

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







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

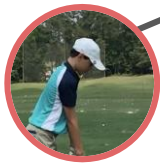
MATT REAGAN, PGA

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

OPERATION 36[®] GOLF

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

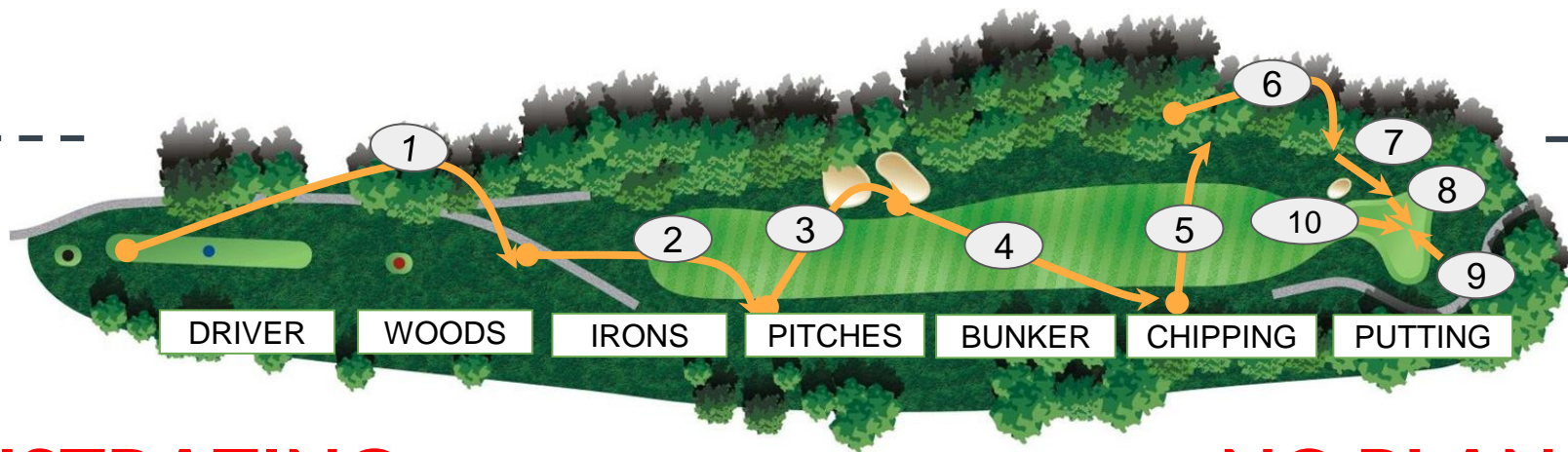


1

On-Course Development Model

THE PROBLEM

The Traditional Way Golf Pros Introduce A Beginner to Playing



FRUSTRATING

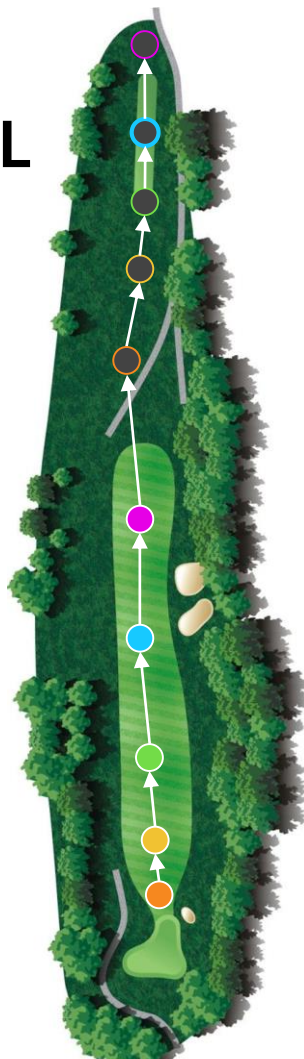
OVERWHELMING

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)



