

OPERATION 36[®] GOLF



PGA
Carolinas Section

“The 3 Keys to Building a Sustainable Long-Term Beginner Golf Program”



The industry standard for introducing and progressing beginners in playing the game







Golf Club

Whose responsibility is it to make sure our beginner participants are playing golf?

Option 1

The Participant is on their own



Option 2

The pro provides playing in program



OPERATION 36[®] GOLF

RESEARCH & DEVELOPMENT BEGAN IN 2010



PGA

Carolinas Section

**2013 & 2014 Youth Player
Development Award Winners**



RYAN DAILEY, PGA

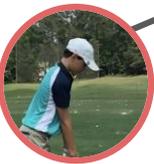
MATT REAGAN, PGA

96% OF GOLFERS | 22 MILLION

26 Handicap
Break 100 for 18 holes



GOLF LIMBO



Never Played

12 MILLION INTERESTED

How much time?

How many rounds?

How many swings?

TIME



OUR MISSION

OPERATION 36[®] GOLF

Our mission at Operation 36[®] is to design the most effective development model and technology, to introduce and progress a beginner in playing the game of golf...

Over
500
Training Facilities

Over
29,000
Program Participants



- Founded in 2010 by Ryan Dailey, PGA and Matt Reagan, PGA
- Started Licensing the program in 2016
- Our Headquarters is in Garner, NC
- We have 14 Full time Employees | 7 PGA Professionals on Staff

THE 3 KEYS - WHAT WE HAVE LEARNED

Building a Sustainable Long-Term Beginner Golf Program

1

On-Course Development Model



PLAY GOLF

2

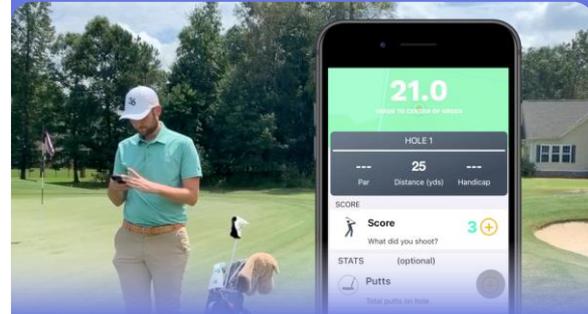
Group Classes with a Long-term Curriculum



TRAIN SKILLS

3

Gamified (Motivating) Progress Tracking



TRACK PROGRESS

KEY #1

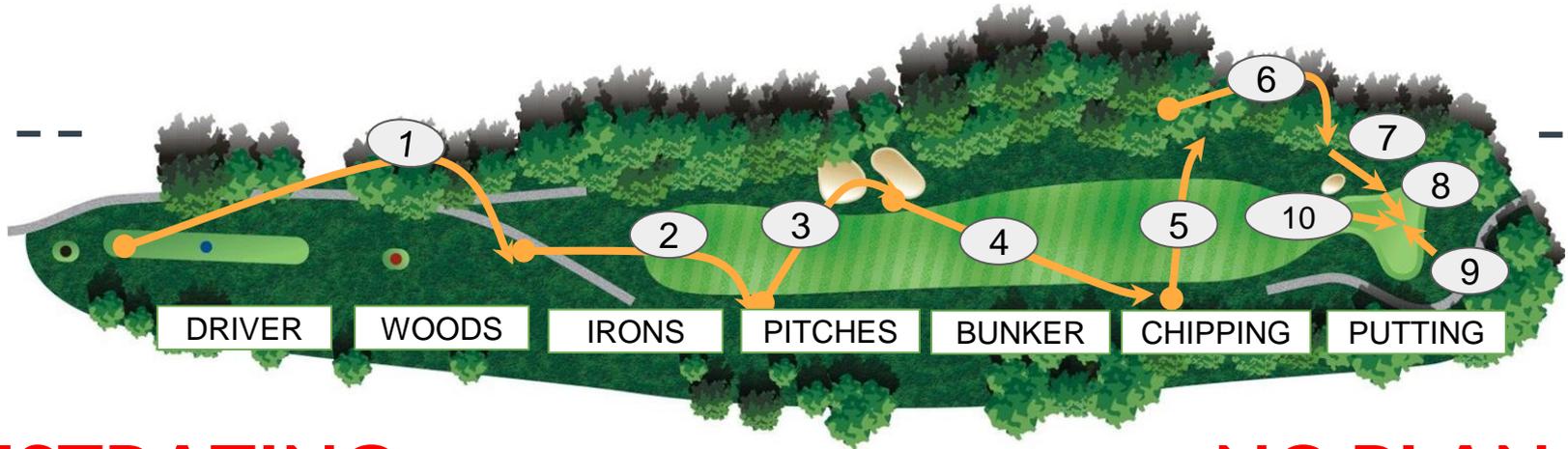


1

On-Course Development Model

THE PROBLEM

The Traditional Way Golf Pros Introduce A Beginner to Playing



FRUSTRATING

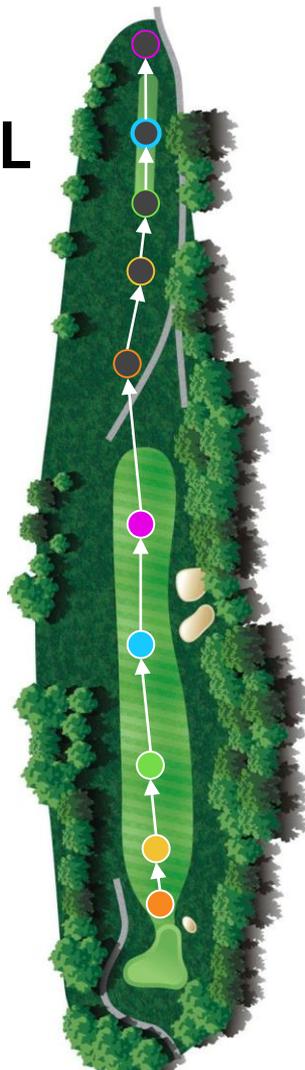
OVERWHELMING

NO PLAN

1. GOLFERS PLAY 9 HOLES WITH THE OP 36 DEV MODEL

Industry Problems it solves:

