



100GOLF

Press Pack

MAY 2015

www.100golfs.com

100GOLF

The first golfing service

TO ENABLE GOLFERS TO COLLECT AND SAVE
THE DIFFERENT COURSES THEY PLAY AND SHARE
THEIR EXPERIENCES WITH THEIR FRIENDS.

www.100golfs.com

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140
COUNTRIES

32 000
COURSES

48
AVERAGE AGE
OF GOLFERS



ITS
ORIGINS

Golf is probably born around the 13th century in the Netherlands - the Dutch word "kolf" meaning "club". But the Romans already played a game which could be the ancestor of golf since it used to be played with a curved stick and a ball made of feathers. Golf was though "officially" described by the Scots in the 14th and 15th centuries. In the 14th century, the grand-daughter of Jacques IV and future Queen of Scotland Mary Stuart imported the game in France where she was raised.

The young men who assisted her in the playing field were the "cadets". This name was thereafter adopted in Scotland under the name of "caddy" or "caddie".

Golf then soared up in 1744, when the Edinburgh civil authorities acknowledged the "Gentlemen Golfers of Leith" who drew up the first 13 rules of golf. On May 14, 1754, 22 gentlemen and nobles of the "Royal and Ancient Golf Club of St. Andrews" took on the laws of the game of golf. Its application was first extended throughout England and then to the English colonies and the whole world. The first golf course in the world - apart from Great Britain - was created in Pau, France by the English in 1856, followed some years later by the one of Biarritz.



65
MILLION
LICENCED
PLAYERS

82
MILLION
PLAYERS

90%
GOLFERS

4 COUNTRIES :

- USA
- CANADA
- JAPAN
- AUSTRALIA

6
MILLION
PLAYERS
IN EUROPE

THE 7 PRINCIPAL VALUES OF THIS SPORT

- > Based on the respect of the other players and of the course
- > Requiring self-control and concentration
- > Played in a natural and calm environment
- > Enabling to get away from the requirements and pressure of everyday life
- > Considered as a clean and doping-free sport
- > Friendly and conducive to good health

The values conveyed by golf are unique in the field of sport.

A GROWING CRAZE IN FRANCE

- > Desire to fill the free time (35 h, professional inactivity of the seniors)
- > Attraction for golf tourism
- > New approach to the sport practice: wellness, health, friendliness
- > Constant learning, practised at any age
- > Golf is a physical and sportive activity practised by everybody: men, women, young people, old people, seniors, to different degrees of physical intensity.

THE GOLF STAYS

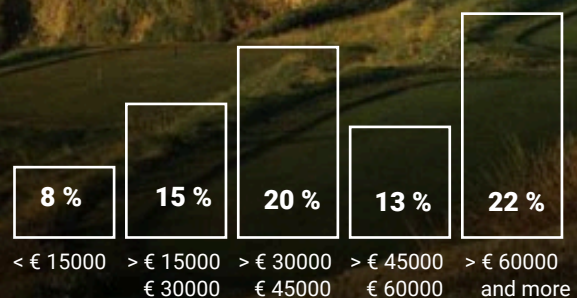
- > It is estimated that approximately 10% of the american and asian players can potentially move internationally, and 30% for Europe.
- > That is to say a global potential of 8 million players, including 2.7 million in Europe, with sometimes several stays abroad per player.
- > The total number of worldwide golf stays is estimated at 63 million in 2009, of which 9.5 million are generated by Americans, 8.8 million by Europeans and 4 million by Asians.

THE ECONOMIC WEIGHT OF THE GOLF INDUSTRY

- > Example of France:
National turnover: € 1.5 billion.
1,200 companies including 500 golf operators
- > It is the second sport in the world in terms of value of signed sponsorship contracts.
- > In the United States a tournament in Doral offers a prize money of 9.25 million dollars.

DISTRIBUTION BY ANNUAL INCOME

- > Example of France in 2012:



> unanswered: >22%



“

BEGINNING OF THE ADVENTURE

"As is often the case after a great round of golf, once returned to the chalet in the evening, a little euphoric and with a sense of achievement, many things pop in to your head. That evening, my neurons set their sight on an idea more or less absurd: collect my golf courses and share them with my friends!

