

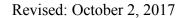
Integrated Systems Methodology and Software for Golfers and Golf Clubs





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Golfnology TM

Integrated Systems Model

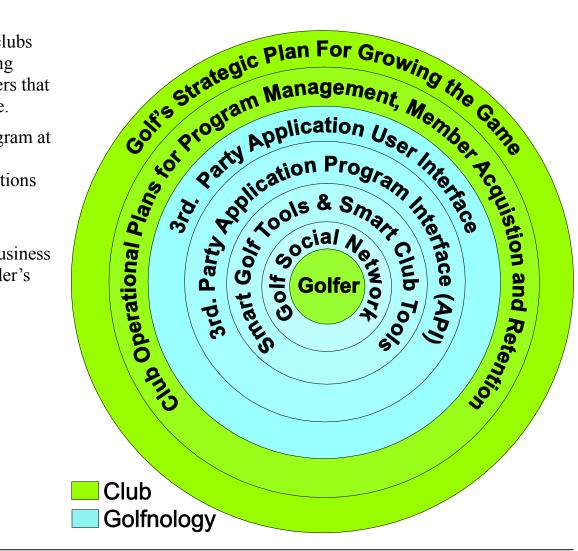
A synergistic relationship between golfers, clubs and golf, Golfnology provides the networking foundation and golf tools for clubs and golfers that drive user support and growth into the future.

In addition, clubs can grow their digital program at a convenient and practical pace through the integration of specialized third party applications through Golfnology's Application Program Interface (API).

Build a lucrative real time on-line gaming business for your golf club limited only by your builder's imagination.

Key components include:

- Golf Social Network
- Smart Golf Tools
- Smart Club Tools
- Application Program Interface
- Application User Interface



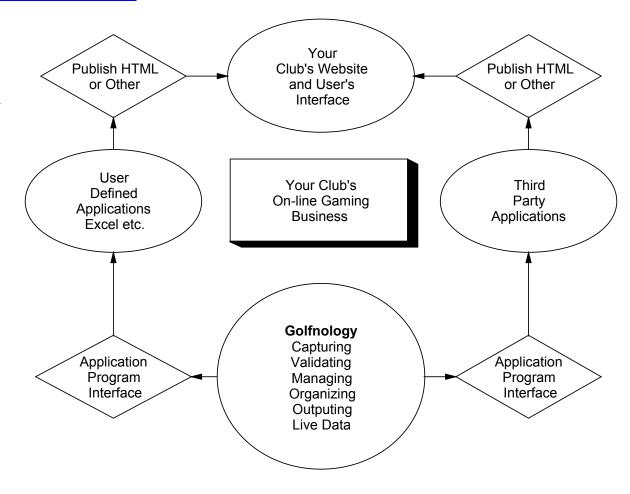
Golfnology TM

On-line Gaming Business for Golf Clubs

Golfnology provides the integrated smart technology to both golfers and clubs for capturing, validating, managing, organizing and outputting live data that can be captured by user defined applications created using spreadsheets or third party applications targeting specific golf functions such as men's night competitions.

Gaming statistics are published to your golf club's website making it the focal point of information for both your member and green fee golfers.

Golfnology's club tools automate program generation, player registration, management and outputting results for typical and never before possible club program activities like pop-up and cross course, xCourseTM, competitions.



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Golfnology TM

Integrated Systems Methodology for Golf Clubs

Dynamic Golf Social Network TM	Dynamic Smart Golf Tools TM	Application Program Interface (API)	Dynamic Application User Interface
The Golf Social Network forms the foundation of Golfnology and enables the wide variety of social structures that exist in the golf community. Golfers can connect, communicate, compete and share their Smart Golf Life TM , in real time, with friends anywhere in the world.	The Smart Golf Tools interface with the social network structure providing golfers and clubs with the tools to drive the ongoing use, support and growth of Golfnology into the future. The numbers of golf are looked after for golfers automatically thus levelling the playing field for all golfers, regardless of ability.	Clubs can grow their digital program by integrating new and useful software into Golfnology through its Application Program Interface (API). If necessary, run stand alone for starters and integrate at a pace that's practical and convenient when the new application has been proven.	Integrate with Golfnology's user interface or keep the application interfaces that come with third party applications, it's your choice.
Branding and networking at the golfer, private group and club levels provides unlimited opportunity for golfers, clubs to have and provide a more fun and rewarding golf experience.	Clubs are provided with the tools to utilize real time golfer data to provide unique, rewarding and never before possible golf experiences to member and green fee golfers.	Golfnology's methodology ensures a streamlined and effective digital program into the future, as well as, guarantees data integrity across multiple specialized user applications by eliminating duplicate data.	