- It's timely (2 Hour Rounds for a Beginner)
- It's motivating (Beginners see progress from first day)
- It's a Long-Term Goal - It keeps beginners engaged longer
- It's simple and clear to market (Attract More Beginners)



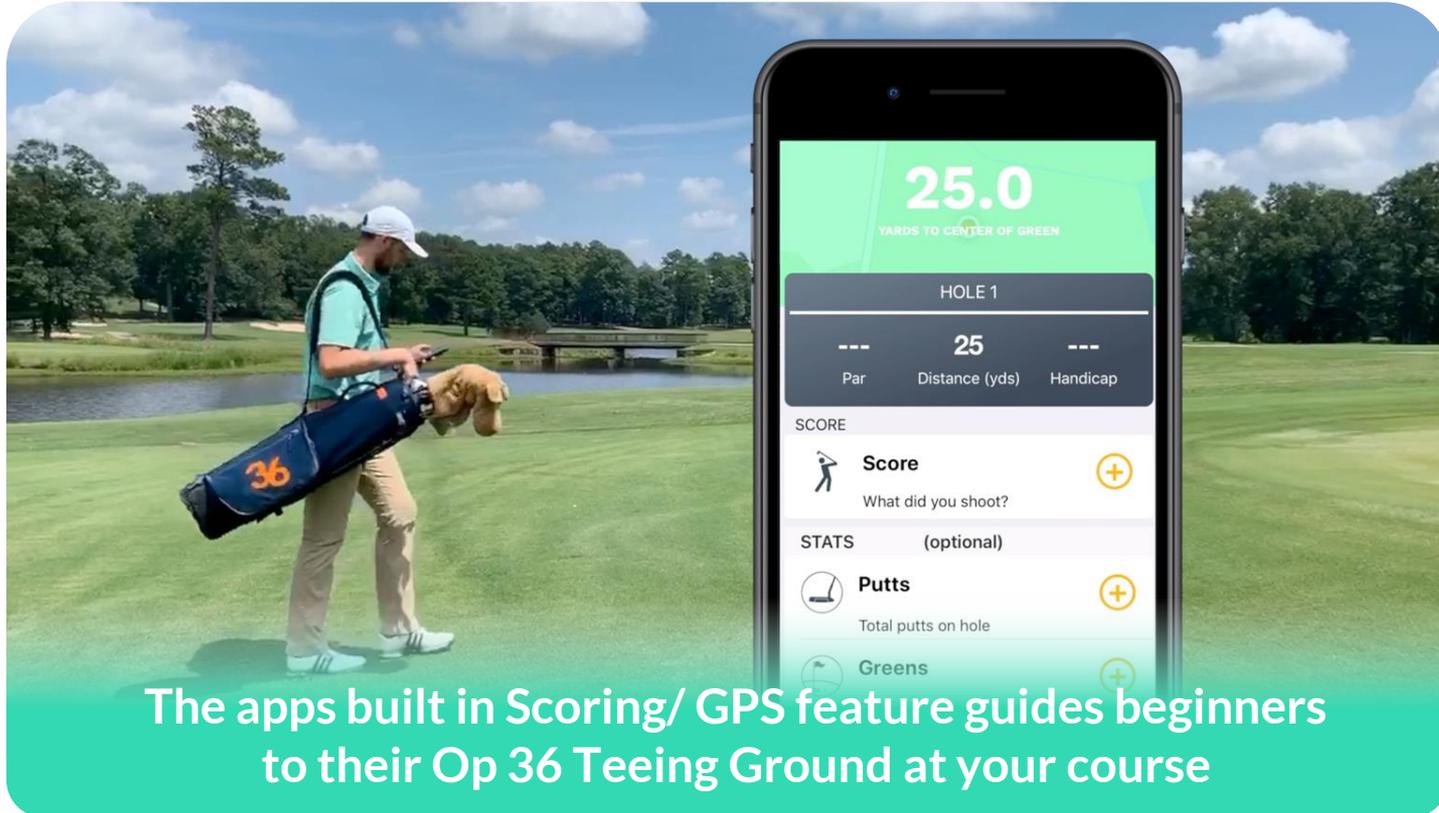
The Challenge: Shoot 36 in all 10 Divisions

| | |
|---------------|-----------------|
| ○ Division 10 | 3200+ Yards |
| ○ Division 9 | 2901-3200 Yards |
| ○ Division 8 | 2601-2900 Yards |
| ○ Division 7 | 2301-2600 Yards |
| ○ Division 6 | 1801-2300 Yards |
| ○ Division 5 | 1800 Yards |
| ○ Division 4 | 1250 Yards |
| ○ Division 3 | 900 Yards |
| ○ Division 2 | 450 Yards |
| ○ Division 1 | 225 Yards |

OPERATION **36**® GOLF

YOU DON'T NEED TO ADD TEE-BOXES

No need to install additional tee-boxes. Golfers use app outside of program.



The image shows a golfer in a light blue shirt and white cap walking across a green, carrying a dark blue golf bag with the number '36' on it. In the background, there is a pond and a wooden bridge. Overlaid on the right side of the image is a smartphone displaying a golf app interface. The app screen shows a green header with the number '25.0' and the text 'YARDS TO CENTER OF GREEN'. Below this, it says 'HOLE 1' and displays '25' in a dark box, with 'Par', 'Distance (yds)', and 'Handicap' listed underneath. The 'SCORE' section includes a golfer icon, the word 'Score', and a plus sign, with the prompt 'What did you shoot?'. The 'STATS (optional)' section includes a golf club icon, the word 'Putts', and a plus sign, with the prompt 'Total putts on hole'. A third section for 'Greens' is partially visible at the bottom with a plus sign.