A flash, a spark, Eureka!... why not creating collections in the spirit and values of golf? Throughout the following night the seed of an idea germinated in my mind and I began to conceptualise and structure it. The next day, I was totally excited! Once in my office – I manage a digital and advertising agency – I wrote down my thoughts and memories on a piece of paper.

A week later, still as motivated as I was at first, I decided to talk about it to my family, close friends and golfer friends before going into my project in depth. Then I decided not to enthuse more over it and rationalise my concept first. Browsing the Internet, searching and finding platforms and directories, exploring websites; all coming to the same conclusion that nothing similar was existing. I started a market research and presented my app concept to a friend of mine who teaches golf and has a double French and English background and culture. A few weeks later, I let one of my co-workers into the secret.

He is completely steeped in web trends and endowed with an incredible knowledge of online games, user experience and good practices; plus has the ability of spreading my ideas through a community of players. Jérémy, head of our digital agency, played his first rounds at a local club only three days after we first met. Together we laid the foundations of this colossal construction work that was ahead of us."

Vincent Thiébaud

Manager and founder of the Thuria Agency... and collector!

CREATIVE

100GOLF

STORE YOUR COURSES IN A SIMPLE AND USER- FRIENDLY INTERFACE

Update your course records in real time. At any moment, you can add to the information, rank the rounds in your collection, view them on your tablet or smart TV, and more... See your exploits on the big screen!

YOUR COMMUNITY AND SOCIAL CIRCLE

With this innovative app you can share your rounds and comments with the vast golfing community. Or if you prefer, simply restrict access to your circle of friends.



A WORLDWIDE PLATFORM

Unlimited space dedicated to golf. Search for courses in our huge club database, or easily create your own course profile if it doesn't already exist. We'll send it to the concerned club.

AN ELEGANT DESIGN

To keep things simple and elegant, we have designed the app to be attractive and intuitive to use. You're free to use it the way you want to, for maximum enjoyment!

www.100golfs.com



ARCHIVE ALL YOUR COURSES AND EXPERIENCE YOUR PAST MOMENTS AGAIN

ARCHIVE

To keep track of all your courses. You can also incorporate photos to the courses you already played. Thus they will be organized, archived and therefore easily accessible.

VIEW

A real digital photo album with slides containing information, texts, photos,... You will be able to view it on your computer at a pace that suits you, but also to start a slideshow.

SHARE

At will you can share with your friends your whole collection or only a course or a photo. Join a friendly community that subscribes to the values of fair play in golf.

<https://www.100golfs.com/features.html>

4 PRESTIGIOUS COLLECTIONS FOR ALL GOLF ENTHUSIASTS



Collections are the ultimate goal regardless of your practice and the frequency of your game. Filling in your courses and archiving them will enable you to be part of prestigious, original and progressive collections.

COLLECTION 100 GOLF

SILVER

50 golf courses

Collect 50 different golf courses. The first level to tee off your collection. You are a golf enthusiast and you want to share your experiences and rounds with your friends.

COLLECTION 100 GOLF

PLATINIUM

100 golf courses in 5 countries

Collect at least 100 courses, but your collection must include at least 5 courses in 5 different countries. You are an informed golf lover and your passion overflows on your holidays and journeys.

COLLECTION 100 GOLF

GOLD

100 golf courses on the 5 continents

Join the legendary club of players who have played courses on every continent. A collection desired by your friends. You enjoy adventure, meeting new people and you play in any climate. You are a recognised player.

COLLECTION 100 GOLF

DIAMOND

100 golf courses among the most beautiful golfs in the world

Join this very exclusive circle of players who have played the finest and most prestigious golf courses around the world. You are an aesthete, a traveler and an accomplished golfer. You never leave home without your Rolex guide to the finest golf courses in the world.

REWARDING CHALLENGES



**TAKE PART
IN THE CHALLENGES
TO WIN PRIZES
AND MOVE
UP TO THE NEXT
COLLECTION LEVEL!**

What is a challenge?

The challenges are launched by 100 GOLF. They can be recurring, connected with events and organized by tourism partners or sponsored by different brands. Each challenge involves achieving a specific objective within a given period.

