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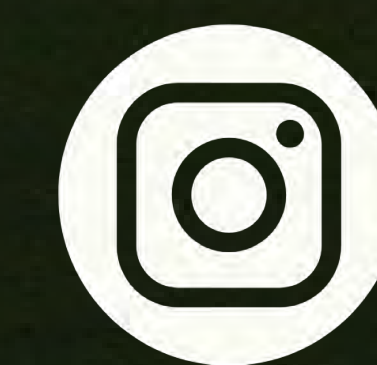
2023

# Marketing Competition

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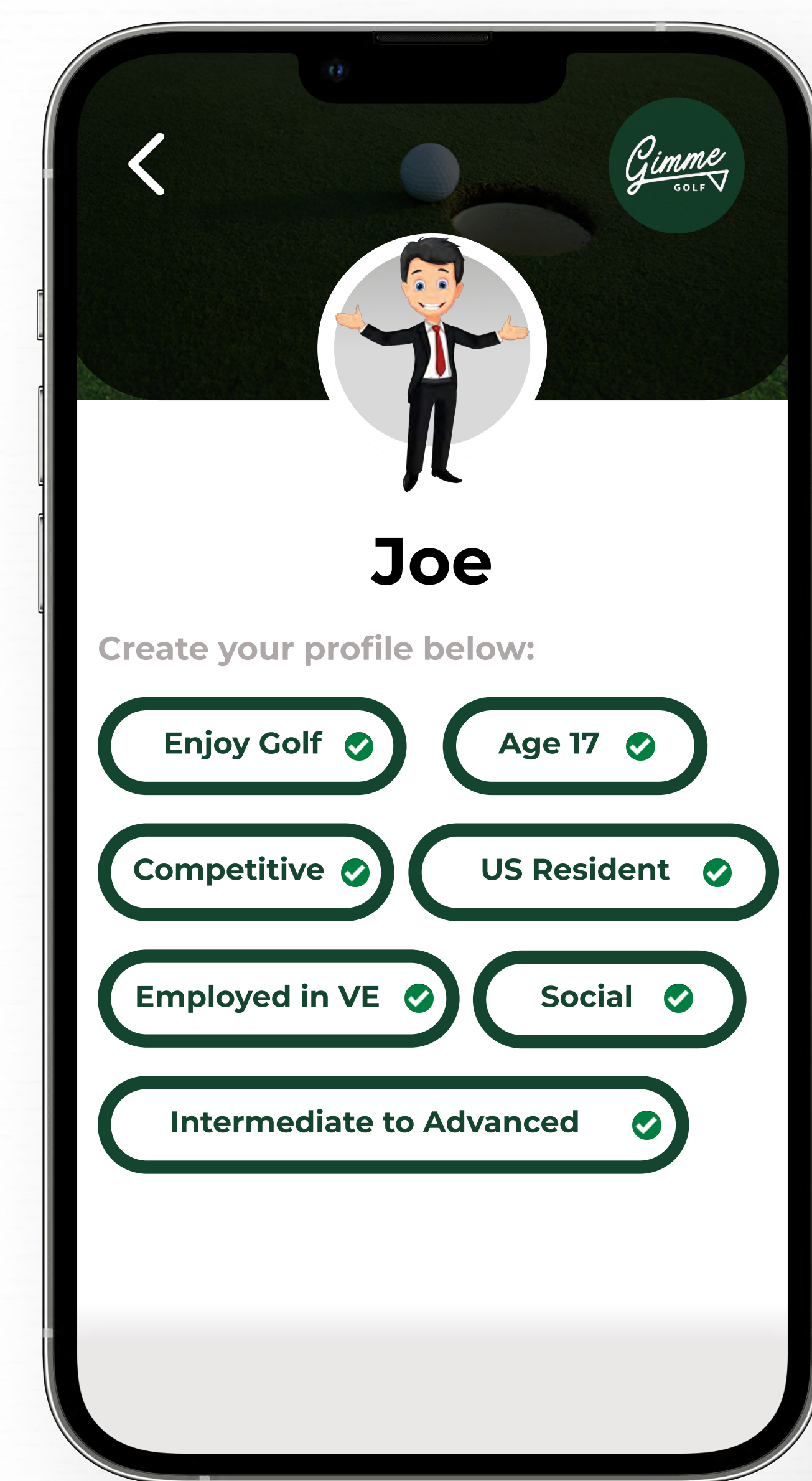
# The Problem/ Solution

In the world of golf, where the game can alternate between being social and relaxing to infuriating, a persistent challenge exists – golfers often struggle to optimize their performance due to a lack of personalized guidance on the course. According to the National Golf Foundation, approximately 75% of golfers express dissatisfaction with their game improvement progress, leading to 3 million people quitting the sport annually. Gimme Golf has taken up the mantle to reignite the passion for golf and enhance performance for all enthusiasts. Our solution leverages technology to deliver personalized, on-the-spot recommendations and analysis through our flagship product, the Course Caddy. Our 3-step process, involving performance analysis, feedback, and game-changing results, empowers our users to strive for success.



