






FairwayPro

From Proven Golf Innovation → Scalable Commerce Platform

A proven product used by golfers worldwide now expands into:


- A commercial-grade equipment line
- A global e-commerce platform
- A zero-inventory, high-margin affiliate ecosystem



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Golf Training Redefined: Embracing the Past with Futuristic Tools.

The Ultimate Divot Simulator—FairwayPro's innovative design replicates the natural interaction of turf, enhancing club and simulator performance for consistent training, precise ball shaping, and authentic green-stopping backspin.



Here's a brief history of hitting mats and the new and expanded release of our ultimate divot simulator technology.

In the early days of golf, legends like Lee Trevino openly criticized the impact of range mats on the game, lamenting, *"Range mats have ruined the game of golf."*

This early sentiment echoed among golf greats Palmer, Nicklaus, and Player, who mastered their skills on lush greens – a luxury now scarce in bustling urban landscapes.

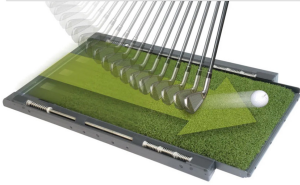
As golf equipment progressed and evolved, hitting mats remained static until our forward-sliding turf divot simulator was introduced.

The key to our innovative design is the turf's ability to slide forward during the critical moment of ball contact, mimicking the natural give of real grass. This dynamic feature allows golfers to experience a more authentic practice session and enhances their overall performance on the course.

Today's top golfers train on simulators. Simulator makers and resellers benefit by including the FairwayPro Ultimate Divot Simulator in their offering.

SIMULATING THE FAIRWAY

Practice the way you play, the FairwayPro way.



As golf embraces the digital era, simulators have revolutionized practice with AI-driven analytics, VR immersion, and real-time feedback.

FairwayPro advances this evolution with a mechanical innovation: a reactive turf surface that mirrors the reaction of real grass. Unlike traditional static mats, FairwayPro's dynamic sliding tray responds naturally to impact, producing more accurate ball flight and spin data for simulators—just like hitting off genuine turf.

Expanding into commercial markets—including golf courses, driving ranges, simulators, teaching facilities, and entertainment venues—FairwayPro connects the tactile authenticity of outdoor golf with the precision of digital training systems.

Integrating FairwayPro into your routine puts you at the cutting edge of golf innovation. It combines the data-driven intelligence of simulators with the real-world feedback only natural turf—or FairwayPro—can deliver.

Reserve Your FairwayPro Today

Place your order now through our online store—no credit card required. We'll notify you when your order is ready to ship and collect payment at that time.

FairwayPro is expanding beyond personal use, building on its success to serve golf courses, driving ranges, simulators, teaching facilities, entertainment venues, and more. Reserve today and be among the first to receive the next generation of our groundbreaking divot simulator.

Rated 4.5 stars on Amazon and sold by leading retailers like Dick's Sporting Goods, Roger Dunn Golf, and golf outlets worldwide, FairwayPro quickly became a must-have training tool—until we sold out.

After successfully resolving a lengthy legal battle with our former manufacturer, AVIC—a Chinese state-owned company with a U.S. office that improperly distributed FairwayPro throughout Asia—we're back stronger than ever. With full control restored, we're ready to take orders and bring FairwayPro back to golfers everywhere.



CURRENT DIVOT SIMULATOR HOME PAGE



E-COMMERCE PLATFORM DEMO SHOWCASING SIMULATORS, PREMIUM GEAR, AND G*TECH TRAINING TOOLS



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Elevate Your Game: Precision Training Meets the Right Gear.

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GOLF EQUIPMENT, GEAR, AND APPAREL



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GAME-CHANGING DIGITAL GEAR



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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.

Elevate Your Game with Today's Top Digital Tools.

Discover the products designed to perform—and built to deliver results.



Product Foundation

The Ultimate Divot Simulator

A Proven Category-Leading Innovation

The first portable hitting surface that truly replicates real-turf impact, delivering measurable performance improvement for golfers.



1-minute PGA Pro turf impact demonstration

[VISIT VIDEO PAGE](#)



Jimmy Roberts called it “the right stuff,” during a live broadcast demonstration at the Accenture Match Play Tournament.

Proof & Validation

- Thousands of units sold globally
- Zero product returns
- PGA professional demo deployed across thousands of golf training, retail, and instructional venues
- Retail validation through Dick’s Sporting Goods, TGW.com, and Roger Dunn

Vision: Transforming Golf Practice Into a Worldwide Performance Platform

FairwayPro merges advanced product engineering with a scalable, digital-first commerce and affiliate system, connecting golfers, retailers, manufacturers, and training tools under one unified brand.