The apps built in Scoring/ GPS feature guides beginners to their Op 36 Teeing Ground at your course

KEY #2

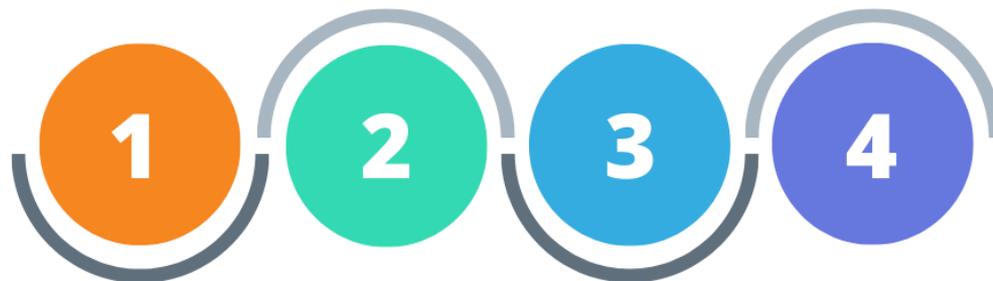


2

Group Classes (Long-Term Curriculum)

2. WEEKLY COACHING WITH A LONG-TERM CURRICULUM

OPERATION 36[®] GOLF LEARNING CYCLE



PLAY 9-HOLES

Test your skills on the course to see which areas you can improve upon.

PRACTICE

Based on your on-course results, train to improve your areas of opportunity.

PLAY 9-HOLES

Repeat step #1 and play 9-holes again.

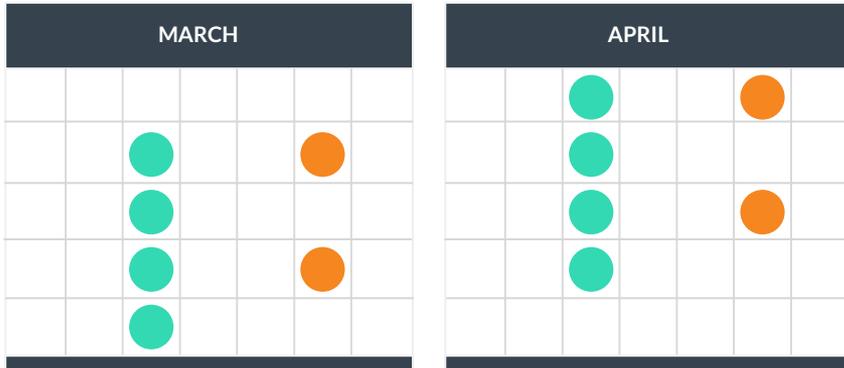
PRACTICE

Based on your on-course results, train to improve your areas of opportunity.

2. WEEKLY COACHING WITH A LONG-TERM CURRICULUM

Sample 8 Week Program with Op 36

8 Classes + 4 Events



+



Typical Pricing for 8 Week Program
1 Coach | 6:1 Student to Coach Ratio

\$340 / PER STUDENT

| Students | Weekly Hours | Total Revenue |
|-------------|--------------|---------------------|
| 6 Students | 1 Hours | \$2040 (\$128/hr) |
| 12 Students | 2 Hours | \$4080 (\$170/hr) |
| 18 Students | 3 Hours | \$6120 (\$192/hr) |
| 24 Students | 4 Hours | \$8160 (\$204/hr) |
| 30 Students | 5 Hours | \$10,200 (\$213/hr) |

