

Pro-Series 58 Golf Irons

*One of the Most Forgiving
Golf Irons Designed for
Beginning & High Handicap
Players*



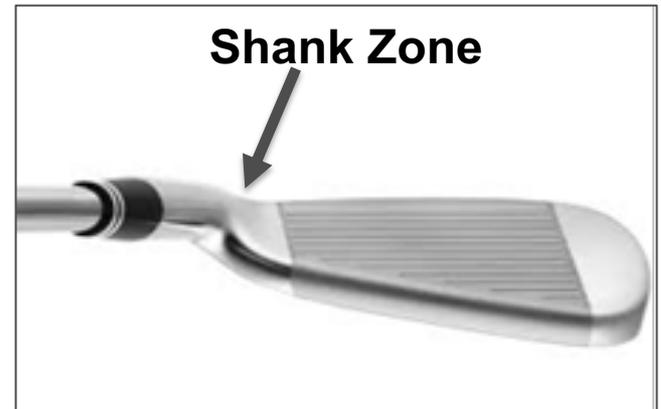
My Story

- An athletic individual with a passion to play exceptional golf, but cannot put forth the time to be an accomplished player
- Frustrated with the tendency to hit 'Shank' shots with my mid irons through wedges...*ready to quit playing*
- Tried multiple professional lessons, training aids with no conclusive success
- Technical professional background and education. Decided to design a golf iron to virtually eliminate a 'Shank' shot from occurring



What is a Shank Shot?

- Shank shot happens when the golfer hits the golf ball on the innermost portion of the clubface, toward the heel that the golf ball is contacted by the hosel.
 - Since, the hosel *is* rounded, the ball can shoot off in just about any direction with various spins
 - Most commonly, a shank results with a ball that shot out to the right (for a right-hander) at a severe angle after impacting the hosel



The Dreaded Shanks

Sam Snead once said this:

"Shanks are so contagious that even watching them is risky, and that includes the pro players."

- Snead's Victories: PGA Tour: 82, Major Championships: 7

Brent Kelley: Updated April 06, 2018

"The shank is one of the worst (and most embarrassing) mishits in golf."

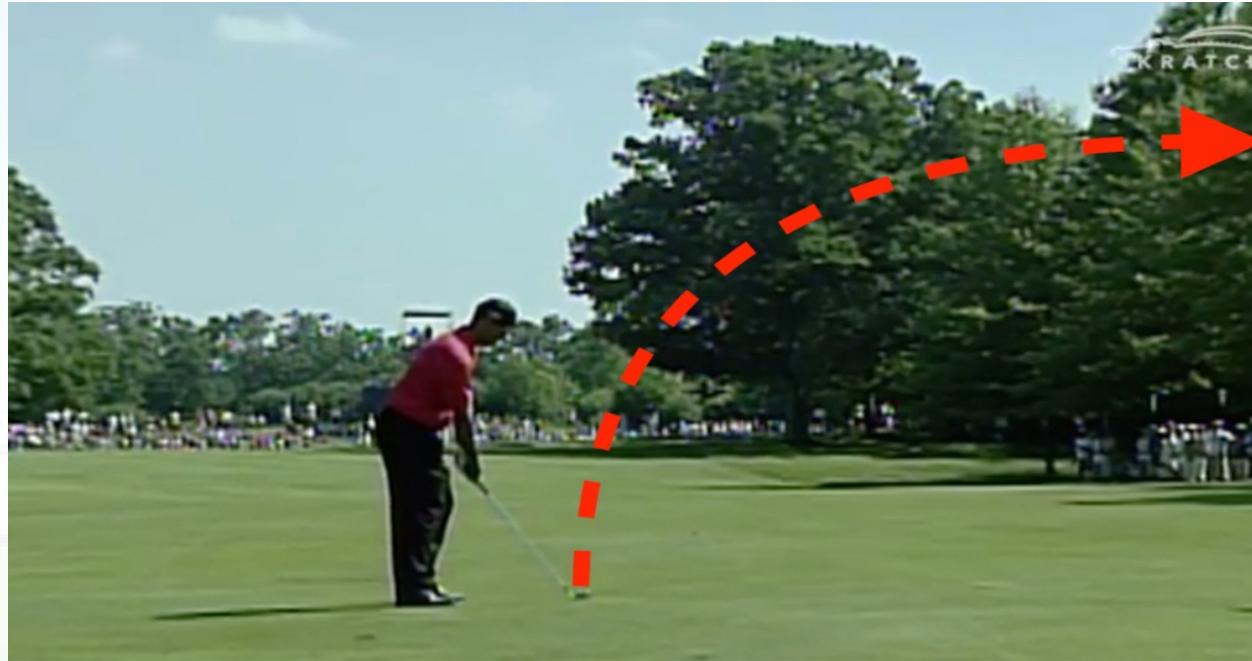
- Sports journalist with over 30 years of experience in print and online media
- Former award-winning Sunday Sports Editor for the San Antonio Express-News
- Golf expert for ThoughtCo since 2002