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Integrated Systems Software for the Smart Golfer TM and Smart Golf Course TM

Dynamic Golf Social Network TM	Dynamic Smart Golf Tools TM	Application Program Interface (API)	Dynamic Application User Interface
 ✓ Member's golf profile ✓ Borderless golfer, private groups, and club networks ✓ Community building ✓ Privacy and sharing ✓ Friends and group threaded conversation posts and private messaging ✓ Transparent integration with electronic mail ✓ Image capture and event galleries ✓ Notifications - global competition, conversation posts, tournaments, private messages, friend and group requests 	 ✓ Real time scoring ✓ Handicap and index management ✓ Strokes distribution ✓ Friends, groups, club competition generators and leader boards ✓ Scorecards management ✓ Tee time and events calendar ✓ Real time rounds, handicap differential archives ✓ Course/club profile, website, booking, social media links, dynamic messaging and tees data 	 ✓ Tournament generator, manager and leader board ✓ Golf Profiler League generation, management and leader boards Membership management ✓ USGATM (Golf CanadaTM) handicap integration ✓ USGA course data integration Club website integration Others, internal or third party developed gaming add-ons 	 ✓ GlobalView GolfTM • Third party application interfaces
✓ Included in Golfnology			

Technology Advantages

- Typical club manual golf program functions are fully automated in an easy to use, dynamic, cloud based application accessible from smart phones, tablets and computers. This enables clubs to provide all golfers never before possible unique and rewarding golf experiences
- Integrated systems ensure data integrity is maintained across multiple user applications by eliminating duplicate data
- Time and costs of integrating custom developed, third party applications is reduced through access to the common golf data libraries via Golfnology's Application Program Interface (API)
- Implementing technology is planned and controlled at the club level ensuring the best opportunity for success

Implementation, Including Third Party Applications

- Creation of an implementation and support team
- Assessment of known opportunities and constraints
- Definition of goals
- Definition of steps, roles and objectives
- Technology roll out
- Progress and results evaluation

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Golfer Benefits

Managing your Smart Golf LifeTM has never been easier. Features include:

- Automatically and transparently maintain a handicap index, even an official USGATM (Golf CanadaTM) index if you're a member
- Your score, both gross and net, can now be used in multiple competitions between your friends, private group members, club members and even in cross course **XCourse** TM individual, group, club and global competitions
- Always compete on a level playing field as your handicap and strokes are automatically calculated for any course you are playing so you are competitive with golfers of any ability on your course or any other course in the world
- Forget about golf's numbers like your handicap index, strokes per hole, gross score, net score, and points on either or any other golf number for that matter. Golfnology takes care of all your numbers in the background in a totally transparent manner
- Track of your friend's **shared** real time scores from any computer, smart phone or tablet, from anywhere in the world
- Generate competition simulations between you and friends with ease and output results to screen or Excel spreadsheet for further analysis and competition record keeping
- Private message a friend's Smart Golf CardTM in real time
- Arrange your rounds with your friends and private group members from a single application using friend and group threaded conversation posts
- Create private groups, communities, based on interests outside of golf and have unique golf activities with like minded golfers
- Create event image libraries and upload pictures in real time

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Club Benefits

Keep engaged with your members and your members engaged with golf. Use Golfnology to build a golf business, limited only by the builder's imagination. Features include:

- Use the pop up competition generators to reward any type, class, age or gender of golfer, **member or green fee golfer** on your course, for their actual play using gross or net scores, anytime and without them actually knowing they were playing in a competition
- Generate ongoing competition statistics for your members like most skins, most birdies, best gross/net score and others with the touch of a button
- Generate and manage, from a single screen, complex tournament scenarios for your members. Utilize the major business tools of the internet, such as email and application notifications, from within the Smart Club Tools to keep eligible players informed, up-to-date and engaged. The real time leader boards, output to a big screen TV in the club house and posted on your web site keep all interested parties engaged in real time
- Generate competition results for posting on your club web site with ease
- Keep your dynamic **Instant Message of the Day** in front of every golfer's Smart Golf Card on your course and attached to every historical round ever played on your golf course
- Know of and provide incentives for all junior golfers in your area to join and play at your course
- Build communities based on interests outside of golf and provide unique golf activities for the members
- Connect with your members utilizing the internet's major business tools without having to acquire special permissions
- Create event image libraries and upload pictures and share them in real time