Average Program: \$40,000 Revenue
Max: Over \$200,000 Revenue

2. WEEKLY COACHING WITH A LONG-TERM CURRICULUM

THE OPERATION 36 CURRICULUM

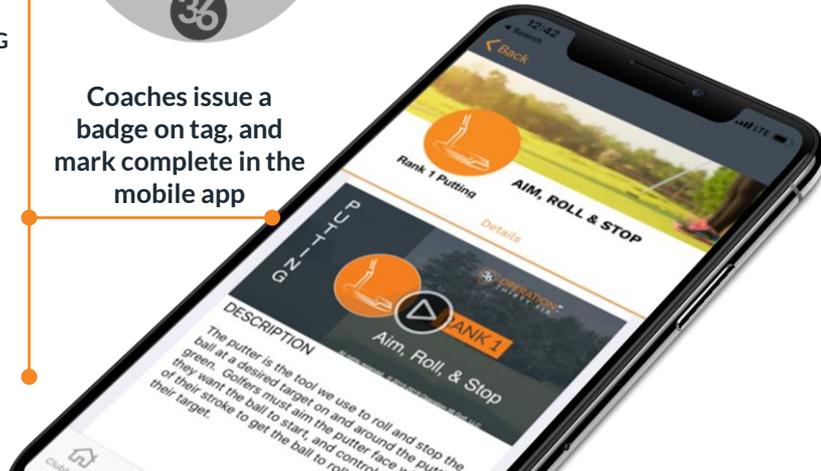
6 Ranks | 12 Skills | 72 Goals

THE SKILLS

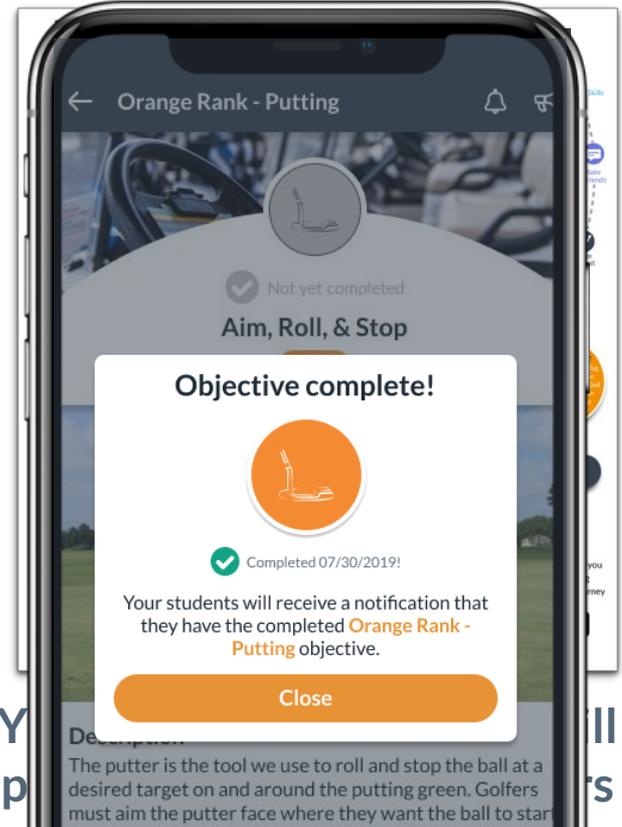
- POSTURE
- POWER
- GRIP
- BALL FLIGHT
- ALIGNMENT
- GREEN READING
- PUTTING
- FITNESS
- MASTERY
- HONOR
- WORK ETHIC
- PERFORMANCE



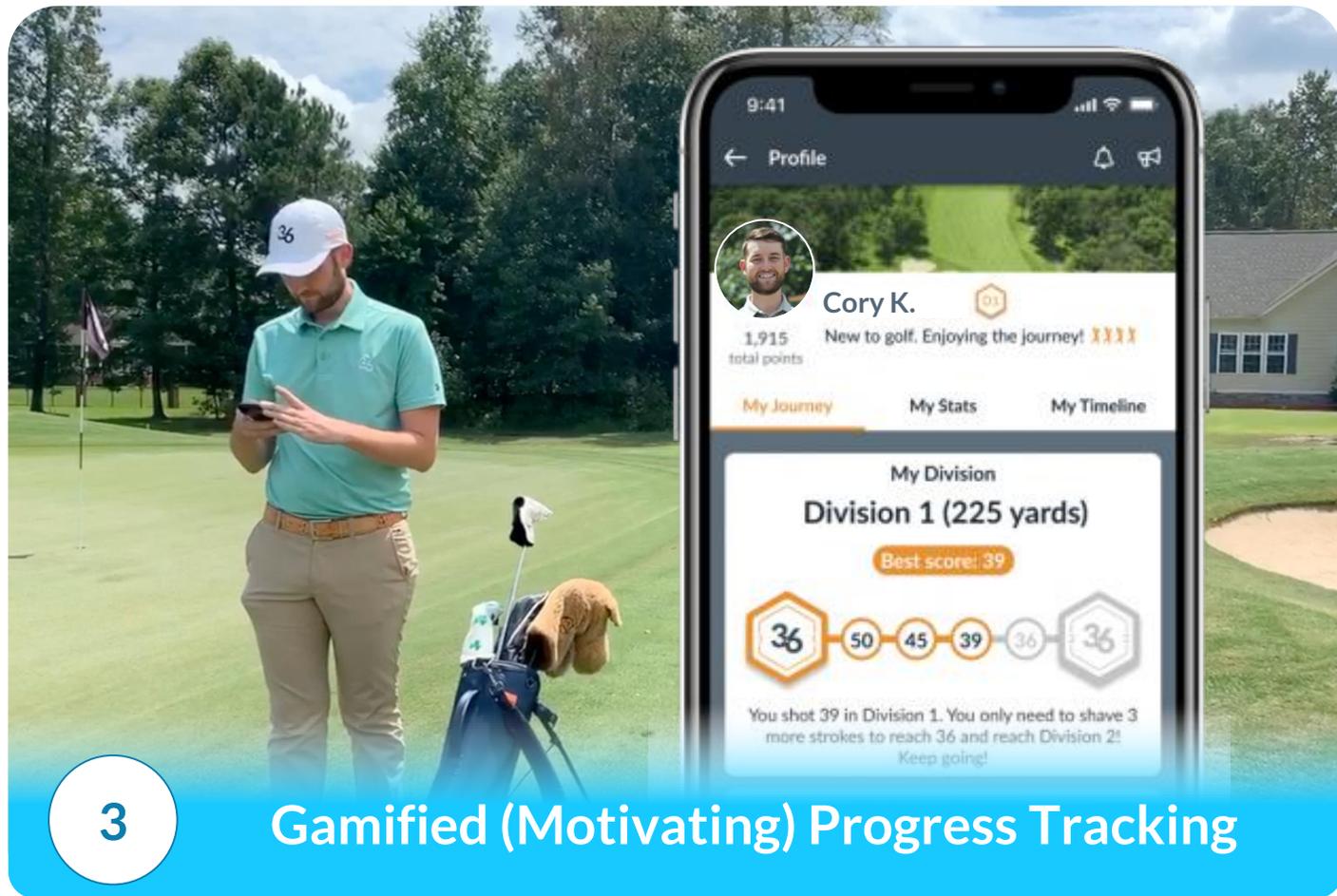
Coaches issue a badge on tag, and mark complete in the mobile app