# Target Market

We have identified our target market within the VE space as avid High School golfers. In the past 5 years the sport of golf has seen a notable surge in youth participation, with junior golfers (aged 6-17) representing a 30% increase, indicating a positive trend in interest. Through market research we found that our customers fall into the following demographics, psychographics, and geographics:



- **Demographic:** Students (part of Generation Z) in the Virtual Enterprise program who play golf. We've decided to target employees with a minimum virtual monthly salary of \$5,500 since our product is positioned as a premium offering. Golf is traditionally a sport played by a wealthier class, however a recent surge in youth golf has brought the sport to a younger class, predominantly Generation Z. While the sport has reached a younger audience, the pricing of the sport has remained relatively expensive for its participants.
- **Psychographic:** Our ideal customer basis consists of golfers with various skill sets anywhere from beginner to intermediate golfers with a basic understanding of the sport, to golf enthusiasts who play regularly and enjoy the competitive aspect of golf. Our consumers all share the same goal of improving their performance on the course, while also enjoying the beloved game of golf and competing with friends, family, and all other Gimme Golf users.
- **Geographic:** We are pursuing and handling orders from customers in almost all US states that currently have VE programs; however, a large portion of our sales have come from firms in New York, California, Texas, and Florida. These states together share a majority of the total number of VE firms in the US.

# Industry/ Market Analysis

In today's ever-evolving golf industry, where the real and virtual domains intersect, Gimme Golf is poised to lead the charge in revolutionizing the way golfers approach the game. The industry is substantial, with millions of passionate golfers worldwide, and while it offers tremendous opportunities for growth, it also faces its fair share of challenges. The golf industry's size is a testament to its potential, with millions of golfers spanning across the globe. However, profitability can be elusive due to factors such as maintenance costs and the need for innovation. In the virtual enterprise curriculum landscape, Gimme Golf is primed to address these challenges by offering a tech-driven solution that enhances golfers' experiences.

As we delve into the status of the VE market, we recognize its immense potential. There is a substantial number of potential customers in the form of golfers seeking to improve their game, and the demand for personalized, data-driven solutions in the golfing world is on the rise. Our research has revealed a strong appetite among prospective customers for a product like Gimme Golf's Course Caddy, which provides real-time analysis and recommendations. Financially, many golfers are investing in their passion, creating a viable market for our innovative product. We understand that the financial condition of our prospective customers can impact their purchasing decisions, and our competitive pricing strategy is designed to cater to golfers of diverse financial backgrounds. Gimme Golf is ready to tap into the VE market, leveraging its understanding of industry challenges and market dynamics to emerge as a game-changer in both the real and virtual golfing worlds.

# Competitive Analysis

In the competitive landscape of the Virtual Enterprise curriculum, Gimme Golf stands out as the sole provider of a virtual caddy system, uniquely dedicated to performance enhancement in golf. While competitors like Par-Tee Time and Next Gen Sports offer golf-related products such as golf bikes and entertainment, Gimme Golf's singular focus on golf performance sets us apart. We are committed to empowering golfers with real-time recommendations and analysis, a distinction that positions us as the industry leader in elevating the golfing experience.

	Utilize Ball-Tracking Technology	Designed for Course Play	Offer Personalized Caddie Tools	Sell Golf Equipment & Products	Provide an Engaging Community App	
	✓	✓	✓	✓	✓	
	✗	✗	✗	✓	✗	
	✗	✗	✗	✓	✗	
	✗	✓	✓	✓	✗	
	✓	✗	✗	✗	✓	

# Marketing Strategy

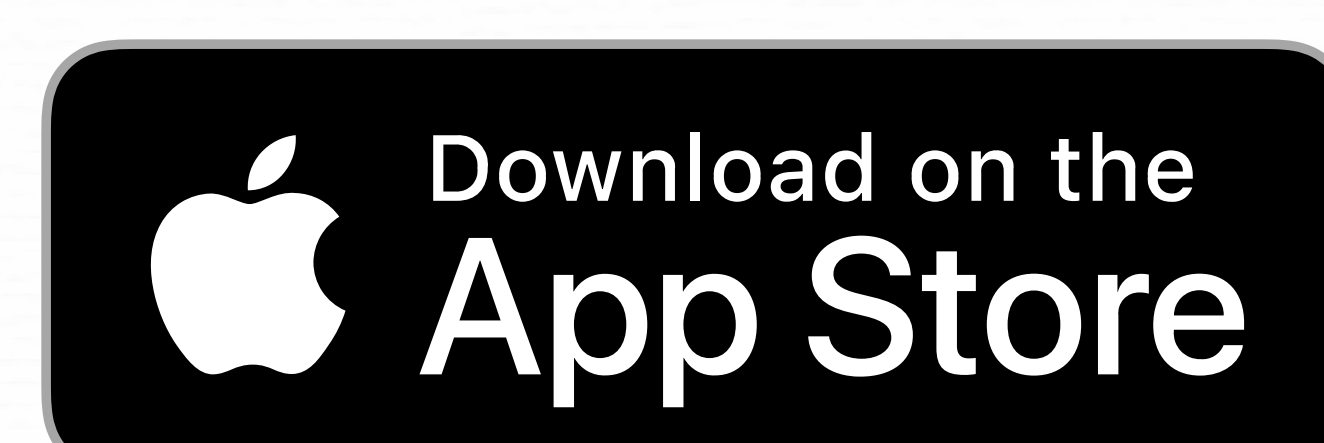
Our marketing strategy is built on a foundation of precision and personalization. We leverage data-driven insights to target golf enthusiasts with tailored messages and offerings, ensuring that our products align with their needs and aspirations. By combining innovative technology with strategic marketing, we aim to capture the attention of golfers worldwide, forging lasting connections and enhancing their journey on the course. This approach allows us to effectively address each of the 5 P's of marketing: product, price, placement, promotion, and position, ensuring a customer-centric approach to our business.

