

### Scaling a Proven Golf Innovation Into a High-Margin Global Platform

FairwayPro is converting its original, globally validated golf innovation—the Divot Simulator—into a multi-SKU commercial practice line and a scalable e-commerce performance platform.

Launched initially as a consumer product, the Divot Simulator achieved strong adoption, professional validation, and exceptional customer satisfaction. FairwayPro is now leveraging that proven foundation to aggressively enter the \$3.5B commercial practice market, where the product's durability-first engineering delivers its most significant economic advantage.

### Investment

\$750,000 for 40%

The raise funds tooling, production, commercial rollout, platform scale, and digital training content, enabling FairwayPro to fully activate its commercial expansion strategy.

### Proven Product Foundation



View the PGA Pro demo video on our FairwayPro.com [home page](#).



FairwayPro on display with action video at the largest retail golf store in the U.S.



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 golf training, retail, and instructional venues
- Retail validation through Dick's Sporting Goods, TGW.com, and Roger Dunn

### What this foundation unlocks:

We are now leveraging this proven product into:

- A multi-SKU commercial practice line
- A global e-commerce marketplace for premium gear
- A two-way affiliate network with recurring, inventory-light revenue

# ECONOMICS & FINANCIAL STRENGTH (HOW IT MAKES MONEY)

## Unit Economics

Segment	Price	COGS	Gross Margin	Comments
Consumer SKU	\$229-\$269	~\$115	57.25%	Amazon & direct sales validated
Commercial SKUs (Indoor + Outdoor)	\$999-\$1,299	~\$350	73.06%	Highest LTV + volume-based purchasing
Simulator retrofit SKU	\$219-\$249	~\$105	57.83%	Universal for all versions

## Why These Margins Matter

- Commercial SKUs deliver industry-leading margins for physical golf equipment
- Similar COGS across SKUs maximize tooling and manufacturing efficiency
- Commercial pricing dramatically improves revenue per site and payback speed
- Marketplace and affiliate revenue add zero-COGS upside to blended margins

## New Key Investor Metric

- Every 500 commercial units sold generates \$452K-\$600K in gross profit.

## 24-Month Forecast

### Commercial Sales (Primary Driver)

- Units: 6,500
- Avg Price: \$1,149 (midpoint of \$999-\$1,299)
- COGS: \$350
- Gross Profit / Unit: \$799
- Gross Margin: ~69.5% blended

### Consumer Sales

- Units: 12,000
- Avg Price: \$249
- COGS: \$115
- Gross Profit / Unit: \$134
- Gross Margin: ~53.8% blended

### Simulator Retrofit SKUs

- Units: 7,000
- Avg Price: \$234
- COGS: \$105
- Gross Profit / Unit: \$129

## Key Business & 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
- Affiliate model adds recurring revenue without inventory cost
- \$750K for 40% equity available in this round
- Every 1,000 commercial units sold generates ~\$650K-\$950K in gross profit



# ENGINEERING & STRATEGIC FIT (WHY YOU WIN)

## Engineering Rationale: Built for Durability, Optimized for Commercial Scale

The Divot Simulator's cost structure reflects a mechanically complex design that differs fundamentally from traditional golf hitting mats.

### New Commercial Version

For golf courses, ranges, simulator bays, and other golf facilities.



*Outdoor, indoor and simulator retrofit versions will be available.*

### Durability by Design

**Unlike low-cost, disposable mat solutions, the Divot Simulator incorporates:**

- Hitting turf is easily replaceable
- A spring-based impact mechanism
- Sliding strike surfaces
- Multiple precision components
- Durability requirements tested to over 1,000,000 impact cycles

**This engineering approach results in a higher upfront manufacturing cost but delivers:**

- Dramatically longer lifespan
- Consistent performance under heavy daily use
- Materially lower replacement frequency

### From Consumer Validation to Commercial Advantage

During the initial consumer launch, this durability-first design drove strong adoption, high ratings, and exceptional satisfaction. However, production disruption during offshore manufacturing limited the product's ability to fully scale in the consumer channel.

As FairwayPro expands into commercial environments—golf courses, ranges, and simulator facilities—the original engineering investment becomes a competitive advantage, not a constraint. Commercial buyers readily absorb the higher mechanism cost, while benefiting from lower long-term replacement costs and superior performance.

### Strategic Evolution, Not Pivot Panic

This evolution reflects engineering discipline, not cost creep.

The product did not change; the market focus did.

What initially appeared expensive in a consumer-only context is precisely what makes the product ideal for commercial environments—where longevity, consistency, and reduced replacement cycles matter more than upfront cost.

Most importantly, this progression demonstrates strong alignment between product design and commercial economics—a hallmark of scalable, defensible businesses.

