

## FairwayPro Investment Summary



*FairwayPro was demonstrated live during the nationwide broadcast of the Accenture Match Play Tournament, earning high praise from NBC Sports' Jimmy Roberts, who called it "the right stuff."*



LINKS:

E-COMMERCE  
DEMO WEBSITE

INVESTOR  
DECK

INVESTOR  
SUMMARY

McFARLIN  
BRANDING

## Company Overview

FairwayPro is more than an innovative golf training product — it's evolving into a digital-first e-commerce platform for curated, high-quality golf equipment with a focus on digital training tools and simulator technology.

Our flagship Divot Simulator is the first portable hitting mat that authentically replicates the impact of real turf, utilizing a unique sliding panel to improve swing mechanics and reduce joint strain. Our e-commerce expansion will amplify the brand's reach by offering a comprehensive golf shopping experience, including direct sales of simulators through partnerships with the world's largest simulator supplier.

See how we're scaling golf simulators & gear and our own Divot Simulator products, with Peloton-style economics.

## Why Now?

The global golf equipment market is valued at \$15.4 billion (2024) and projected to exceed \$20 billion by 2030. Post-pandemic growth in golf participation and the rise of experiential models, such as Topgolf, are driving increased demand for at-home and commercial training tools, particularly among golfers aged 35+, who account for over 70% of discretionary spending in the sport.

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Website: [fairwaypro.com](https://fairwaypro.com) | Demo E-commerce Website: [online.fairwaypro.com](https://online.fairwaypro.com)

## What Sets Us Apart:

**First-mover tech:** 4.5-star Amazon rating

**Proven credibility:** Endorsed by PGA pros, Troon Golf, and The Golf Channel executives

**Retail track record:** Sold via Dick's Sporting Goods, Roger Dunn, TGW.com

**Engineered to last:** 1 million+ strike cycles tested and market-proven

## Business Model & Traction:

**Drop-ship framework:** No warehousing or logistics overhead

**Two-way affiliate system:** Outbound (FairwayPro to retailers) & inbound (resellers to FairwayPro)

**Active partners:** Two-way drop-ship with the largest simulator reseller; one-way drop-ship with the second-largest; inbound interest from club makers

**Marketplace-ready:** See our Live E-commerce Demo

## The Opportunity:

We're raising \$600,000 to complete tooling, launch production, and accelerate affiliate-driven marketing — offering 30% equity at this stage.

## Our clear roadmap:

Launch with a flagship hero product and top-tier golf tech

Scale the platform into a leading global golf e-commerce hub

Allow investors to increase their stake as the network and revenue grow

### E-COMMERCE HOME PAGE DEMO

**FairwayPro**  
ULTIMATE GOLF PERFORMANCE

Elevate Your Game: Precision Training Meets the Right Gear

MAXIMUM G-TECH TRAINING  
TOOLS FOR GOLFERS

FairwayPro Trusted Performance Seal

Login Sign up More

Search FairwayPro.com

Need Help? Returns & Orders Cart

HOME • GOLF CLUBS • GOLF BAGS • GOLF BALLS • APPAREL • ELECTRONICS • ACCESSORIES • BRANDS

**GOLF EQUIPMENT, GEAR, AND APPAREL**

FOOTWEAR GOLF GLOVES HEADWEAR GOLF SIMULATORS DIVOT SIMULATORS

**GAME-CHANGING DIGITAL GEAR**

**Preparation is Everything**

At FairwayPro, every product we offer is carefully vetted by our PGA PRO staff to ensure it meets the highest standards of performance, reliability, and game improvement potential. In a world where golf training is rapidly evolving, we're at the forefront—bringing you the most trusted digital tools, smart devices, and cutting edge gear available.

Whether you're fine tuning your swing, dialing in distances, or analyzing performance data, FairwayPro connects you with the technology and equipment that serious golfers rely on. Because excellence starts with preparation—and preparation starts here.

HOME PAGE DEMO CONTINUES

EMULATORS →



LAUNCH MONITORS →



GPS WATCHES →



RANGEFINDERS →



VOICE CADDIE →

POCKET MONITORS →

**PGA Tour Pros Prepare for Tournaments on Simulators**

Nearly 100 million rounds of golf are played on Simulators each year.