What We're Building

- A global practice & performance brand
- A multi-SKU commercial equipment line
- A marketplace for premium golf products
- A training and subscription-based digital ecosystem

Divot Simulator with action video display at Roger Dunn—largest golf retail store in the U.S.

Market Opportunity

A Massive, Underserved Market: Golf Practice Infrastructure Global Golf Market 2024: \$15.4B → \$20B+ by 2030

Commercial Practice Market (Driving Ranges, Courses, Simulator Facilities):
\$3.5B TAM (Targetable global spend on mats, turf systems, simulator flooring,
& impact surfaces)

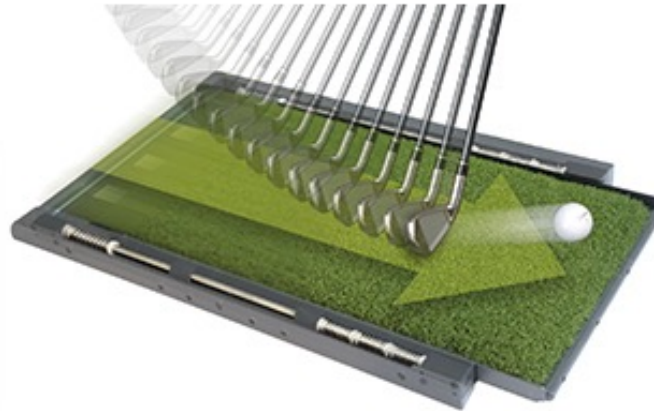
FairwayPro Entry Point:

We replace outdated fixed mats with high-performance modular surfaces suitable for both indoor and outdoor commercial environments.

Why This Is High-Value

Commercial buyers purchase:

- In sets
- With multi-year refresh cycles
- At premium price points
- With recurring reorder frequency



Simulator Module
(core unit shared across all SKUs)



Commercial
Outdoor Version

Business Model: High-Margin, Multi-Channel Revenue Engine

1 — Direct Sales (Consumer + Commercial)

- Higher-margin commercial SKUs (\$999–\$1,299) with multi-unit orders drive volume.

2 — Simulator Partnership Sales

- Our partnership with the world's largest simulator distributor provides built-in global traffic and credibility.

3 — E-Commerce Marketplace

- Curated equipment, training tools, simulators, and specialty products.

4 — Two-Way Affiliate Network

- Clubmakers earn commissions (6%)
- FairwayPro earns platform revenue from partner products
- Zero inventory → infinite scalability

5 — Future Recurring Revenue

- Training subscriptions
- G*TECH performance modules
- Digital coaching packages

Partnerships

Strategic Distribution Partnership Unlocks Scale

We are aligned with the #1 global simulator retailer:

- 10M+ annual site visitors
- Worldwide course + facility reach
- Established relationships with commercial decision-makers
- Built-in demand channel for commercial training equipment
- Mutual Integration

They promote the Divot Simulator

- We promote their simulator systems
- Both platforms increase conversion for the other

Platform Expansion

E-Commerce as the Long-Term Growth Engine

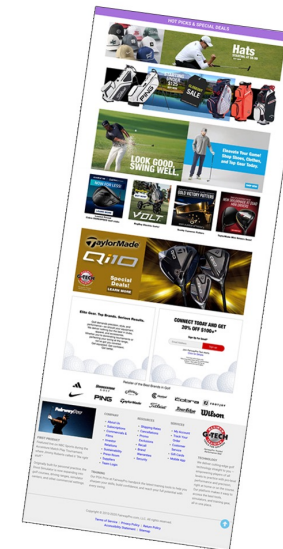
FairwayPro.com becomes the reliable performance hub uniting:

- Premium golf gear
- Simulator systems
- Training tools (G*TECH)
- Affiliate-driven product ecosystem



Live Demo

The platform shows how manufacturers, retailers, and coaches plug into the FairwayPro ecosystem with zero operational burden.



FairwayPro Trusted
Performance Seal

Investment Opportunity

\$750,000 for 40% Equity = Manufacturing + Platform Growth

Your investment accelerates:

1 — Final Tooling & Production

- Manufacturing-ready CAD files → high-margin commercial inventory.

2 — Commercial Rollout

- Golf courses, ranges, simulators: the largest spenders in the industry.

3 — Platform Activation

- Marketplace commissions, affiliate scaling, simulator partnership revenue.

4 — Additional SKUs from Existing Engineering

- Outdoor, indoor, modular training surfaces.

Investment Fit

- **VCs:** scalable platform, multi-stream revenue, lean model
- **Manufacturers:** equity alignment + high-volume commercial orders

Financials / Unit Highlights

Financial Highlights

- ✓ Validated consumer traction with global sales
- ✓ Commercial market >10x larger than consumer
- ✓ Gross Margins: 57–73% depending on SKU
- ✓ Projected \$10M+ annual Divot Simulator revenue at commercial scale
- ✓ The affiliate model adds recurring revenue without inventory cost
- ✓ \$750K for 40% equity in this round
- ✓ Every 1,000 commercial units sold generates approximately \$650K–\$950K in gross profit.

