



GRAZE

Golf Reimagined with AI for Zero Errors

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Market Analysis

Demand for caddie* services:

**1 OUT
OF 3**

Golfers wish
their golf
courses offered
a caddie service.

**Availability for caddie*
services:**

91%

Of golf courses
in the United
States lack
caddie services
on site.

Market Size

25M

Golf players in
the U.S alone

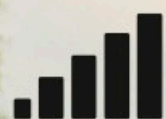
Market Size

\$1.2B

Market size
considering only
the equipment
related to
caddie services.

**A caddie is someone that is an assistant that advises golfers on game strategies, techniques, and tips to improve. They offer more than just carrying around equipment, but a crucial service to level up in the golf playing field, allowing players to focus on playing.*

85%

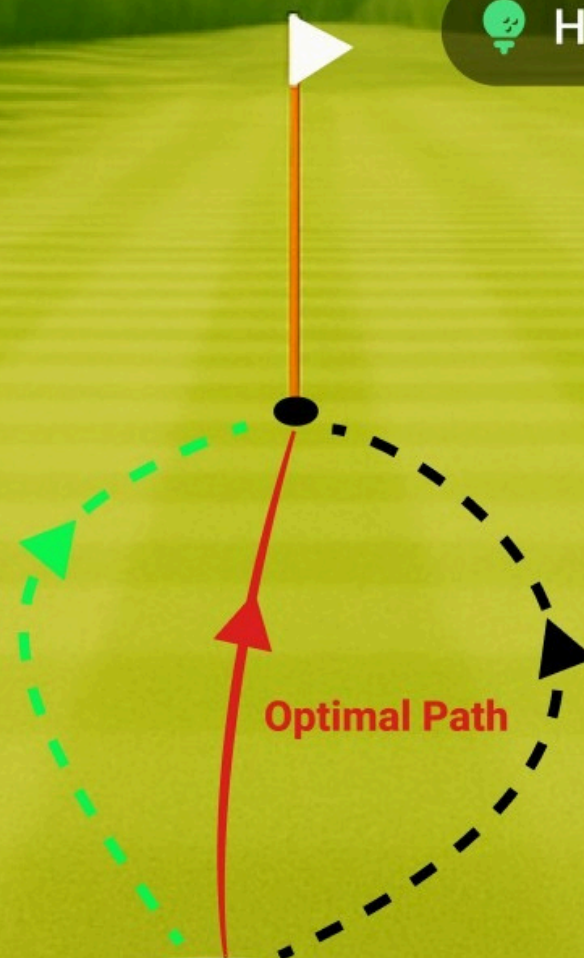


Distance to Pin
112 yds

7 mph NE

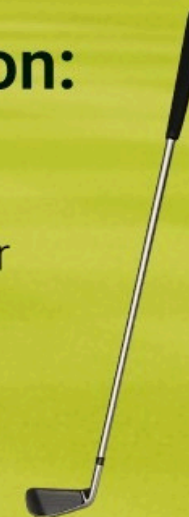
Hole 7 - Par 4

AI Optimal trajectory:
Hit with slight fade

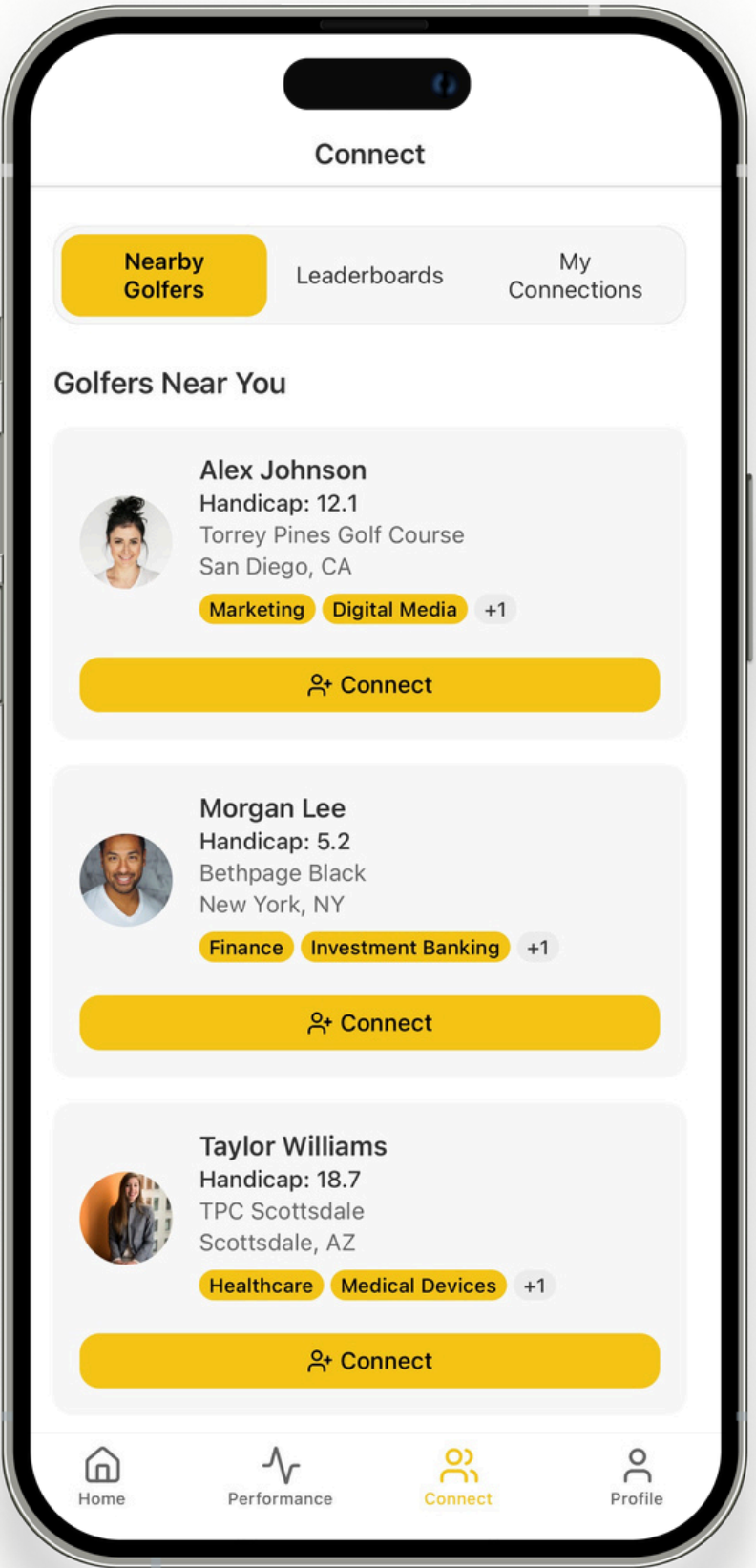
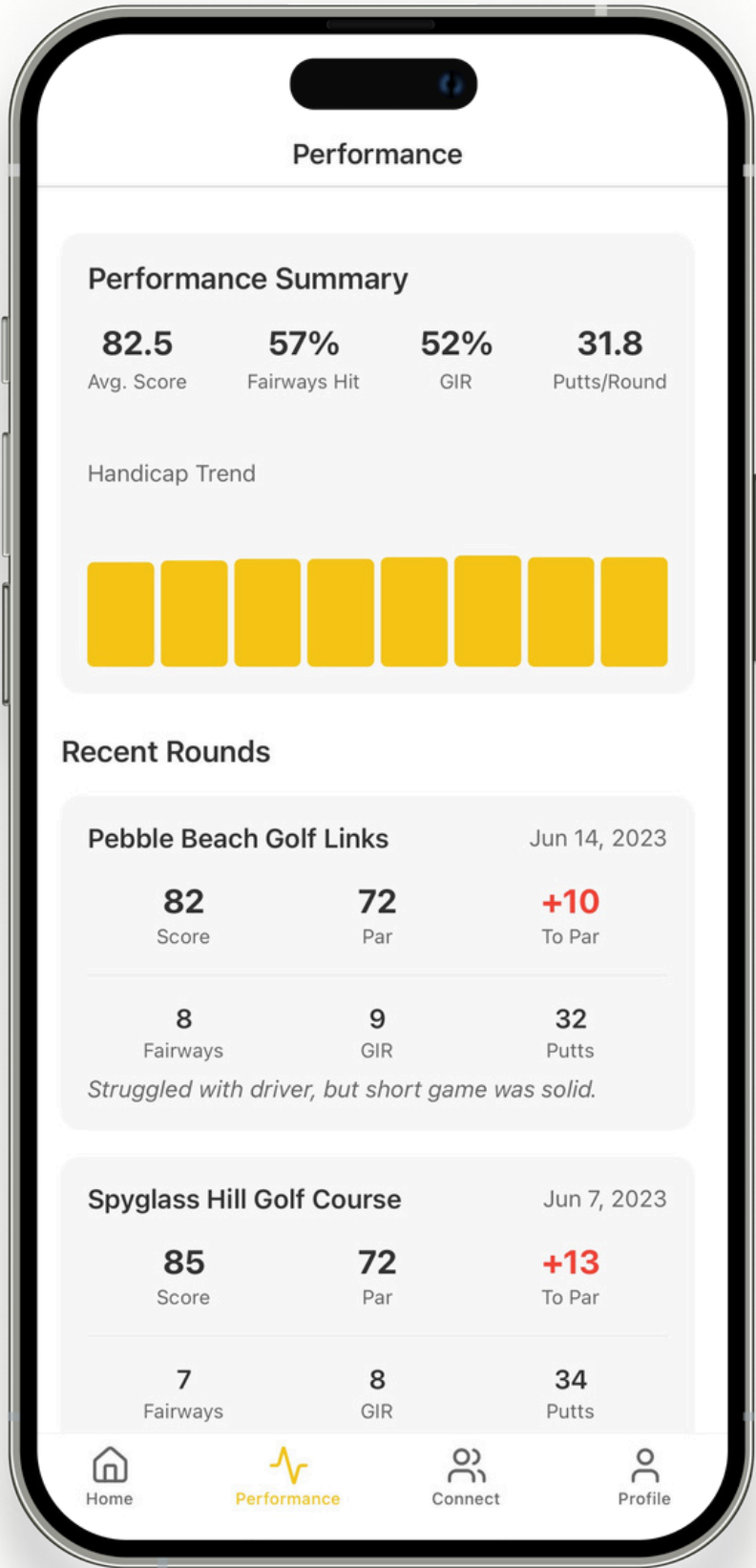
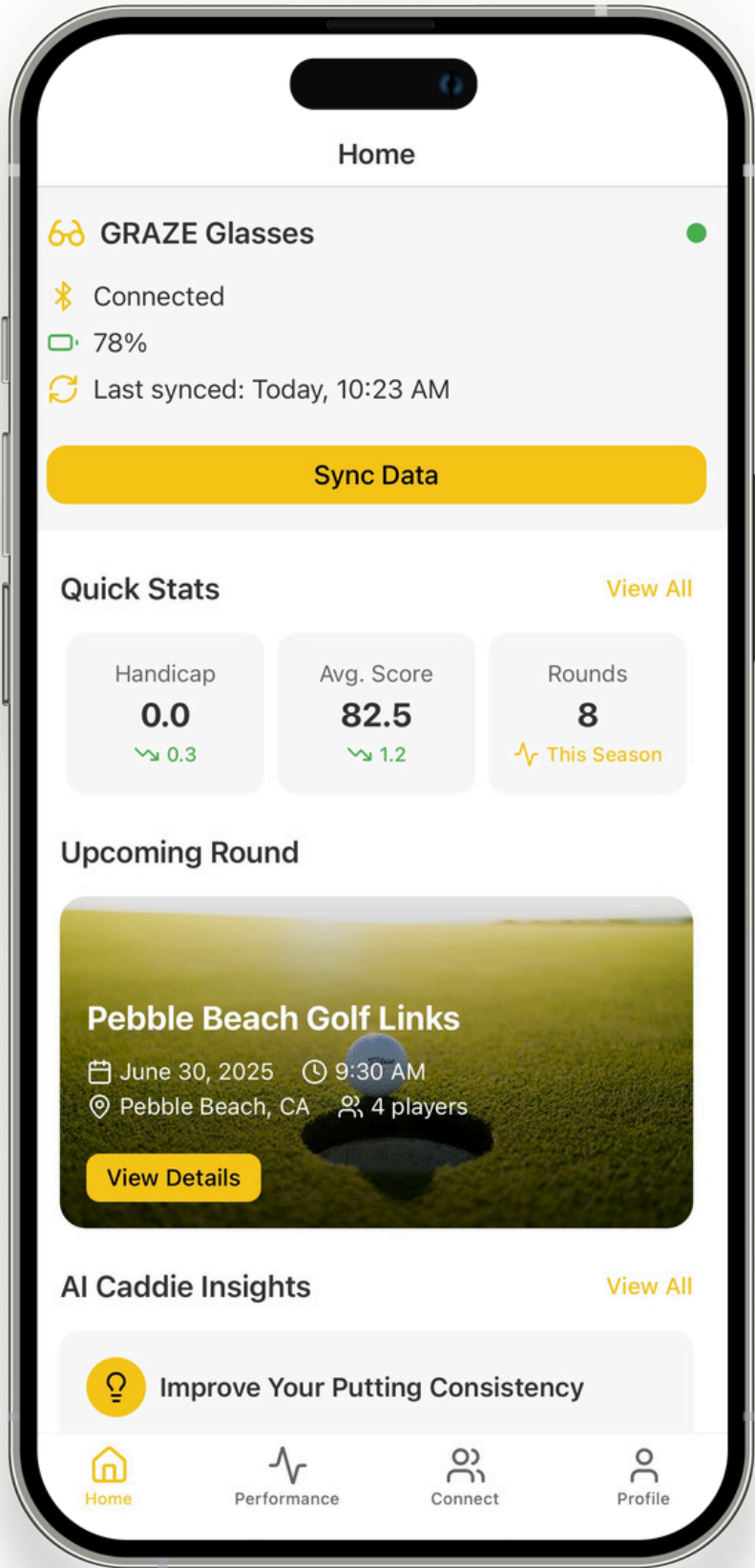