## TIME TO HIT THE FAIRWAY



GOLF CLUBS →



GOLF BAGS →



GOLF BALLS →



CARTS →



APPAREL →



FOOTWEAR →



SUNGLASSES →



HEADWEAR →

### Gear Up & Go

With your swing dialed in, it's time to stock your bag with top-grade essentials and head straight to the course. FairwayPro offers premium drivers, irons, wedges, and putters—paired with high-spin golf balls for pinpoint control. Arm yourself with precision rangefinders, GPS watches for accurate yardage, and performance-fit gloves to lock in every grip. From the first tee to the final putt, our curated selection ensures you have the gear that drives real results.

**To Improve Your Game**

Combine play-tested gear with targeted practice, and see your scores drop stroke by stroke.

**Titleist**

**GT280 MINI DRIVER**

Longer than a 3-wood yet easier to control than a driver.

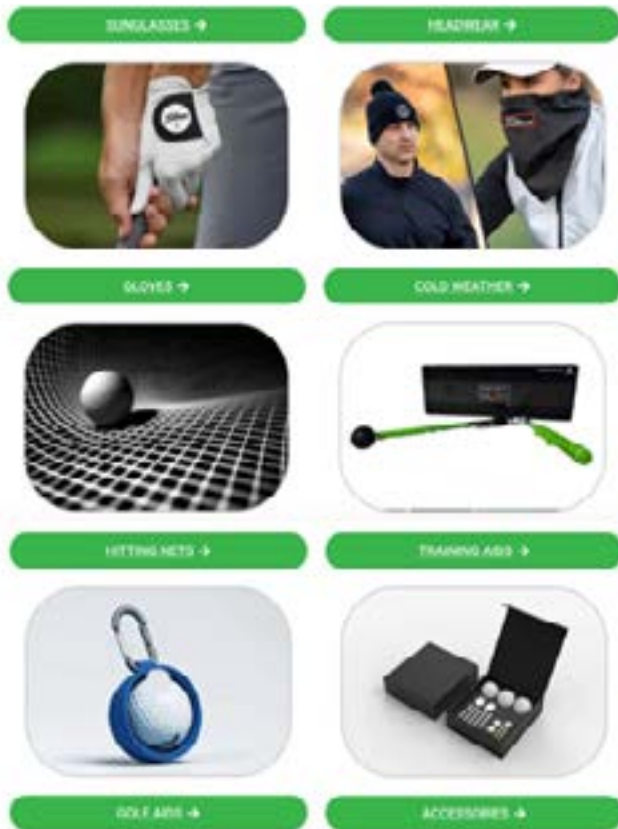
**LEARN MORE**

**MAXIMUM G-TECH**

Standard Titleist Technology

HOME PAGE DEMO CONTINUES

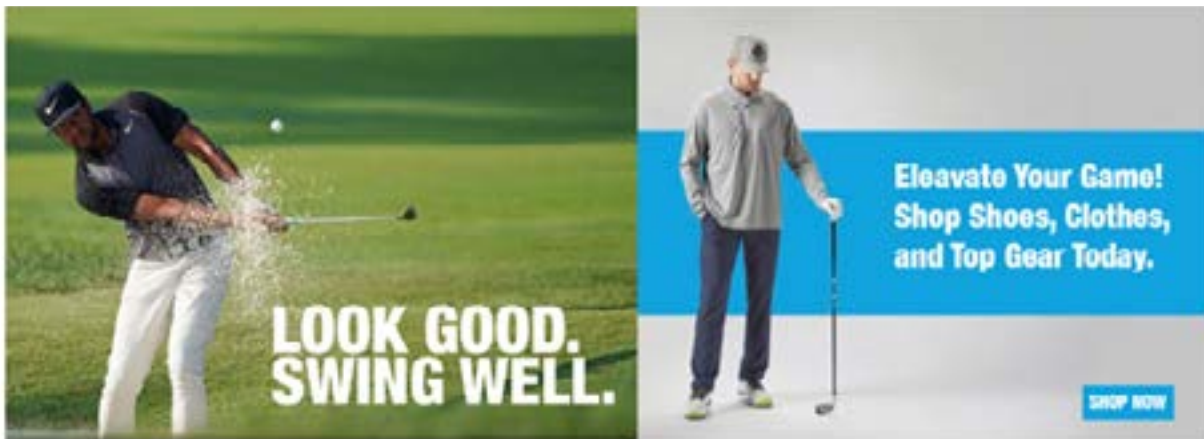




#### HOT PICKS & SPECIAL DEALS



HOME PAGE DEMO CONTINUES



Lowest Priced  
Cobra DARKSPEED Golf clubs



BagBoy Electric Carts!