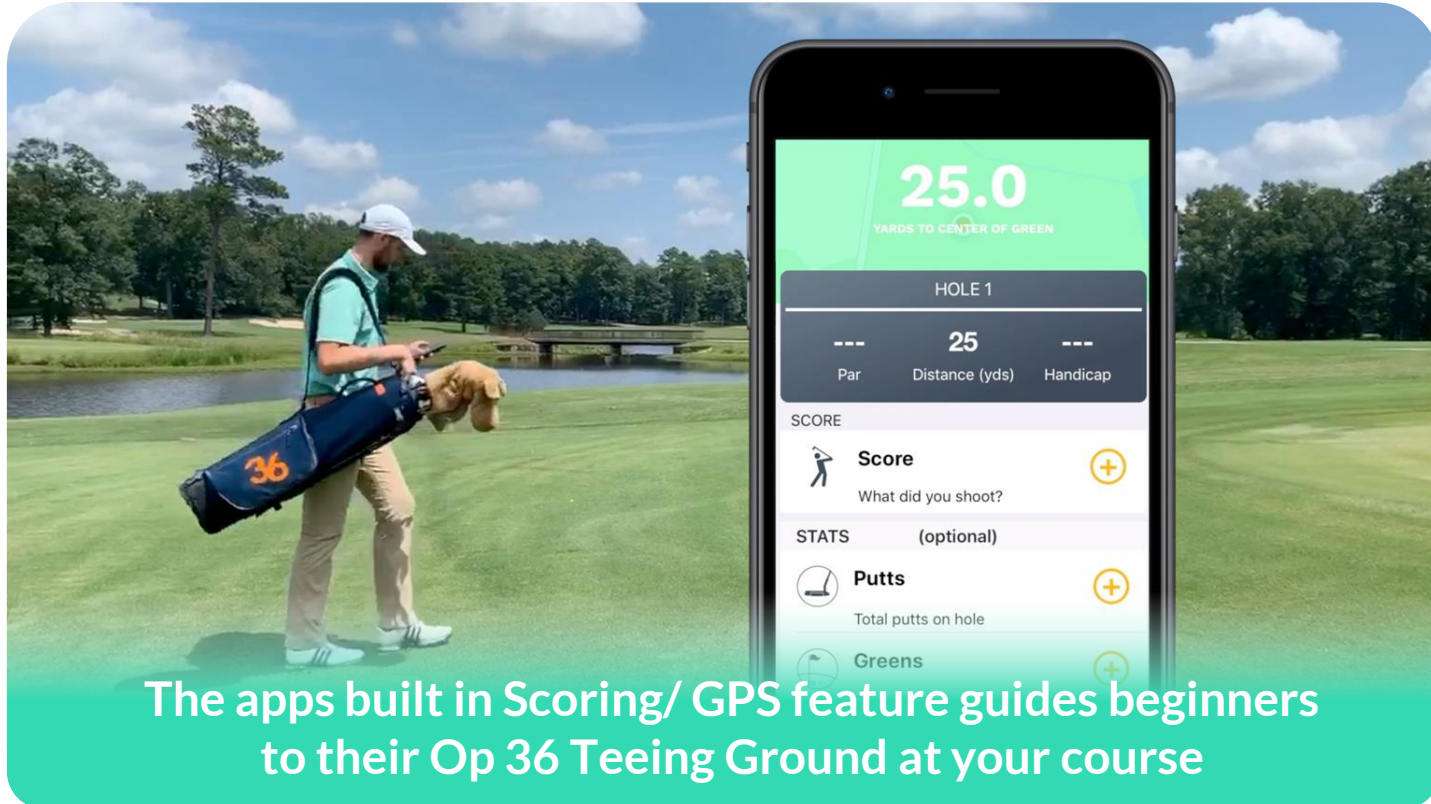
The Challenge: Shoot 36 in all 10 Divisions

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 khaki pants walking across a lush green golf course. He is carrying a dark blue golf bag with the number '36' in orange on his back. In the background, there is a body of water and a line of trees under a blue sky with scattered clouds. Overlaid on the right side of the image is a large smartphone screen displaying a golf application. The app's interface is as follows:

- Top Section:** A green header with the number '25.0' in large white font, and 'YARDS TO CENTER OF GREEN' in smaller white text below it.
- HOLE 1 Section:** A dark grey bar with 'HOLE 1' in white. Below it, a white bar displays '25' in large black font, flanked by three dashes '---'. Underneath, 'Par' is on the left, 'Distance (yds)' is in the center, and 'Handicap' is on the right.
- SCORE Section:** A light purple header with 'SCORE' in white. Below it, a golf club icon is next to the word 'Score' in bold. Underneath is the text 'What did you shoot?' and a yellow circular button with a white plus sign.
- STATS Section:** A light purple header with 'STATS' in white, followed by '(optional)' in grey. Below it, a golf club icon is next to the word 'Putts' in bold. Underneath is the text 'Total putts on hole' and a yellow circular button with a white plus sign.
- Bottom Section:** A light green header with a golf club icon and the word 'Greens' in bold. A yellow circular button with a white plus sign is visible on the right.

The bottom of the image features a teal gradient banner with the following text:

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.