A Shank Shot with Traditional Irons



The Dreaded Shanks Pro Style



Golf Professionals hitting shank shots during tournament play

1. [Webb Simpson: 7 tour victories, turned pro 2008](https://youtu.be/KGRwVwT2ca8) <https://youtu.be/KGRwVwT2ca8>
2. [Steve Stryker: 28 tour victories, turned pro 1990](https://youtu.be/OqG-0hd21JU) <https://youtu.be/OqG-0hd21JU>
3. [Paula Creamer: 12 tour victories, turned pro 2005](https://youtu.be/KLTnBZTLztA) <https://youtu.be/KLTnBZTLztA>
4. [Tiger Woods: 82 tour victories, turned pro 1996](https://youtu.be/kQfglPRy_VA)
5. [Hunter Mahan: 9 tour victories, turned pro 2003](https://www.youtube.com/watch?v=kQfglPRy_VA)
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*The Solution: Pro-Series
Golf Irons*

[ProSeries58IronsVideo Final.mp4](#)

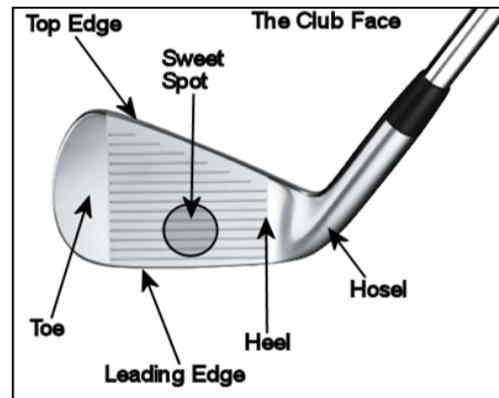
The Solution *'Pro-Series Golf Irons'*

- *'Face Forward Technology'* increases the useable surface of the golf iron club face, while minimizing heel to hosel miss hits referred to as a shank. Utilizing the standard size golf iron head, the useable surface has been increased by 10 to 15% by moving the face forward.

**Face Forward,
blends the hosel
into the club face**



Standard Golf Iron Club Face Design



Pro-Series Golf Iron
Face Design





Pro-Series Golf Irons

6, 7, 8, 9, PW, AW, SW, LW

United States Patent Issued May 30, 2017
US D788,236 S

“Irons designed to help you play
your best golf”

Pro-Series 58 Golf Irons

***Market Testing
Demo Day at FCC Survey Results
September 15, 2015***



Demo Day



- Conducted demo day on Tuesday, September 15, 2015 at the Findlay Country Club (FCC) .
 - The target group was the Tuesday Night Twilight League
 - The driving range was used for this event and was supported by the FCC staff of golf professionals
 - FCC sent an announcement to the Twilight Team members prior to the event including product introduction of the ‘Face Forward Technology’
 - Demo Day was setup similar to a brand name golf club demo day with a canopy, table and irons to tryout



Demo Day Highlights

- 2 sets of irons were available for each participant to tryout
- Each set consisted of a 6, 7, 8, 9 and PW golf irons with a choice of either regular steel shaft or a stiff steel shaft for each
- Requested participants to complete a 6 question survey with an additional comment section along with their name and email if desired.

