

FairwayPro Investment Summary



FairwayPro was demonstrated live during the nationwide broadcast of the Accenture Match Play Tournament, earning high praise from NBC Sports' Jimmy Roberts, who called it "the right stuff."

LINKS:

E-COMMERCE
DEMO WEBSITE

INVESTOR
DECK

INVESTOR
SUMMARY

McFARLIN
BRANDING



FairwayPro
ULTIMATE DIVOT SIMULATOR



Company Overview

FairwayPro is more than an innovative golf training product — it's evolving into a digital-first e-commerce platform for curated, high-quality golf equipment with a focus on digital training tools and simulator technology.

Our flagship Divot Simulator is the first portable hitting mat that authentically replicates the impact of real turf, utilizing a unique sliding panel to improve swing mechanics and reduce joint strain. Our e-commerce expansion will amplify the brand's reach by offering a comprehensive golf shopping experience, including direct sales of simulators through partnerships with the world's largest simulator supplier.

See how we're scaling golf simulators & gear and our own Divot Simulator products, with Peloton-style economics.

Why Now?

The global golf equipment market is valued at \$15.4 billion (2024) and projected to exceed \$20 billion by 2030. Post-pandemic growth in golf participation and the rise of experiential models, such as Topgolf, are driving increased demand for at-home and commercial training tools, particularly among golfers aged 35+, who account for over 70% of discretionary spending in the sport.

What Sets Us Apart:

First-mover tech: 4.5-star Amazon rating

Proven credibility: Endorsed by PGA pros, Troon Golf, and The Golf Channel executives

Retail track record: Sold via Dick's Sporting Goods, Roger Dunn, TGW.com

Engineered to last: 1 million+ strike cycles tested and market-proven

Business Model & Traction:

Drop-ship framework: No warehousing or logistics overhead

Two-way affiliate system: Outbound (FairwayPro to retailers) & inbound (resellers to FairwayPro)

Active partners: Two-way drop-ship with the largest simulator network; one-way drop-ship with the second-largest; inbound interest from club makers

Marketplace-ready: See our [Live E-commerce Demo](#)

The Opportunity:

We're raising \$600,000 to complete tooling, launch production, and accelerate affiliate-driven marketing. You can immediately acquire 30% ownership, with the option to secure full ownership in the future. This first round of funding covers the complete manufacturing cost of the entire Divot Simulator product line, unlocking projected annual revenue of up to \$30 million.

Our clear roadmap:

Launch with a flagship hero product and top-tier golf tech

Scale the platform into a leading global golf e-commerce hub

Allow investors to increase their stake as the network and revenue grow

E-COMMERCE DEMO HOME PAGE

FairwayPro
ULTIMATE GOLF PERFORMANCE

Elevate Your Game: Precision Training Meets the Right Gear.

HOME • GOLF CLUBS • GOLF BAGS • GOLF BALLS • APPAREL • ELECTRONICS • ACCESSORIES • BRANDS

GOLF EQUIPMENT, GEAR, AND APPAREL

- FOOTWEAR
- GOLF GLOVES
- HEADWEAR
- GOLF SIMULATORS
- DIVOT SIMULATORS

GAME-CHANGING DIGITAL GEAR

Preparation is Everything

At FairwayPro, every product we offer is carefully vetted by our PGA Pro staff to ensure it meets the highest standards of performance, reliability, and game improvement potential. In a world where golf training is rapidly evolving, we're at the forefront—bringing you the most trusted digital tools, smart devices, and cutting-edge gear available.

Whether you're fine-tuning your swing, dialing in distances, or analyzing performance data, FairwayPro connects you with the technology and equipment that serious golfers rely on. Because excellence starts with preparation—and preparation starts here.

View Demo E-commerce Website:
<https://online.fairwaypro.com/>

Ultimate Golf Performance

G-TECH

Shop by Category: [Golf Clubs](#) [Golf Balls](#) [Golf Shoes](#) [Golf Apparel](#) [Golf Accessories](#) [Golf Simulators](#) [Golf Training Aids](#)

GOLF EQUIPMENT, BALLS AND APPAREL

FOOTWEAR

GOLF GLOVES

HEADWEAR

GOLF SIMULATORS

GOLF APPAREL

GAME CHANGING DIGITAL GEAR

SIMULATORS

LAUNCH MONITORS

GPS TRACKERS

SMARTPHONES

WEARABLE DEVICES

GOLF BALLS

PREPARATION IS EVERYTHING

At FairwayPro, we understand that preparation is key to success on the golf course. That's why we offer a wide range of products designed to help you prepare for your next round. From launch monitors to golf balls, we have everything you need to take your game to the next level.

