



Executive Summary

Business Description: G3 Golf is a technology and implementation company poised to change the way golf is delivered to local markets across Canada, the United States and worldwide, for the good of the game and the good of the business of the game.

Summary of Business Strategy: G3 Golf has developed an unparalleled local market program as well as a complete communication, marketing, commerce and social network system which will tie all golfers more closely to the game they love. Through successive implementation we will build a network down to grass roots golfers at every golf course across each territory we enter. Once this network is developed, we will have a large audience (millions) of golfers to whom to sell a vast array of products and services. As importantly, we will tie all major stakeholders in the game together with grass roots golfers, helping them to more efficiently communicate and market their message.

Projected Revenues

Year	Revenue	BTP
2022	\$5M	\$0.5M
2023	\$50M	\$5M
2024	\$100M	\$10M

Management Team

TBA

President

TBA

VP Sales & Marketing

TBA

VP Club Development

TBA

VP Tour Development

TBA

VP Brand Development

Products/Services: In our initial year we will focus exclusively on professional services delivered to each member through our G3 Golf Professionals/Club Directors at every golf course and practice facility across the Territory of Montreal. These services include daily programming catered to the wants and needs of each G3 Golf Professional's membership base. In every market we will feature a significant number of Branded products/services including:

- G3 Golf
- G3 One World Golf Tour
- G3 Golf Pro Tour
- The APGA Tour
- The Mulligan Tour
- The XTreme Team Tour
- G3 Golf League

Brand Development: It is our intention from the outset to keep our brand strong and to not dilute it in any way through partnering with other sponsors. While in the short term we see this as reducing the amount of capital we could generate from sponsors, in the long term we believe this will result in a much stronger tie between our members and every product/service we introduce into the network.

Strategic Board

Phillipe Messier

Chief Executive Officer, G3

Dr. Brent Brooks

Chief Operating Officer, G3

John Saba

Chief Financial Officer, G3

Annick Bischoff

Chief Creative Officer, G3

Roberto Mourao

Chief Technology Officer, G3

Ross Harvey

Chief Imagination Officer, G3

Peter Kelly

Chairman, G3

Planned Growth: Our plan is to introduce G3 Golf into the Montreal Territory for 2022, in order to prove concept. As we move through implementation in this first year we will be promoting our company and vision to people in golf across North America with the intent being to secure 50 great people in golf who will bring G3 Golf to their market for 2023. For 2024 it is our intent to seed another 50 major world markets, making G3 Golf a truly international brand inside three years.

Target Markets: Our target is all golfers and our position is that every golfer should be involved with G3 Golf as it represents a very inexpensive way (\$49.99 annual membership) to be more closely tied to the game and to get the most out of every minute you spend in the game.

Competition: Because our program is revolutionary and much more involved than anything currently on the market, we do not have any direct competitors. With that said, in each market there are several golf businesses aiming to provide some programming/services to the golfer base.

For further information, please contact Ross Harvey: rossG3@gmail.com

G3golf.ca