



**"The right stuff."**  
– Jimmy Roberts, NBC Sports

**FairwayPro**   
ULTIMATE DIVOT SIMULATOR®



## FWP EXECUTIVE SUMMARY

### FairwayPro: Leading the Future of Golf Innovation

FairwayPro is poised to redefine the global golf market as a groundbreaking golf performance and training platform. At the heart of this launch is our new expanded divot simulator technology—a game-changing innovation that elevates practice, enhances play, and delivers the realism today’s golfers are seeking.

Backed by decades of proven expertise branding and launching world-class icons like SKECHERS and Johnny Rockets, we understand what it takes to transform innovative concepts into enduring global success stories. FairwayPro will leverage this experience to become the leader in golf technology and performance solutions.

Our immediate goal is to secure funding to produce initial inventory and reignite operations, offering investors equity stakes and a share of future profits. This approach ensures that our earliest supporters are positioned to benefit as the brand scales and succeeds.

Looking ahead, FairwayPro’s vision goes far beyond a single product.

We are building a global brand that will expand across consumer, commercial, and entertainment markets. Investing in FairwayPro means partnering with a visionary company that is reshaping the golf experience—on the course, at the range, and beyond.

#### Our Readiness for Rapid Market Expansion:

- Market-proven 4.5 star Amazon rated portable consumer product sold worldwide.
- Our commercial version has completed CAD designs and fully functional prototypes, setting the stage for immediate production.
- We invite you to join us in pioneering the next era of golf innovation beginning with our divot simulator.

### Meet the Founders: Jim and Margaret McFarlin

Jim and Margaret McFarlin are the visionary duo behind FairwayPro, leveraging decades of marketing and entrepreneurial expertise to create a revolutionary innovation in the golf industry. Their journey began during their time managing B2B marketing and public relations for Shell US in Houston, where they developed a deep understanding of diverse industries and forged meaningful connections.

Their passion for golf, sparked by the iconic Shell Wonderful World of Golf TV series, inspired them to combine their marketing acumen with the sport they loved. Margaret, a former financial executive at Texaco, joined Jim following the merger of Texaco and Shell's U.S. operations. Together, they frequently connected with brand and category managers on the fairways, where they encountered a common pain point: the risk of injuries caused by practicing on rigid, unforgiving surfaces that are too hard.

This realization led to the creation of FairwayPro. Recognizing the need for a more natural and injury-free practice experience, Jim and Margaret meticulously tested and refined their product. What started as a concept evolved into a state-of-the-art divot simulator that has transformed golf practice for professionals and enthusiasts alike.

### Proven Track Record of Success

Before launching FairwayPro, Jim and Margaret spent decades branding and launching global icons like SKECHERS and Johnny Rockets. They have a proven track record of transforming concepts into enduring brands. This expertise is now driving their efforts to elevate FairwayPro into a dominant player in the golf market.

### Strategic Leadership in Golf Innovation

The McFarlins' ability to establish and nurture strategic partnerships has been a cornerstone of FairwayPro's success. Their relationships with industry leaders, PGA professionals, and key influencers have helped position FairwayPro as a must-have product in the golf market. Collaborations with media platforms like The Golf Channel, NBC Sports, and The PGA have introduced FairwayPro to a global audience, solidifying its reputation for innovation and quality.

With Jim and Margaret at the helm, FairwayPro is more than a product; it's a game-changing movement in golf. Their unparalleled marketing expertise and dedication to excellence have set the stage for long-term growth and success, making them the driving force behind this groundbreaking brand.

