

# FairwayPro

## ULTIMATE GOLF TECHNOLOGY

## The Future of Golf Practice & E-Commerce

- Investment Opportunity — July 2025

Jim McFarlin, Founder & CEO

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Current Website: <https://fairwaypro.com/>

E-Commerce Live Demo: [online.fairwaypro.com](https://online.fairwaypro.com)

Investment Summary Download: [FWPsummary.pdf](#)

Legacy Marketing Website: [jamesmcfarlin.com](https://jamesmcfarlin.com)

E-Commerce Demo



# The Opening Highlights

FairwayPro delivers authentic turf impact and real game improvement.  
And now a complete golf e-commerce ecosystem.

[CLICK TO PLAY VIDEO](#)



*FairwayPro Trusted  
Performance Seal*



*“The right stuff,” Jimmy Roberts,  
NBC Sports*

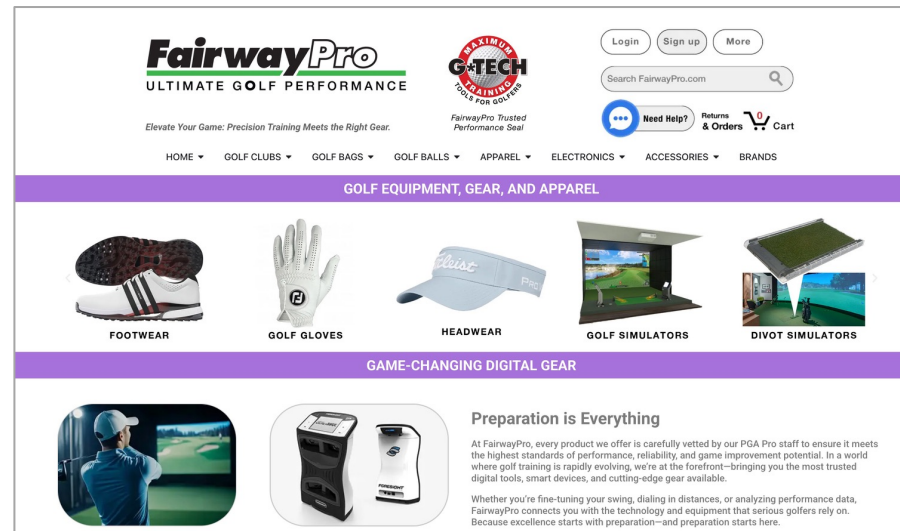
**amazon** *rated 4.5 stars*

# Problem & Opportunity

- Golf is a \$15.4B equipment market, forecast to top \$20B by 2030.
- Post-pandemic growth: 66M global golfers.
- Boom in at-home golf tech & experiential venues (Topgolf, simulators).
- Traditional mats don't replicate true turf — practice is less effective.
- Golfers aged 35+ hold 70% of spending power.

# Our Solution

- FairwayPro Divot Simulator: First portable hitting mat that slides at impact — real turf feel, better mechanics, less joint stress.
- E-commerce Platform: Curated premium golf gear, direct simulator sales, drop-ship model, and affiliate marketing.
- Peloton-style recurring economics.





# Product Validation

- 4.5-star average rating on Amazon.
- Sold via Dick's Sporting Goods, Roger Dunn, TGW.com.
- Endorsed by PGA professionals, Troon Golf, NBC Sports.
- Engineered for 1 million+ strike cycles.



“Your FairwayPro, Ultimate Divot Simulator, was fantastic. I was able to do impact drills for the first time ever! ...

I believe once you hit off Jim McFarlin’s FairwayPro Divot Simulator, you will not want to hit off any other mat.”

— Ted Sheftic, GOLF Digest® TOP 100 Teaching Pro

# Traction & Partnerships

- Two-way drop-ship deals with the largest global simulator reseller.
- One-way drop-ship with second largest.
- Active inbound interest from major club makers.
- Live E-commerce Demo: <https://online.fairwaypro.com/>

# Business Model

- Direct sales of Divot Simulator & partner simulators.
- E-commerce for curated golf equipment.
- Drop-ship & affiliate commission model (two-way).
- Expansion into training subscriptions (planned).

**Scalable:** No warehouse needed — minimal overhead.

# Market Strategy

- Direct-to-golfer via online store + affiliates.
- Partnerships with golf companies, country clubs, sports management agencies (IMG, CAA) to reach affluent golf consumers.
- Strategic marketing to PGA pros and golf instructors.
- Social proof from broadcast demos and pro endorsements.



# Financials & Use of Funds

**Raising:** \$600,000 Seed Round Equity

**Offered:** 30% Use of Funds:

- Tooling & initial large-scale production.
- Aggressive affiliate & drop-ship partner onboarding.
- Digital marketing campaigns.
- Platform feature upgrades.

# The Team

- **Jim McFarlin** — Founder/CEO, veteran brand builder: SKECHERS, Johnny Rockets (built into global brands and IPO'd).
- **Margaret McFarlin** — Business Manager, MBA Finance
- **Brian Skena, PGA** — Official Ambassador & Golf Advisor
  - Shareholder
  - Category Manager at The Golf Channel (GolfNow)
  - Key industry connector and brand champion for FairwayPro
- Supported by experts in golf retail, digital marketing, and affiliate operations.

# Roadmap & Milestones

- **2025 Q3:** Complete tooling, launch production, scale e-commerce & affiliates.
- **2025 Q4:** Ramp revenue with drop-ship partners, expand simulator line.
- **2026:** Introduce training subscription, expand internationally, begin Series A prep.

# The Ask & Next Steps

## **Join us:**

- Be part of a trusted golf brand with broadcast validation & proven tech.
- Tap into a booming market with a scalable, asset-light model.
- Clear path to growth & higher rounds.

## **Call to Action:**

- Let's schedule 15 minutes to discuss how you can participate.