

FairwayPro Investment Summary

Company Overview

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



Our flagship Divot Simulator is the first portable hitting mat that authentically replicates real turf impact. Its unique sliding panel improves swing mechanics and reduces joint strain, delivering a safer, truer practice experience. Rated 4.5 stars on Amazon, the product has already proven itself with strong retail and global sales, shipping units across North America, Europe, and Asia — with no marketing budget.



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."

With engineering and prototyping complete, we are now introducing commercial versions designed for golf courses, simulator bays, and driving ranges — unlocking higher-margin, high-volume use cases. These commercial deployments are ready to launch immediately and represent a significant revenue opportunity.

Now is the inflection point. A small initial investment gives investors immediate equity in a product with real-world validation and a fully engineered path to scale. With manufacturing ready, branding in place, and demand primed, this is a fast-move opportunity positioned for early returns and long-term category leadership.

In parallel, we are developing a curated golf e-commerce platform, centered around FairwayPro, to serve the modern, digital-savvy golfer. With simulator sales, exclusive product bundles, and digital training tools, this platform will serve as a scalable, high-margin growth engine. We've secured partnerships — including one of the world's largest simulator suppliers — enabling us to sell direct to consumers without manufacturing risk.

This is a rare dual-revenue model: direct product sales and recurring digital commerce — both built on a proven brand foundation.

Why Now?

The \$15.4 billion global golf equipment market (2024) is on track to surpass \$20 billion by 2030 — with the fastest growth coming from simulator-driven and at-home golf. This is a lasting shift in how golfers play, train, and spend, fueled by year-round access, digital integration, and demand for more authentic practice experiences.

Golfers aged 35+ lead this movement, controlling over 70% of the sport's discretionary spend. They're seeking both the feel of natural turf and the flexibility of modern, connected play — exactly where FairwayPro delivers.

With engineering complete, prototypes ready, and a rapid rollout plan in place, a small initial investment secures immediate equity and positions investors for fast, measurable returns as the market accelerates.

FairwayPro
ULTIMATE DIVOT SIMULATOR



OUTDOOR COMMERCIAL VERSION



SIMULATOR RETROFIT VERSION



INDOOR COMMERCIAL VERSION



OUTDOOR TESTING MODULE

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: Thoroughly tested and sold globally with zero returns

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 network; one-way drop-ship with the second-largest; inbound interest from club makers

Marketplace-ready: See our [Live E-commerce Demo](#)

The Opportunity:

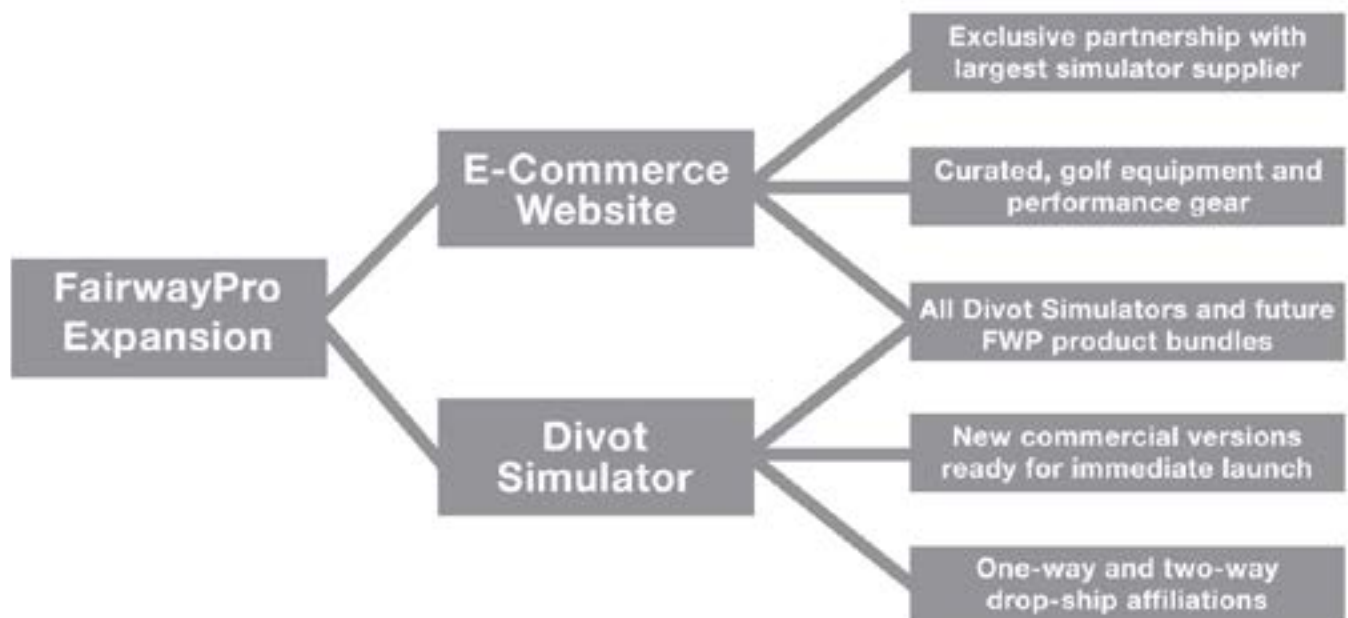
We're raising \$600,000 to complete tooling, launch production, and accelerate affiliate-driven marketing. You can immediately acquire 30% ownership, with the option to secure full ownership in the future. This first round of funding covers the complete manufacturing cost of the entire Divot Simulator product line, unlocking projected annual revenue of up to \$30 million.