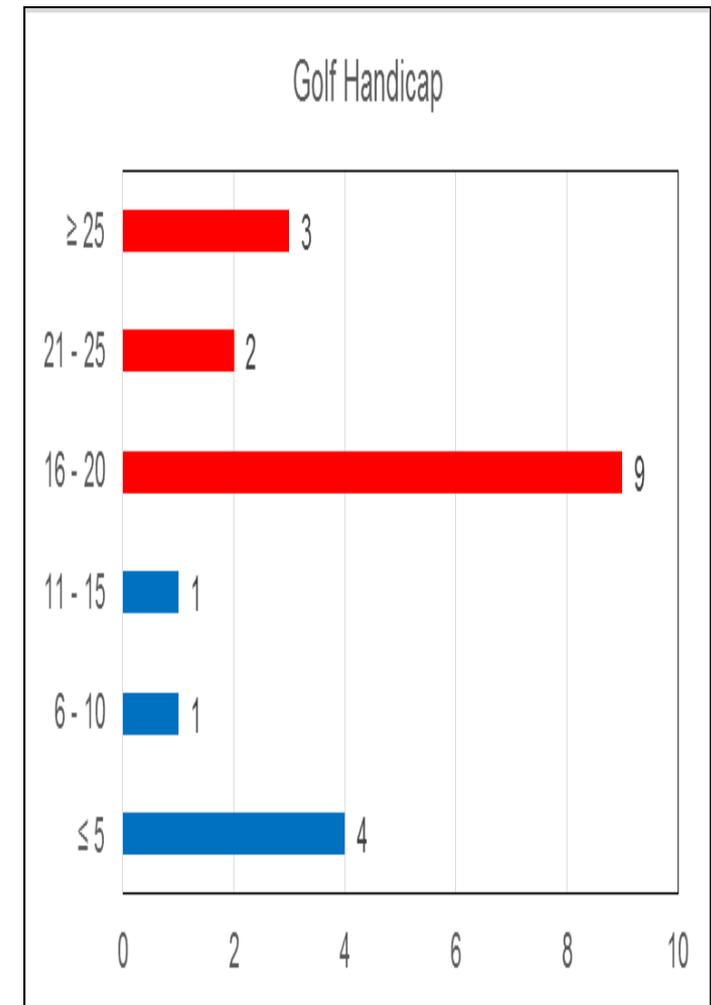
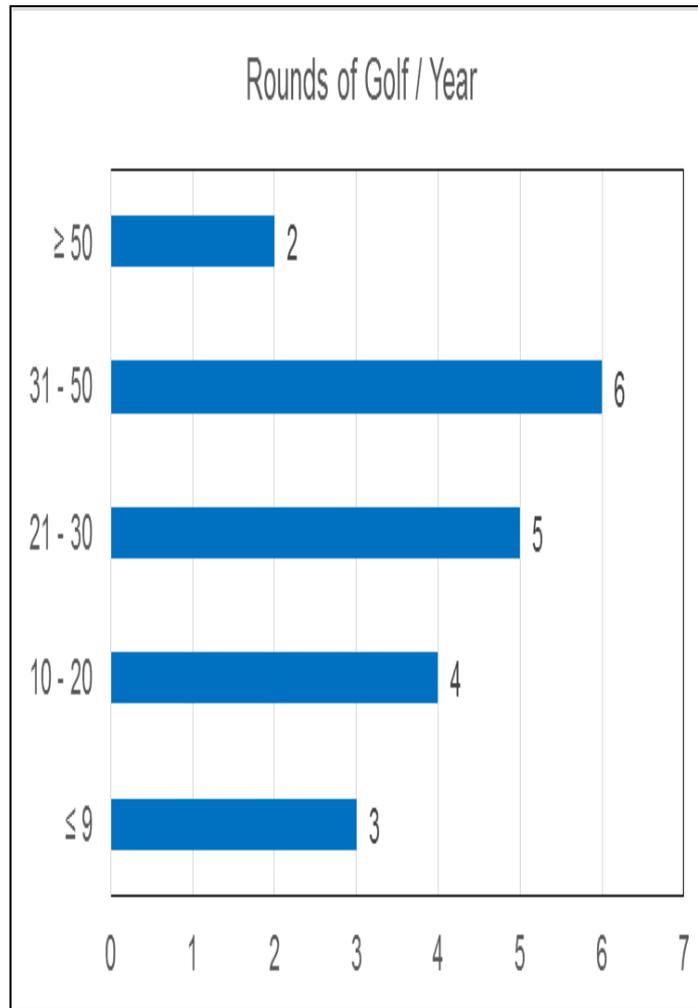


Demo Day Survey

(1 – 6 Multiple Choice Questions)

- 1) How many rounds of golf do you play each year?
 - 2) What is your handicap?
 - 3) What's your first reaction to this new product idea?
 - 4) Which irons did you try (mark all that apply)?
 - 5) What best describes the ball flight as compared to your current irons?
 - 6) What is your typical contact point on the iron club face (mark all that apply and express as a percentage)?
- Additional Comments
 - Optional: Name and email address