## Product

At Gimme Golf, we understand that the heart of our marketing campaign lies in our innovative products. Our flagship product, the Course Caddy, is a golfer's ultimate companion. By seamlessly connecting your Course Caddy Sensor to the Gimme App and pairing it with our G1 Tracer Balls, you unlock a world of insights on the course. With a tracking radius of 650 feet, the sensor provides personalized data on shot distance, trajectory, and impact. This data, processed by our app, delivers real-time advice and performance enhancement tips, revolutionizing your golfing experience.

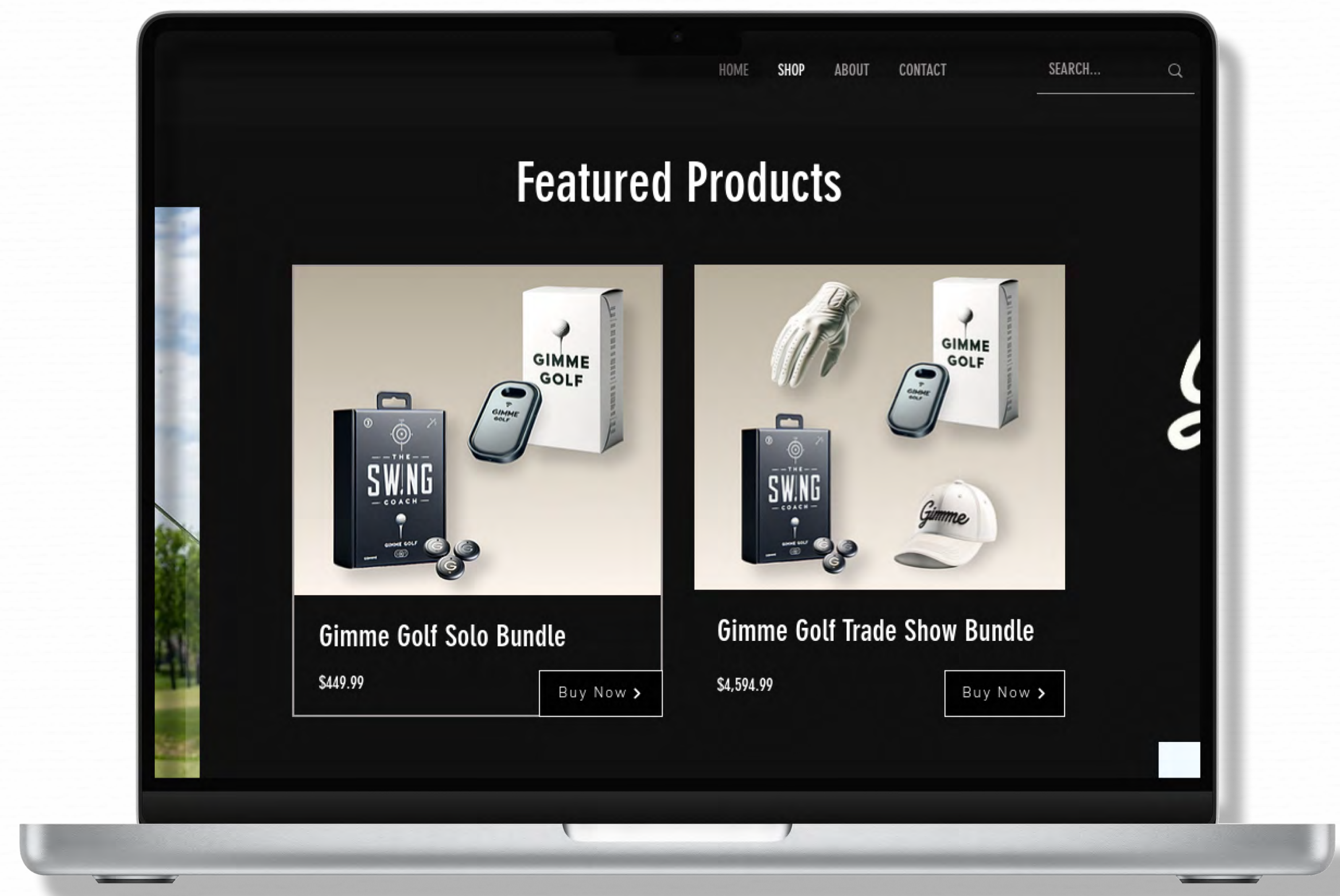
Our commitment to product excellence extends to the Swing Coach, featuring 14 ultra-light sensors that attach to your club grips. This versatile tool allows you to review your swing path, providing you a score based on the consistency of your swing.

And because no golf experience is complete without golf balls, Gimme Golf proudly presents the G1 Tracker Balls. These trackable golf balls, available in packs of 12 or 6, are embedded with our Gtracer technology. Paired effortlessly with your Course Caddy Sensor within a 650-foot range, they unleash the power of data-driven improvement, ensuring you experience golf like never before. Join us and make the last golf ball you'll ever need a game-changer in your golfing journey.