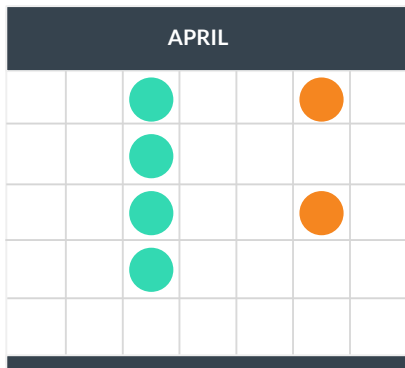
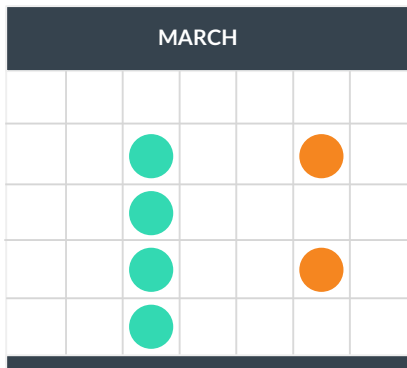
PRACTICE

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

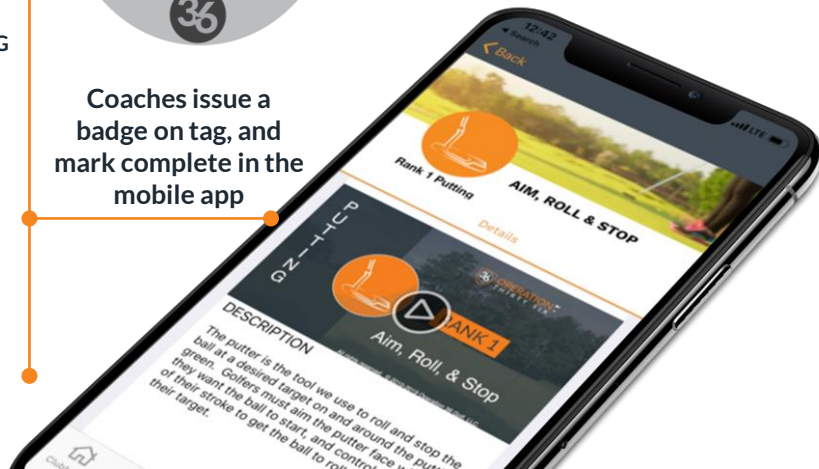
THE SKILLS

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

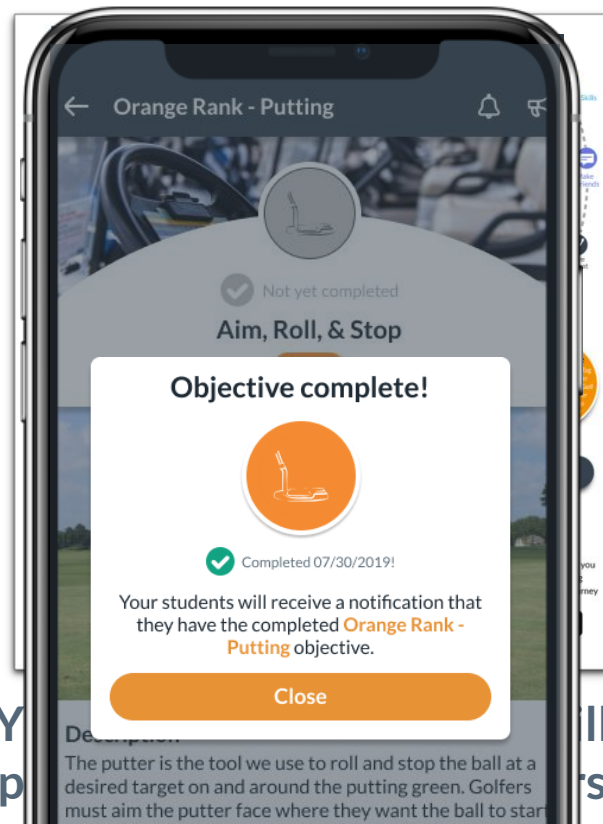


Golfers Match The Objective On Complete In App

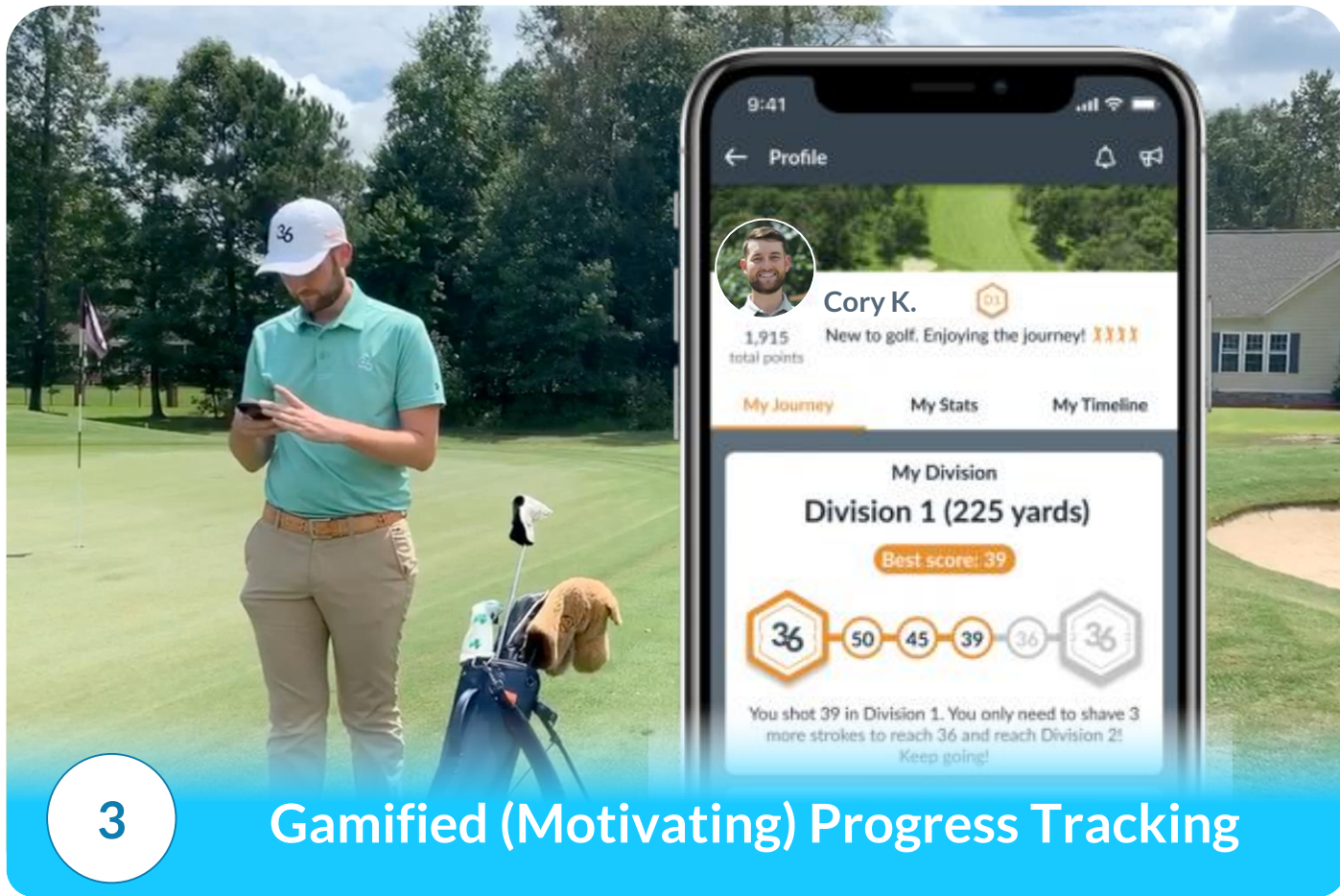
Coaches issue a badge on tag, and mark complete in the mobile app



JUNIOR STARTER KITS



KEY #3



The image shows a golfer in a light blue polo shirt and khaki pants standing on a golf green, looking at a smartphone. The phone screen displays the 'Profile' page of the Operation 36 app. The user is Cory K., with 1,915 total points. The app shows the user's current division as Division 1 (225 yards) with a best score of 39. A progress bar shows scores of 36, 50, 45, 39, 36, and 36. The app encourages the user to shave 3 more strokes to reach 36 and reach Division 2.