Demo Day Survey Results

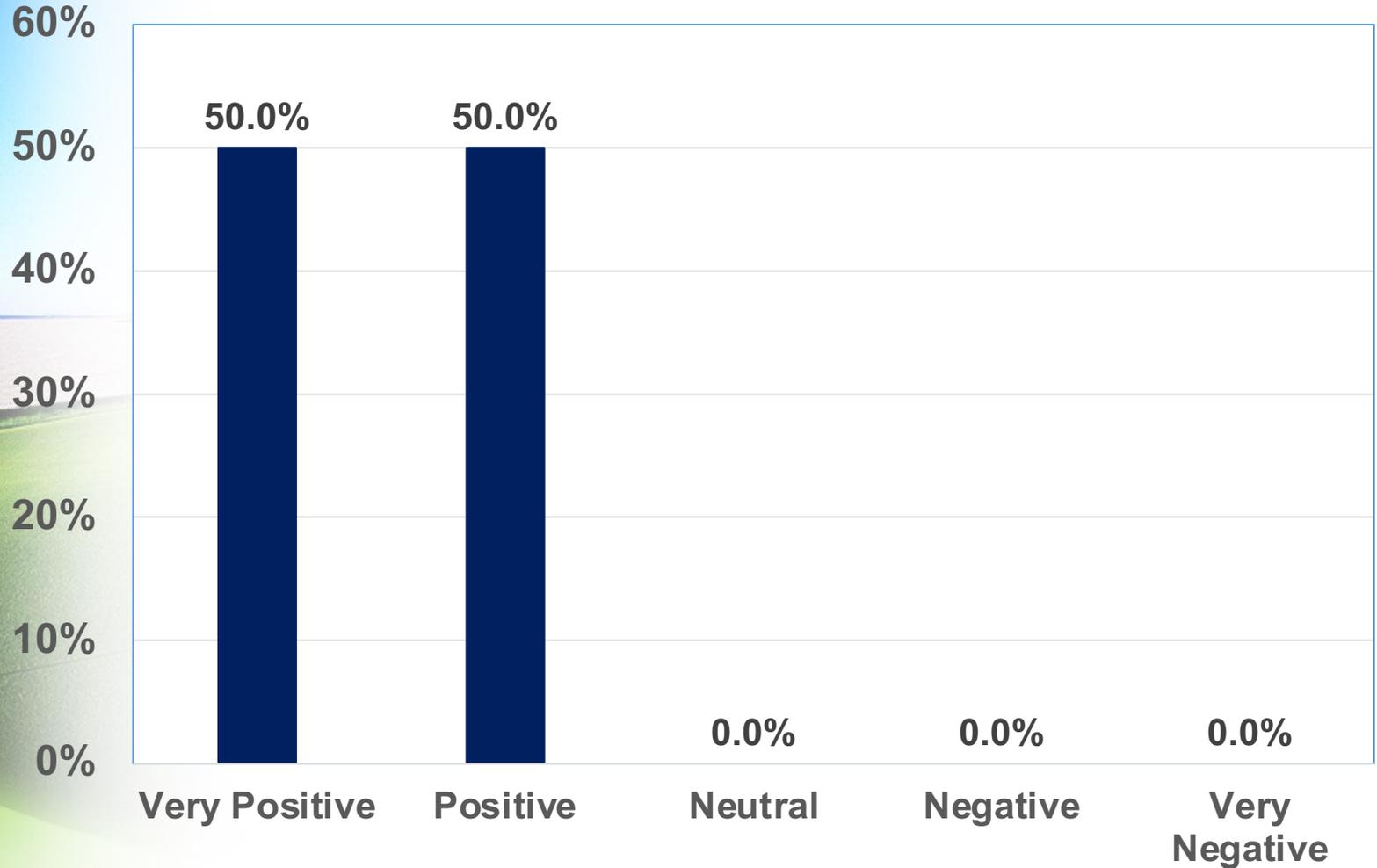


20 Demo Day Participants

Red bars are reflective of the target audience

Demo Day Survey Results

Product Reaction



Demo Day Survey Results

Comments

- 1) Nice Clubs
- 2) A little heavier, but much more consistency
- 3) Harder to draw the ball, but seemed straighter vs. slice
- 4) Odd look at first, but enjoyed the club
- 5) Very nice feeling club. I like the idea. Looks different at first, but easily adaptable definitely not a negative. Good luck
- 6) Probably the player more than the club that screwed up



Demo Day Survey Results

Comments – Continued

- 7) Felt good to hit solid balls without a slice
- 8) Nice feel. I like the additional weight at the head. Nice clean feel
- 9) Had a very good feel and good balance. Ball jumps off the club face, very nice feeling iron
- 10) Very consistent ball flight. Tough to work from side/side
- 11) Use for higher handicap players or as a tool for teaching new players
- 12) Great product!

