INTER® LEAGUE .GOLF

FOR THE FUTURE OF GOLF

PGA OF EUROPE

GSA GOLFSPORTS GMBH

PROJECT PRESENTATION

2017 / VERSION 1.0

INTRODUCTION

PRESENTED BY

The partnership between GSA Golfsports and the PGAs of Europe has come through a mutual objective of developing golf and creating new golfers.

GSA Golfsports develop and provide innovative golf concepts, focusing on the needs of today's market, along with holding the general license for SNAG® in Europe, Middle East, Africa and India.

The PGAs of Europe are widely acknowledged as a lead body in the delivery of golf development expertise and are committed to the advancement of golf throughout Europe. The Association has a membership of 36 National PGAs, with a collective membership in excess of 21,000 golf professionals.

Interleague.golf has the support of The Ryder Cup European Development Trust. The Trust was set up in order to support golf at grass roots level throughout Europe, aiming to get more people starting to play golf, continuing to play and ultimately succeeding in the game.

GSA GOLFSPORTS GMBH

PGAs OF EUROPE

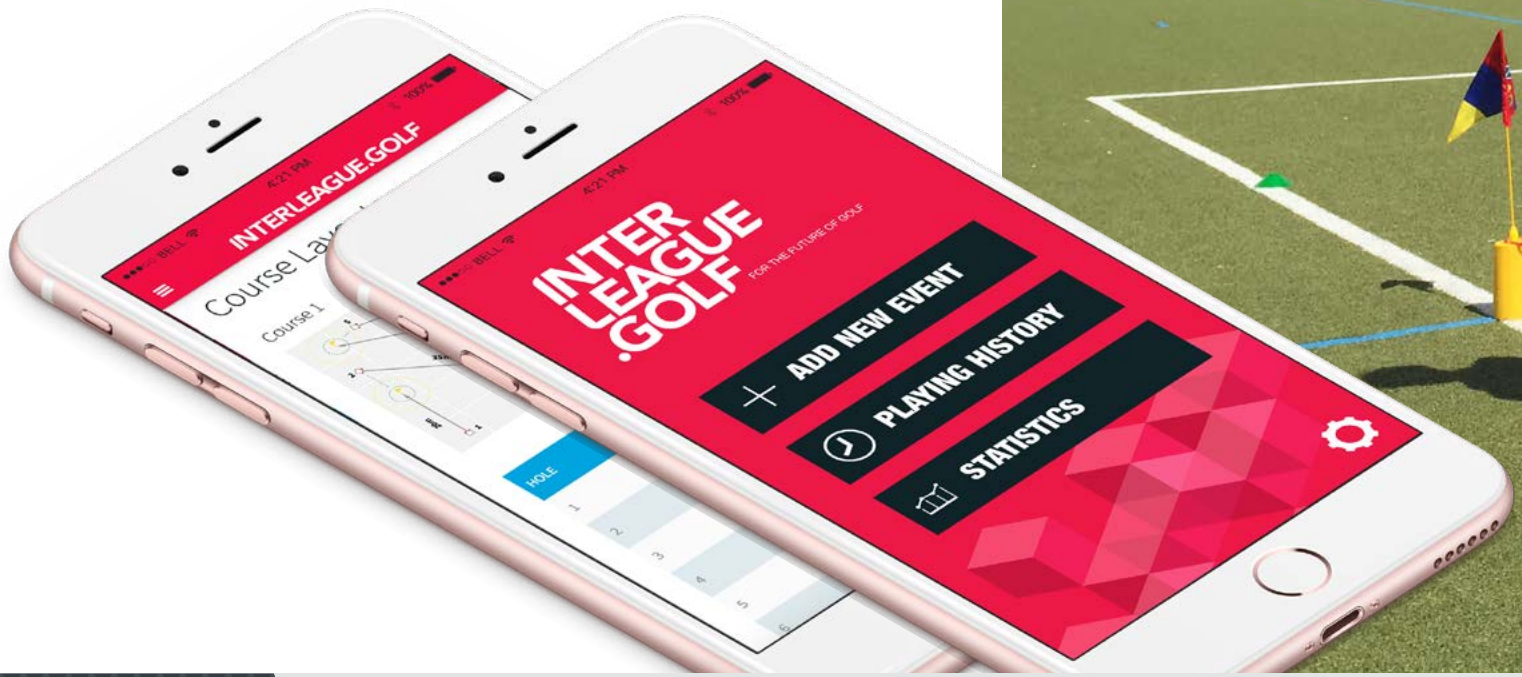
RYDER CUP

EUROPEAN DEVELOPMENT TRUST

INTERLEAGUE.GOLF

Interleague.golf is a hybrid golf concept combining physical activity, simplified equipment, online scoring and social interaction.

Using simplified equipment and short distance course layouts everyone can play. Regardless of the ability level or location they can participate, opening up a fantastic opportunity to offer golf to a new, previously unreachable audience.



OBJECTIVE

The target of Interleague.golf is to grow the game of golf and connect golfers around the world.

Using the combination of physical activity and technology it offers a new dynamic to playing the game of golf. Interleague.golf gives everyone the opportunity to play golf at a competitive level, in local, national and international events. The online scoring and sharing functions allow managers and players from all different countries and backgrounds to connect, all of these factors help to open golf up to a wider audience.

Golf is often perceived as a difficult sport to start. This is due to several barriers of entry such as location, accessibility, age, playing time, difficulty and elitist perception. All of these can be removed through Interleague.golf.

1. **Location** – It can be played anywhere
2. **Accessibility** – You can play in any open space giving everyone access to play
3. **Age** – The use of technology for scoring is more appealing to a younger generation, no dress codes etc.
4. **Playing Time** – Using a 6-hole format playing time is under 1 hour
5. **Difficulty** – The simplified equipment makes it possible to play straight away and still have a positive experience. It also provides a great platform for coaching the basics of golf
6. **Elitist Perception** – Interleague.golf can be played by all players of any ability and from all demographics