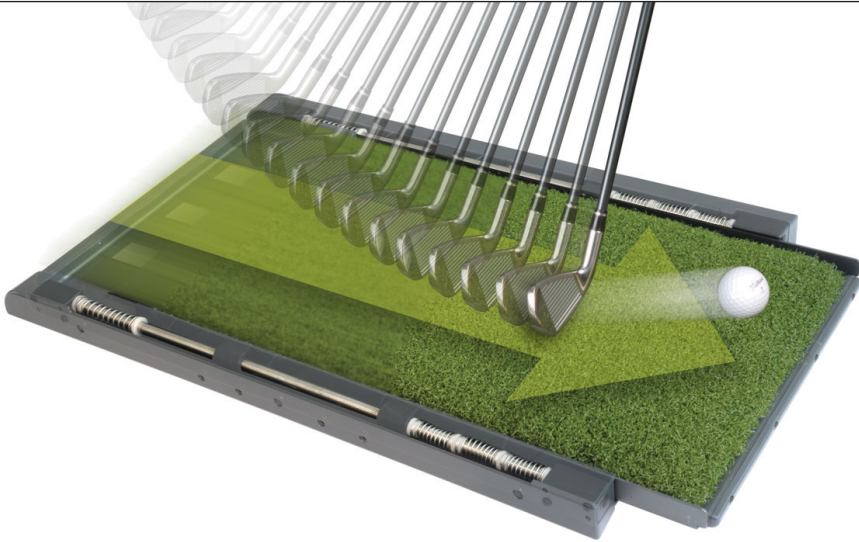
Our legacy marketing website:  
<https://jamesmcfarlin.com>

## FairwayPro Fusion: Club and Mat Unite for Practice That Feels Like Play

Our divot simulator hitting mat enhances today's golf clubs and digital simulators.

### Blending Practice and Play – in a Whole New Way

The FairwayPro divot simulator hitting mechanism is the core technology forming the basis of the brands expanded offering.



In the early days of golf, greats like Lee Trevino openly criticized the impact of range mats on the game, lamenting, **“Range mats have ruined the game of golf.”**

This early sentiment echoed among golf legends Palmer, Nicklaus, and Player, who mastered their skills on lush greens—a luxury now scarce in bustling urban landscapes.

*Sold at Dick's Sporting Goods, rated 4.5 stars on Amazon, and distributed worldwide.*



## FairwayPro Consumer Version: Revolutionizing Golf Performance

The FairwayPro Divot Simulator is the groundbreaking core technology that sets a new standard in golf hitting simulation. Used across all our product versions—including the golf simulator retrofit and indoor and outdoor commercial models—our divot simulator technology delivers a more authentic and effective practice experience.

Our state-of-the-art system goes beyond simply replicating the feel of natural grass impact. With exceptional precision, it captures the essence of every swing, allowing golfers to experience unprecedented realism. As you strike the ball, the turf slides forward, mirroring real grass's natural "give" and shaping your ball's flight. This dynamic motion enhances your ability to control spin, enabling you to execute precision backspin shots that closely replicate real-course conditions.

Historically, golf range mats have remained static as the rest of golf equipment has evolved. FairwayPro's forward-sliding turf mechanism revolutionizes this long-standing tradition, offering a more dynamic and realistic practice experience. The ability of the turf to slide forward at the moment of impact, during critical ball contact, is the key to our innovation, providing golfers with the true-to-life sensation of striking natural grass.



Golfer: Brian Skena, PGA



The reception to our divot simulator has been overwhelmingly positive. Golfers and industry professionals alike have embraced innovation, and PGA teaching professionals regularly reach out to purchase multiple units for their students. This enthusiastic demand has confirmed what we anticipated: our technology is reshaping how golfers practice.

In response to the high demand, we are expanding our offerings and incorporating additional versions into our growing lineup.