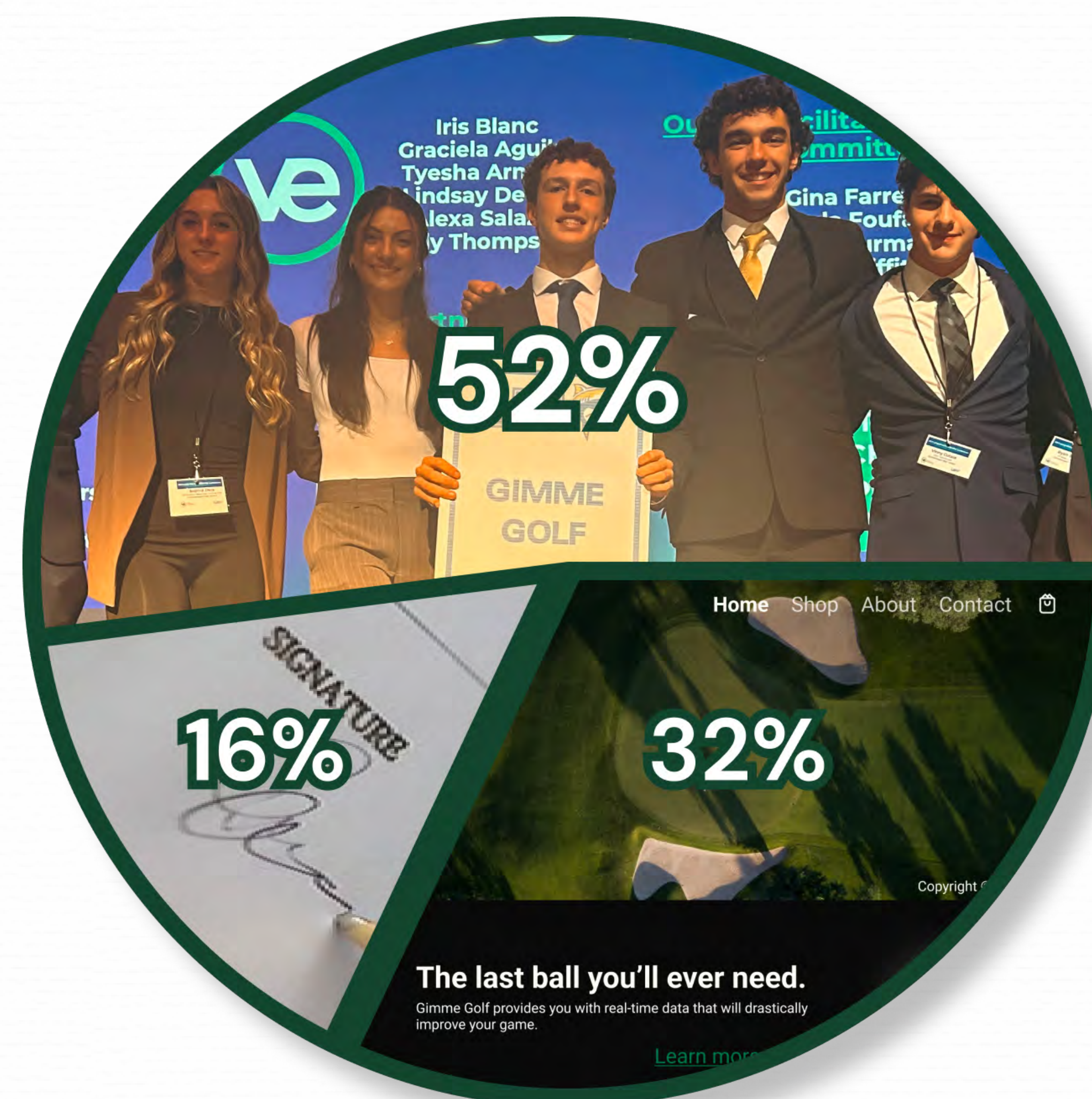
## Pricing

At Gimme Golf, we take pride in offering premium products in a traditionally affluent market. Our pricing strategy reflects our commitment to providing exceptional value. The Course Caddy at \$279.99, the Swing Coach at \$189.99, and the G1 Tracer Balls (12) at \$59.99 represent a smart investment. Unlike traditional golf coaching, our products are one-time purchases, making them a more cost-effective option.



## Placement

Gimme Golf embraces a multi-faceted approach to product distribution. Our products are available online through our website, catering to our primarily online-focused customers. We also leverage the Virtual Enterprise Point of Sale (VE POS) system, facilitating sales at virtual and in-person trade show events. While online remains our core platform, we are planning to expand our presence by partnering with golf courses in key states, including New York, California, Florida, and Texas. This collaboration will allow us to showcase our products in course shops, broadening our reach and ensuring golfers across the country have access to our innovative offerings.