HOW IT WORKS

KEY POINTS

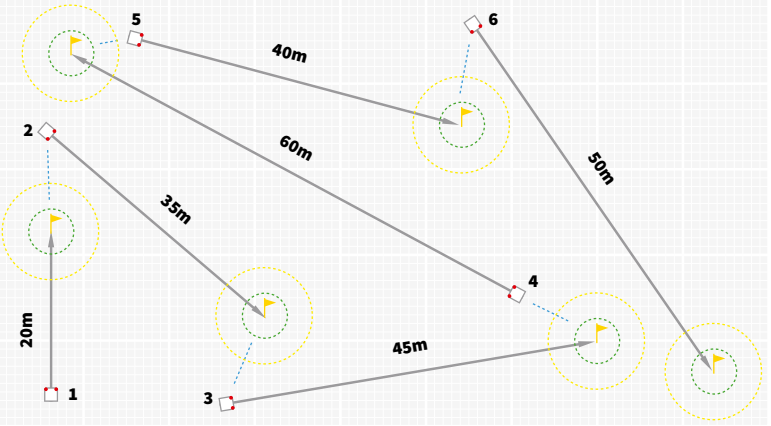
- 6 Hole Course – Mobile Layout
- Area required is the size of a soccer pitch
- Simplified layouts, short distance holes up to 90m
- Predefined course layouts
- Simplified rules
- Simplified equipment
- Scoring format – Stroke Play
- Individual scoring
- Team scoring (Average score so every player contributes)
- A Team consists of 16 players, 12 active in an event
- 3 different game modes (Original, Fusion & On Course)
- Online scoring
- Live leader boards

The key to Interleague.golf is that everyone can play, wherever they are! Using the predefined course layouts, the same type of equipment and the online scoring teams/individuals can compete in the same event, at the same time, in completely different locations.

INTERLEAGUE 6 HOLE COURSE LAYOUTS

Course 1

Hole	Par	Distance (metres)
1	3	20
2	3	35
3	4	45
4	4	60
5	4	40
6	4	50
Total	**22**	**250**



GAME MODES

Interleague - Original

Uses simplified golf equipment:

First touch clubs, softer balls, mats to hit from, above ground targets and cones to mark your course out.

Interleague – Fusion

Uses a combination of simplified and traditional equipment:

Traditional clubs (PW and Putter), softer balls, mats to hit from, above ground targets and cones to mark your course out.

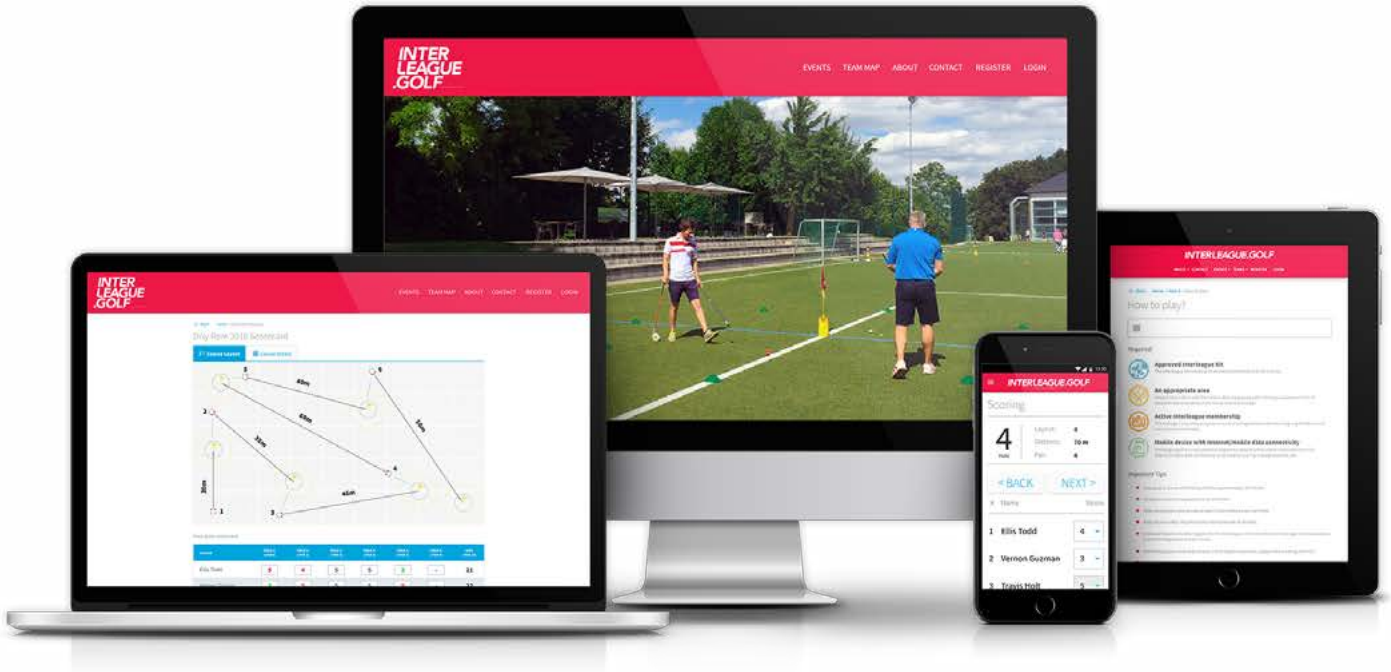
Interleague – On Course

Offers all the fun of Interleague.golf on the golf course.

Using traditional golf equipment and the natural golf course (shorter distance holes) you can play and compete against any team without travelling.

INTERLEAGUE.GOLF IN ACTION

ONLINE FEATURES



- ONLINE SCORING
- REAL TIME LEADERBOARDS
- INDIVIDUAL / TEAM SCORING
- PLAYER/MANAGER PARALLEL SCORING
- COMPETITIVE RANKINGS
- DETAILED STATISTICS
- SOCIAL NETWORK SHARING
- MESSAGING SYSTEM
- HYBRID, RESPONSIVE WEBSITE
- OPTIMIZED FOR SLOW CONNECTIONS
- FLEXIBLE EVENT SETTINGS
- STARTING TIMES FOR TIME MANAGEMENT

