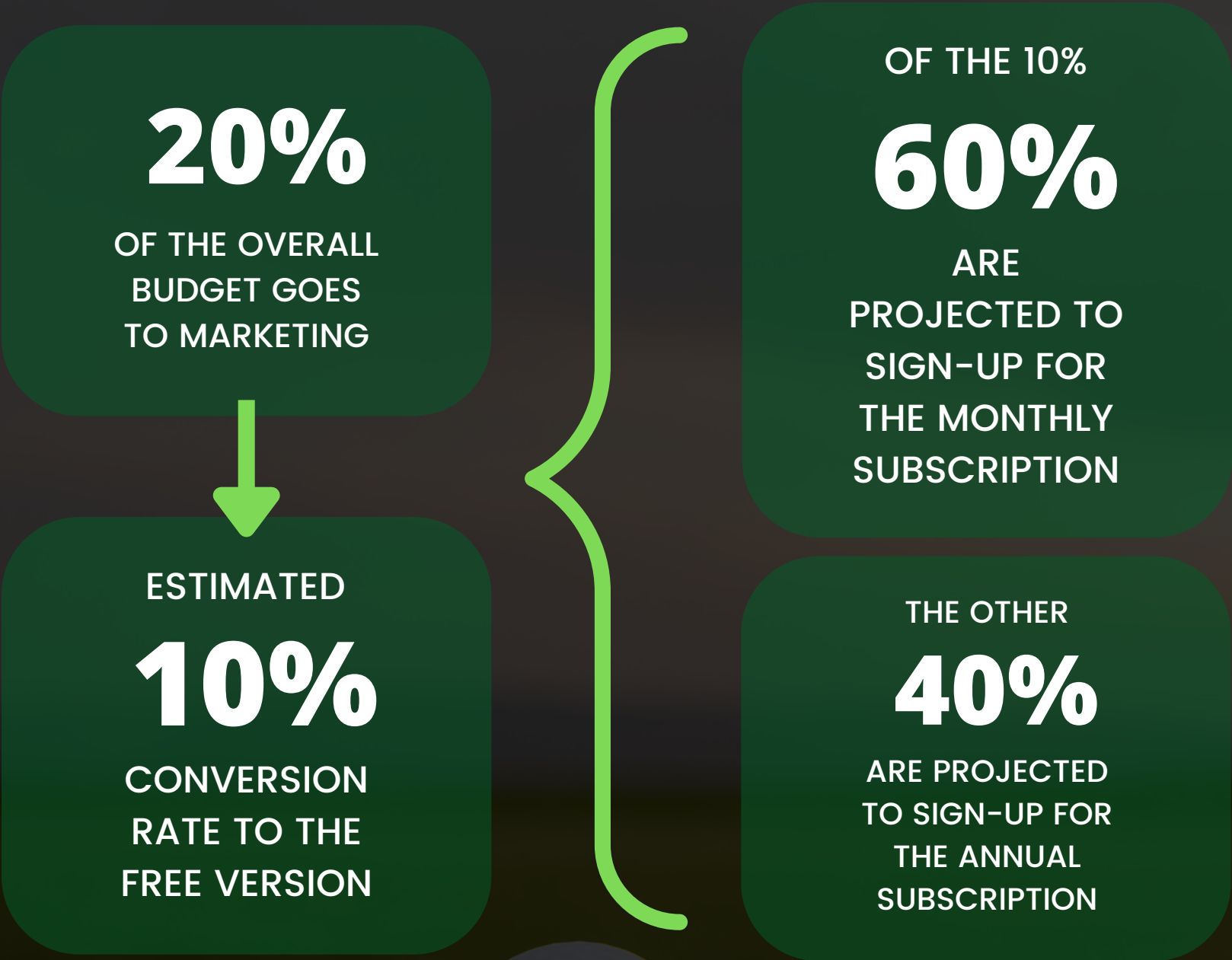
Tech white labeling opportunities



Our Revenue

# REVENUE GOALS

2,000 EARLY CONCEPT BETA SUBSCRIBERS PRODUCED THIS FORMULA



## SAAS PRODUCT REVENUE PROJECTION

Year	Revenue Projection
Y1	\$310K
Y2	\$10.6M
Y3	\$36.5M
Y4	\$71.1M
Y5	\$130M



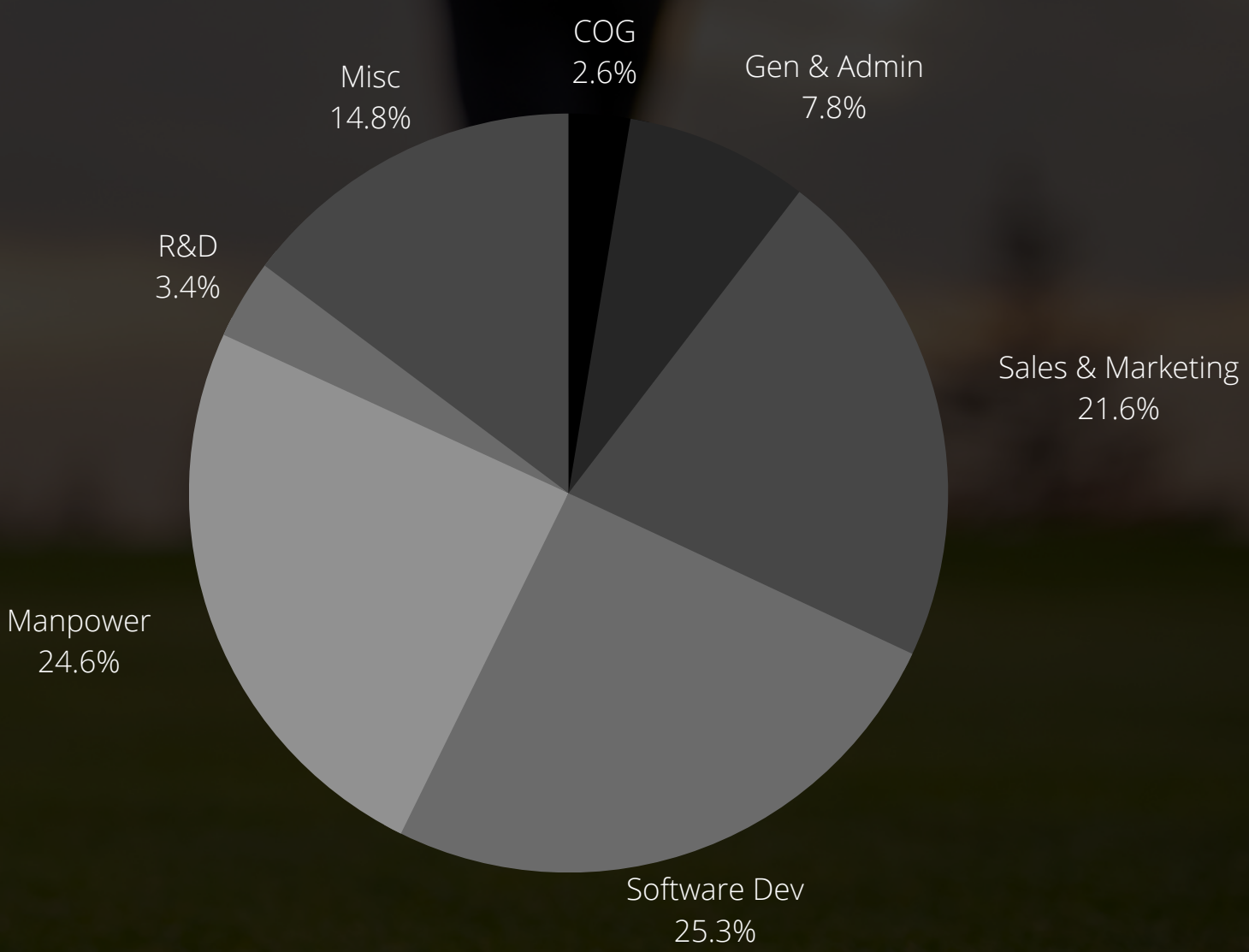
Our Revenue

# FUNDING & USE OF FUNDS

FUNDRAISING GOAL: **\$1M**

## USE OF FUNDS:

Software Dev	25.3%
Manpower	24.6%
Sales/Marketing	21.6%
Misc	14.8%
Gen & Admin	7.8%
R&D	3.4%
COG	2.6%



Our Company

# GROWTH STRATEGY

<b>Brand Identity and Communication Strategy</b>	Build a brand identity around the communal aspect of golf and highlight the humor-driven frustration that golfers often feel when faced with the dreaded "bad shot."	<b>Corporate and Community Engagement</b>	The famous saying is "business deals are made on the golf course." Building relationships with companies within our target market will create multiple revenue sources and impactful media press.
<b>Influencer Marketing</b>	SwingZen will tap into the brand trust that influencers often generate with their followership as a breakout brand and technology.	<b>Optimized Targeted Ads and Social Media</b>	Consistent digital advertisement directed at our crucial market segment and aligned with the SwingZen brand identity gets the momentum started and building.



Our Company

# PATH FORWARD TIMELINE

SUMMER '23

FALL '23

SPRING '24

SPRING '25

PRE-SEED ROUND  
OPENS AT  
5M VALUATION