Scotty Cameron Putters



TaylorMade Mini Drivers Soon!



Retailer of the Best Brands in Golf



BRIDGESTONE  
GOLF

Callaway  
GOLF

Cleveland

Cobra

FJ FOOTJOY



PING

TaylorMade

Titleist

Tour Edge

Wilson

HOME PAGE DEMO CONTINUES



## Elite Gear. Top Brands. Serious Results.

Golf demands precision, style, and performance—so should your equipment. We deliver nothing but the best in clubs, apparel, and accessories. Whether you're dominating tournaments or perfecting your swing at the range, we've got you covered. Get equipped. Get confident. Get better.

## CONNECT TODAY AND GET 20% OFF \$100+\*

### Sign Up For Email\*

Email Address

Sign up

Join FairwayPro Text Alerts  
[Click for Details](#)

First time subscribers only.  
Returning subscribers will be resubscribed.  
Expires 7 days after signing up.  
Exclusions and terms apply.

Retailer of the Best Brands in Golf



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GOLF

Callaway  
GOLF

Cleveland  
GOLF

Cobra

FJ FOOTJOY

PING

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Wilson



### FIRST PRODUCT

Featured live on NBC Sports during the Accenture Match Play Tournament, where Jimmy Roberts called it "the right stuff."

Originally built for personal practice, the Divot Simulator is now expanding into golf courses, driving ranges, simulator centers, and other commercial settings.

### COMPANY

- [About Us](#)
- [Subscriptions](#)
- [Commercials & Films](#)
- [Investor Relations](#)
- [Sustainability](#)
- [Press Room](#)
- [Suppliers](#)
- [Team Login](#)

### TRAINING

Our PGA Pros at FairwayPro handpick the latest training tools to help you sharpen your skills, build confidence, and reach your full potential with every swing.

### RESOURCES

- [Shipping Rates](#)
- [Cancellations](#)
- [Promo](#)
- [Exclusions](#)
- [Recall](#)
- [Brand Warranties](#)
- [Security](#)

### SERVICES

- [My Account](#)
- [Track Your Order](#)
- [Customer Service](#)
- [Gift Cards](#)
- [Mobile App](#)