Whether you're looking for a new launch monitor, a set of golf balls, or a new pair of shoes, we have what you need. Visit our website today to explore all the products we have to offer. You won't be disappointed.

PGA TOUR PROS PREPARE FOR TOURNAMENTS ON SIMULATORS

Featuring 100+ realistic courses and over 1000+ holes, our simulators provide a realistic golfing experience. Whether you're a beginner or a pro, our simulators are the perfect way to practice your swing and improve your game.

TIME TO GET THE HOLIDAY

It's time to get the holiday season started. Whether you're looking for a new golf bag, a set of golf clubs, or a new pair of shoes, we have what you need. Visit our website today to explore all the products we have to offer. You won't be disappointed.

TEAR UP & GO

Whether you're looking for a new golf bag, a set of golf clubs, or a new pair of shoes, we have what you need. Visit our website today to explore all the products we have to offer. You won't be disappointed.

BRINGING YOU THE RIGHT STUFF

Whether you're looking for a new golf bag, a set of golf clubs, or a new pair of shoes, we have what you need. Visit our website today to explore all the products we have to offer. You won't be disappointed.

Titleist

GT280 MINI DRIVER

Longer than a 3-wood yet easier to control than a driver.

LEARN MORE

CUSTOM SIMULATOR

Custom built to your specifications.

LEARN MORE

PING G440

Unleash Your Potential with the G440 Family.

LEARN MORE

Hats

STARTING AT \$4.99
SEE MORE

STARTING UNDER \$129
SEE MORE

CURRENT SALE

LOOK GOOD. SWING WELL.

Elevate Your Game!
Shop Shoes, Clothes,
and Top Gear Today.

SEE MORE

NOW FOR LESS!

Learn More

Lowest Priced
Golf Membership Deal Ever!

Best Deal

VOLT

BuyMyElectricCart!

Exclusive collection of world famous
GOLD VICTORY PUTTERS

See a piece of history

BuyMyGolfPutter.com

Best in the industry!
NEW TECHNOLOGY AT DUAL
MINI DRIVERS

See More

TaylorMade Mini Drivers Best

TaylorMade

Qi10

G-TECH

Special Deals!

LEARN MORE

Elite Gear. Top Brands. Serious Results.

Golf demands precision, style, and performance—no should your equipment. We deliver nothing but the best in clubs, apparel, and accessories. Whether you're dominating tournaments or perfecting your swing at the range, we've got you covered. Get equipped. Get confident. Get better.

CONNECT TODAY AND GET 20% OFF \$100+*

Sign Up For Now!

First Name Last Name Email Address Phone Number

Join MyGolfPro.com Store

Click for Details

*Minimum purchase of \$100 required. Excludes gift cards and some items. Offer good while supplies last.

Rankings of the Best Brands in Golf

Adidas
Nike
Dunham
PING
Callaway
TaylorMade
Titleist
Cobra
FootJoy
Wilson
Eaton
Four Edge

REACTS LIKE

FAST REACTION

Produced by an elite team of experts, this is the most advanced and powerful golf membership ever. It's the only one!

Designed to be the ultimate golf membership, it's the only one that gives you access to the best in golf. It's the only one that gives you access to the best in golf. It's the only one that gives you access to the best in golf.

MEMBERSHIP

- Most Of
- Subscriptions
- Convenience & Value
- Inventory
- Real-time
- Sustainability
- Price Point
- Suppliers
- Team Logic

MEMBERSHIP

- Shipping/Packing
- Customization
- Pricing
- Exclusivity
- Retail
- Brand/Reputation
- Security

MEMBERSHIP

- My Account
- Track Your Order
- Services
- Gift Cards
- Mobile App

G-TECH

Signature Team Equipment

100% Satisfaction

We deliver cutting-edge golf technology straight to you — no middle man. We deliver the best in golf technology straight to you — no middle man. We deliver the best in golf technology straight to you — no middle man.

