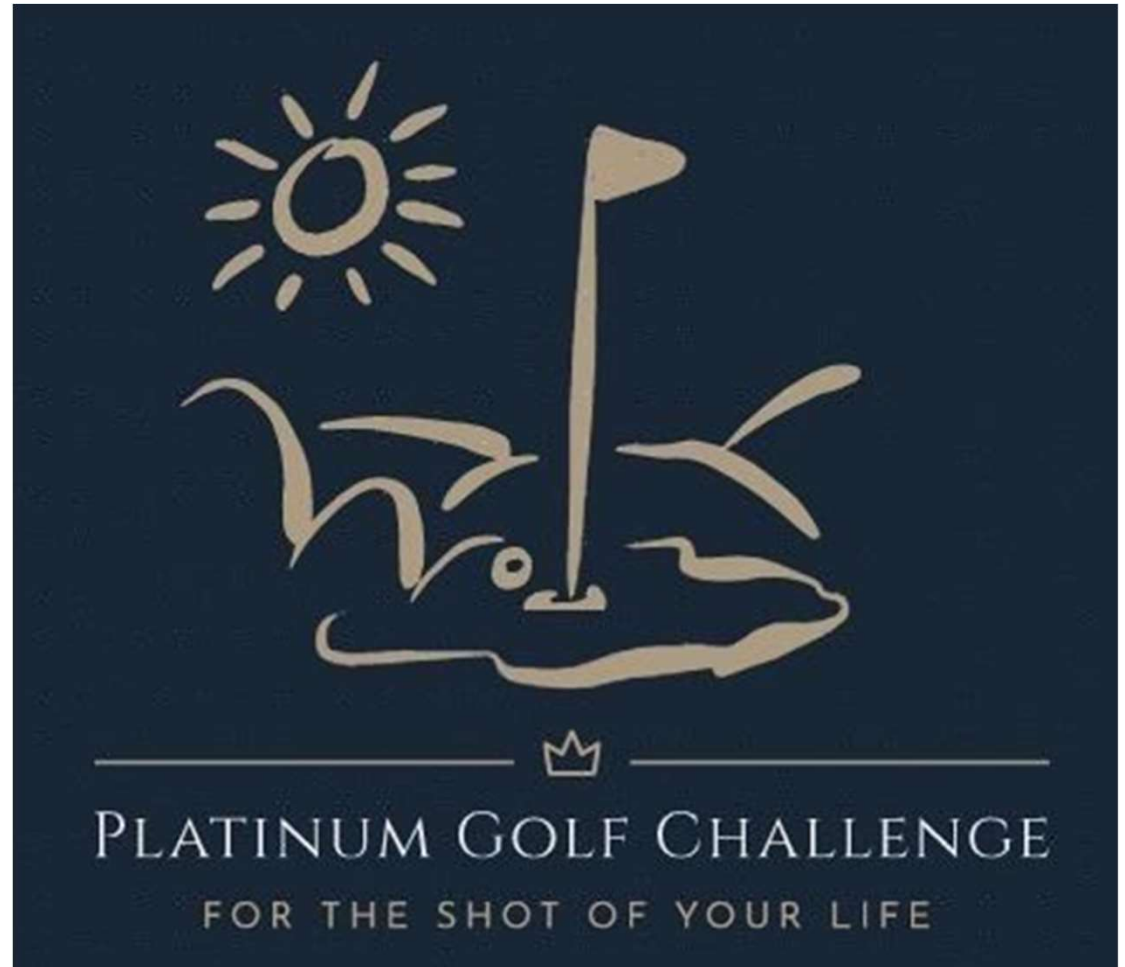


PGC SUMMER
2021 DEMO





OPPORTUNITY STATEMENT

- **502 MILLION ROUNDS OF GOLF PLAYED ON COURSES IN 2020 BY THE 36.9 GOLFERS IN THE US.** THIS REFLECTED AN INCREASE OF AT ALMOST 14% IN U.S. ROUNDS-PLAYED OVER 2019 PLAY DESPITE THE LOSS OF 20 MILLION SPRING ROUNDS DUE TO CORONAVIRUS-RELATED COURSE SHUTDOWNS IN MARCH AND APRIL, WHEN MORE THAN HALF OF THE 16,000+ COURSES IN THE COUNTRY WERE TEMPORARILY CLOSED DUE TO THE CORONAVIRUS.
- MANY YOUNGER PLAYERS WILL START AND NOT STAY WITH GOLF DUE TO LOW “FUN FACTOR.” MAKING IT MORE CHALLENGING TO REPLACE OLDER GOLFERS WHO DROP OUT DUE TO AGE.
[HTTPS://NYPOST.COM/2016/08/06/MILLENNIALS-ARE-DITCHING-GOLF-BECAUSE-ITS-TOO-HARD-AND-BORING/](https://nypost.com/2016/08/06/millennials-are-ditching-golf-because-its-too-hard-and-boring/)
- PGC HEIGHTENS THE “FUN FACTOR” FOR ALL PLAYERS WITHOUT LOSING ANY OF THE INTEGRITY OF THE GAME.
- PGC DELIVERS IMMEDIATE FEED BACK ON BALLS IN PLAY...



