



The story of the Dart Golf Ball™

Why did we develop a funny looking golf ball for the Golf Ball PRO Launcher™



Initially we launched regular golf ball - *YOUR* golf balls – with the launcher.

Result: The balls flew out of the launcher like a knuckle ball – no telling where they would go – often they would end up in a water hazard, bushes or god knows where in a parallel fairway. Your ball would be lost – and if someone uses an expensive ball this was not a desirable outcome. As a matter of fact, a well-known former football player lost 5 Pro-V balls - not what you want to see happening.

Why did we develop the solution? You could call it “*Listen to your customers!*” – the main reason was, that we did not want to lose any more golf balls – yours or ours. And then there was another issue – a regular golf ball, coming out of the launcher like a knuckle ball – did not provide the participants with the “AHA” effect we wanted to see. Sometimes indeed a ball would land on the green – more often it would not. We felt this just was not a good enough experience for any golfer who would come out there to support the charity and our on-course fund raising for them. We were looking to not only make them “feel good” helping to raise funds on course, no, we wanted them to actually have fun and enjoy the process! We did not just want to promise that you had a chance

to launch your ball over 300+ yards onto the green – we wanted to deliver that promise as much as possible.

So, one fine day Robert, in a true inventor spirit went into his garage, trying to “tinker” with the golf ball getting it to launch straight and not sort of straight, more often not really straight – and since he enjoys many sports he saw his dart board and there was the “AHA” moment. He thought “what if I attach my dart flight to the golf ball - the fin should give it stabilization and make it launch straight.” From the very first proto-type with a way too heavy metal shaft dart flight until the finished “Dart Golf Ball” it took lots of tries on an open field and a couple weeks to find a solution where the shaft would not break on impact. This ultimately led to registering the patent for the golf dart ball.

Some folks might call it a gimmick. But there is another “purpose” behind the invention. Often fairways are narrow, parallel and launching a golf ball with the speed of approximately 360 feet per second – well being hit with a stray ball can definitely cause some serious problem - the same with a building or house along a fairway, which you will find quite often, especially in South Florida. Developing the dart golf ball also turned an on-course contest into a much safer contest for players and structures, avoiding liability for course and organizations overall.

Both simulations below will give you an idea of the difference in using the dart golf ball:



Yes, there are people out there offering the same contest with regular balls – even self-correcting, which still do not ever reach the same accuracy as the dart golf ball – and that is fine. We can compare it to you can use a Honda or a Porsche; the outcome will be very different. *And if you would have the option to use the Porsche at the same cost – why would you not want to do that?*

It carries on to the launcher itself – the first launcher was purchased online. While we do not say it is a bad product - it is just not a product to be used “professionally” to launch at tournaments over and over again. It is just fine if you like to be in your back yard and use it for some target practice every now and then. We experienced it first hand – a launcher developed a major leak after a few events. Once again Robert - was not happy being a perfectionist – and took the launcher apart, at first trying to repair it, but then he thought there are things that would need to be improved. While we are not going into details – it ended in a redesign for professional use and we have launchers that have been used in many tournaments and have a couple thousand launches behind them with still no leak of malfunction. Again – there are folks selling the launchers for a way cheaper price and we revert to the “Honda vs. Porsche” principle. If you do one tournament a year – a \$350-400 launcher works fine. But if you are looking to do 10 or more tournaments – you need high performance equipment, as you are a professional – and you will not spend much more.

This is the story behind the funny looking golf ball and launcher, which came to life with the customer in mind as it is all about the experience

It all started with a funny little ball – which led to offering an opportunity for charity to increase their and corporate sponsors a prime marketing opportunity for their services to a targeted group within their demographics – involving the brand-new, most interactive on course contest, something golf tournaments have not seen developed in more than a decade.



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