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 DEMO HOME PAGE



Elevate Your Game: Precision Training Meets the Right Gear.



Login Sign up More

Search FairwayPro.com



Need Help?

Returns & Orders

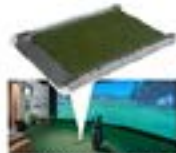


HOME ▾ GOLF CLUBS ▾ GOLF BAGS ▾ GOLF BALLS ▾ APPAREL ▾ ELECTRONICS ▾ ACCESSORIES ▾ BRANDS

GOLF EQUIPMENT, GEAR, AND APPAREL



GOLF SIMULATORS



DIVOT SIMULATORS



GOLF CLUBS



RANGEFINDERS



LAUNCH MONITORS

GAME-CHANGING DIGITAL GEAR



SIMULATORS →



LAUNCH MONITORS →



GPS WATCHES →



RANGEFINDERS →



VOICE CADDIE →



POCKET MONITORS →

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.

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 →



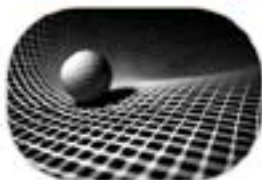
HEADWEAR →



GLOVES →



COLD WEATHER →



HITTING NETS →



TRAINING AIDS →



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



CUSTOM SIMULATOR

Custom-built to Your Specifications.

LEARN MORE



PING G440

Unleash Your Potential with the G440 Family.



LEARN MORE

PING

HOT PICKS & SPECIAL DEALS



Lowest Priced
Cobra DARKSPEED Golf clubs



BagBoy Electric Carts!



Scotty Cameron Putters



TaylorMade Mini Drivers Speed



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+*

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

Retailer of the Best Brands in Golf



BRIDGESTONE
GOLF

Callaway
GOLF

Cleveland
GOLF

Cobra

FJ FOOTJOY

PING

TaylorMade

Titleist

TourEdge

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

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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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FairwayPro E-commerce Logo

Our new flagship performance identity for the expanded enterprise.



G*TECH Performance Symbol

Applied to the best products in the performance category, determined by the PGA Pro staff and customers.

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

Program Background

The Team

- **James 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

Brian Folino

PGA Merchandise Sales Manager

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

Our Agency Reach

Backed by decades of agency experience, we have the tools and resources to reach nearly every key player in the golf industry — from brand executives to course operators and equipment innovators.

Through targeted outreach, strategic communications, and tailored campaigns, we keep golf business leaders informed and engaged with FairwayPro's growth — including company owners, managers, clubmakers, and facility operators.

Program Links

Investment Pitch Deck:

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

E-Commerce Demo Website:

<https://online.fairwaypro.com>

Investment Summary (you are here):

<https://fairwaypro.com/wp-content/uploads/2025/08/FWPsummary.pdf>

Branding Support Details:

<https://jamesmcfarlin.com/branding>