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View live product details: <https://fairwaypro.com/online-fairwaypro-demo/>



The Divot Simulator's hitting mechanism is the foundation of our entire hitting mat line — proven with consumer versions sold through Dick's Sporting Goods, Roger Dunn, TGW.com, and distributors worldwide.



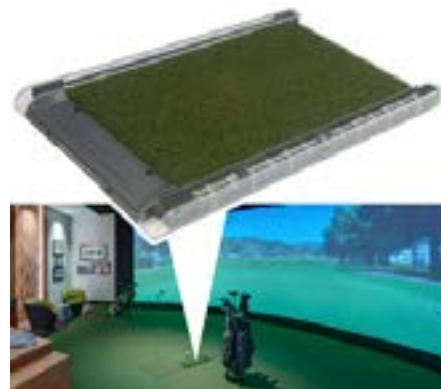
INDOOR AND OUTDOOR VERSIONS



COMMERCIAL
OUTDOOR
VERSION



OUTDOOR PROTECTED CONFIGURATION



SIMULATOR RETROFIT VERSION

Who's Behind It:

FairwayPro is proudly developed by Jim and Margaret McFarlin. Their marketing company built and launched some of America's most iconic consumer brands — including SKECHERS and Johnny Rockets — both of which have gone on to become national and global names and public companies.

The Path to FairwayPro

Founded in Los Angeles, our marketing and communications agency began by building brands across industries — from healthcare to real estate and beyond.

One of the firm's first major accounts was AMI (American Medical International), then a Fortune 100 company with 258 hospitals world-wide. The team supported AMI's corporate Communications and Marketing division in Beverly Hills and became the lead agency for its Diagnostics group, promoting what was then cutting-edge MRI technology.

Commercial Real Estate

Building on that momentum, the agency expanded into commercial real estate, partnering with LA's top real estate PR firm to handle branding, marketing collateral, and capability brochures for nearly every major developer in Southern California. Among them: Trammell Crow, which entrusted the firm with all its upcoming regional projects.

WallyPark

A standout highlight from this era was the launch of WallyPark Airport Parking — an innovative solution for an LAX high-rise client that evolved into the country's largest airport-adjacent parking brand. The full campaign, including a memorable radio ad featuring Arte Johnson of Laugh-In, earned front-page press and national TV coverage on ABC, NBC, CBS, and more — driving WallyPark to surpass its three-year revenue target in just three months.

Shell & Texaco

This proven track record in high-impact brand launches opened the door to the energy sector. A Texaco brand manager, impressed by the WallyPark campaign while driving past LAX, reached out to the agency — and one meeting later, a long-term partnership began. The firm became Texaco's trusted B2B and PR agency, managing everything from diversity initiatives to the national rollout of the Star 21 Retail Visual Identity upgrade.



[CLICK FOR
RADIO AD AND
NEWS COVERAGE](#)



Following the U.S. downstream merger, the relationship expanded as Shell engaged the agency to align its new Retail Visual Identity (RVI) program across thousands of sites nationwide. From co-branding programs to local store marketing, the firm supported Shell and Texaco in transforming everyday fuel stops into full-service destinations — driving new revenue streams and deeper customer loyalty.

That handshake turned into years as Texaco's trusted B2B and PR agency — managing everything from diversity initiatives to national category and co-brand partnerships, and designing the full Star 21 Retail Visual Identity that refreshed Texaco's U.S. footprint. When Texaco merged its downstream operations with Shell, they turned to us to guide the transition — overseeing Shell's new Retail Visual Identity (RVI) rollout nationwide and unifying the combined network under global brand standards.

Margaret, then Texaco's senior marketing finance manager, joined our firm to help coordinate this massive rebranding — including a Houston satellite office to manage the full conversion of 14,000 Texaco sites. Knowing Shell's legacy as a golf sponsor, we built key relationships on the golf course — and during lessons with our PGA pro, we realized hitting mats were flawed: rigid, unforgiving, nothing like real grass. That insight sparked FairwayPro — the first true fairway-style hitting surface that protects players' joints while improving practice.