GETTING STARTED

Manager

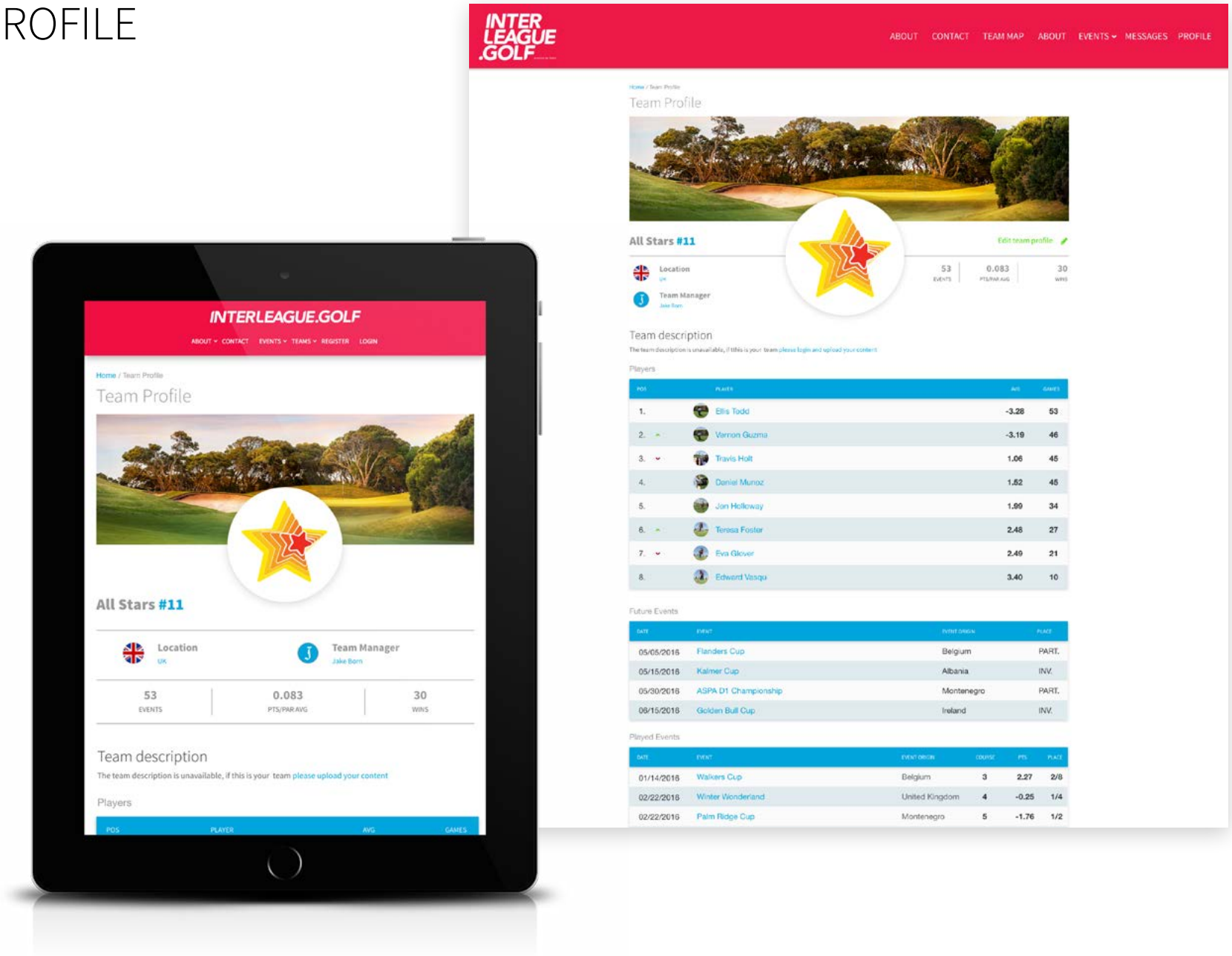
1. Register on the website
2. Create a team and invited players to join
3. Create an event (date, time, game mode, etc.)
4. Invite other teams to join the event
5. Create starting times for the players participating in the event
6. Set up a course at your location
7. Start the event (scoring function becomes available for participants)
8. Manage your players scores or score for your team
9. Track the progress of your team and other teams through the real time leader boards
10. Approve all players scores
11. Await all other teams to submit final scores
12. Close the event and share the results

Player

1. Register on the website as an individual player or receive an invitation to join an existing team
2. Create and update your profile page
3. Join individual events near your location or receive an invite to play in a team event
4. Play with your team or other individuals competing at the event
5. Score with your friends using your smartphone or tablet
6. Share images, videos and results on social media