JUNIOR STARTER KITS



KEY #3



96% OF GOLFERS | 22 MILLION

26 Handicap
Break 100 for 18 holes



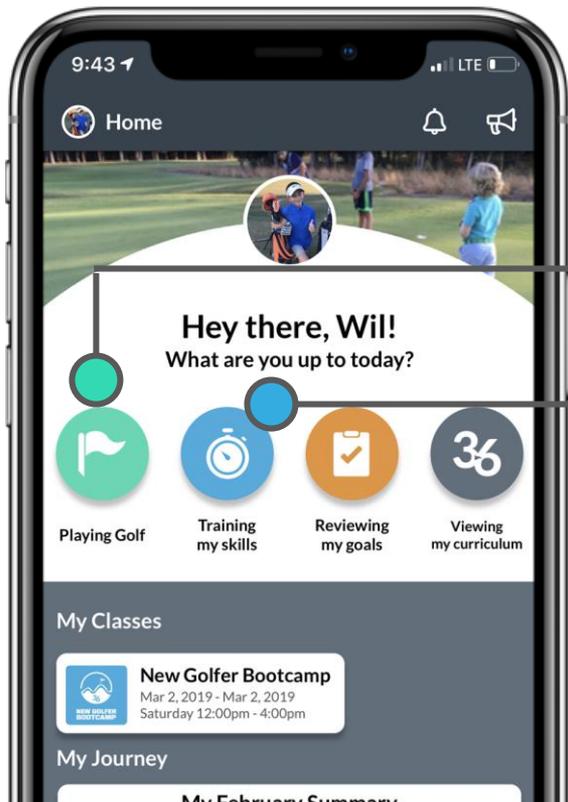
GOLF LIMBO



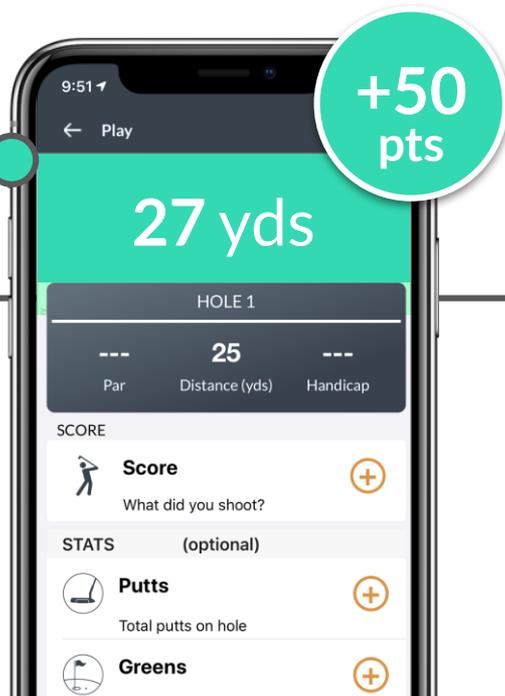
TIME - - - - - >

3. TECHNOLOGY GUIDED TRAINING (make getting better fun)

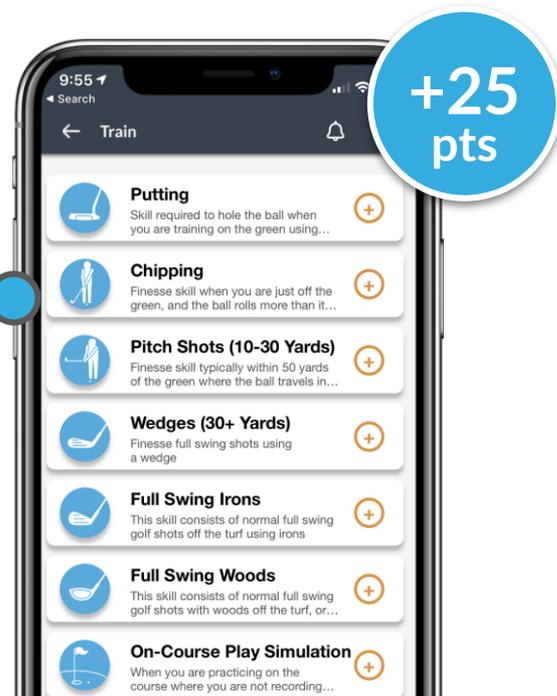
YOUR GUIDE TO TRACK YOUR JOURNEY OUTSIDE OF CLASSES & SHARE WITH YOUR COACH



PLAYING GOLF
GPS | Scorecard | Milestones



TRAINING SKILLS
Guided Practice Sessions



3. TECHNOLOGY GUIDED TRAINING (make getting better fun)

YOUR GUIDE TO TRACK YOUR JOURNEY OUTSIDE OF CLASSES & SHARE WITH YOUR COACH

Keith Hills Golf Club
Thursday
February 13, 2020
01:52:30 PM

To learn more, scan this QR code with your camera:



February Global Challenge
16 days 10 hr 7 min 30 s left
1,221 total golfers improving

| Rank | Club | Points |
|------|------------------------------|----------|
| 1 | Greensboro Country Club | 4,350pts |
| 2 | Chapel Hill Country Club | 3,650pts |
| 3 | The Club at 12 Oaks | 2,300pts |
| 4 | Keith Hills Golf Club | 1,605pts |
| 5 | MacGregor Downs Country Club | 1,600pts |

Keith Hills Golf Club
#4 Ranking 1,605 Points

Join our program today!