How to compete?

You simply have to register for a challenge on its description page.

What are the rewards?

For each challenge or brand challenge completed receive a badge or a specific reward. Rewards are detailed on the challenge page.

AN EASY WAY TO IMPROVE YOUR COLLECTION... TRAVEL!

- > **Golf and gastronomic discovery**
introduction to oenology;
- > **Golf and wellness** (thalassotherapy, balneotherapy, spa, ...)
- > **Golf and culture** (museums, castles, monuments, ...)
- > **Golf and seaside activities**
(relaxing, diving, sailing, ...)
- > **Golf and business tourism...**

“

SELLING STAYS AROUND GOLF

Golfers are passionate people who travel a lot and are very loyal.

They travel several times a year. The first time with a pretty big budget, for a stay in Mauritius for example. The second, a little closer and cheaper. I also would like to highlight the fact that stays do exist for less fortunate people, especially in France where you can find journeys with a very good value for money.

If many golfers travel on their own, travel agencies though have a part to play by working with specialists.

Indeed, all our vendors are passionate golfers and we have 80% chance to sign a sale during a call »

Alexis Anticco,
Golf Away Manager

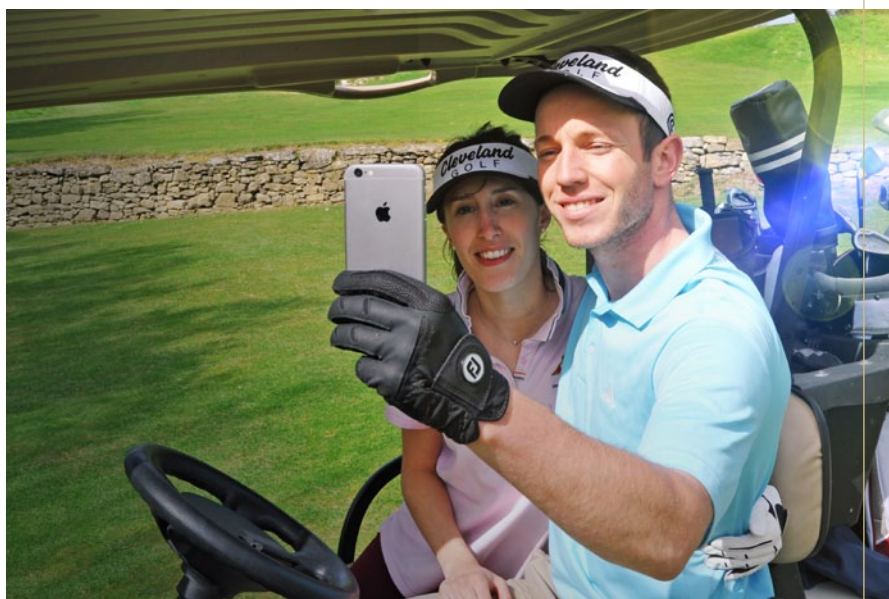
The French tour operators specialists estimate the market of golf stays at 15 million euros, which means approximately 10,000 travellers out of 418,000 members who ask for a professional to organize their journey.

The member average age is 48 years old. They take a journey of 6 to 7 days on average with 4 to 6 rounds on 3 to 5 different courses.

The daily average expenses, excluding golf, rise from 200 to 230 euros.

SAVE YOUR COURSES IN REAL TIME THANKS TO A FREE SMARTPHONE APP

For every new round, for every new course, a simple login enables the collector to update his information in real time and thus enhance his collection.



THE ADVANTAGES

- ✓ Save the main information: name of the course, date, weather, number of holes, ...
- ✓ Connect to your friends.
- ✓ Capture moments of play and directly send your photos to enhance your course profile.
- ✓ Keep gross scores of your rounds.
- ✓ Validate your course thanks to the recognition of activated GPS signals.