INTER® LEAGUE .GOLF FOR THE FUTURE OF GOLF

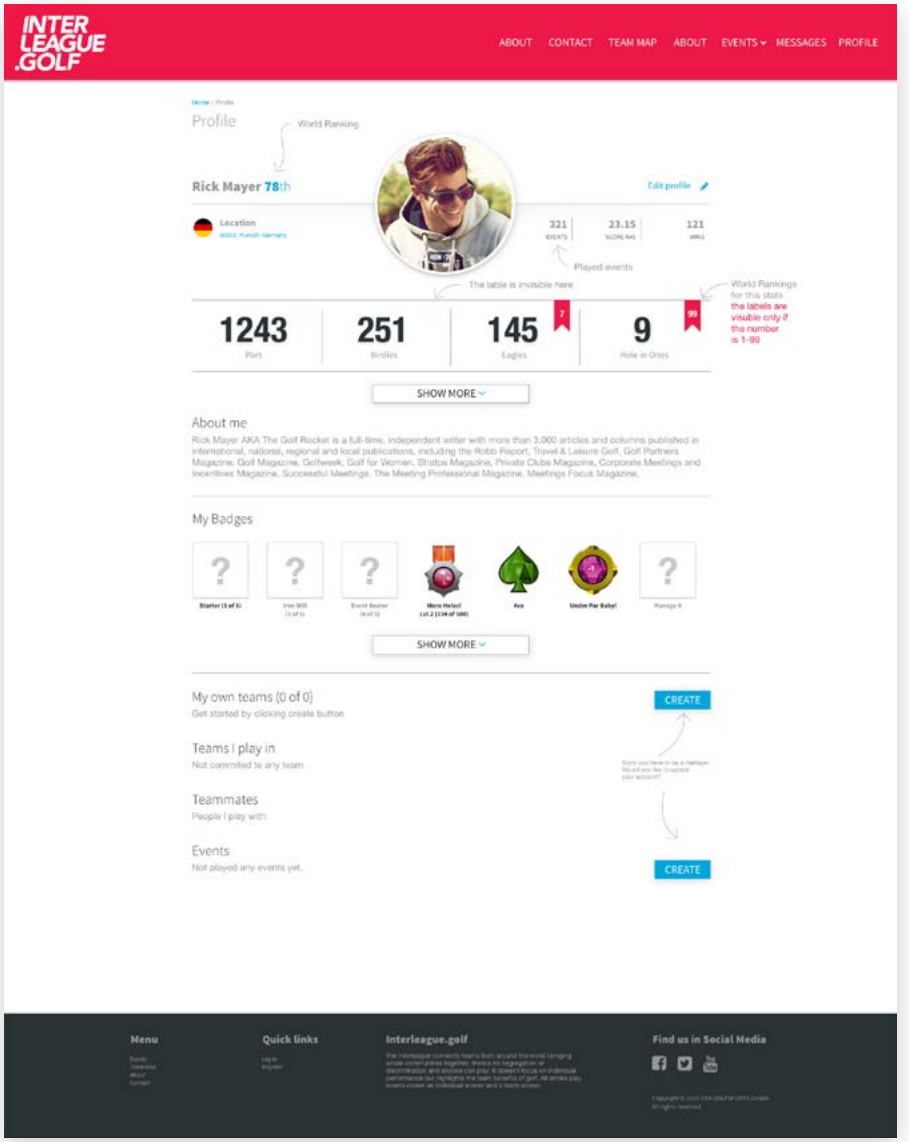
TEAM PROFILE



PLAYER PROFILE

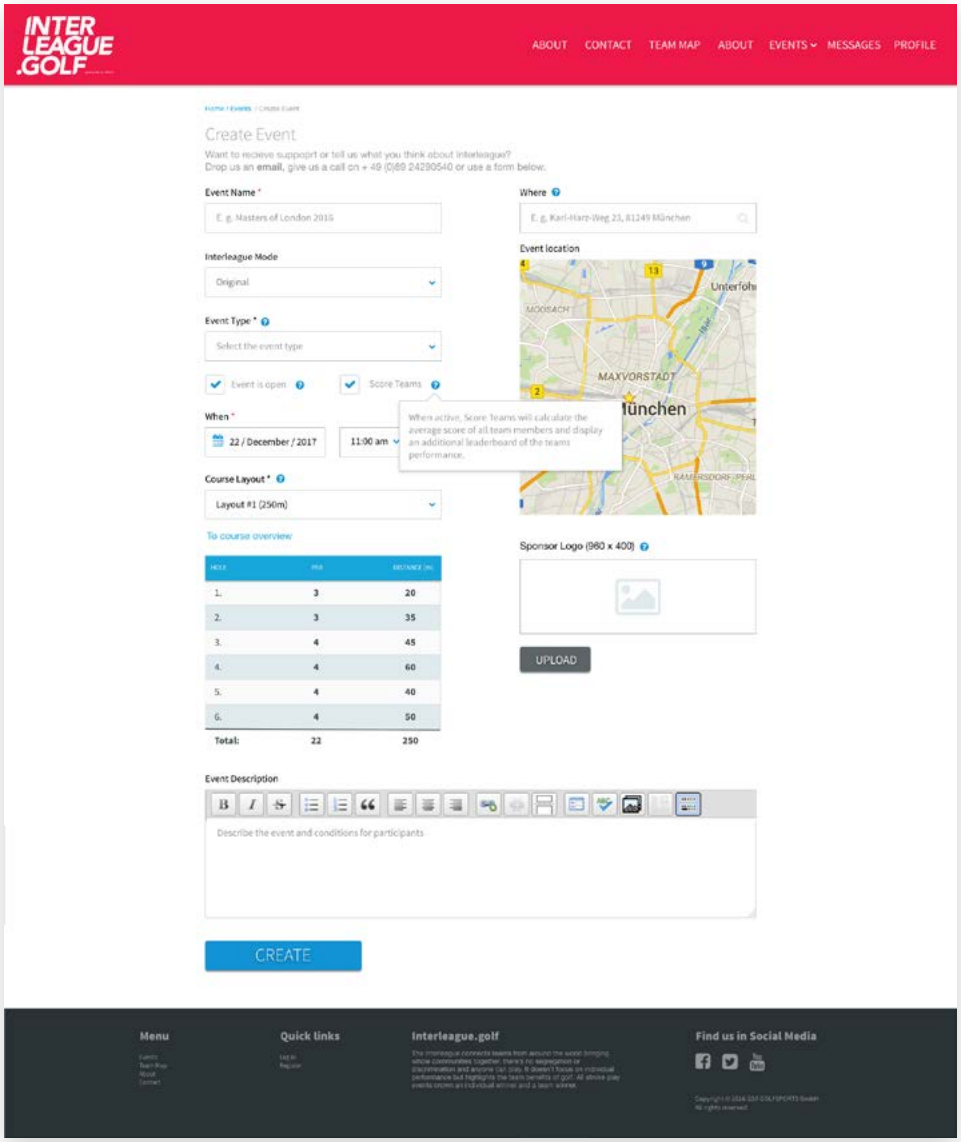
- Upgraded Account
- Personalised Profile
- Detailed statistics
- Track your progress
- Join events and compete as an individual
- Link profile to your social media accounts

(Coming Soon)