GOLF COURSE OPPORTUNITY *NUMBERS PER COURSE*

- Average course has approximately 35,000 rounds played yearly
- With 50% play (lower than our market research shows) Approximately 17,000 players will enter PGC Closest to the Pin Tournament
- 17,000 X \$5.00 Entrance Fee
 - **\$85,000 yearly per hole\course with the PGC system**
 - **From a \$3000 investment in equipment per hole\course**

PGC FINANCIAL PROJECTIONS 2021-2025

PGC	2021	2022	2023	2024	2025
	Build	5-7 courses	25-30 courses	80-85	120-130
REVENUE					
Player fees		\$433,125.00	\$1,958,250.00	\$5,684,000.00	\$9,230,375.00
PSA (Promotions, Sponsorships, Advertising)		\$2,888.00	\$29,047.00	\$89,541.00	\$145,504.00
Data and Analytics		\$105,000.00	\$1,296,000.00	\$1,800,000.00	\$3,600,000.00
Merchandise		\$1,000.00	\$20,400.00	\$36,000.00	\$36,000.00
GROSS REVENUE		\$542,013.00	\$3,303,697.00	\$7,609,541.00	\$13,011,879.00
Operating Expenses					
Less: Merchant Fees		\$8,663.00	\$39,165.00	\$113,680.00	\$184,608.00
Marketing and Promotions		\$252,064.00	\$1,038,513.00	\$1,336,180.00	\$1,999,250.00
Technical Monitoring and Maintenance	-\$40,000.00	\$9,000.00	\$12,000.00	\$12,000.00	\$12,000.00
Install		\$21,000.00	\$44,000.00	\$57,000.00	\$53,000.00
Legal accounting consult	-\$3,000.00	\$9,000.00	\$12,000.00	\$12,000.00	\$12,000.00
Salaries		\$46,000.00	\$300,000.00	\$585,000.00	\$600,000.00
Insurance		\$900.00	\$1,200.00	\$1,200.00	\$1,200.00
Office supplies		\$900.00	\$1,200.00	\$1,200.00	\$1,200.00
Phone/Internet		\$1,530.00	\$2,040.00	\$2,040.00	\$2,040.00
Utilities		\$900.00	\$1,200.00	\$1,200.00	\$1,200.00
TOTAL OPERATING EXPENSE		\$349,957.00	\$1,451,318.00	\$2,121,500.00	\$2,866,498.00
EBITA		\$192,056.00	\$1,852,379.00	\$5,488,041.00	\$10,145,381.00
Ammortization		\$55,440.00	\$118,266.00	\$442,446.00	\$2,667,783.00
Taxes (30%)		\$40,985.00	\$520,234.00	\$1,513,679.00	\$2,243,279.00
NET INCOME	-\$43,000.00	\$95,631.00	\$1,213,879.00	\$3,531,917.00	\$5,234,319.00

WHAT PGC NEEDS TO DO...

SEPTEMBER 2021 TO APRIL 2022

- Upgrade camera- Hardware & Software
- Upgrade processor with cell communications - Hardware & Software
- Automate setup & calibration, etc.
- Add tracking from tee box to green (2nd camera?)
- Create home office services (server) Tie and track cameras, phone app, & Club house app
- Continuously upgrade Phone app based on customer feedback –
 - GPS tracking of players while playing
 - Saved values (login, email, etc),
 - Messaging
 - Dynamic / manageable advertising,
 - Add paypal, etc
- Create clubhouse app - Large screen, messaging, promotions, advertising.
- Create customer feedback loop
- Create inventory of deployable cameras, poles, club house hardware & app, promotional materials
- Deploy to golf courses
- Expand contest capabilities / product offerings

WHAT IS IN IT FOR YOU?



1st Tee opportunity



Join the PGC Team!



Questions?

WHAT DO
YOU
THINK?



CONTACT INFORMATION

Perry Lensing

612.819.4167

Perry@PGCgolf.com

Bill Clabots

612.309.1772

Bill@PGCgolf.com