**2.9
MILLION**

FACEBOOK FRIENDS
FOR TIGER

**25.9
MILLION**

GOOGLE
RESULTS FOR
“GOLF COURSE”

**3
BILLION**

INTERNET USERS
IN THE WORLD

**+ 500 000
MEMBERS**

OF THE STRAVA RUNNING
AND CYCLING COMMUNITY

**92%
INTERNET USERS**

LOG IN EVERYDAY IN FRANCE
(EUROPEAN AVERAGE: 60%)

“

THE 100 GOLF COMMUNITY

In my opinion, creating a social network of connected sportsmen needs a lively community. We don't want to content ourselves with a simple directory of members.

It seems essential to me to motivate our users on a daily basis. To do so, we are constantly working on ergonomics and on the creation of innovative tools, such as a friend proposal engine based on geolocation and things the players have in common, a challenge and achievement system inspired by video games, or even instant messaging.

At the end, our dearest wish is to build a friendly community and a place to share in real time about a sport we are all fascinated by.

Jeremy May

Webdesigner and technical manager

FRIENDLY



100GOLF

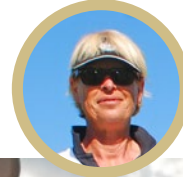


I am really excited by this principle. On the one hand, because I have always wanted to keep track of my courses, of my friends and of my nice encounters. I used to keep my score cards in my bag without knowing what to do with them. When it was full everything ended in the bin with regret! Now I will be able to simply take a picture and archive them.

On the other hand, I have been seduced by the idea of collecting and taking part in challenges. It is highly stimulating!



Eva - 30 years of golf playing between Sweden and France - Index : 18,8



Not too concerned with the collections, I rather live the golf through the performance I demand to myself and the challenges I set myself. However, I am delighted to challenge my friends!
100 GOLF can be a true application to follow us, not on the athletic point of view yet, but on the sharing of our emotions and games.

Sacha - French freestyle skiing team
Index : 9,5






I am passionate about golf, but also about the design of all beautiful things. I was touched by the highlighting of my courses. The memories of playing in Scotland, Thailand and other well-known courses will in this way be etched and I am proud of it!

Jacques - TCA Managing Director
Index : 13,6



SUBSCRIPTIONS JOIN 100 GOLF

The access is free of charge and unrestricted to tee off your collection, reach the first Silver goal and take part in challenges. There are two fee-paying options enabling you to work towards higher levels, plus a host of additional benefits and services.

 Free 0€ / year <small>Lifetime free account</small> <div style="border: 1px solid gold; padding: 5px; display: inline-block; margin-top: 10px;">JOIN FOR FREE</div>	 Premium 99€ / year <small>or 9€90/month (with no obligation)</small> <div style="background-color: green; color: white; padding: 5px; display: inline-block; margin-top: 10px;">CHOOSE THIS SUBSCRIPTION</div>	 Classic 19€ / year <small>1€99/month (with no obligation)</small> <div style="background-color: green; color: white; padding: 5px; display: inline-block; margin-top: 10px;">CHOOSE THIS SUBSCRIPTION</div>																																																												
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** Saved but not available, only the last round is displayed

* Available at the end of the beta version



RECOMMEND YOUR FRIENDS

This system enables each collector to take part in the 100 GOLF app. Each time one of your friends signs up, you get 5% off the subscription over the next 5 years with the possibility to combine the discounts... The sponsored friend gets a 5% discount the first year.

BECOME A 100 GOLF FOUNDER MEMBER

Beautiful encounters occur at the beginning of great stories.
To launch our service, we need the support and especially the comments
of members who will be using and hopefully like our app.

**We will not raise a statue of them in every golf of the world,
but give them a real financial compensation.**



*Founder
Member*

99€

Lifetime subscription!

BE THE FIRST

Unlimited number of courses	✓
Unlimited photos per course	✓
Free smartphone app*	✓
Access to the challenges*	✓
Exchange with your friends*	✓
Your HD photos	✓
Record of your games	✓
Access to the private circles	✓
Collections rewards	✓
Create personal challenges*	✓

* Available at the end of the beta version



BENEFITS

- ✓ You enter the legend of the 100 GOLF by being the first to experience it.
- ✓ Your membership number visible on your profile: Founder Member 1/250 France
- ✓ End up on a page dedicated to the founder members.
- ✓ We will take your comments, criticisms and developments at best into consideration.
- ✓ You will be first to be notified of the progress of the different phases and versions and to share them with your friends.