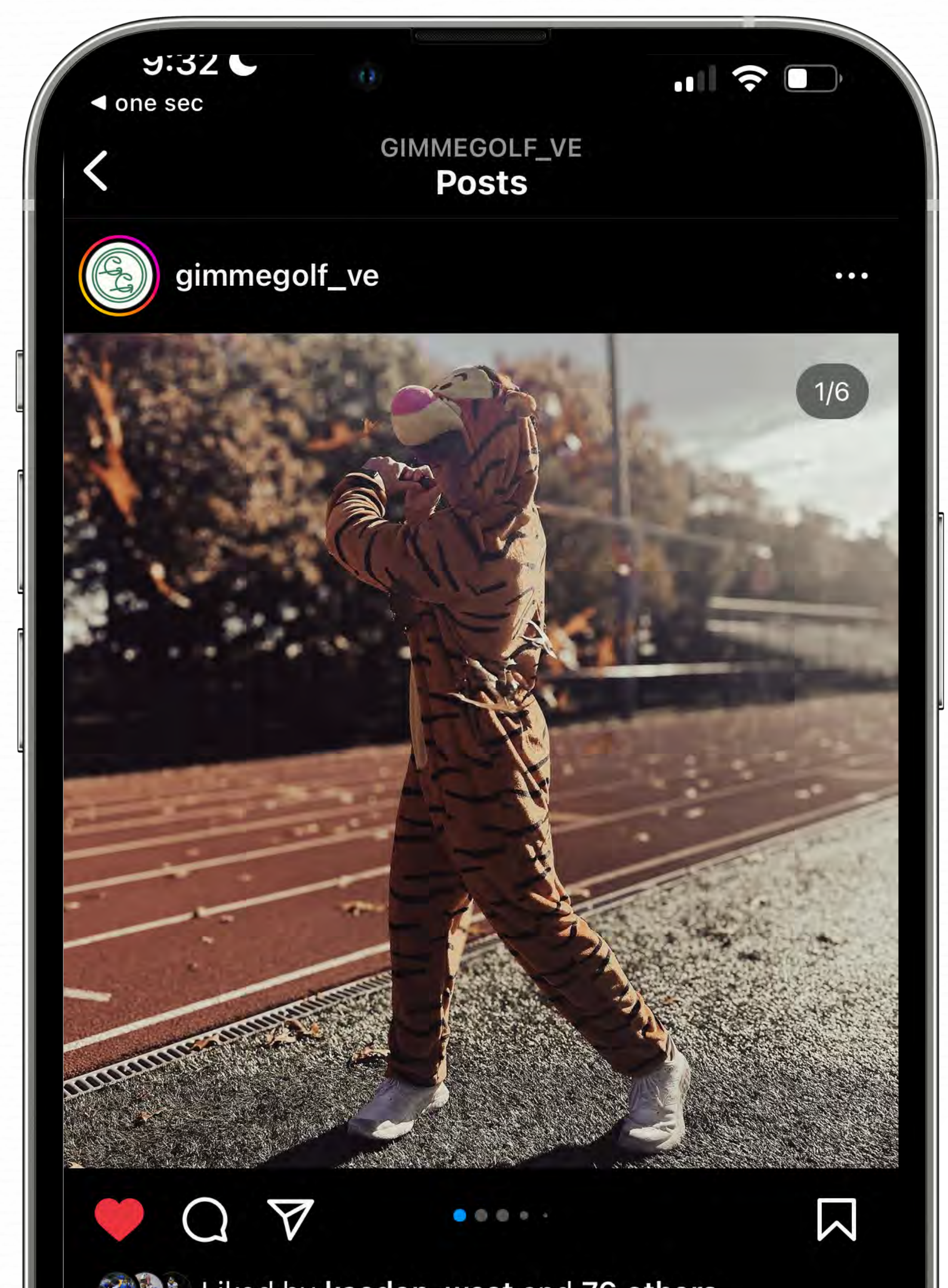
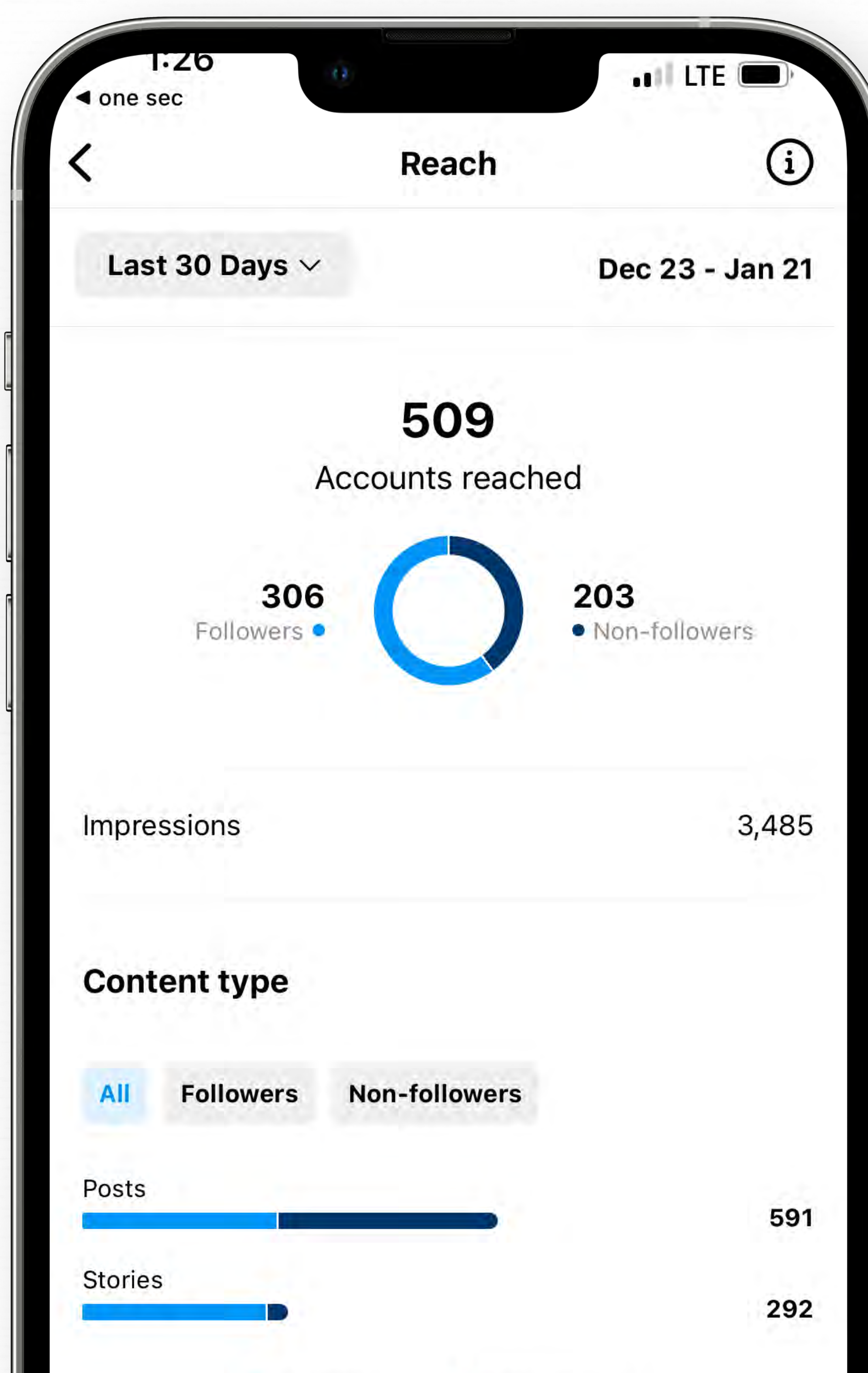