Recommendation: 9 Iron

- Hardness: Stiff Regular
- Softness: Moderate
- Flexibility: 3.0
- Length: 39.5 inches
- Weight: 78 grams



Graze App

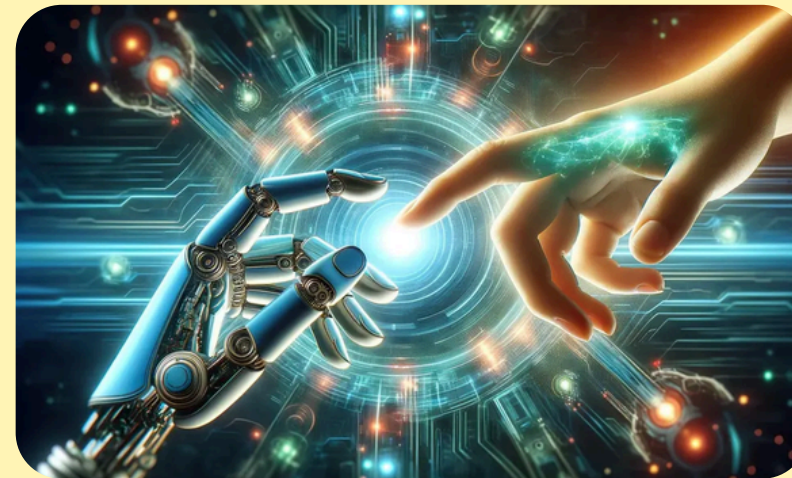


Why Choose Us?