# PLATFORM EXPANSION & AFFILIATE ECONOMICS

## E-Commerce & Affiliate Platform: Scalable, Capital-Efficient Growth

FairwayPro's commercial product line acts as the entry point into a broader performance-driven e-commerce and affiliate ecosystem designed to scale without inventory risk or warehouse overhead.

The platform extends FairwayPro's brand trust beyond its own products—connecting golfers, commercial facilities, manufacturers, and training technologies within a single, curated marketplace.

### Two-Way Affiliate Model (Inventory-Free by Design)

FairwayPro operates a two-way affiliate structure:

- Manufacturers & Clubmakers list products on the FairwayPro platform
- FairwayPro earns commissions on partner product sales
- Affiliate partners earn commissions promoting FairwayPro products
- No inventory ownership or fulfillment burden for FairwayPro
- This structure allows the platform to expand SKU count, revenue, and reach without incremental capital or operational complexity.

### Why This Matters to VCs

The affiliate platform introduces software-like economics into a hardware-led business:

- Zero inventory cost for partner SKUs
- High-margin, recurring revenue from affiliate commissions
- Low incremental CAC driven by embedded trust and product credibility
- Operating leverage as SKU count and traffic scale
- As platform revenue grows, FairwayPro's blended gross margin increases over time, improving valuation multiples.

### Strategic Advantage: Trust as the Conversion Engine

FairwayPro is not a general marketplace. It is a performance-validated environment anchored by a proven product used by professionals and commercial facilities.

### That credibility enables:

- Higher conversion rates than generic e-commerce platforms
- Premium positioning for partner brands
- Stronger affiliate adoption
- Increased average order value (AOV)
- Early Platform Traction
- Live e-commerce demo already operational
- Premium clubmakers, simulators, and training tools featured

### Affiliate framework established

- Commercial buyers represent high-LTV, repeat customers
- The platform is built to scale rapidly as commercial adoption expands.

### Long-Term Value Creation

The e-commerce and affiliate platform unlocks:

- Recurring, inventory-light revenue streams
- Cross-selling opportunities across consumer and commercial customers
- Data-driven insights into buyer behavior and product performance
- Expansion into digital training subscriptions and performance content
- Over time, this shifts FairwayPro's revenue mix toward higher-multiple platform income, strengthening exit optionality.

## VC Takeaway

FairwayPro is not simply selling golf equipment.  
It is building a trusted performance platform where:

- Hardware establishes credibility
- Commercial scale drives cash flow
- E-commerce and affiliates deliver margin expansion
- Subscriptions add recurring revenue
- This layered model positions FairwayPro for capital-efficient growth and enterprise-level valuation multiples.



### E-Commerce Demo

# Leadership Team

## Let's Build the Global Standard for Golf Practice

### **Jim McFarlin**

#### **Founder & Creative Director**

Brand architect behind global launches including SKECHERS, Johnny Rockets, and WallyPark, and former primary U.S. marketing and PR agency partner for Shell and Texaco (15 years).

- Jim brings deep expertise in brand scaling, national retail adoption, product launches, and revenue-driven marketing platforms. His background in building consumer icons and managing large-scale industry programs forms the strategic foundation behind FairwayPro's commercial and e-commerce expansion.

### **Margaret McFarlin**

#### **Co-Founder & Financial Manager**

Margaret is a seasoned expert in financial analysis, business management, and strategic development. As Financial Manager for Texaco Refining & Marketing Inc., she played a key role in the largest retail rebranding initiative in U.S. history, serving on the transition team that merged Texaco and Shell's downstream operations.

- Her leadership provides disciplined financial modeling, margin oversight, and structured expansion planning as FairwayPro scales into commercial markets.

### **Brian Skena, PGA**

#### **Co-Founder & Product Ambassador (Upon Funding)**

Brian brings front-line industry credibility and category leadership to FairwayPro's commercial expansion. As a PGA professional and Category Manager at The Golf Channel, where he builds and manages the NBC GolfNow program, Brian operates at the intersection of professional golf, media, and facility-level execution.

- At the 2026 PGA Merchandise Show in Orlando, Brian represented FairwayPro while arranging for the Divot Simulator to be included in an exclusive commercial hitting mat comparison—positioning the brand directly against leading competitors to determine best-in-class performance.
- Upon funding, Brian will serve as a co-owner (10%) and 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

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### **Key Links**

**Product & Platform:** [fairwaypro.com](http://fairwaypro.com)

**Endorsements:** [fairwaypro.com/testimonials/](http://fairwaypro.com/testimonials/)

**Reviews:**

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

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

**E-Commerce Demo:**

<https://online.fairwaypro.com>

**Investment Deck:**

<https://jamesmcfarlin.com/wp-content/uploads/2026/01/FWP-DECK-2026.pdf>

**Learn more about our marketing legacy:**

<https://jamesmcfarlin.com>