

# 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



### CURRENT WEBSITE: DIVOT SIMULATOR HOME PAGE



### FUTURE WEBSITE: DEMO E-COMMERCE PLATFORM SHOWCASING SIMULATORS, PREMIUM GEAR, AND G\*TECH TRAINING TOOLS

# 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)

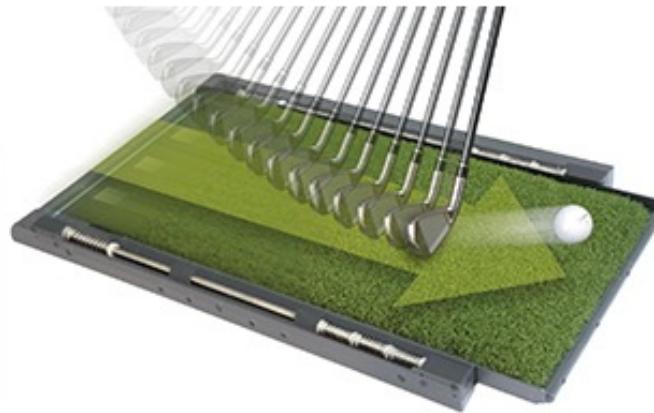
### FairwayPro Entry Point:

We replace outdated fixed mats with high-performance modular surfaces suitable for both indoor and outdoor commercial environments.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

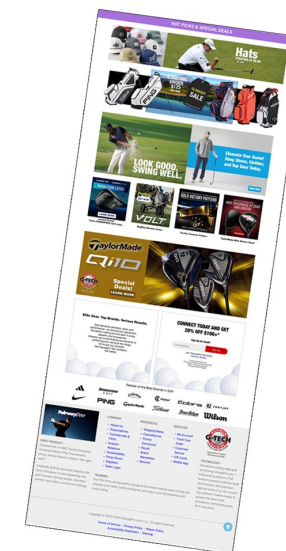
FairwayPro.com becomes the reliable performance hub uniting:

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

**FairwayPro**  
ULTIMATE **GOLF** PERFORMANCE

### Live Demo

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



# Investment Opportunity

## What This Activates

### 1 — Final Tooling & Production

Manufacturing-ready CAD → high-margin commercial inventory

### 2 — Commercial Rollout

Courses, ranges, simulators—the industry's highest-spend segment

### 3 — Platform Activation

Marketplace commissions • affiliate scaling • simulator partnerships

### 4 — Scalable Product Expansion

Outdoor • indoor • modular training systems (existing engineering)

## Who This Fits

### Financial Partners (VCs)

Scalable platform • multi-stream revenue • capital-efficient growth

### Manufacturing Partners

Equity participation • high-volume production • recurring revenue

## How to Participate

Two Paths — Same Ownership Outcome

- Capital Investment
- Production Contribution (Tooling + Manufacturing)

[▶](#) *See Executive Summary for full participation details*

## Value Benchmark

**\$750,000 → 40% Equity**

*Equivalent value accepted via manufacturing contribution*

# 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

- 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.

## **James McFarlin**

**Founder & CEO | Brand & Growth Architect**

Brand architect behind **SKECHERS**, **Johnny Rockets**, and WallyPark Airport Parking.

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

Led national brand, retail, and co-branding programs across 14,000+ locations

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

James 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 U.S. marketing. 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 Product Ambassador & Training Director**

- 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 2026 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.
- Brian will serve as the lead FairwayPro's trade show 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

James McFarlin

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## Key Links

[REVIEWS](#)

[FAIRWAYPRO.COM](#)

[E-COMMERCE DEMO WEBSITE](#)

[TESTIMONIALS](#)

[EXECUTIVE SUMMARY](#)

[McFARLIN MARKETING WEBSITE](#)