



## Golf Boost by Jim McClean

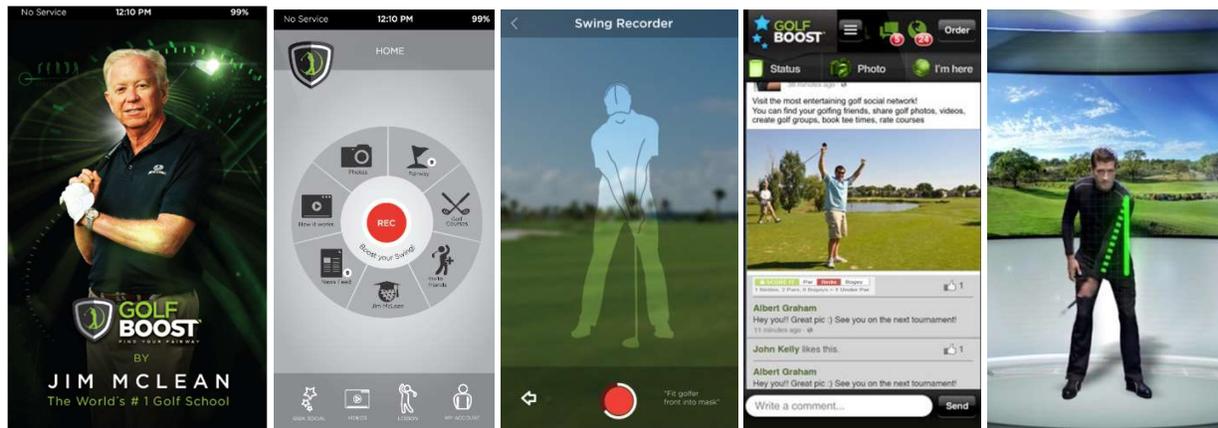
### App Fact Sheet

**Release date:** September 12, 2016

**Platform:** iOS and Android

**Cost:** FREE with In-app Purchases

**Developed By:** Golf Boost



**About the app:** Golf Boost by Jim McClean is an innovative swing analysis system available through a mobile app. The app aims to help golfers of all skill levels improve their swing anywhere and immediately at a very low cost. Utilizing proprietary technology, the app recognizes a golfer's swing key positions, compares them to Jim's methodology and triggers personalized videos in order to fix the user's golf swing.

Subscribers simply film and upload their golf swing for analysis and receive a personalized lesson within seconds. Lessons are delivered to the user through an instructional, corrective and personalized series of videos. Users can then share and track progress with other Golf Boost members through the brand's social network. The app also offers the latest in golf news, handicap tracking, tee time booking services, and many other entertaining features.

#### Features of Golf Boost by Jim McClean:

- Personalized video lessons based on proprietary video recognition technology.
- Jim McClean's teaching system is now available on your mobile device.
- Instant video feedback and swing analyzation
- Easily consumed tips and instructions
- Engaging social network where users can share and track their progress with other golfers
- Low cost in comparison to real world golf lessons



## About Golf Boost

Golf Boost develops the golf industry's only fully-automated golf swing analysis APP that can identify a golfer's swing key positions and correct them in just seconds. Golf Boost's proprietary technology utilizes world renowned golf instructor Jim McLean's system to substantially improve golf swing performance.

A user simply records a golf swing and immediately receives personalized corrective analysis and solution videos. Supporting a social community across multiple modules, Golf Boost's golfer entertainment is both holistic and fun.

Golf Boost intends to disrupt the golf analysis industry and has already boosted thousands of golf swings. For more information, please visit <http://www.golfboost.com>

## Three Pillars:

1. **Convenient:** Designed with the millennial in mind, Golf Boost makes taking a lesson work with any schedule or at any location.
2. **Immediate:** Golf Boost is capable of providing personalized swing analysis in less than a minute through a unique series of complex algorithms.
3. **Cost Efficient:** One in-person lesson costs is much greater than the unlimited lessons included in a full year of monthly subscriptions.

**Pricing Structure:** Freemium model Golf Swing Analysis & Lesson.

**Free** initial analysis including swing analysis, swing frame positions and introductory pro video explanation, plus pro video solution.

**Unlimited lessons** available with monthly subscription for only \$4.99 per month.

**Mobile Platforms:** Apple iOS; Android; Windows Mobile

## Innovative technology:

OCR (optical character recognition)  
Patented proprietary technology  
Algorithms detect golfer body parts position, movement and physical built to trigger personalized swing analysis lesson.



### **Executive Team:**

Paul Jaure, CEO & Founder. Paul successfully founded, developed and sold MiamiGolf.com, a global distribution e-commerce operation founded in 1991. His expertise in the golf business and profound understanding of the golf consumer enabled him to create this innovative software.

Jacinto Jaure, Founding Partner: Jacinto was one of the founders of MiamiGolf.com. He is a well-known leader in the golf community, an expert in the golf industry and an influential retail entity.

Roberto Vivo, Board Member: Roberto is the chairman and CEO of Claxons since 2001. A company formed by the result of a merger between El Sitio Inc. and Iberoamerica Media Partners.

Steven Bandel, Board Member: Steven was the Co-Chairman of the Cisneros Group. As the company's previous CEO, he led the strategic development and oversaw its interests in Latin America and around the world.

### **Links:**

Website: [www.golfboost.com/](http://www.golfboost.com/)

Facebook: [www.facebook.com/golfboost](http://www.facebook.com/golfboost)

Twitter: [www.twitter.com/GolfBoost](http://www.twitter.com/GolfBoost)

iOS App: <https://itunes.apple.com/us/app/golf-boost/id839535487?mt=8>

Google Play: <https://play.google.com/store/apps/details?id=com.golfboost&hl=en>

Video Trailer: [https://www.youtube.com/watch?v=\\_1f3vXqfc-0](https://www.youtube.com/watch?v=_1f3vXqfc-0)

### **For more information on Golf Boost by Jim McLean contact:**

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