GRAZE ADVANTAGE



- State of the art AI predictive technology
- Stylish lightweight all weathers design
- Seamless app integration



AI PERSONALIZED



We are the first to bring AI into golf wearables. Our users experience the benefits of personalized insights through AI

\$1200 PRICE



Cheaper than a traditional caddie
Cheaper than a golf simulator
Cheaper than other AR eyewear
Effective and cost-effective



Marketing Strategy



Graze Website

- Hosts a golf simulator for testing out the advantages of the product
- Direct to customer online sales
- View videos of customers using the product
- See other fashionable GRAZE merch

Athletes

- Work with famous golfers like Tiger Woods and Rory McIlroy to promote early adoption.
- We can bring GRAZE not only to young business owners but to a global market
- Everyone wants to play like Tiger Woods, and we're here to help with that

Big Brands

- Partner with golf brands such as Callaway to promote Graze
- Larger brands like Nike are key to expanding GRAZE to a larger market
- Sponsor tournaments and put our names in the PGA Tour
- Partnerships with brick and mortar sporting goods retailers

Competitor Analysis

	HUMAN CADDIE	CADDIE VISION	GARMIN S62 WATCH	GRAZE
1. REAL TIME SHOT GUIDANCE				
2. USABILITY				
3. PERSONALIZATION				
4. SOCIAL CONNECTIVITY				
5. PRICE				

Financial Projections



01

The global golf market was valued at \$84 billion in 2023 and is expected to surpass \$100 billion by 2027



02

Golf participation growth: +3.1 million new on-course golfers in 2023, a 44% increase since 2016



03

We are projected to sell 1,600 units by the end of the first quarter

1	2	3	Assumptions (Yearly)
20,200	119,438	331,202	Unit Sales
50%	39%	33%	COGS Rate
20%	20%	20%	Tax Rate
1st Year	2nd Year	3rd Year	Years
\$20,200,000	\$119,437,500	\$331,202,197	Eyewear
\$27,695	\$511,093	\$3,235,707	App Subscription
\$20,227,695	\$119,948,593	\$334,437,904	Revenue
\$9,655,067	\$45,615,825	\$109,282,561	COGS
\$10,572,627	\$74,332,768	\$225,155,344	Gross Profit
Variable Costs			
\$4,764,581	\$24,708,760	\$67,606,623	Marketing Expenses
\$2,727,863	\$15,192,975	\$42,004,139	SG&A
\$8,000	\$44,000	\$151,800	Server Cost
\$5,520	\$30,360	\$104,742	Storage Cost
\$5,280	\$13,200	\$47,520	Database Cost
\$7,511,244	\$39,989,296	\$109,914,824	Total Variable Costs
Fixed Costs			
\$10,000	\$10,000	\$10,000	Website Costs
\$12,000	\$12,000	\$12,000	App Costs
\$22,000	\$22,000	\$22,000	Total Fixed Costs
-\$7,533,244	-\$40,011,296	-\$109,936,824	Total Expenses
\$3,039,383	\$34,321,472	\$3,890,688	EBIT
20%	20%	20%	Tax Rate
\$2,424,115	\$27,457,178	\$92,174,816	Net Profit
28.75%	46.17%	1.73%	EBIT Margin
22.93%	36.94%	40.94%	Net Profit Margin

Expanding Features

2025

Golf First. Dominate All Sports Next

- 25.6M U.S. golfers
- \$2,500 avg. yearly tech spend
- Just 1% market share = $25.6M * 0.01 * 2500 = \$625M$

2030

"Same sensors work for:"

- Tennis serve speed
- Baseball detection software
- 90% of the hardware is reusable



Risks & Ethics