### TECHNOLOGY

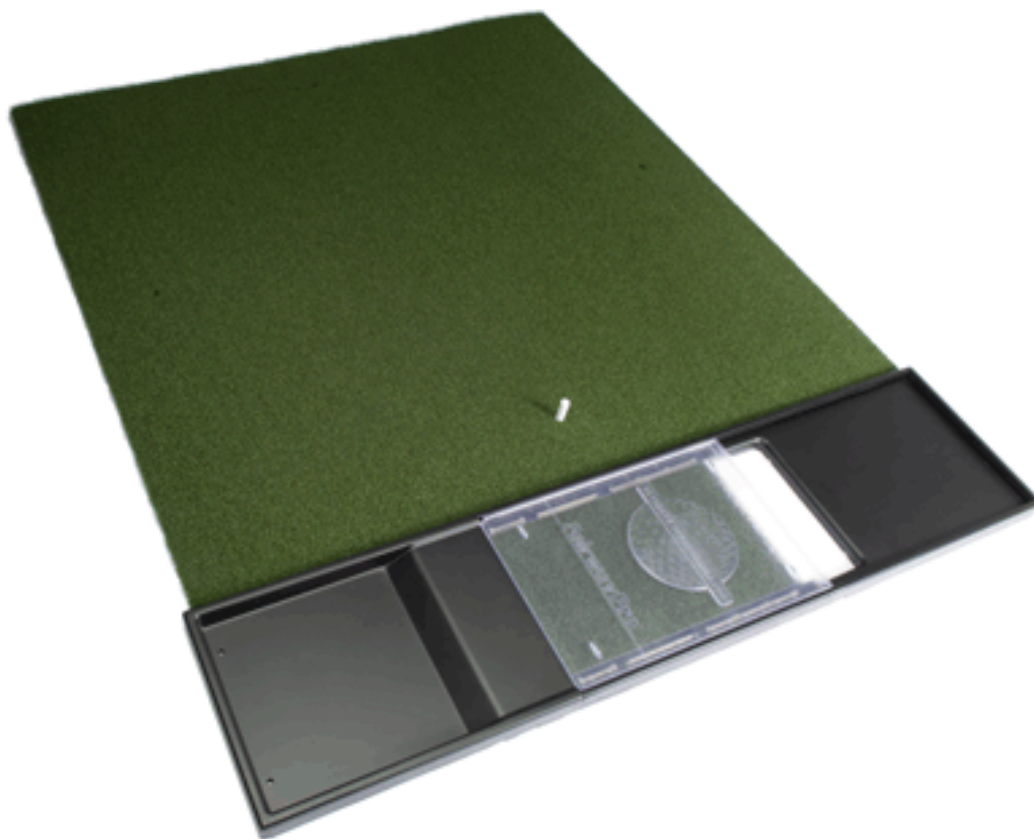
We deliver cutting-edge golf technology straight to you — empowering players of all levels to practice with pro-level performance and precision, right at home or on the course. Our platform makes it easy to access the best tools, simulators, and training gear, all in one place.

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HOME PAGE DEMO END

View live product details: <https://fairwaypro.com/online-fairwaypro-demo/>



COMMERCIAL OUTDOOR VERSION



SIMULATOR RETROFIT VERSION



## Who's Behind It:

FairwayPro is proudly developed by Jim and Margaret McFarlin. Their marketing company built and launched some of America's most iconic consumer brands — including SKECHERS and Johnny Rockets — both of which have gone on to become national and global names and public companies.

## My Path to FairwayPro

After graduating from college, I launched my own marketing and communications agency in Los Angeles — building brands across industries, from healthcare to real estate and beyond.

One of my first major clients was AMI (American Medical International), then a Fortune 100 company with 258 hospitals worldwide. We supported their corporate Communications and Marketing team in Beverly Hills and became the primary agency for their Diagnostics division, promoting the launch of what was then a groundbreaking new MRI technology.

## Commercial Real Estate

From there, we expanded into commercial real estate, partnering with LA's top real estate PR firm to handle branding, marketing collateral, and capability brochures for nearly every major developer in Southern California. Among them: Trammell Crow, which trusted us to manage all its upcoming projects in the region.

## WallyPark

A highlight of that era was the launch of WallyPark Airport Parking — a creative solution for an LAX high-rise client that grew into the nation's largest airport-adjacent parking business. Our comprehensive campaign, including a memorable radio spot featuring Arte Johnson of Laugh-In, earned front-page newspaper coverage and national TV stories on ABC, NBC, CBS, and more — helping WallyPark smash its three-year revenue goals in just three months.

## Shell & Texaco

That success opened the door to the oil and gas industry. A Texaco brand manager, driving past WallyPark ads on his way to Texaco's corporate office in Universal City, heard our radio campaign and tracked me down. After a single meeting and portfolio review — which showcased our end-to-end capabilities in design, photography, and PR — he told me: "From now on, you're in the oil business."



[CLICK FOR  
RADIO AD AND  
NEWS COVERAGE](#)





That handshake turned into years as Texaco's trusted B2B and PR agency — managing everything from diversity initiatives to the Star 21 Retail Visual Identity upgrade, all the way through Texaco's U.S. downstream merger with Shell. My wife Margaret, then Texaco's senior marketing finance manager, later joined my firm to help oversee major rollouts, including opening a satellite office in Houston to support the Shell integration.