After the Shell-Texaco rebrand, FairwayPro became our next big build. We refined the design, launched with a 4.5-star Amazon rating, landed in Dick's Sporting Goods, Roger Dunn, TGW.com, and earned national coverage on NBC Sports. The PGA Merchandise Shows confirmed demand far beyond backyard golfers — opening doors to driving ranges, simulators, and commercial course installations.

Today, we're applying that same proven playbook — from WallyPark to Texaco to FairwayPro — to drive the next big leap in scalable golf innovation.

Brand Experiences Within Brands



We managed the Shell and Texaco co-branding program in the US, connecting their co-brand partners by implementing in-store local store marketing programs. We took this digital, allowing back-office promotional campaigns tailored for each location.



We introduced a co-branded outdoor program to attract hungry drivers who may also purchase gas or convenience store items in one stop.



Shell FormulaFinish branded car wash test site in Tampa, Florida lead to a national roll out preparations and launch.





FairwayPro E-commerce Logo

Our new flagship performance identity for the expanded enterprise.



FairwayPro Trusted Performance Seal

G*TECH Performance Symbol

Applied to the best products in the performance category, determined by the PGA Pro staff and customers.

PROGRAM CONNECTIONS

The Team

- **Jim McFarlin** — Founder/CEO, veteran brand builder: SKECHERS, Johnny Rockets (built into global brands and IPO'd).
- **Margaret McFarlin** — Business Manager, MBA Finance
- **Brian Skena, PGA** — Official Ambassador & Golf Advisor
 - Category Manager at The Golf Channel (GolfNow)
 - Key industry connector and brand champion for FairwayPro
- **Supported by experts in:**
 - Golf retail
 - Digital marketing
 - Affiliate operations

Troon Golf Course Management

Scott Van Newkirk, Chief Development Officer

Ryan Pensy, VP Strategic Partnerships

Brian Folino

PGA Merchandise Sales Manager

50% of the PGA Merchandise Show Club Testing Center is approved for FairwayPro Divot Simulator

Our Agency Reach

Backed by decades of agency experience, we have the tools and resources to reach nearly every key player in the golf industry — from brand executives to course operators and equipment innovators.

Through targeted outreach, strategic communications, and tailored campaigns, we keep golf business leaders informed and engaged with FairwayPro's growth — including company owners, managers, clubmakers, and facility operators.

PROGRAM MILESTONES

Finance:

- **Initial raise:** \$600K for manufacturing in return for 30% ownership
- **Production:** Divot Simulator manufacturing completion, initiate e-commerce affiliation to scale quickly

Divot Simulator Status:

- Design and prototyping complete with CAD files
- Final mechanical drawings and Bill of Materials finished
- Fully quoted with multiple qualified suppliers
- Consumer and business packaging, plus shipping configuration ready
- Warehousing secured

Distribution:

- The majority of international golf distributors lined up
- North American sales channels established

Key Marketing Targets:

- **PGA Merchandise Show** — FairwayPro approved for 50%+ placement in the Club Testing Center
- **GCSAA** (Golf Course Superintendents Association of America) for golf courses, driving ranges, golf equipment connections, and trade shows
- **Indoor Golf Shop**, Celina, TX — Partnership with the largest simulator reseller. Partnership initiated directly by founder and CEO Rene Delgado
- **Clubmakers and other golf products** — Align with drop-ship affiliation programs to set one-way and two-way affiliation programs
- **Digital products and Accessories** — Align with drop-ship affiliation programs to set one-way and two-way affiliation programs

Links to FairwayPro LLC investment information

Learn about the developers branding background and opportunity:

McFARLIN BRANDING PAGE

<https://jamesmcfarlin.com/branding>

FAIRWAYPRO WEBSITE

<https://fairwaypro.com>

E-COMMERCE DEMO

<https://online.fairwaypro.com>

INVESTMENT DECK

<https://fairwaypro.com/wp-content/uploads/2025/07/FWP-DECK-2025.pdf>

INVESTMENT SUMMARY (YOU ARE HERE)

<https://fairwaypro.com/wp-content/uploads/2025/07/FWPsummary.pdf>