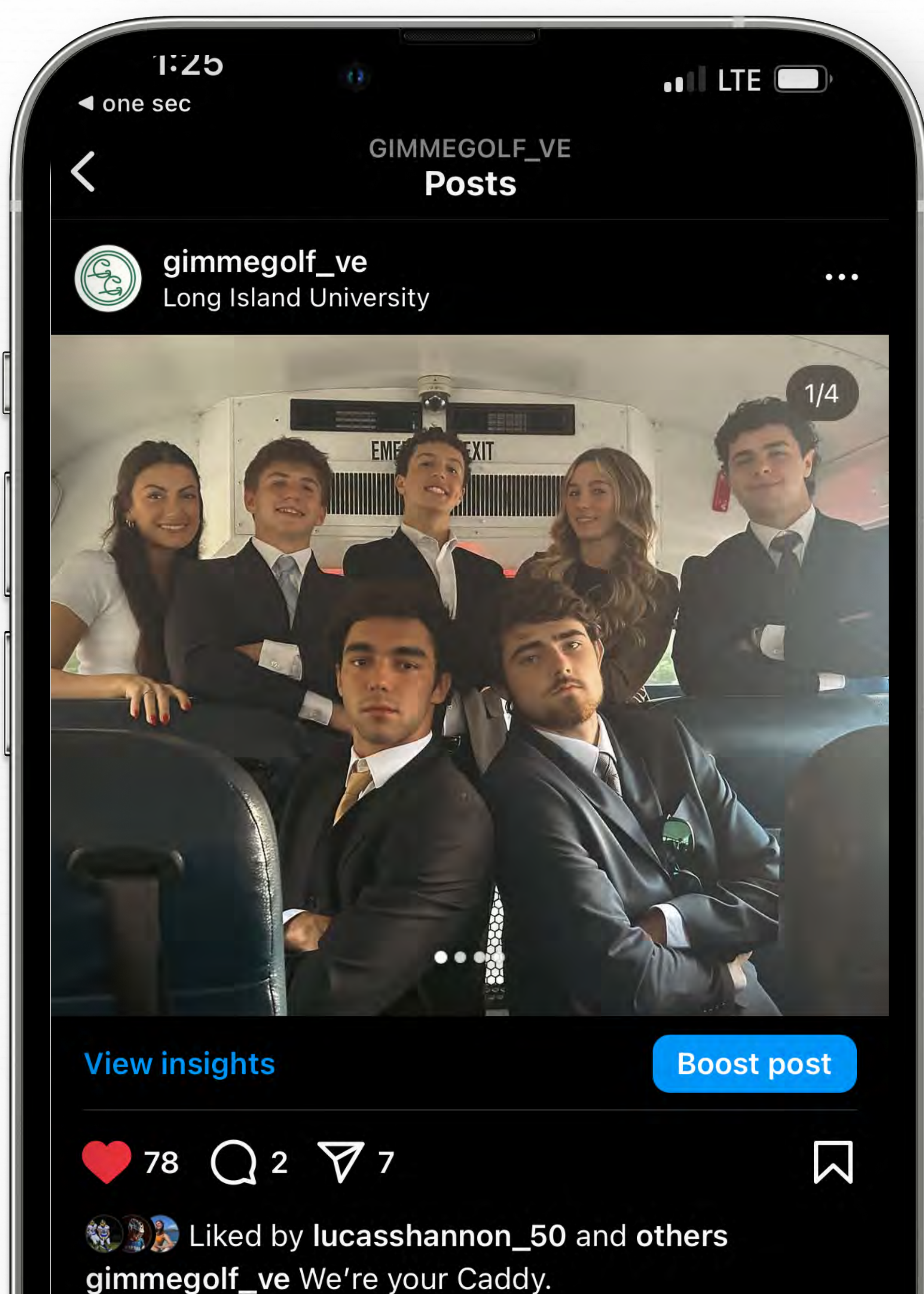