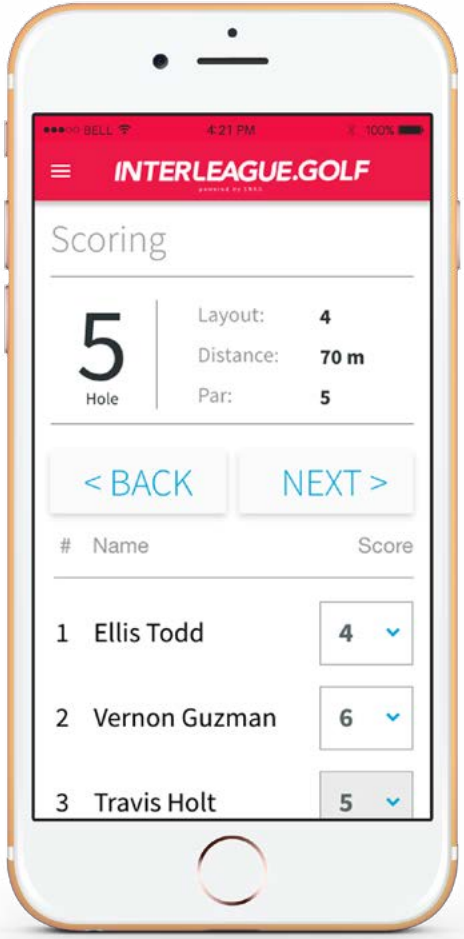


EVENT SET UP

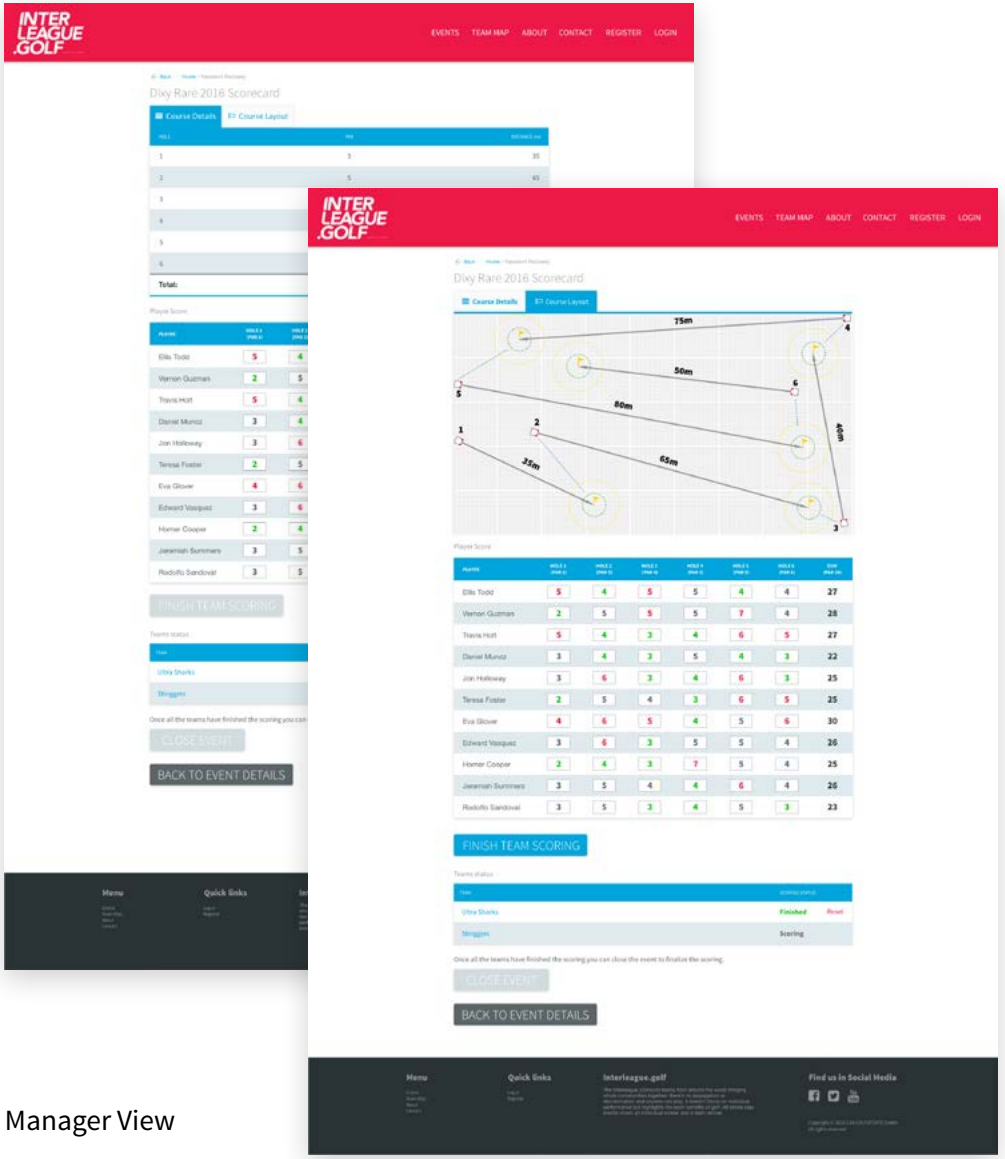
1. Create an event name
2. Select from the 3 game modes (Original, Fusion and On Course)
3. Select a time, date and location
4. Choose your course layout
5. Upload event sponsors details
6. Add additional information
7. Save the event
8. Send invitation’s out to other teams
9. Allocate players their start times



SCORING

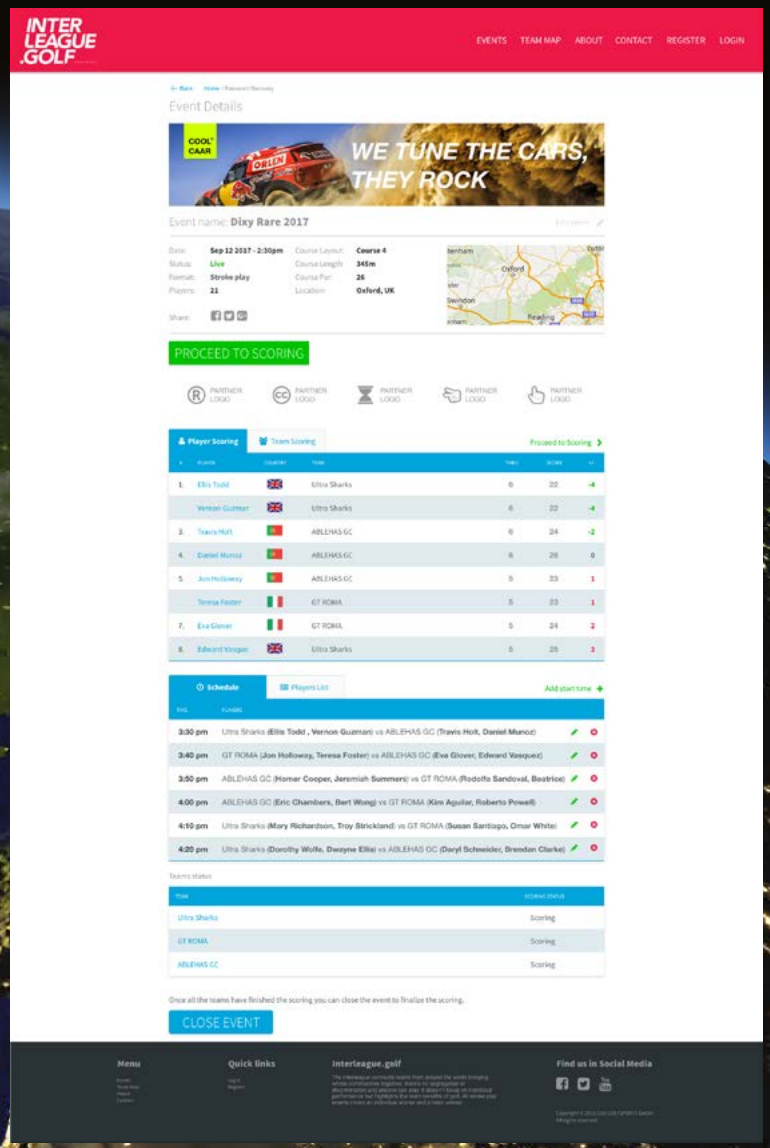


Player View



Manager View

LIVE TEAM EVENT



LIVE TEAM EVENT DETAILS

An Interleague.golf event is unique from all other golf competitions. Traditionally in golf you compete as an individual with all players playing at the exact same golf course, however in Interleague.golf you have the option of playing as an individual or in a team and you can play in any location using an Interleague.golf course layout, even in different countries.