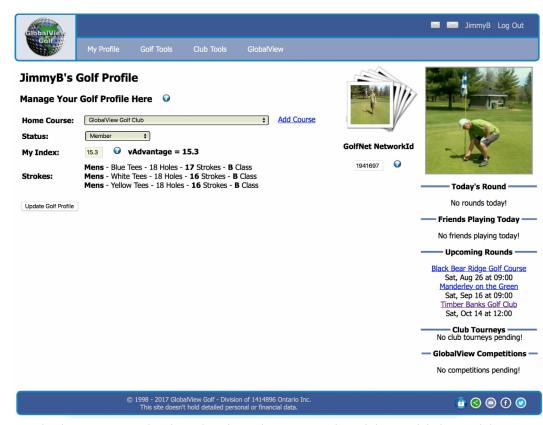
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User's Golf Profile

Users can update their key golf profile data on this screen:

- Choose your **Home Course**
- Update your membership Status
- Update you're My Index with your official golf index for competitions requiring an official USGA index
- Enter your **GolfNet NetworkId** that enables posting of scores captured by the Smart Golf Card directly to your official USGA (Golf Canada) accounts with the touch of a button.
- View your **automatically maintained** internal **vAdvantage Index**TM
- See how many strokes you get at your home course tees



My Index: – Important Note

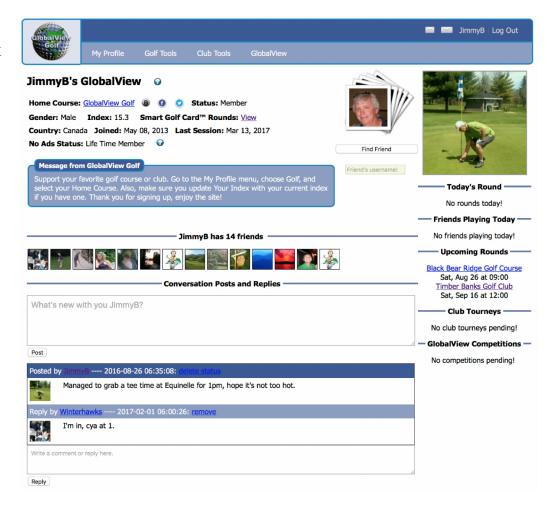
Both the official USGA and GlobalView vAdvantage indexes are calculated using the same algorithm which enables clubs to include non USGA index equipped golfers in club competitions either individually or with golfers who have an official USGA index. This allows clubs to engage green fee players, as well as club members, in competitions promoting the club's unique on-line gaming program to everyone.

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User's GlobalView

The screen that a user lands on after **Log In** and hub of the user's Smart Golf Life TM. Single click access features include:

- Add/change your avatar
- Event galleries and upload pictures
- Historical Smart Golf Cards (SGC)
- Friend's GlobalView screens
- Private message a friend from the friend's GlobalView screen
- Find new friends by user name and send friend requests
- Start and reply, to threaded conversations with optional email notifications
- Today's Smart Golf Card Summary (SGCS).
- Friends playing today shared real time SGCS
- Scheduled Upcoming Rounds, Club Tourneys and GlobalView Competitions SGC
- Notifications and Private Messages



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Smart Golf Card TM

Smart Golf Card replaces golf's traditional score card and can be used on any computer, smart phone or tablet. Features include:

- Automatic calculation of each player's handicap based on the tee ratings
- Automatic assignment of strokes to every hole based on the hole handicap rating
- Any number of players on the scorecard
- One smart phone required to score for your group and the card can be passed between other players on the card if necessary
- Point and click, instant save to add or change player's scores, no typing required
- Electronic attesting of each player's score
- Automatic updating of handicap index after score attested
- Optional posting differential record to Golf Canada if player is a member
- Simultaneous inclusion in individual(s), group(s), club(s) and global competitions
- Smart phone responsive as shown



JimmyB's - Smart Golf Card™

Time: Sat, Mar 11 at 12:00

Course: Rideau View Country Club

Track: Mens

Tees: Blue Yards: 6499

Hole: 1 Par: 5 Yards: 505

Next Hole

Player - Handicap - Strokes	# 1
<u>Winterhawks</u> - 16 - 1	5 🕶
<u> JimmyB</u> - 18 - 1	6 💌
<u>birdymaker</u> - 15 - 1	6 💌
<u>tomw</u> - 6 - 0	4 💌

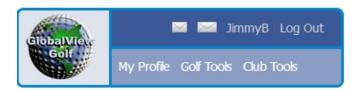
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Smart Golf Profiler TM

The Smart Golf Profiler captures the details of every shot you take in a round and can be used on any computer, smart phone or tablet. Features include:

- Choose one item from each of the 3 select fields and capture a complete picture of each shot
- Point and click, instant save to add or change a shot profile, no typing required
- A permanent record of every shot for every round
- Detailed round shot report output to screen or Excel spreadsheet for post round analysis
- Provide to your golf instructor for personalized faults and fixes instruction
- Smart phone responsive as shown



JimmyB's Hole # 1 V Profile

Course: Rideau View Country Club

Date: Sat, Sep 16 at 12:00 Scorecard: 148

Track: Mens Tees: Blue

Yards: 505 Par: 5 Rated: 7 Strokes: 1



Your Score 6 - Add Shot 2

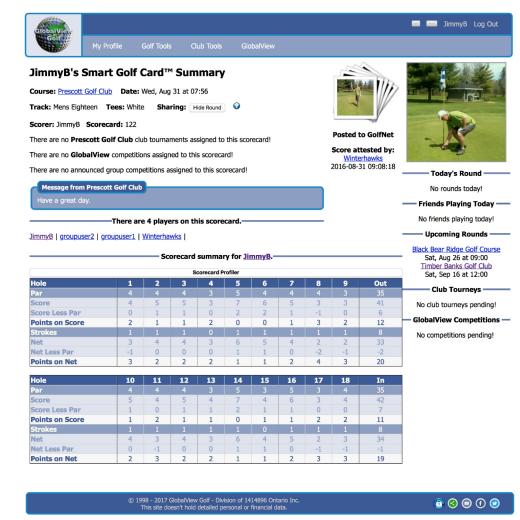
Shot	Club	Flight	Result
1	Driver	Long Left	Rough

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Smart Golf Card Summary TM

The Smart Golf Card Summary tells you exactly where you stand from every golf numbers perspective, in real time, and is accessible with a single click on any computer, smart phone or tablet. Features include:

- Simple swipe down on the screen to update
- Swipe right or left on the screen to move between the Smart Golf Profiler and/or the Smart Golf Card
- Single click toggle on or off round **Sharing** with your friends
- List of group(s), club and global competitions for this card
- Single click to view a friend's shared Smart Golf Card Summary
- Attest your round and post to Golf Canada if you're a member
- Permanent record for future analysis
- Smart phone responsive as shown



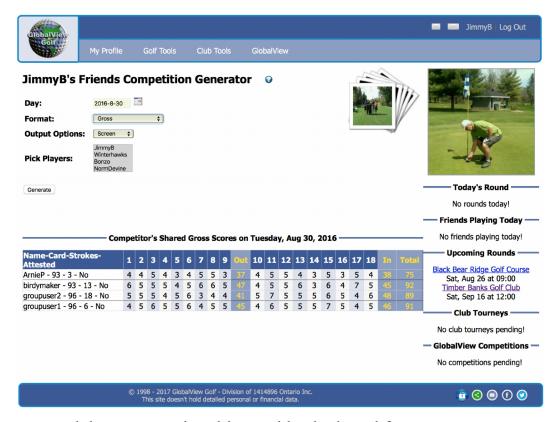
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Smart Competition Generators TM

The **friend and group** competition generators make quick work of rolling up the numbers for just about any type of competition. Features include:

- Pick any date you played
- Choose gross, net, gross less par, net less par, points on gross, points on net, XCourse gross to par, XCourse net to par
- Output to screen or Excel spreadsheet
- Cherry pick individual or all players that may have played on that date
- Sort the results in ascending, descending order with a single click on any hole number, In, Out, Total round or Total Multi-round score for tournaments



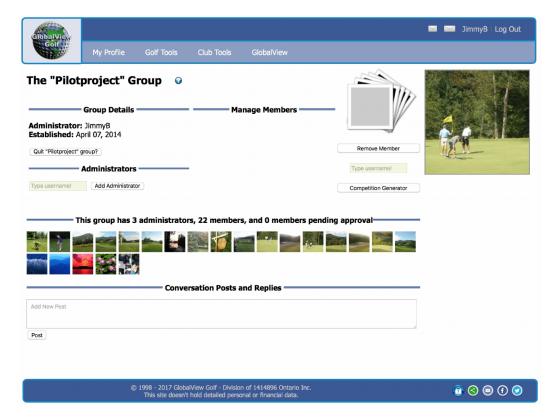
Competition generators for friends, private group, club pop-up and multi-round leader board for tournaments.