10:56
Search
Programs Edit Header

36 ACADEMY
8 Week Academy
14 STUDENTS

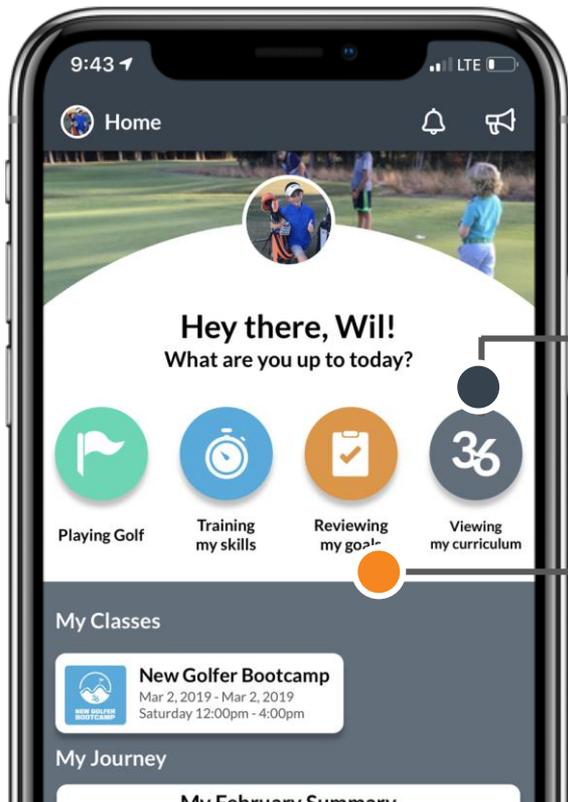
Activities LeaderBoard Announcements

Jamie Kinsinger **John Smith** **Jeff Gordon**

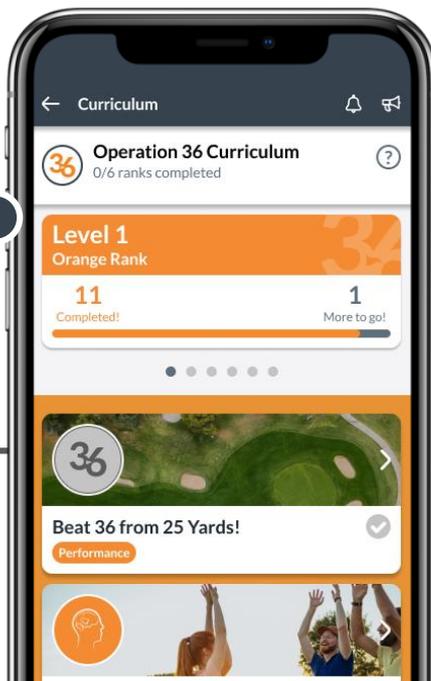
4 Tom Kinsinger 0
5 Seth West 0
6 Tammy Brown 0