## The Commercial Version

### The Commercial Golf Hitting Mat Market

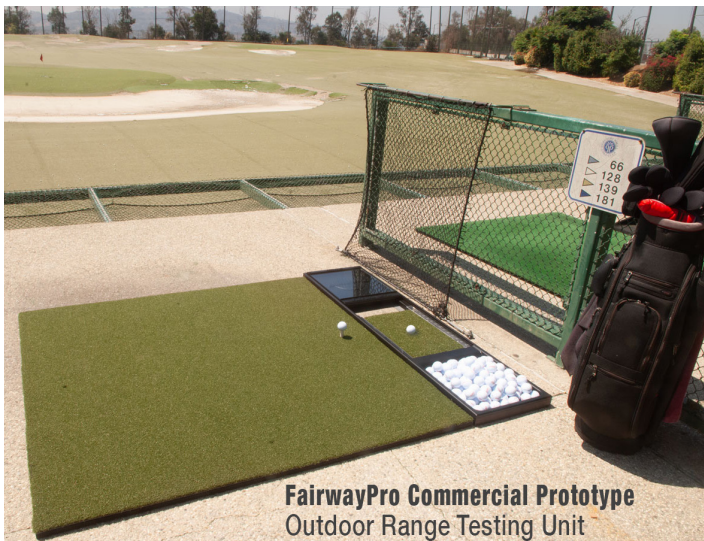
When showcasing the consumer version at the PGA Merchandise Show in Orlando, FL, and at golf trade shows worldwide, we received numerous requests to expand the product into the commercial market.

The announcement of FairwayPro's entry into the commercial golf-hitting mat market has generated significant interest and demand among various industry stakeholders, including golf course superintendents, driving range proprietors, simulator manufacturers, and key PGA decision-makers.

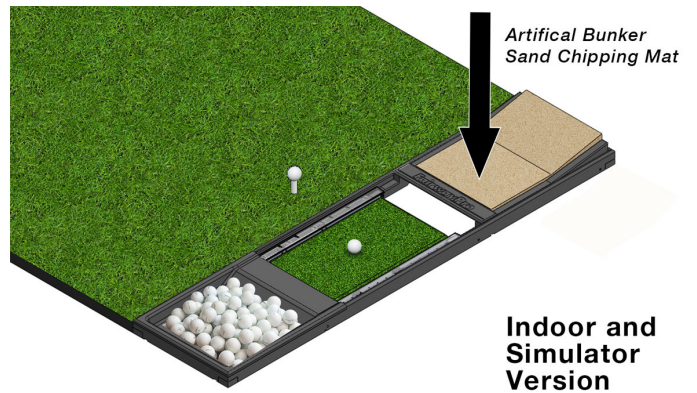
Leveraging their extensive industry network and insights garnered the development of FairwayPro catering to golf courses, driving ranges, simulators, teaching facilities, and global entertainment golf venues and more.



*The outdoor commercial version has a protective cover for year-round use, while the indoor version's artificial sand-bunker module replaces the cover.*

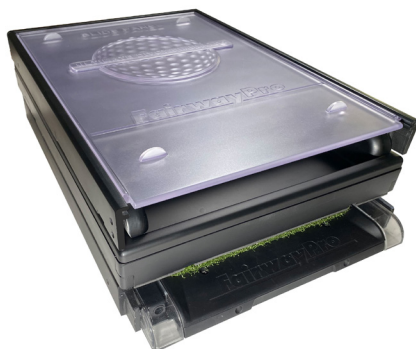


**FairwayPro Commercial Prototype**  
Outdoor Range Testing Unit



**Indoor and Simulator Version**

*Indoor version with artificial sand-bunker module.*



*The unit breaks down into a stackable compact shipping configuration reducing shipping cost.*

*Commercial driving ranges, golf courses, and other venues serve a global market and are significant revenue sources for the commercial version.*



For home and commercial use,  
entertainment venues and more.



**Over 90 million rounds of golf are played each year on simulators**

We've gained deep insights into the market's evolving needs through extensive collaboration with leading simulator manufacturers. This has enabled us to seamlessly integrate a range of innovative upgrades into the latest commercial version of FairwayPro, designed to meet the demands of both casual indoor enthusiasts and professional outdoor tour golfers.