The maximum number of players in a team is 16, with 12 being active in an event. However the team size in an event can vary, meaning teams with a different number of players can still compete against each other. Interleague.golf uses the average score, so every player contributes.

The live scoring feature on the website means you can compete remotely but still keep up to date with how you or your team are competing against other participants in the event.

Example of team event (stroke play):

Team A in Madrid, Spain has 6 players and Team B in London, England has 3 players. They have selected to play ***Course layout 4, which is a par 26***.

Team A - Madrid

Player 1 scores 24
Player 2 scores 27
Player 3 scores 26
Player 4 scores 28
Player 5 scores 26
Player 6 scores 26

Average Team A Score
(24+27+26+28+26+26)/6 = 26.17

Therefore the team are +0.17 in relation to par.

Team B - London

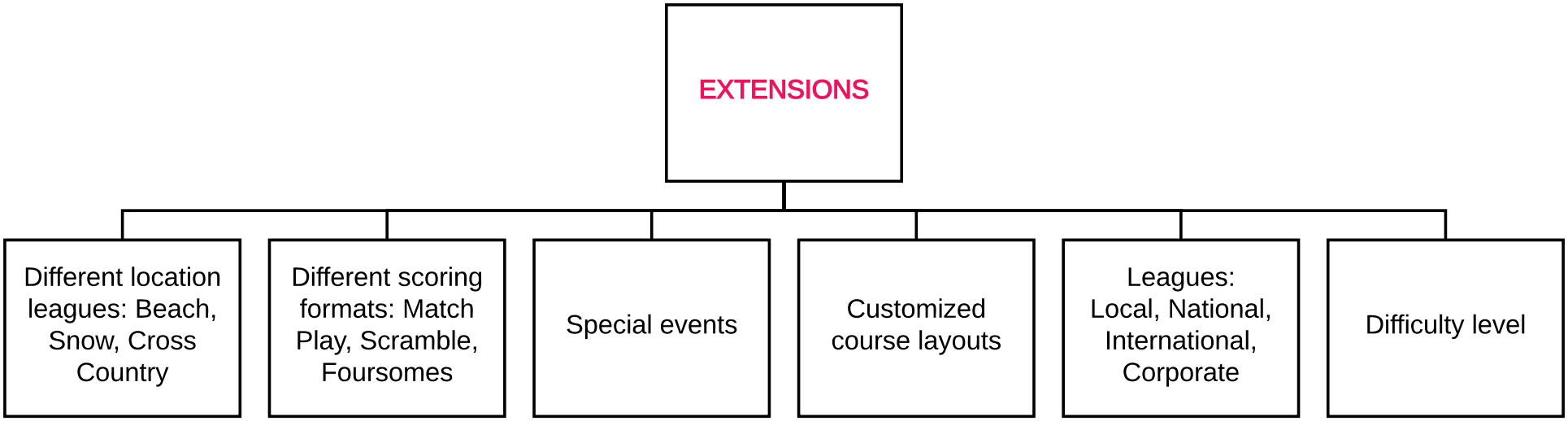
Player 1 scores 24
Player 2 scores 27
Player 3 scores 26

Average Team B Score
(24+27+26)/3 = 25.66

Therefore the team are -0.34 in relation to par, meaning Team B are the winners.