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Private Groups

Users can create private groups for their leagues, organizations, tours and personal networks. Single click access features include:

- Add/change group avatar
- Create group event galleries and upload pictures
- Manage members and administrators
- Start and reply to, threaded conversations with optional email notifications
- Members Global View screens
- Group Competition Generator
- Notifications and Private Messages

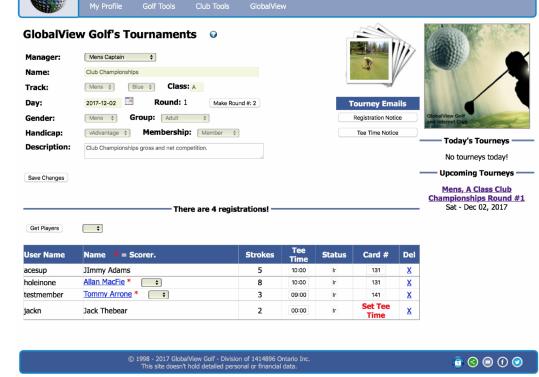


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Smart Tourney Manager TM

Generating, managing tournaments and leader board generations, from a single screen, has never been this easy.

- Target any type, class, gender, group, member or green fee or all
- Only eligible players receive in app notifications and emails
- Player one click registration with suggested tee time from app and email notifications
- Single click manager assigned players, tee time, status and Smart Golf Card
- Single click emails to eligible players
- Fully integrated with Smart Golf Tools, single click delete, move players between Smart Golf Cards, change scorers in real time. Handicaps and strokes automatically calculated and selectively used in leader boards



JimmyB | Log Out

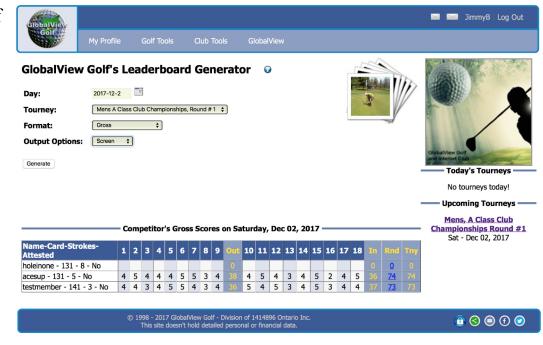
- Single click next round generation with **In** status players carried over
- Club event galleries and upload pictures in real time

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Smart Tourney Leader Board TM

The leader board generator makes quick work of rolling up the numbers for any existing tourney, in real time. Features include:

- Pick any tourney date
- Select the tourney
- Choose gross, net, gross less par, net less par, points on gross, points on net, XCourse gross to par, XCourse net to par
- Output to screen or Excel spreadsheet
- Sort the results in ascending, descending order with a single click on any hole number, In, Out, Rnd (round) or Tny (total multi-round) score

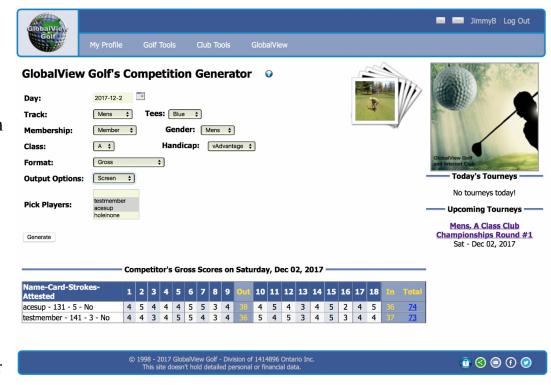


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Smart Club Competition Generator TM

The club competition generator makes quick work of rolling up the numbers for just about any type of competition. It provides clubs with the opportunity to reward golfers for playing on their course without them actually knowing they're playing in a competition. Features include:

- Pick any date
- Select from the course, membership, gender, class and handicap options
- Choose gross, net, gross less par, net less par, points on gross, points on net, XCourse gross to par, XCourse net to par
- Output to screen or Excel spreadsheet
- Sort the results in ascending, descending order with a single click on any hole number, In, Out, Total score



Technical Requirements

General Technology Requirements

Golfers		Clubs	
Minimum	Maximum	Minimum	Maximum
Computer and Internet. Can be accessed from the proshop kiosk including entry of score and posting to Golf Canada.	Package. Approximately 2	Computer and Internet.	Smartphone, tablet or computer. Data package or WIFI.

User Technical Ability Requirements

Golfers		
Minimum	Maximum	
Choose items from lists, point and click on screen buttons to attest scores, post scores to Golf Canada, accept friend requests, register for tournaments and other functions.	Choose a number from 1 – 10 for scoring. Navigate a Facebook like social network. Choose items from lists, point and click on screen buttons to attest scores, post scores to Golf Canada, accept friend requests, register for tournaments and other functions.	

Summary

Golfnology provides a stable, secure, scalable software and data base with tools for golfers, groups and clubs that drive adoption of and ensure successful implementation of your golf club's digital solution now and into the future.

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