FEATURES OF THE WEB APP

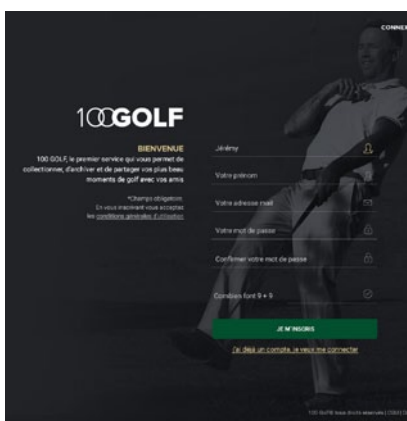
EASY



DISCOVER THE WEB APP

Before freely registering on the app and creating a profile, the internet user will be able to discover the app thanks to some overview pages: the concept of collections, the major features, benefits related to subscriptions, ...

For questions related to the subscriptions or how to use this app, you can open the help page provided.



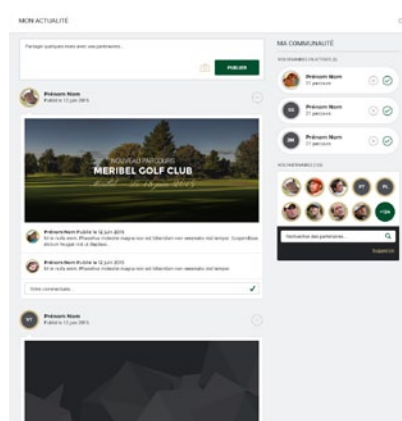
MY REGISTRATION

The registration is free and unlimited in time. You merely need to fill in the provided form on the registration page. Now you are a 100 GOLF member.



MY PROFIL MY SUBSCRIPTION

All my private and confidential information are gathered on a single private page... address, index, N° of membership, sponsorship information, ...



MY COMMUNITY

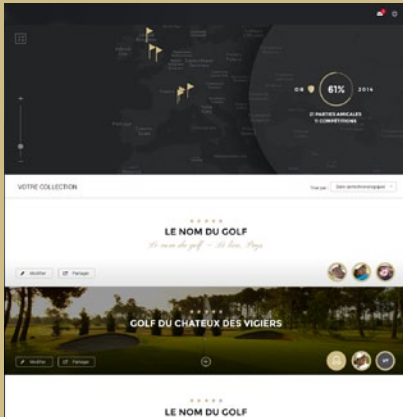
All my friends will be easy to reach from my community or circle of friends; to share moments, exchange, plan... and meet new people!

public

friends

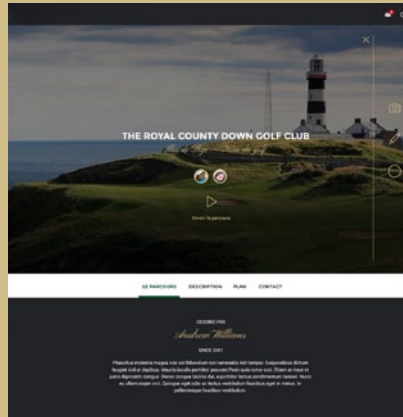
private

“COLLECT COURSES”



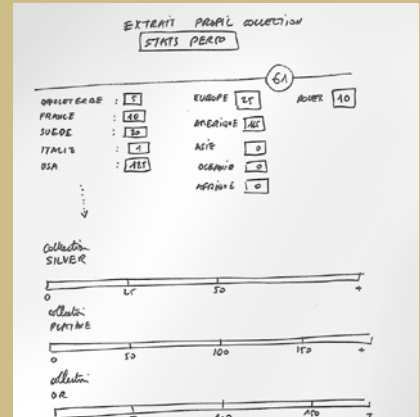
MY SAVED COURSES

I can directly search a specific course by keyword or date thanks to a directory that gathers all my archived courses. An overall Google Maps view highlights the extent of my collection and also enables to access a specific course.