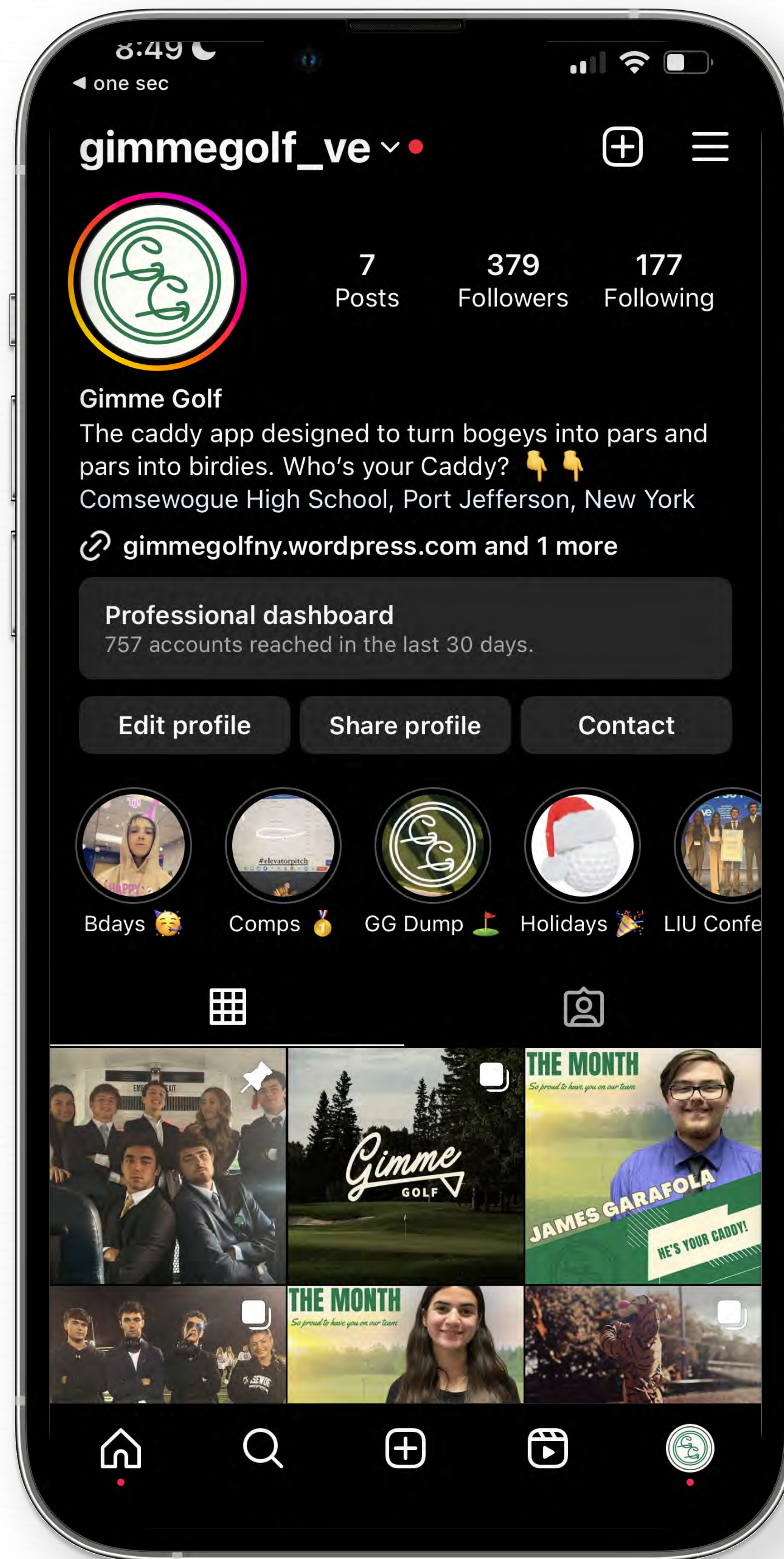
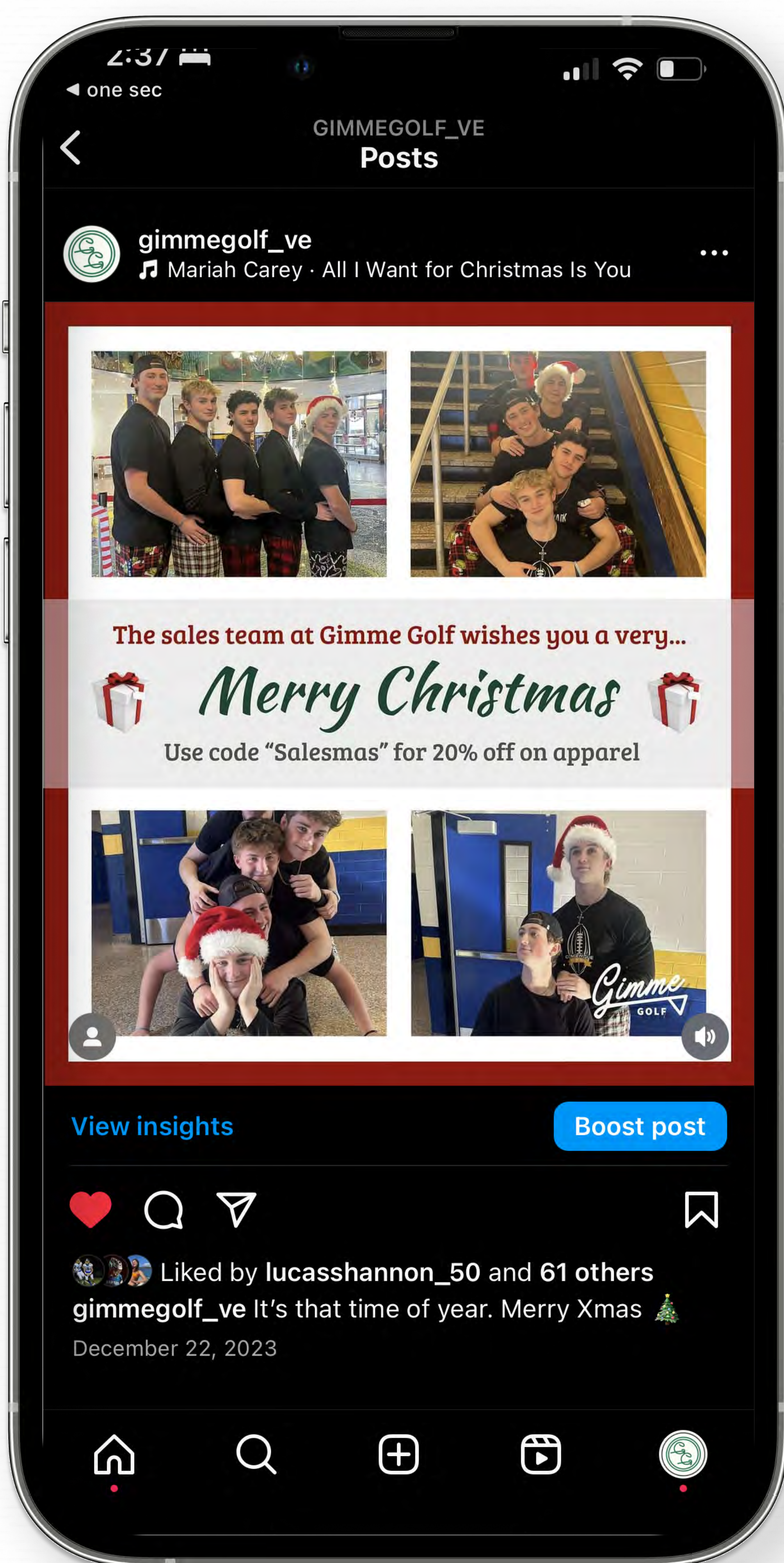


