K|COACH™

THE ULTIMATE COACHING PLATFORM

Meet K-COACH

Since 2002, K-VEST certified golf professionals have been helping everyone from PGA TOUR winners to 23 handicappers unlock their best golf by optimizing how the body functions in the golf swing.

For the past three years, we have quietly been working to create a new, transformative coaching platform that builds on what we started with K-VEST. The new platform is here, and it puts unmatched power in the hands of the golf coach.

Meet K-COACH, the next step in our commitment to answering the question, "how can we empower coaches to help players improve, faster?"

Why K-COACH?

Make Your Students Great
Using the same patented technology and tools that K-VEST made famous for the body, K-COACH adds new workflows and features to enable all coaches to accelerate student improvement.

Whether you are interested in understanding the numbers behind 3D measurement or prefer to use automated program building software, K-COACH helps you identify and build your player's path to better golf. Our patented audio and visual biofeedback cues then ensure the student trains perfectly every time.

This seamless loop is built to accelerate the development of the player's feels that are key to playing consistently great golf.

Transform Your Business

• Make your instruction more valuable – Increase lesson rates

• Attract new students – Referrals are the primary source of a coaches' students

• Scale your business by delivering quality instruction to multiple students

• Introduce new business models that are less dependent on your time – Lightly supervised and new group lesson formats

• Extend your reach with remote coaching and training

LEARN MORE

"The future of golf instruction has arrived. Whether it's a PGA TOUR winner or a club player, K-MOTION products have allowed me to build on my teaching principles with objective 3D measurement. Using biofeedback training, the program translates instruction into a language that every single player can understand. With unique training tools such as wrist angles and launch monitor integration, I have no doubt that K-COACH will continue to create key solutions for both players and instructors."
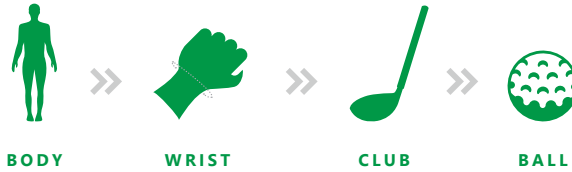
CHUCK COOK / DIRECTOR AT CHUCK COOK GOLF ACADEMIES
Ranked #2 in 2017 Golf Digest Top-50 Golf Instructors
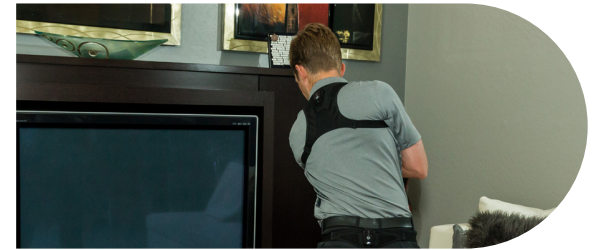
NEW FEATURES IN K-COACH

Wrist Training and Measurement: For the first time ever, you can now precisely measure and train wrist angles for every shot with every club anywhere. Think about it as understanding and coaching the clubface, because how the lead wrist performs during the golf swing directly controls the clubface. Whether you are working on a player's flexion/extension or radial/ulnar, K-COACH is the tool that lets you measure in 3D and then train with biofeedback.

BODY » **WRIST** » **CLUB** » **BALL**

Launch Monitor Integration: K-COACH and your launch monitor will now be fully integrated. Think about it as cause and effect. You can now objectively see how your student's swing directly affects the ball. With this integration, K-COACH is the only tool that seamlessly links the player's body to the lead wrist to the club face to the ball, providing the complete picture of the golf swing. No more guessing.

No Numbers Required, Just Click and Train: Meet Train Shot, the workflow that is both simple and revolutionary. Using auto-capture, you collect a group of swings, pick the best one or use the average of a group and let the software automatically convert that swing into a customized training program. Next, the patented biofeedback guides students through the swing or shot that you have chosen. Use Train Shot to teach everything from a stock driver swing to different ball flights to short game; the only limit is your imagination. You help the student create the shot, K-COACH helps them repeat it.