3

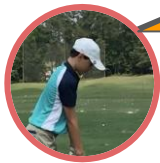
Gamified (Motivating) Progress Tracking

96% OF GOLFERS | 22 MILLION

26 Handicap
Break 100 for 18 holes



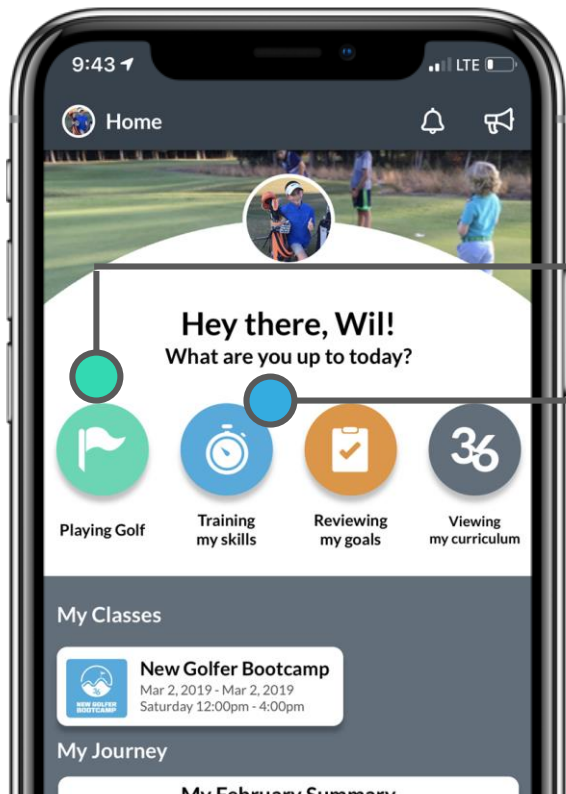
GOLF LIMBO



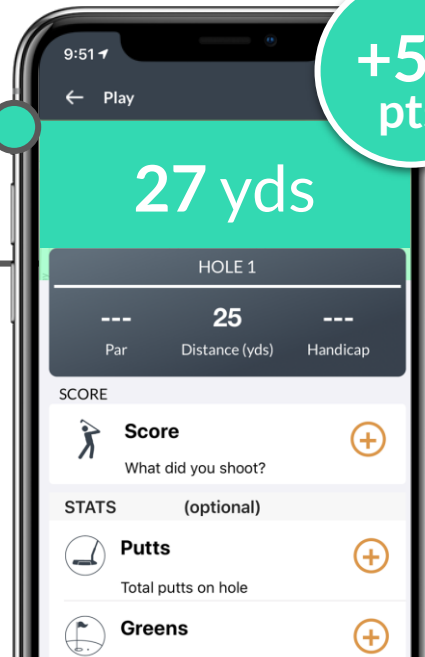
TIME - - - - - >

3. TECHNOLOGY GUIDED TRAINING (make getting better fun)

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

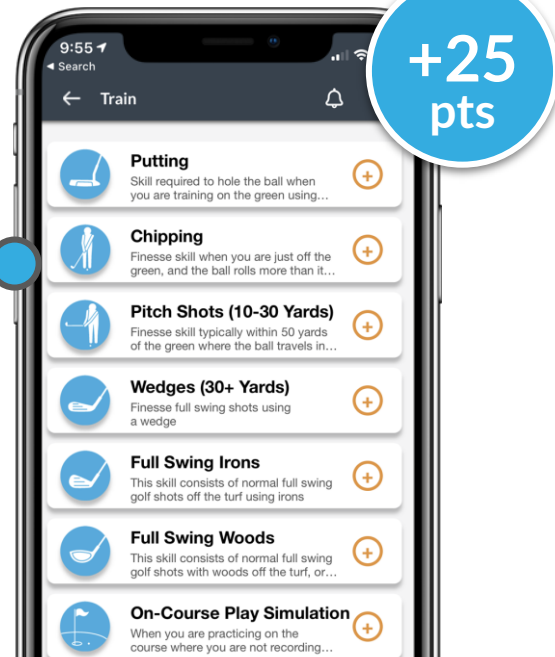


PLAYING GOLF
GPS | Scorecard | Milestones



+50
pts

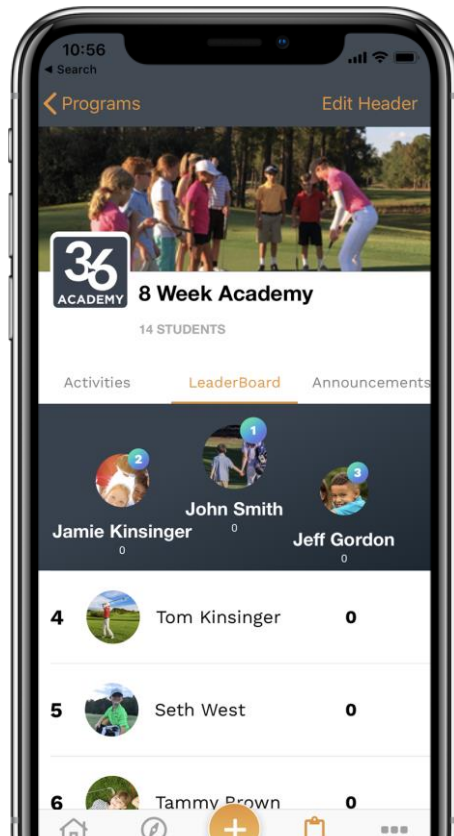
TRAINING SKILLS
Guided Practice Sessions