FUTURE EXTENSIONS

FUTURE EXTENSIONS DIAGRAM

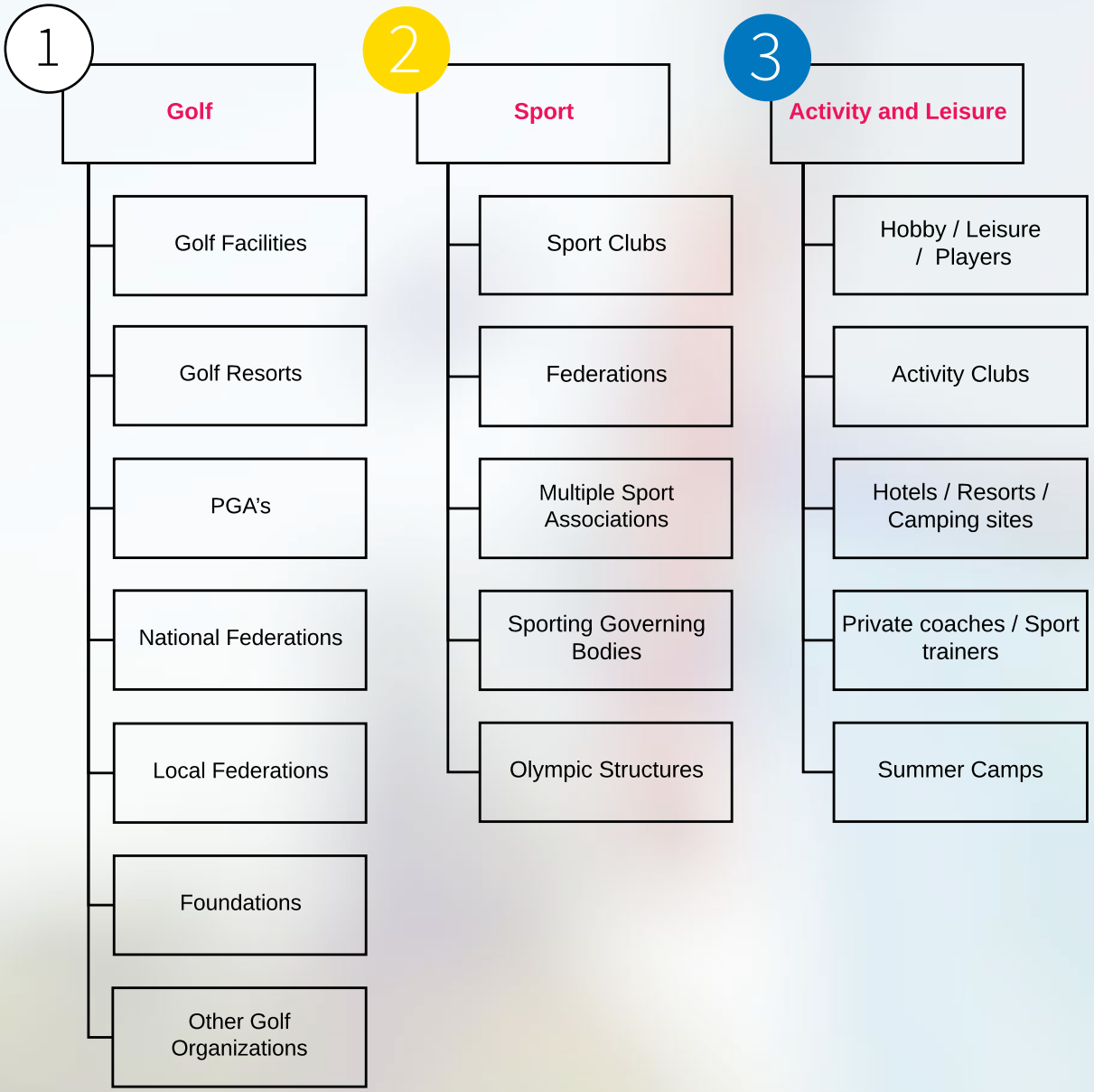


Interleague.golf has multiple extensions planned in the future, meaning there will new ways to play and compete on the platform.

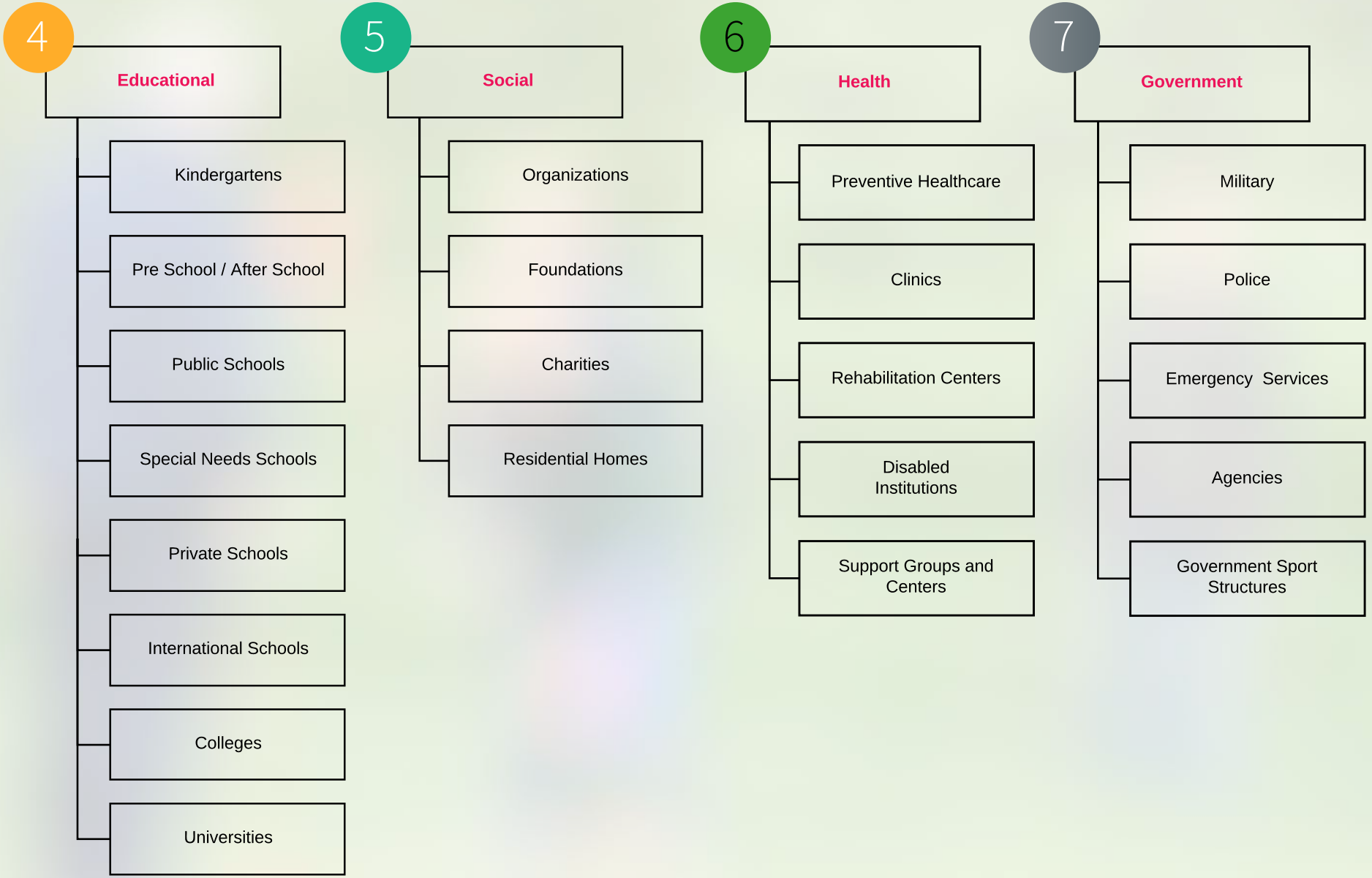
TARGET AUDIENCE

1 GOLF
2 SPORT
3 ACTIVITY AND LEISURE
4 EDUCATIONAL
5 SOCIAL
6 HEALTH
7 GOVERNMENT
8 COMMERCIAL

GOLF
SPORT
ACTIVITY & LEISURE


1
Golf
Golf Facilities
Golf Resorts
PGA's
National Federations
Local Federations
Foundations
Other Golf Organizations
2
Sport
Sport Clubs
Federations
Multiple Sport Associations
Sporting Governing Bodies
Olympic Structures
3
Activity and Leisure
Hobby / Leisure / Players
Activity Clubs
Hotels / Resorts / Camping sites
Private coaches / Sport trainers
Summer Camps

EDUCATIONAL
SOCIAL
HEALTH
GOVERNMENT


4
Educational
Kindergartens
Pre School / After School
Public Schools
Special Needs Schools
Private Schools
International Schools
Colleges
Universities
5
Social
Organizations
Foundations
Charities
Residential Homes
6
Health
Preventive Healthcare
Clinics
Rehabilitation Centers
Disabled Institutions
Support Groups and Centers
7
Government
Military
Police
Emergency Services
Agencies
Government Sport Structures