One of the standout features is the bunker-style artificial sand module, a versatile hitting mechanism that has generated significant interest from simulator vendors and independent installers. By retrofitting existing simulators with FairwayPro technology, amateur golfers and seasoned professionals—such as tour players fine-tuning their skills before major events—can tap into this cutting-edge innovation. This strategic integration elevates the user experience and positions FairwayPro as a game-changer in the golfing world, taking simulation technology to exciting new heights.

## Driving Innovation and Strategic Success

At the helm of FairwayPro's financial and strategic growth is co-founder Margaret McFarlin, a visionary leader whose rare combination of financial expertise and marketing acumen drives our success. Armed with an MBA from the University of Chicago, Margaret has a distinguished career advising global giants like Texaco and Shell on complex financial and marketing strategies. Her unwavering focus on aligning financial goals with long-term vision ensures FairwayPro's growth is both sustainable and strategically sound.

A meticulous cost analysis has laid the foundation for a financial roadmap that integrates both consumer and commercial-grade offerings seamlessly. The addition of an indoor simulator version, developed with precision and care, ensures a robust product lineup that addresses diverse market demands.

FairwayPro's marketing strategy is primed for success, leveraging pre-sales initiatives to build anticipation and drive initial sales. This proactive approach, coupled with proven industry benchmarks, gives us the confidence that our sales volumes will exceed profitability expectations.

Positioned at the crossroads of Business-to-Consumer (B2C) and Business-to-Business (B2B) markets, FairwayPro leverages deep industry connections to achieve market penetration. Our partnerships with the PGA and the Golf Course

Superintendents Association of America (GCSAA) open doors to key influencers, driving brand adoption across critical golf markets.

Participation in prestigious events like the PGA Trade Show in Orlando has strengthened our relationships with PGA decision-makers. Notably, an exclusive partnership with a PGA test center has dedicated half of its tee stations to FairwayPro simulators, showcasing industry trust in our advanced technology. This partnership not only underscores the industry's recognition of our innovation but also positions FairwayPro as the preferred choice for golf club manufacturers and professionals seeking next-level training tools.

Additionally, our collaboration with the GCSAA underscores our commitment to enhancing the golfing experience for players and professionals alike. By providing innovative solutions that address the specific needs of golf courses, we reinforce our position as an industry leader poised to transform the practice of golf worldwide.

With Margaret's strategic leadership and our robust operational and marketing plans, FairwayPro is uniquely positioned to redefine the golf practice experience, both on the green and in the marketplace.

## The Commercial Range Mat Market by Location

### Market Comparison: Location, Size, and Facility Type

The global market for hitting bays at golf courses, driving ranges, simulators, and entertainment venues is expanding rapidly, and FairwayPro is poised to lead this growth with innovative, performance-driven solutions.

