

Motion Golf - Executive Summary



Motion Golf holds the exclusive rights to the premier golf analysis and instruction system in the world. Using state-of-the-art computer motion capture technology, Motion Golf is the only instruction facility of its kind available to the general public.

“It’s the best feedback system I’ve ever seen, meaning it identifies everything you are doing in your swing from every possible angle and provides instant feedback so you can make adjustments where necessary.” – Rick Martino PGA Director of Instruction.

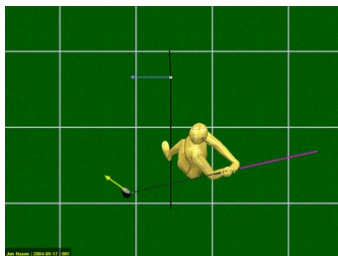
With this technology, Motion Golf intends to become the most powerful and recognized brand in golf instruction in the United States. Simply put we are “The future of golf instruction”.



Motion Golf holds the exclusive license for the proprietary motion capture instruction system that drives accelerated learning like no other system available today. This technology was originally developed in conjunction with TaylorMade who use it for golf club fitting under the name MATT System (Motion Analysis Technology for TaylorMade). TaylorMade continues to hold the license for club fitting and operates nine centers globally. Only Motion Golf holds rights to the instruction system in the US.

Motion Golf & TaylorMade are in discussions to partner and to offer custom fit TaylorMade golf clubs which are fit via the Motion Golf Imaging System (MGI System). This partnership would dramatically improve TaylorMade’s distribution of customer golf clubs and would dramatically accelerate the Motion Golf brand.

This technology has proven it dramatically improves results for all level of golfers from professionals to beginners. It provides an experience that has most customers saying, “That was amazing”. After 1,500 lessons no one has rated the experience as less than “exceeds expectations”. The experience of viewing yourself as a 3-dimensional image dramatically improves understanding of the flaws in your golf swing. The “virtual reality” mode facilitates learning four to nine times faster than traditional methods. (According to PGA Master Professionals – Rob Stocke & Bill Adams Master PGA Professionals)



The combination of this unprecedented technology and our business prowess will quickly establish Motion Golf into the trend setting, trailblazing, cutting edge-golf medium that golfers are searching for. With all of the improvement in golf equipment, golf handicaps have not improved over the last twenty years. We intend to be the catalyst responsible for changing this trend. As a result Motion Golf will become the leading brand name in high technology golf swing analysis and instruction.

Our first studio in Fairfield NJ has been very successful. We have now opened two additional studios in White Plains and Syosset NY. Our first franchise studios will open in 2007 in West Palm Beach, Florida. Currently there are over 30 locations under contract with a strong pipeline of other locations. We anticipate growing to a national footprint of over 100 corporate-owned and franchised locations in five years. We will also add a substantial number of private club locations within this period. If you share this, we welcome you to come and join us.



Financial Forecast

Motion Golf plans on growth through continued expansion of corporate owned stores, aggressive franchise sales and added value added services including custom club fitting.

The following is the summary P&L forecast for the business.

Motion Golf - Financial Forecast

Income Statement

	2007	2008	2009	2010	2011
Total Sales	585,510	3,562,400	7,208,550	11,926,858	17,785,680
Total COS	60,950	1,492,725	2,388,146	3,583,782	4,867,273
Gross Profit	524,560	2,169,675	4,731,804	8,343,076	12,918,407
Total Operating Exp.	536,000	1,797,960	2,842,305	4,371,861	6,104,973
Earning before (I, T, D A)	(11,440)	519,535	1,889,499	3,971,215	6,813,434

Sales Include - Store revenue, Franchise Slaes, Royalties & Club Sales

Market Cap via EBDITA * 9

6,245,235

17,802,889

35,740,937

61,320,909

Contact

Joe Luciano – CEO Motion Golf
1275 Bloomfield Ave
Fairfield, NJ 07004

973-244-0533
joe@motiongolf.com
www.motiongolf.com