Connect the Player to the Coach: It's perfect practice with remote monitoring. Using our new cloud-based solution, you can continue their journey to better golf by simply sending the custom training program you create in K-COACH to a K-PLAYER. Whether students are training on-site or remotely, the K-PLAYER's biofeedback guides them to train exactly as you want and reports the results back to you.
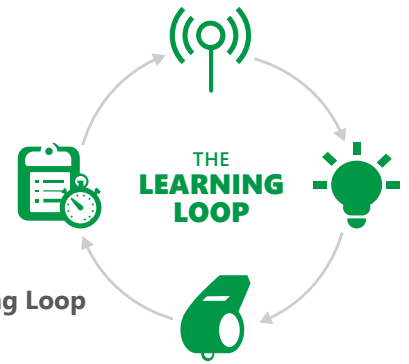
> **"Feedback is essential for learning and the better the feedback, the faster the progress. Technology has accelerated the learning process for my students but K-MOTION is in a class by itself. The customized biofeedback programs I can create have helped me and my students achieve more efficient, reliable motions and lower scores in less time than I have ever experienced in my 27 years around golf."**

PAUL KASTER / DIRECTOR OF INSTRUCTION AT FORSGATE GOLF ACADEMY
Named one of Golf Digest's 2017 Best Instructors in New Jersey

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ALL BUILT ON THE PROVEN FOUNDATIONS OF...

1) Biofeedback

Communicating how to move with words and your hands is a tall order. **Biofeedback is the ultimate communication bridge between your instruction and your student playing better golf.** All you do is load the activity or movement pattern and let the arrows, sounds and other digital visual training guides help your student find, perfect and make permanent their best swing.

2) 3D Measurement

We are on a mission to change the mindset surrounding golf instruction and the tools we use to evaluate and guide player improvement.

For too long, instructors have had to rely on 2D video recordings to teach 3D movement. Think about it - we live and move in 3D. It's a lot easier to understand, teach and learn to move in 3D with tools based in 3D.   2D is a good start, but it's just not the whole picture.

Our technology measures every golf swing in 3D to identify the roadblocks to playing better golf, while our biofeedback training helps them train in 3D.

All of this improves measurement, understanding, coaching and training of the golf swing.

3) The Learning Loop

THE LEARNING LOOP

Measure
- Kinematic sequence
- Wrist angles
- Bend, side bend and rotation of pelvis and torso
- Body ranges of motion

Understand
- Multi-swing report with averages and standard deviations
- Efficiency summary
- 3D real time animation

Coach
Program Builder includes:
- Training programs from over 300 activities
- Train to Your Best Swing
- Select from 40 pre-built programs
- Customize range of motion and difficulty
- Topics include full swing, short game, bunker play, specialty shots and putting

Train
Use patented biofeedback to train:
- Setup for every club in the bag
- Full dynamic motions for every swing
- Golf training programs
- Movement and fitness training programs

> **"Within five minutes of working with a mini-tour player, I was able to precisely identify the problem (improper body sequencing) using K-MOTION software. The custom biofeedback program I built allowed the player to internalize proper body sequencing and make it his own. He went on to win the South Dakota Tour's money list that summer. This is the type of outcome that K-MOTION allows me to create for my players and business."**

PAT MCGUIRE / DIRECTOR AT RASPBERRY GOLF ACADEMY

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4) Give Your Students the Fitness Edge

Inside K-COACH are powerful tools to help you develop your student's basic movement patterns, mobility, fitness, strength and flexibility.

Conduct assessments using the programs built into the K-COACH software to better understand your player. Next, select from pre-built fitness programs or create a customized program from a list of activities with varying levels of difficulty. Our patented biofeedback then guides players to better golf fitness.

K-COACH gives you one more powerful tool to help your students take their games to a whole new level.

5) K-CAMPUS

K-CAMPUS is the learning hub for our community. Inside is an educational path that you, the instructor, follow from getting your system out of the box to coaching students on how to change ball flights. It includes everything you need to use K-COACH to enhance your lessons - all instruction is interactive, self-directed and designed to maximize retention retrieval. Topics include system operation and trouble-shooting, fundamental concepts of biomechanics and biofeedback training and the K-MOTION learning loop. We understand that technologies are only as good as the coaches using them, which is why we have invested heavily to create an educational platform that helps you realize your potential as a coach.

PARTNERSHIPS