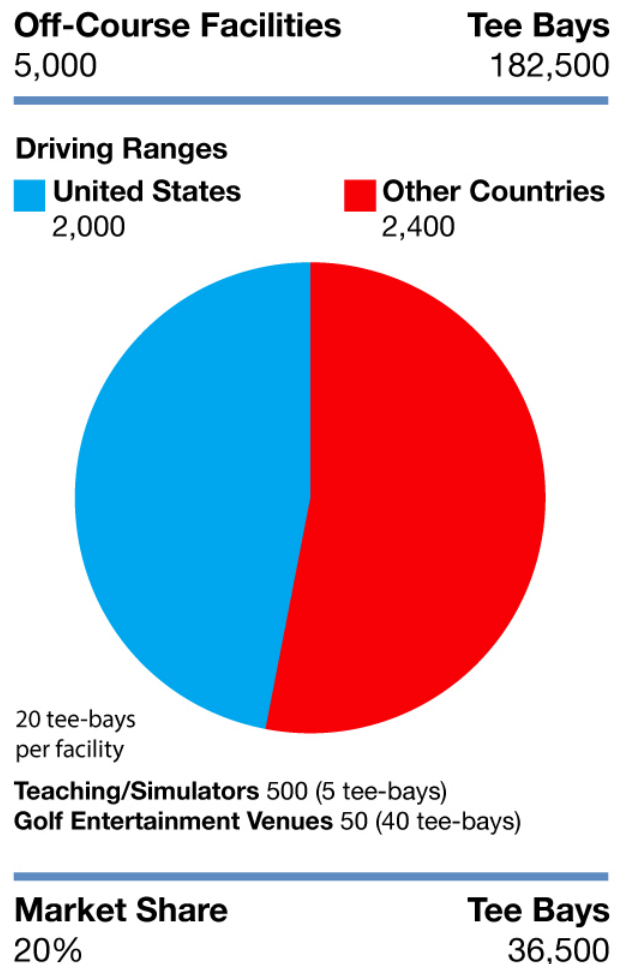
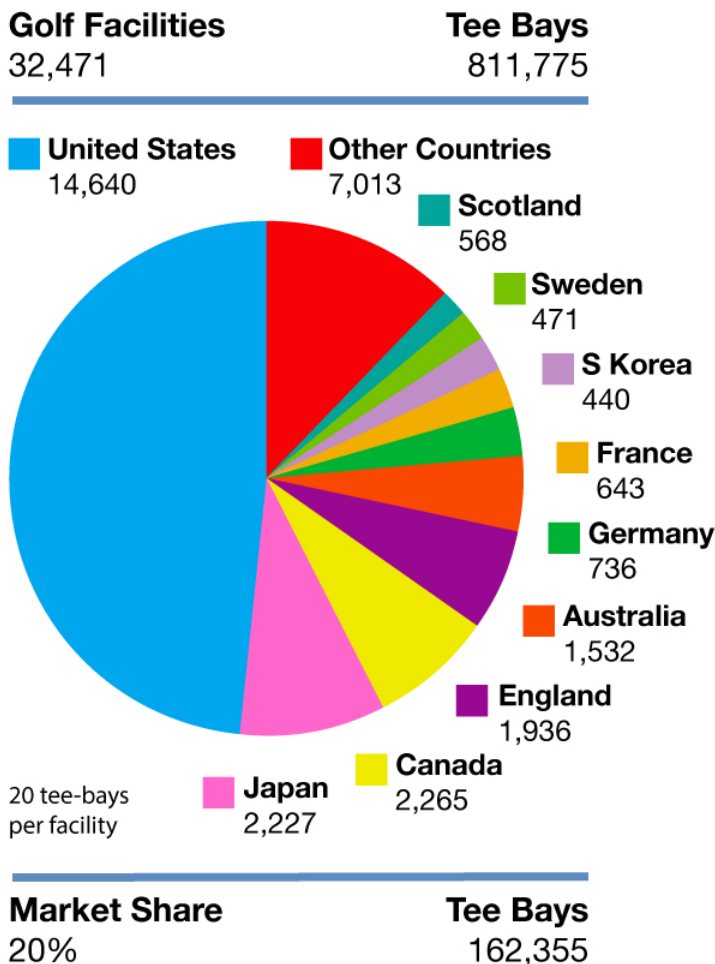
#### Current Market Landscape

FiberBuilt currently holds 20% of the high-end commercial hitting mat market. Their original design—a vertical nylon mat with spiked bristles resembling a toothbrush—offered a forgiving surface that reduced impact stress. However, this forgiveness came at the expense of critical feedback, limiting its value for skill development.

FairwayPro addresses this gap with advanced divot simulator technology, offering realistic turf interaction and essential feedback for improved ball-striking performance.

#### Expanding Opportunities

FairwayPro's global revenue potential is estimated at \$20-30 million annually, targeting traditional golf courses and driving ranges. However, the rise of golf simulators and entertainment venues, such as Top-golf, has opened new markets, blending practice with social and recreational experiences. FairwayPro's innovative products meet the needs of these modern facilities, making it a versatile solution for a broad range of applications.