3. TECHNOLOGY GUIDED TRAINING (make getting better fun)

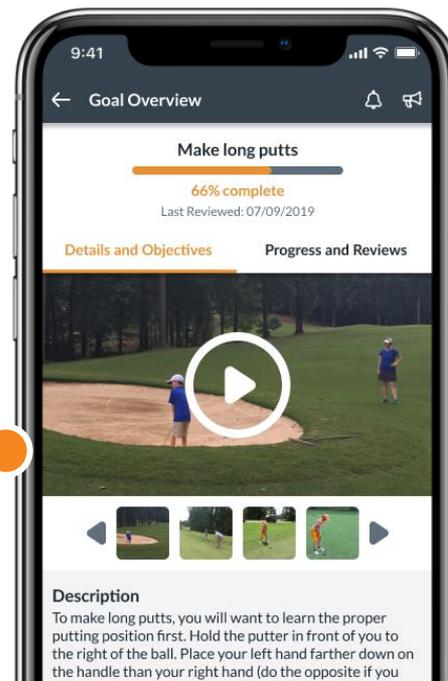
YOUR GUIDE TO TRACK YOUR JOURNEY OUTSIDE OF CLASSES & SHARE WITH YOUR COACH



View Curriculum
Educational Videos

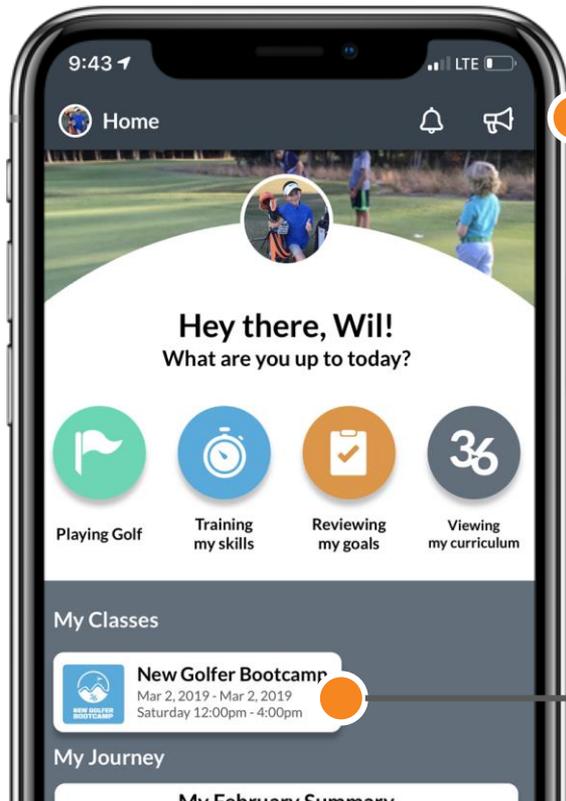


Private Goals
Optional Education

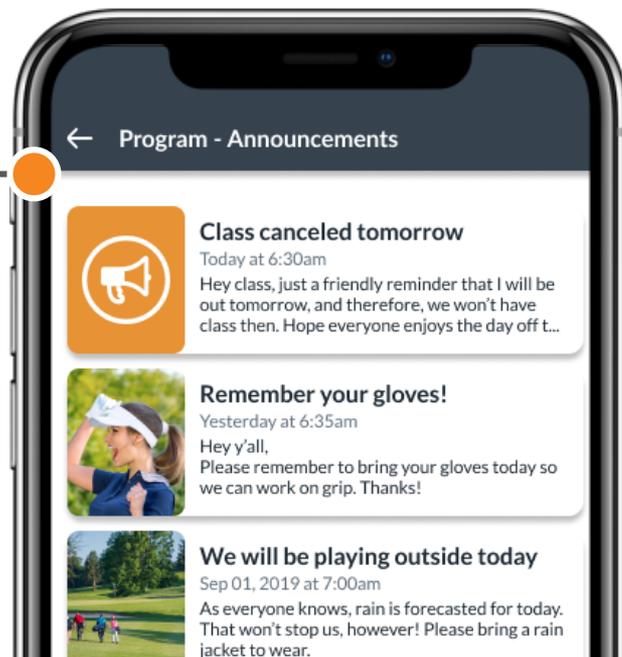


3. TECHNOLOGY GUIDED TRAINING (make getting better fun)

YOUR GUIDE TO TRACK YOUR JOURNEY OUTSIDE OF CLASSES & SHARE WITH YOUR COACH



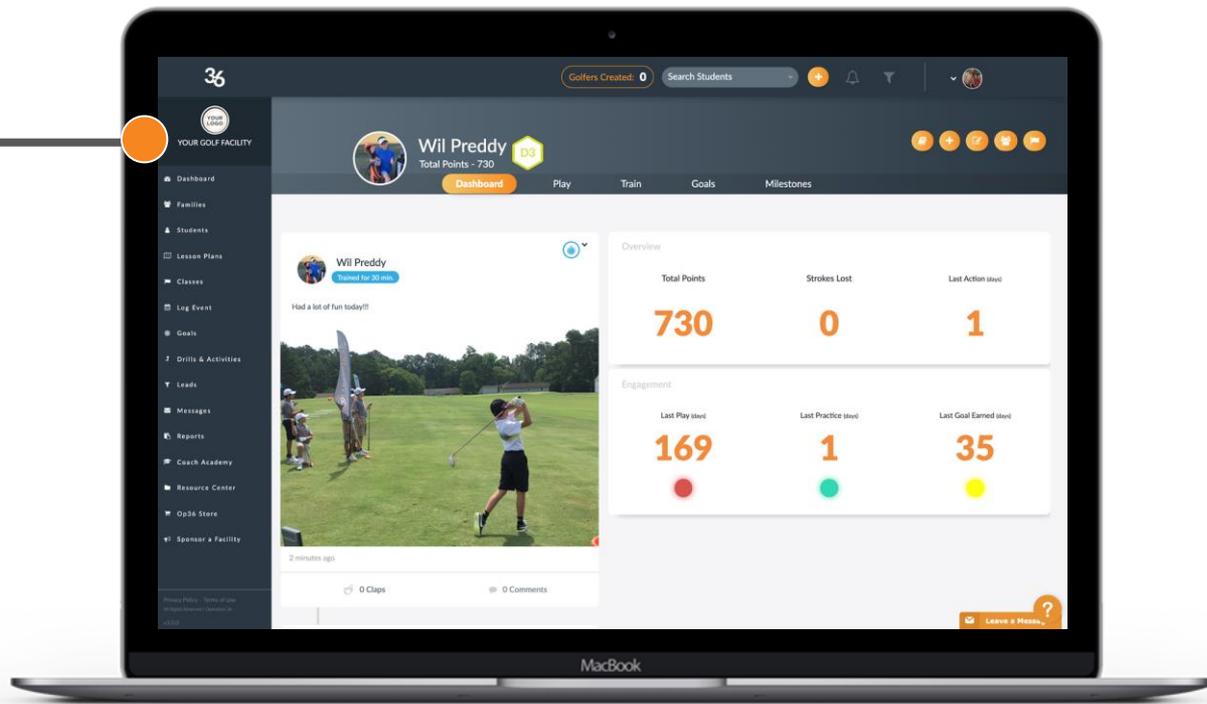
Check the App for Weekly Program Announcements



3. TECHNOLOGY GUIDED TRAINING (make getting better fun)

YOUR GUIDE TO TRACK YOUR JOURNEY OUTSIDE OF CLASSES & SHARE WITH YOUR COACH

All Actions & Stats Are Shared with Coach To Guide You



WHAT DOES THE COACH DO?

LOGGING OPERATION 36 9 HOLE EVENTS

1. Collect Scorecards
2. Log Scores
3. Results Saved & Posted

Edit Event X

←

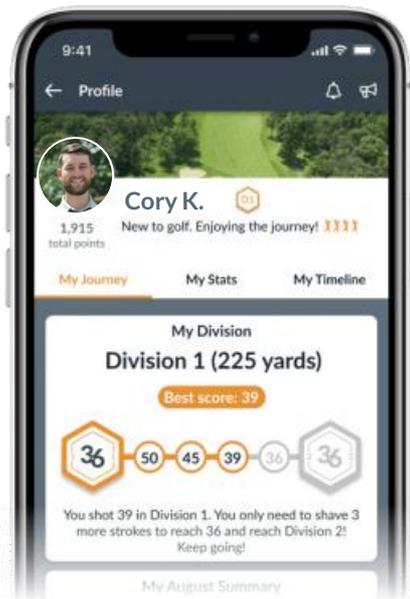
| | Division | Full Tee Yardage | Score | Greens | Putts |
|---|---------------------|------------------|-------|--------|-------|
|  Jacob Allen | Division 5 1800 y ▾ | Full Tee Yarda | 40 | 4 | 16 |
|  Allison Allen | Division 3 900 ya ▾ | Full Tee Yarda | 50 | 4 | 22 |
|  Jason Betts | Division 5 1800 y ▾ | Full Tee Yarda | 41 | 5 | 19 |
|  Will Betts | Division 4 1350 y ▾ | Full Tee Yarda | 51 | 4 | 28 |
|  Colin Bidwell | Division 5 1800 y ▾ | Full Tee Yarda | 39 | 4 | 15 |
|  Cad DeSorbo | Division 1 225 ya ▾ | Full Tee Yarda | 43 | 6 | 23 |
|  Sydney Wills | Division 3 900 ya ▾ | Full Tee Yarda | 38 | 6 | 16 |

[Add more students](#) [Next Step](#)

[Leave a Message](#)

WHAT DOES THE COACH GET?