+25
pts

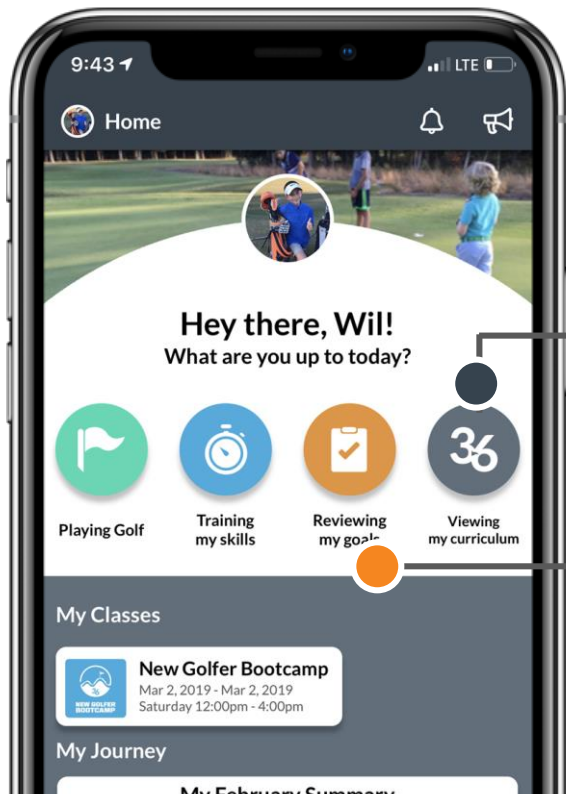
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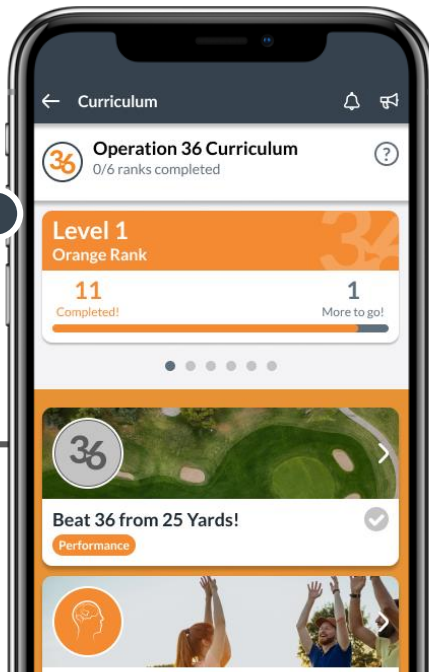