Segment	Price	COGS	Gross Margin	Comments
Consumer	\$229–\$269	~\$115	~57.25%	Amazon & direct sales validated
Commercial Outdoor & Indoor	\$999–\$1,299	~\$350	~73.06%	Multi-unit orders + recurring replacements
Simulator Module	\$219–\$249	~\$105	~57.83%	Universal for all versions

Traction & Validation

Proven, Protected, and Endorsed

- Legal victory in Los Angeles, CA secures brand and distribution rights
- Thousands of units sold globally
- Zero product returns
- 4.5-star Amazon rating with verified purchase reviews
- PGA teaching pros actively use and endorse the system
- Featured on Golf Channel, NBC Sports, and in major golf retail stores

Why This Matters to VCs

- Proven demand
- Strong product-market fit
- Defensibility through IP + legal precedent
- Brand credibility is already established

Roadmap & Milestones

The Road Ahead

Completed	Next 12 Months (Post-Funding)	36-Month Vision
Engineering + CAD Files	Tooling completion (Month 1-2)	Multi-SKU commercial line
Prototype refinement	Pilot manufacturing (Month 3)	Global distribution footprint
Commercial SKU design	Commercial rollout (Month 4-7)	Recurring digital training revenue
Simulator partnership	Affiliate expansion (Month 5-12)	7-figure affiliate ecosystem
E-commerce platform demo build	Simulator co-marketing launch (Month 6)	Enterprise valuation multiple of 6–10x revenue
Legal protection	Digital training subscription released (Month 7-12)	Future acquisition available post initial expansion

Leadership

Proven Brand Builders. Commercial Operators. Industry Insiders.

FairwayPro is led by a team that has built global consumer brands, executed national-scale retail programs, and operated inside the highest levels of the golf industry. Together, we combine brand architecture, financial discipline, and PGA-level category leadership to scale FairwayPro into the global standard for golf practice.

Jim McFarlin

Founder & CEO | Brand & Growth Architect

Brand architect behind **SKECHERS**, **Johnny Rockets**, and WallyPark

Primary U.S. marketing & PR agency partner for **Shell and Texaco (15 years)**

Led national brand, retail, and co-branding programs across 10,000+ locations

Specialist in scalable brand platforms, product launches, and revenue-driven marketing systems

Jim brings deep experience in turning single products into category-defining platforms. His background in national retail rollouts and high-margin co-branding programs directly informs FairwayPro's commercial expansion and e-commerce strategy.

Margaret McFarlin

Co-Founder | Financial Strategy & Operations

Former Financial Manager, Texaco Refining & Marketing Inc.

Core team member in the largest retail rebranding initiative in U.S. history (Shell–Texaco downstream merger)

Specialist in financial modeling, margin control, and structured expansion planning

Margaret provides disciplined capital strategy, financial oversight, and scalable operational planning as FairwayPro moves into commercial deployment and enterprise growth.

Industry Access. PGA Credibility. Commercial Acceleration.

Brian Skena brings front-line PGA authority, national golf media experience, and direct access to facility-level decision makers. His role bridges professional credibility with commercial execution, accelerating FairwayPro's expansion into courses, ranges, and simulator environments nationwide.

Brian Skena, PGA

Co-Founder (Upon Funding) | Commercial & Industry Expansion

- PGA Professional
- Category Manager, The Golf Channel
- Builder and manager of the NBC GolfNow program
- Active industry representative at the PGA Merchandise Show
- Brian operates at the intersection of professional golf, media, and facility-level execution. At the most recent PGA Merchandise Show, he arranged for FairwayPro's Divot Simulator to be included in an exclusive commercial hitting mat comparison against leading competitors — positioning the brand directly within the performance conversation at the highest industry level.
- Upon funding, Brian will hold a 10% ownership stake and lead FairwayPro's trade show expansion strategy and digital training center development — driving adoption across courses, ranges, and simulator facilities while building recurring revenue within the FairwayPro platform.

Contact

Proven Leadership with a History of Building Brands

Jim McFarlin

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Key Links

Product & Platform: fairwaypro.com

Endorsements: fairwaypro.com/testimonials/

Reviews:

<https://fairwaypro.com/golficity-com-fairway-pro-divot-simulator-review/>

<https://fairwaypro.com/news-reviews/mr-short-game-video-review/>

E-Commerce Demo: online.fairwaypro.com

Executive Summary: <https://jamesmcfarlin.com/wp-content/uploads/2026/01/FWPsummary2026.pdf>

Brand Leadership & Portfolio: <https://jamesmcfarlin.com>