FULL-SCALE  
MARKETING  
CAMPAIGN RELEASE

2.0 APP RELEASE –  
INCLUDES PRO TEACHING  
PLATFORM

BASEBALL/SOFTBALL  
DEV CONTINUES

MVP APP RELEASE

SEED ROUND  
CLOSES

AI-DRIVEN AD PROGRAM  
DEV STARTS

AI-DRIVEN AD  
PROGRAM LAUNCH

PRE-SEED FUNDING  
ROUND CLOSES

SEED ROUND AT 10M  
VALUATION OPENS

BREAK-EVEN  
POINT

BASEBALL/SOFTBALL  
DEV STARTS

SOCCER APP  
DEV STARTS



Our Company

# MEET THE TEAM



**Glen Yarbrough**  
Founder and President

---

30+ year serial inventor of products featured in Amazon, Home Depot, Menards, and more, as well as, an entrepreneur with multiple successful startups.



**Nicole Smith**  
Co-Founder/CMO

---

10+ year marketing pro specializing in startups with global reach, taking brands from infancy to multi-million revenue production using growth methods with proven results.



**Dave Chesson**  
Corporate Strategy Partner

---

CEO Paladin Analytics. U.S. naval liaison officer turned author and founder of successful technology based company with multiple successful app based business models in place.



**Bradley Jones**  
Director of Finance

---

CPA with Corporate finance experience ranging from Director of Accounting to Director of Investor Relations and Strategy.



**Scott Pierce**  
Director of Golf/PGA Pro

---

35+ year PGA Pro that designated AI instruction criteria for the SwingZen Analyzer app development process.





LEARN MORE ABOUT US AND  
HOW TO INVEST AT — [SWINGZEN.COM](https://swingzen.com)