MY COURSE PROFILES

My course profile enables to view and go through my round, courses and memories again in full screen. All information such as photos or texts can be modified at will. If the course is not available in the database, it is easy to create a temporary profile. > p 19



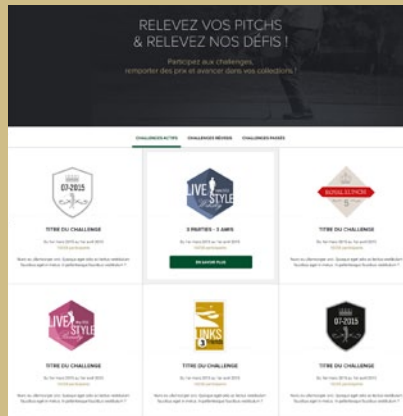
PROGRESS OF MY COLLECTION

A page dedicated to my collection, my progression and my personal statistics, by country, by continent and on the most beautiful golfs in the world. My position will be indicated in comparison with my friends' one.



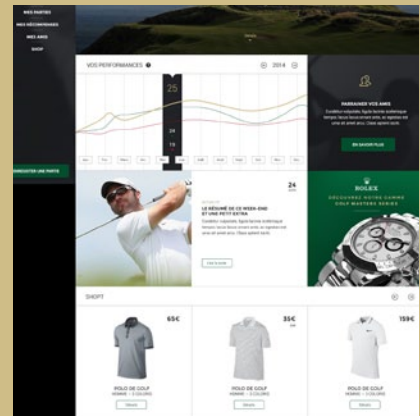
MY REWARDS

To thank you and congratulate you for having achieved those goals, rewards will be granted: desktop wallpapers, certificates, a set of gifts with the logo corresponding to the subscription. The collection doesn't stop once the goal is reached.



MY CHALLENGES

As described on page 10, challenges are organized to motivate and boost one's collection and to give the desire to often share the challenges with friends. Badges showing the success of the challenge will be visible on the golfer's profile.



ENGINE OF PRIDE & SHOP

New services will be set up in a future version in 2016 for the Premium subscriptions. An engine of pride, a shop... Welcome to all the prestigious brands willing to integrate our online shop.

DETAILS OF THE COURSE PROFILE



MY PHOTO ALBUM IN HD

Drop your archived photos or synchronise via the smartphone app photos taken during a game. You can also incorporate photos provided by the golf club.



THE COURSE INFORMATION

Find the name of the architect of the course, the number of holes, the par, the slope, the distances. A presentation which brings out the appeal and attractive features of the course. The map and score card will be available (subject to the information provided by the club).



MY FRIENDS

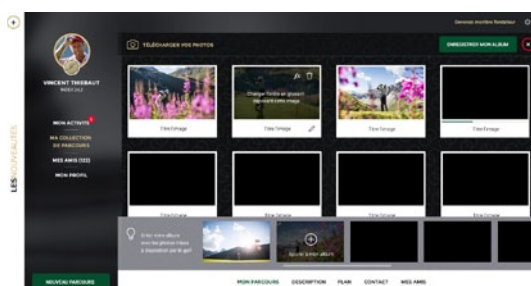
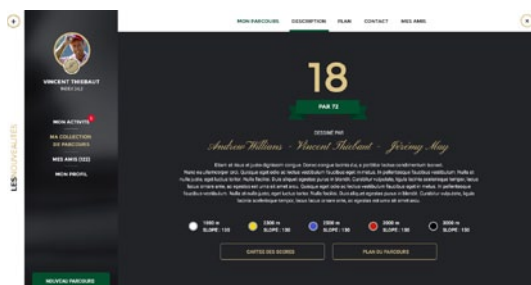
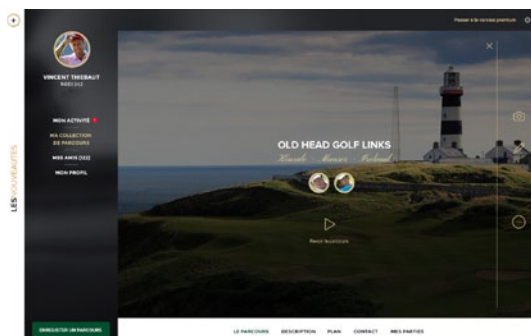
The portraits of my friends are set to remember their friendly presence at my side. The comments of my friends or public will be available.