## Positioning

We position ourselves as pioneers in the niche of data-driven golf performance enhancement. We stand out by offering a unique virtual caddy system that provides real-time insights to golf enthusiasts, empowering them to improve their game. While other companies in the golf industry may focus on entertainment or equipment, we differentiate ourselves by aligning with golfers determined to elevate their skills through personalized data. We share a similar goal with companies like Arccos Golf and Shot Scope, but our emphasis on data-driven coaching tailored to each of our athletes sets us apart.

# Promotion

At Gimme Golf, our promotional arsenal is as dynamic as a swing on the course! With a savvy social media team that's all about the festivities, we've gone above and beyond. From holiday themed photo-shoots for Halloween and Christmas, complete with personalized Christmas cards for potential and existing customers, to our engaging presence at trade shows. We set up a mini golf green, complete with putters and balls, right on the trade show floor. Throughout the day, we host exciting competitions where winners receive exclusive discounts as their reward. But that's not all, with over 400 loyal followers across platforms uncluding Instagram and TikTok, our online presence keeps you in the loop with the latest and greatest in golf innovation. At Gimme Golf, we don't just talk about improving your game; we bring the green, the fun, and the deals right to you!



# Marketing Initiatives

## **Initiative #1: Expanding Placement into Golf Course Shops**

- **Description:** Gimme Golf aims to expand its product placement into golf course shops across the United States, with a specific focus on high-traffic golf destinations in states like New York, California, Florida, and Texas. This initiative involves establishing partnerships with golf course pro shops to make Gimme Golf products readily available to golfers during before and after their rounds.
- **Goal of Initiative:** The primary goal of this initiative is to increase the accessibility of Gimme Golf products to golfers nationwide. By securing placement in golf course shops, we aim to boost brand visibility, enhance product availability, and provide a convenient purchasing option for golf enthusiasts.
- **Success Metric:** The success of this initiative will be measured by the number of golf course pro shops that agree to carry Gimme Golf products. Our target is to secure placement in at least 50 golf course shops across the United States within the next year.

## **Initiative #2: Reach 1,000 Followers Across Platforms by April**

- **Description:** Gimme Golf is launching a social media and online engagement campaign with the objective of reaching 1,000 followers across various platforms, including Instagram, TikTok, and Twitter. This initiative involves creating compelling content, engaging with our audience, and leveraging advertising strategies to grow our online presence.
- **Goal of Initiative:** The primary goal of this initiative is to expand our digital footprint and strengthen our online community. We aim to enhance brand awareness, foster customer loyalty, and create a thriving online community of golf enthusiasts and Gimme Golf supporters.
- **Success Metric:** The success of this initiative will be determined by the total number of followers across our social media platforms by April. As of now, we have a solid base of 400 followers. Our target is to achieve a combined follower count of 1,000 or more, indicating significant growth in our online presence and engagement.