Knowing Shell's legacy as a golf sponsor (the Wonderful World of Golf put the sport on the map in America), we built relationships on the golf course. But during lessons with our PGA pro, we realized the industry's hitting mats were flawed — rigid, unforgiving, and nothing like real grass. That "aha moment" sparked FairwayPro: a true fairway-style hitting surface that protects players' joints while improving practice.

Following the Shell-Texaco rebrand of 14,000 sites, FairwayPro became our next big build. We refined the design, launched on Amazon with a 4.5-star rating, earned placement at Dick's Sporting Goods, Roger Dunn, TGW.com, and got featured on NBC Sports. The PGA Merchandise Shows confirmed we had traction far beyond backyard golfers — we expanded into driving ranges, simulators, and commercial course applications, laying the foundation for today's Divot Simulator and a growing e-commerce golf network.

Today, we're applying that same proven brand-building playbook — from WallyPark to Texaco to FairwayPro — to make this next leap.

When Shell and Texaco merged their U.S. downstream operations, they turned to our team because we had already led Texaco's successful Star Power identity upgrade nationwide. Shell trusted us to do the same with its new Retail Visual Identity (RVI) program — overseeing the rollout of the updated brand system across its vast U.S. network.

## Brand Experiences Within Brands



We managed the Shell and Texaco co-branding program in the US, connecting their co-brand partners by implementing in-store local store marketing programs. We took this digital, allowing back-office promotional campaigns tailored for each location.



We introduced a co-branded outdoor program to attract hungry drivers who may also purchase gas or convenience store items in one stop.



At the same time, we managed the massive rebranding effort to convert 14,000 Texaco sites to the Shell brand — coordinating strategy, design, and execution for one of the largest retail rebranding projects in the country.

## PROGRAM CONNECTIONS

### 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
  - Category Manager at The Golf Channel (GolfNow)
  - Key industry connector and brand champion for FairwayPro
- **Supported by experts in:**
  - Golf retail
  - Digital marketing
  - Affiliate operations

### Troon Golf Course Management

Scott Van Newkirk, Chief Development Officer (initially)

Ryan Pensy, VP Strategic Partnerships

### Brian Folino

PGA Merchandise Sales Manager

50% of the PGA Merchandise Show Club Testing Center is approved for FairwayPro Divot Simulator

### Our Subscriber Database

We have an email subscriber database with management contacts at nearly every golf company — plus clubmakers, golf course and range owners, and many more.

Nearly 5,000 golf company owners and managers stay up to speed on FairwayPro through ongoing email updates.

## PROGRAM MILESTONES

### Finance:

- **Initial raise:** \$600K for manufacturing in return for 30% ownership
- **Production:** Divot Simulator manufacturing completion, initiate e-commerce affiliation to scale quickly

### Divot Simulator Status:

- Design and prototyping complete with CAD files
- Final mechanical drawings and Bill of Materials finished
- Fully quoted with multiple qualified suppliers
- Consumer and business packaging, plus shipping configuration ready
- Warehousing secured

### Distribution:

- The majority of international golf distributors lined up
- North American sales channels established

## Key Marketing Targets:

- **PGA Merchandise Show** — FairwayPro approved for 50%+ placement in the Club Testing Center
- **GCSAA** (Golf Course Superintendents Association of America) for golf courses, driving ranges, golf equipment connections, and trade shows
- **Indoor Golf Shop**, Celina, TX — Partnership with the largest simulator reseller. Partnership initiated directly by founder and CEO Rene Delgado
- **Clubmakers and other golf products** — Align with drop-ship affiliation programs to set one-way and two-way affiliation programs
- **Digital products and Accessories** — Align with drop-ship affiliation programs to set one-way and two-way affiliation programs

## Links to FairwayPro LLC investment information

### FAIRWAYPRO WEBSITE

<https://fairwaypro.com>

### E-COMMERCE DEMO

<https://online.fairwaypro.com>

### INVESTMENT DECK

<https://fairwaypro.com/wp-content/uploads/2025/07/FWP-DECK-2025.pdf>

### INVESTMENT SUMMARY

<https://fairwaypro.com/wp-content/uploads/2025/07/FWPsummary.pdf>

Learn about the developers branding background:

### McFARLIN BRANDING PAGE

<https://jamesmcfarlin.com/branding>