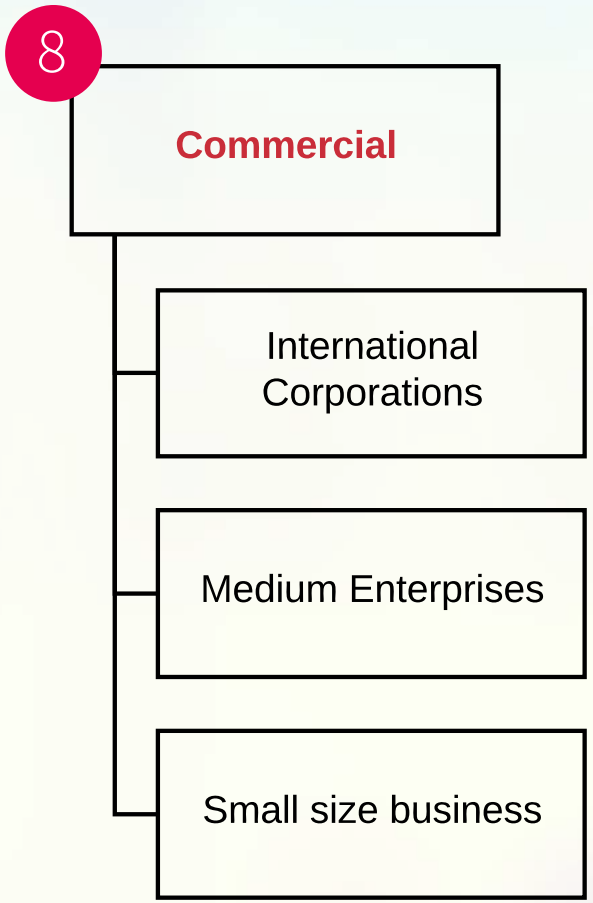
COMMERCIAL

TEAM BUILDING

INCENTIVES

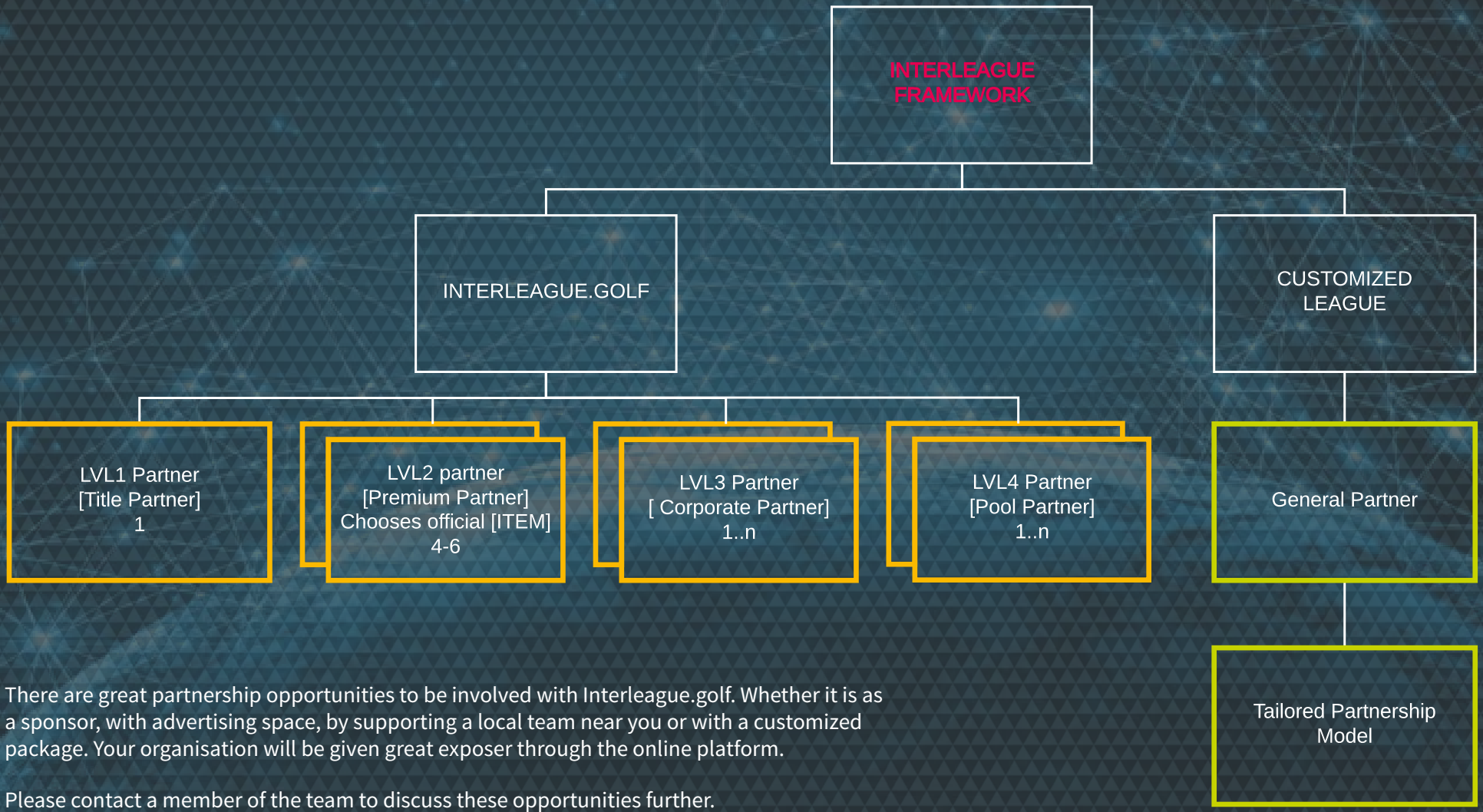
CORPORATE DAYS

INTER-CORPORATE COMPETITIONS



PARTNERSHIP OPPORTUNITIES

PARTNERSHIP LEVELS DIAGRAM



There are great partnership opportunities to be involved with Interleague.golf. Whether it is as a sponsor, with advertising space, by supporting a local team near you or with a customized package. Your organisation will be given great exposer through the online platform.

Please contact a member of the team to discuss these opportunities further.

CONCLUSION

Interleague.golf is a very exciting opportunity for golf development; it will help to reach out to completely new, previously unreachable audiences. Using the combination of physically playing and technology for scoring and social interaction can help to create interest from a different generation.

If you would like further information on the project or if you would like to discuss how Interleague.golf can work for you or your organisation please contact a member of the project management team.

CONTACTS

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Let the journey begin

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