3. TECHNOLOGY GUIDED TRAINING (make getting better fun)

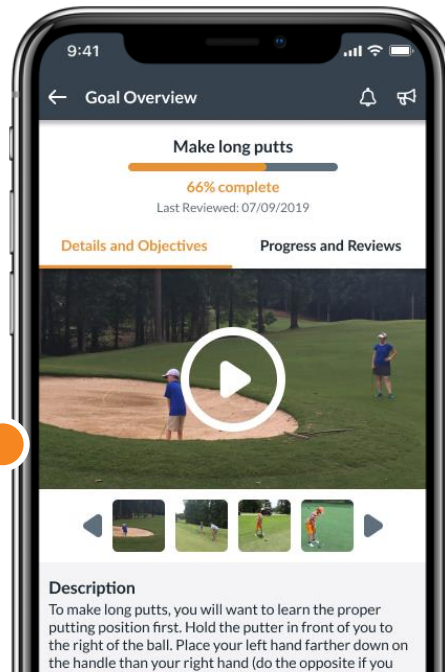
YOUR GUIDE TO TRACK YOUR JOURNEY OUTSIDE OF CLASSES & SHARE WITH YOUR COACH



View Curriculum Educational Videos

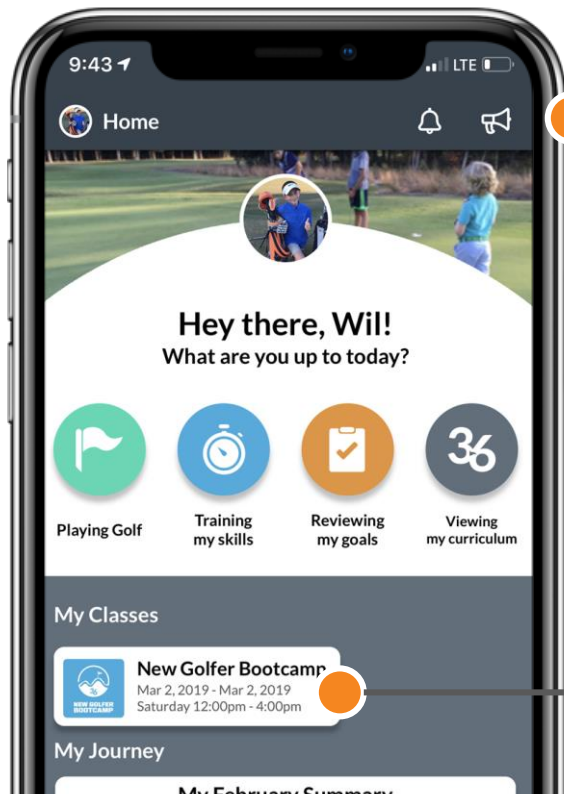


Private Goals Optional Education

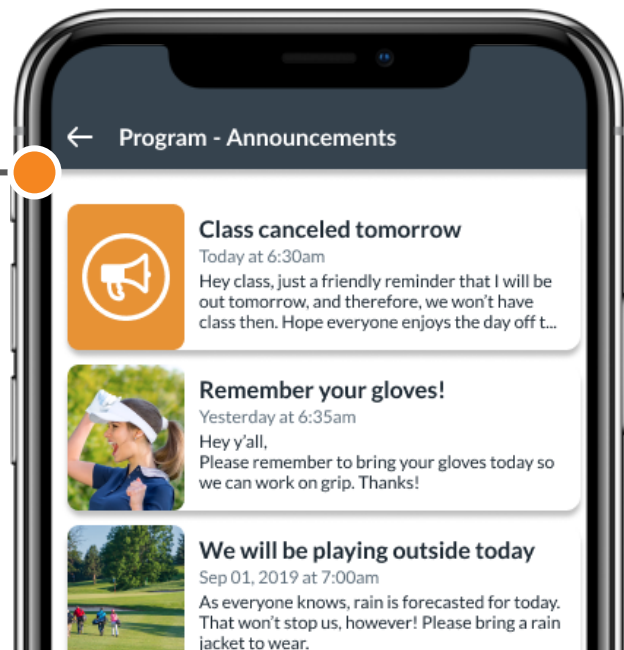


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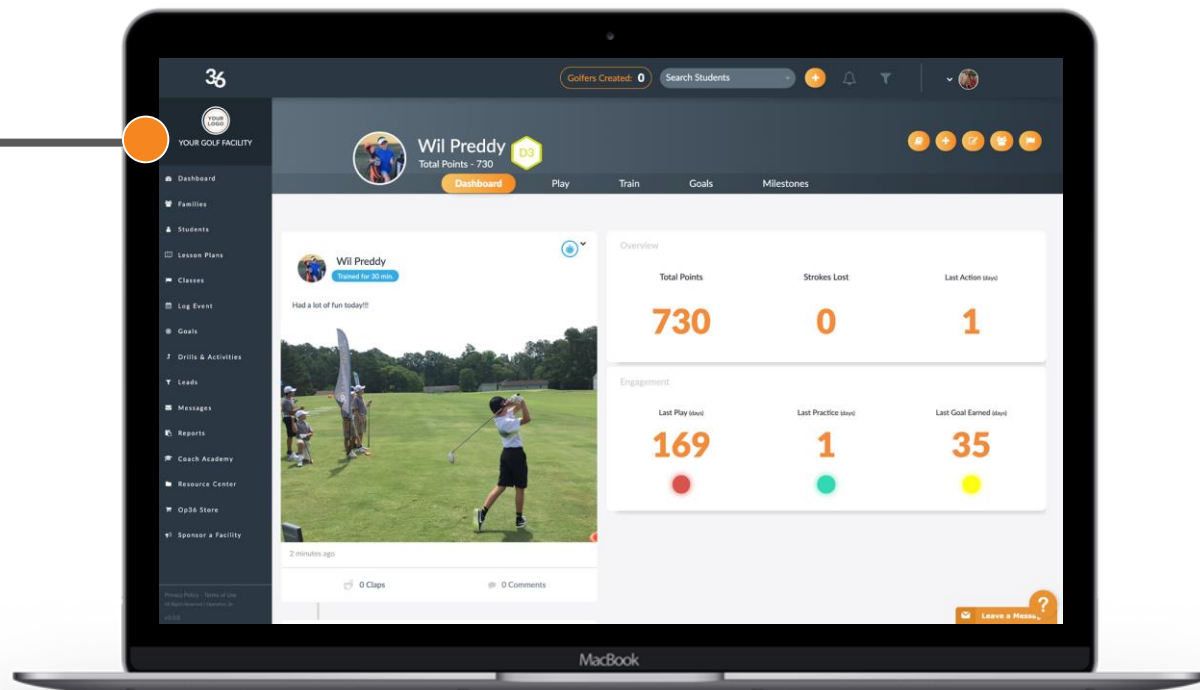
Check the App for Weekly Program Announcements



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

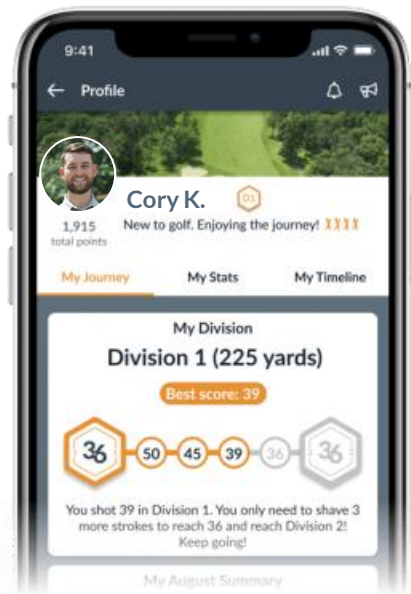
Add more students

Next Step

Leave a Message

WHAT DOES THE COACH GET?