AUTOMATE REPORTS & STUDENT SELF TRACKING



Print

Piper Reagan
Age 10

08/21/2019

| Division | Status | Attempts | 1st Score | Best Score | Strokes Lost |
|---------------------------------|----------|----------|-----------|------------|--------------|
| Division 1 225 yards | PASSED ✓ | 7 | 54 | 36 | 18 |
| Division 2 450 yards | PASSED ✓ | 6 | 38 | 33 | 5 |
| Division 3 900 yards | On Pace | 1 | 37 | 37 | 0 |
| Division 4 1350 yards | On Pace | 1 | 43 | 43 | 0 |
| Division 5 1800 yards | --- | 0 | --- | --- | --- |
| Division 6 1801 - 2300 yards | --- | 0 | --- | --- | --- |
| Division 7 2301 - 2800 yards | --- | 0 | --- | --- | --- |

Chat With Us



Michael Snyder

Age: NaN | Op 36 Division: 9

Student

College Track (Projected 0 Handicap)

Goal:

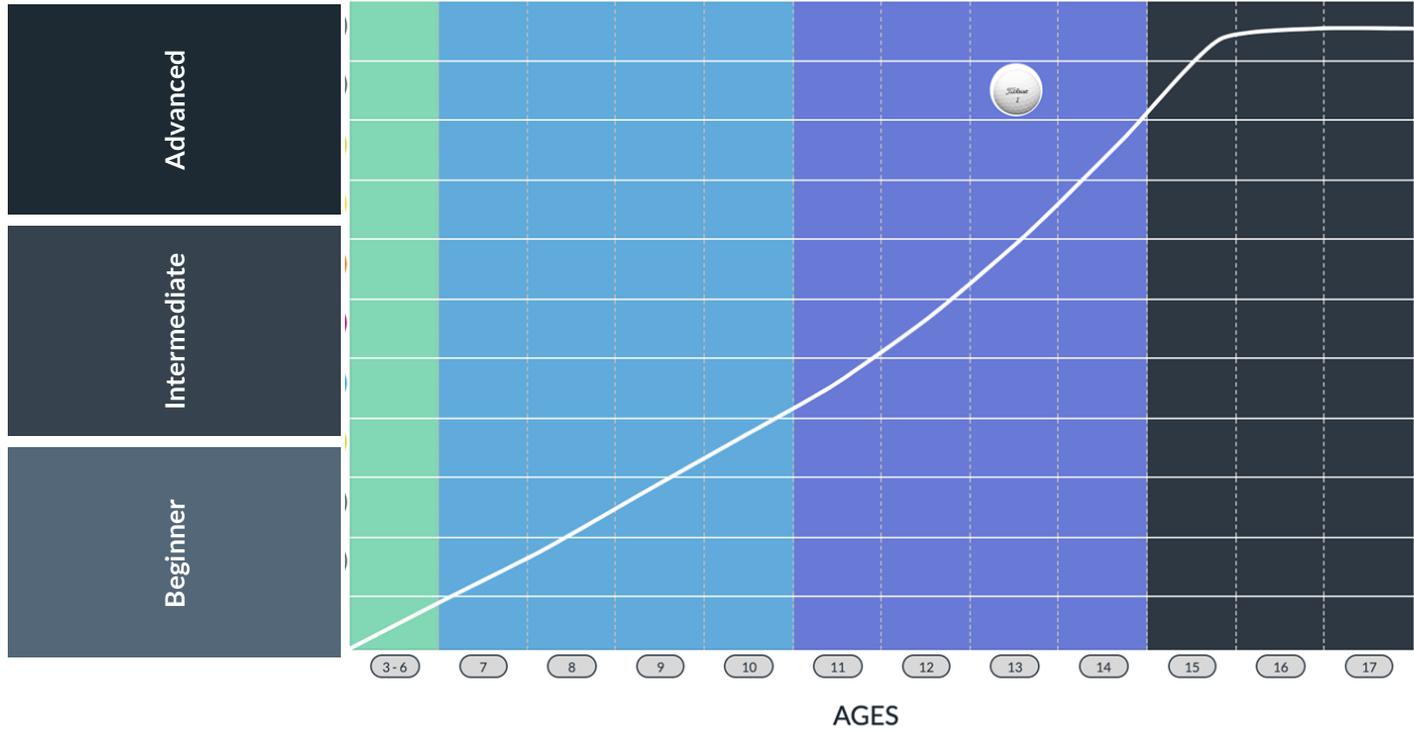
Current Track: College Track

Junior Golf Development Tracks™ ?

All Formal Casual

13

AHEAD OF PACE



THE 3 KEYS - WHAT WE HAVE LEARNED

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1

On-Course Development Model



PLAY GOLF

2

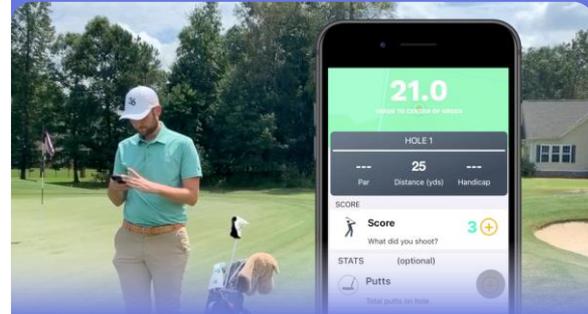
Group Classes with a Long-term Curriculum



TRAIN SKILLS

3

Gamified (Motivating) Progress Tracking



TRACK PROGRESS

OUR NETWORK'S GOAL

OPERATION 36® GOLF

#1MGOLFERS

Introduce 1,000,000 NEW GOLFERS

to having FUN playing their first 9 hole round & shooting even par (36) with Operation 36



We need program locations to help new golfers start and continue their journey.

OUR NETWORK'S GOAL

OPERATION 36[®] GOLF

Get More Information by Contacting Support@Op36Golf.com



YOUTH



TEENS



ADULTS



SENIORS

We need program locations to help new golfers start and continue their journey.