### Pioneering the Future of Golf with FairwayPro

#### FairwayPro: More Than a Product, a Golf Training Platform

FairwayPro is redefining the golf industry as a comprehensive lifestyle brand. While the divot simulator is our gateway innovation, it is just the beginning. This breakthrough product has introduced golfers worldwide to our technology, paving the way for a robust brand that will expand into multiple facets of golf innovation and excellence.

To enhance investor appeal, we've introduced the flexibility of a complete acquisition option. This approach allows for diverse investment goals while ensuring alignment with our vision of evolving FairwayPro into a leading provider of advanced golf solutions.

#### Innovation-Driven Growth

The divot simulator's success has demonstrated FairwayPro's potential. Moving forward, the brand will broaden its portfolio. Products may include:

- **FairwayPro-branded golf clubs:** These clubs, offered as standalone products or bundled with the simulator, will align with our brand's reputation for precision and performance.
- **Portable ball-tracking simulators:** These units combine the hitting simulator unit with advanced tracking technology and will target home users, golf facilities, PGA teaching professionals and more.

This phased growth strategy ensures that FairwayPro seamlessly transitions from a single-product focus to a multi-solution golf technology brand, capturing both consumer and commercial markets.

#### Financial Opportunity and Investment Highlights

- Current Valuation: \$2.3M
- Seeking Investment: \$500K for initial inventory
- Equity Offered: 30%
- **Manufacturer Opportunity:** Instead of a cash investment, manufacturers can provide an initial production run of 1,000 units for each of our four simulator versions in exchange for equity.

### Use of Funds

The \$500K investment will produce 4,000 units across the following versions:

- Consumer Retail Version
- Outdoor Commercial Version
- Indoor Commercial Version
- Golf Simulator Retrofit Version

These products cater to diverse market segments, ensuring widespread adoption. FairwayPro will fulfill future orders, providing predictable revenue streams.

#### Future Expansion and Additional Rounds

After the initial production run, we will seek an additional \$200K for a 10% equity stake to support:

- Expansion into the commercial market with B2B-focused simulators.
- Aggressive marketing strategies for product adoption and brand growth.

#### Why Invest in FairwayPro?

Investing in FairwayPro means joining a visionary brand poised to revolutionize golf through innovation and strategic growth. Key advantages include:

- **Game-Changing Innovation:** Cutting-edge technology that resonates with amateur and professional golfers.
- **Strong Partnerships:** Collaborations with influential figures like Brian Skena, PGA and his prospects at The Golf Channel who have approved his FairwayPro Ambassador role while a TGC category manager.
- **Proven Market Strategy:** A well-defined roadmap to diversify revenue streams and capture key market segments.

FairwayPro offers a unique opportunity to shape the future of golf innovation. With your support, we can lead the market as a trusted brand in golf technology and training solutions.

To secure investments, all initial inventory will remain the property of the investor or manufacturer until sold.

This model ensures security while FairwayPro commits to paying for all future orders.

## Proven Technology with Expanding Market Opportunities

FairwayPro launched successfully but encountered a critical challenge when our Chinese state-owned manufacturer, operating through its U.S. satellite office in Pomona, California, illegally distributed our product across Asia. This unauthorized sale disrupted operations, prompting legal action.

We prevailed in court, leading to the manufacturer's bankruptcy (Case No.: 2:20-bk-19043-WB). This experience strengthened our resolve to protect our intellectual property, ensuring future growth under a more controlled and secure business structure.

## Strategic Advantages

FairwayPro's unique divot simulator technology delivers:

- **Unparalleled Realism:** A practice experience that surpasses competitors like FiberBuilt.
- **New Market Potential:** Solutions tailored for indoor training centers and teaching academies.
- **Enhanced Facility Offerings:** Helping operators attract dedicated golfers and elevate customer satisfaction.

FairwayPro is redefining golf technology with a clear vision for sustainable growth and market leadership.

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If you are an interested individual who may want to consider teaming up with other investors to reach the goal, please let us know by emailing [jm@fairwaypro.com](mailto:jm@fairwaypro.com) or call Jim McFarlin at 310 614-2116