AUTOMATE REPORTS & STUDENT SELF TRACKING



The tablet screen displays a performance report for Piper Reagan, Age 10, dated 08/21/2019. The report includes a table with columns for Division, Status, Attempts, 1st Score, Best Score, and Strokes Lost. A 'Print' button is at the top left, and a 'Chat With Us' button is at the bottom right.

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 - 2600 yards	---	0	---	---	---



Student

Student **College Track (Projected 0 Handicap)**

Goal:

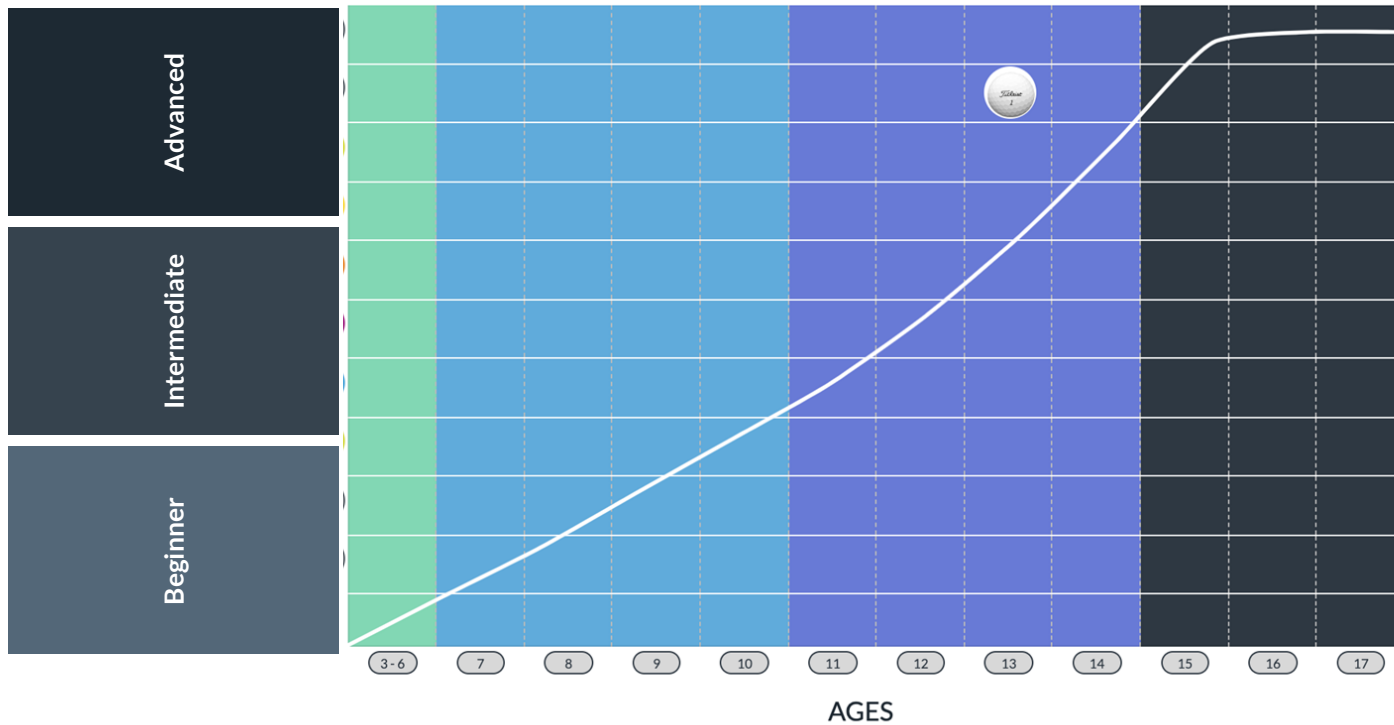
Current Track: College Track

Junior Golf Development Tracks™ ?

All Formal Casual

13

AHEAD OF PACE



THE 3 KEYS - WHAT WE HAVE LEARNED

OPERATION 36[®] GOLF

Building a Sustainable Long-Term Beginner Golf Program

1

On-Course Development Model



PLAY GOLF

2

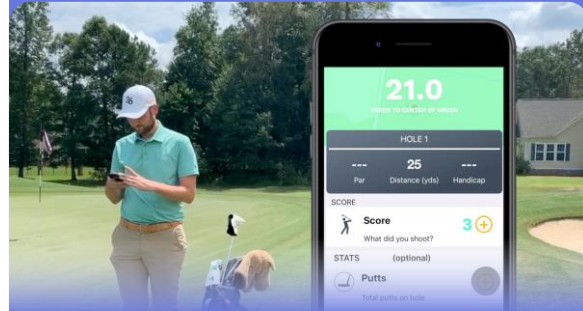
Group Classes with a Long-term Curriculum



TRAIN SKILLS

3

Gamified (Motivating)
Progress Tracking



TRACK PROGRESS

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



YOUTH



TEENS



ADULTS



SENIORS

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



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