MY OPINION

Review your course according to 6 defined criteria: beauty, difficulty, maintenance, facilities, atmosphere, value for money.

A user-friendly interface, a studied environment, an information architecture sequenced in clear and visible areas, an upscale and full screen presentation.



MY ANNOTATIONS

Describe your own feelings concerning the course and anecdotes of rounds with your partners.



ARCHIVE OF MY ROUNDS

We thought about member players or players who practice their passion in a nearby club. Save your rounds: date, weather of the day, gross score, partners who attended the round and keep your score card.



THE COURSE FROM THE AIR

Thanks to GPS data a satellite view can be provided. Zoom and visit the course on an interactive map.



THE CLUB INFORMATION

Find the main contact details and the date of creation of the club. Soon, the services provided by this one will be added in order to form a complete directory.

AROUND MY COURSE

The main services of the clubs will also be presented on a golf club profile and be available in a directory of all the clubs.

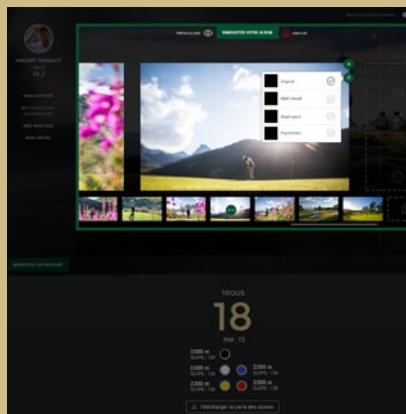
In a future version, remarkable places will be pointed out and described. Gastronomy, accommodation, culture, outstanding places of interest, or fun places of interest for families.

FILL IN MY COURSE PROFILE



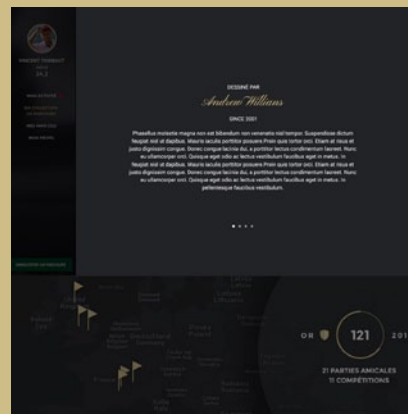
FIND A SPECIFIC COURSE

How does it work? You can easily look for a specific course in an existing database of played courses. Your research will be helped by the use of search criteria. If the course is not available in the database, you can easily create a draft and fill in the information of your round, 100 GOLF and the concerned golf will then check and complete the course profile.



UPLOAD MY PHOTOS

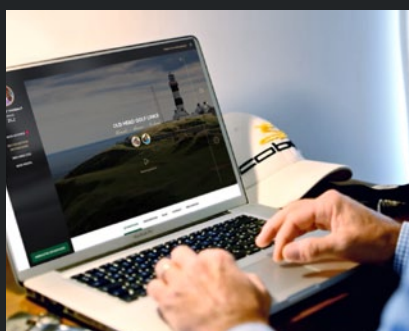
Photos taken with the smartphone app will directly be synchronised with the course. Other photos previously uploaded may also be included and valued easily. In a second version, the collectors will be able to customise their collection with different photo effects.



INCORPORATE MY INFORMATION AND TEXTS

The «back office» is easy to use. For 100 GOLF, a constant search on ergonomics is a key value to offer collectors an enjoyable process to upload and fill in information: customised texts, opinion, ...

VIEW YOUR COLLECTION



ON YOUR COMPUTER



ON YOUR TABLET OR SMARTPHONE



ON YOUR CONNECTED TV

www.100golfs.com



“

I'M HITTING THE WOODS JUST GREAT, BUT I'M
HAVING A TERRIBLE TIME GETTING OUT OF THEM.

Harry Tofcano ”

100GOLF



A COMMUNICATION KIT IS PROVIDED

100 GOLF provides a communication kit to all the partners and golf clubs in order to inform its members of the existence of the 100 GOLF service and its features.

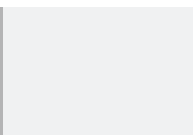
An emailing campaign will be set up in the early summer to raise awareness among partner clubs.



C 80 - M 70 - J 60 - N 70



C 35 - M 25
J 25 - N 00



C 10 - M 05
J 05 - N 00



C 90 - M 40
J 90 - N 40



C 25 - M 25
J 50 - N 00

A START-UP THAT KEEPS ITS FEET ON THE GREEN

A SIMPLE IDEA A CONTEMPORARY CONCEPT

Gathering all the enthusiasts around a golf platform, whether they are collectors or not. The collection remains the backbone of this web service, but membership in the community, fulfilment of the mobile app, setting yourself challenges and taking part in challenges are also a driving force for the development and success of 100 GOLF.

THE FACTORS OF GROWTH

Our ambition is to relatively quickly - early summer - launch a beta version in order to become aware of the enthusiasm caused by this service on the golf market.

Although we have very limited budgets in terms of advertising and media, we are willing to study the number of connections, of photos uploaded and of courses filled in, to study subscription rates, and to answer all the internet users' questions.

Measuring the activity and flows to guide our strategy, redefining the goals in relation to the interests met, pressing or repositioning our current listing.

NUMEROUS EXPERIENCES IN THE GOLF WORLD

The structures involved in this adventure have had in the past, and still have today, various experiences with the golf world.

- > Communication on a new course
- > Design of brochures and holes guides
- > Creation of websites
- > Advertising management - on stand by (Matchplay ©)
- > Organisation of competitions - Thuria Cup
- > ...

A MOTIVATED AGENCY AND TEAM, RECOGNISED SKILLS

Thuria, the agency founded by Vincent Thiébaud in 1989, is our incubator on this project and our financial and human support.

The agency is fond of beautiful projects, big adventures and win-win approaches... It enlarges its scope of expertise and technological knowledge. 100 GOLF was therefore able to start its project with real resources. 6 co-workers in the digital and advertising agency working for the establishment of the full web service.

Reminder: many customers on www.thuria.com and innovative products: ulys®, well'com, ljüs...

REASONABLE GOALS, A PROGRESSIVE RISE IN IMPORTANCE

- > **End of August 2015**
2 000 MEMBERS - 150 GOLF CLUBS
- > **End of December 2015**
5 000 MEMBERS - 500 GOLF CLUBS
- > **Summer 2016**
20 000 MEMBERS - 1 000 GOLF CLUBS

A RELEASE PLANNED FOR SUMMER 2015

- > **October 2014**
Creation of the project
- > **November 2014**
Reflection on the mechanics of the collections and challenges
- > **November 2014**
Market research
- > **December 2014**
Webdesign and creation of the brand elements
- > **January 2015**
Beginning of the web development
- > **April 2015**
Content and publications drafting

- > **Early May 2015**
BLOG OF THE START-UP

- > **Mid-May 2015**
RELEASE OF THE WEBSITE OF PRESENTATION

- > **End of June 2015**
RELEASE TO THE PRESS

- > **End of June 2015**
MAILING TO THE GOLF CLUBS

- > **Early July 2015**
OFFICIAL RELEASE OF THE BETA VERSION
Free version only
Implementation of the subscriptions

- > **Mid-August 2015**
VALIDATION OF THE 1ST VERSION
DEVELOPMENT PHASE 2
Community area
Sponsorship

- > **Mid-September 2015**
DEVELOPMENT PHASE 3
The challenges
The smartphone application
The gift sets for members

<http://blog.100golfs.com>

OUR AMBITIONS



RELEASE OF THE APP 2015

- | | | |
|---|---|---|
| > November 2015
December 2015 | > Winter 2016
Spring 2016 | > Summer 2016
Fall 2016 |
| Southern hemisphere
Australia
New Zealand
South Africa | Northern hemisphere
United States
Canada
Central America
Europe (phase 2) | Northern hemisphere
Japan
North Africa
China
Europe (phase 3) |
| Northern hemisphere
Europe (phase 1) | | Southern hemisphere
Thailand, islands ... |

EVOLUTIONARY DEVELOPMENTS

- > Golf club profiles/service pictograms
- > Module of photo effects
- > Instant messaging
- > Partner benefits
- > Customisation of your golf bag
- > Online shop with discounts for members
- > ...



100GOLF

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