ePutt 2025

White Paper

Prepared for investors and strategic partners – May 2025 Investor Contact: investors@eputt.com.au

Join the game.

Enter the portal.

Bring the green home.

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EXECUTIVE SUMMARY

In the past, golf was a gentleman's game—exclusive for some, elusive for many. It was a tradition played behind gates and dress codes, measured in swings and silences. But today, technology no longer sits quietly behind the clubhouse. It stands boldly on the green, ushering in a new age of play, performance, and participation.

The global landscape of sports, gaming, and digital interaction is changing. And ePutt is not merely adapting —it is leading the charge. ePutt is not just reimagining the putting experience—it is revolutionizing how golf is played, streamed, shared, and monetized. This is not a mere training aid, nor a standalone gadget. It is a portal. A transformative gateway that fuses the timeless precision of putting with the intensity of esports, the immersion of augmented reality, and the scale of digital commerce.

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What began as a physical prototype—a basic putting guide for amateur enthusiasts—has evolved into a sophisticated smart console–platform hybrid. It redefines the putt as not just the final stroke, but the central feature of a broader game. With the ePutt console, the green is no longer a place you go to—it's something you bring home
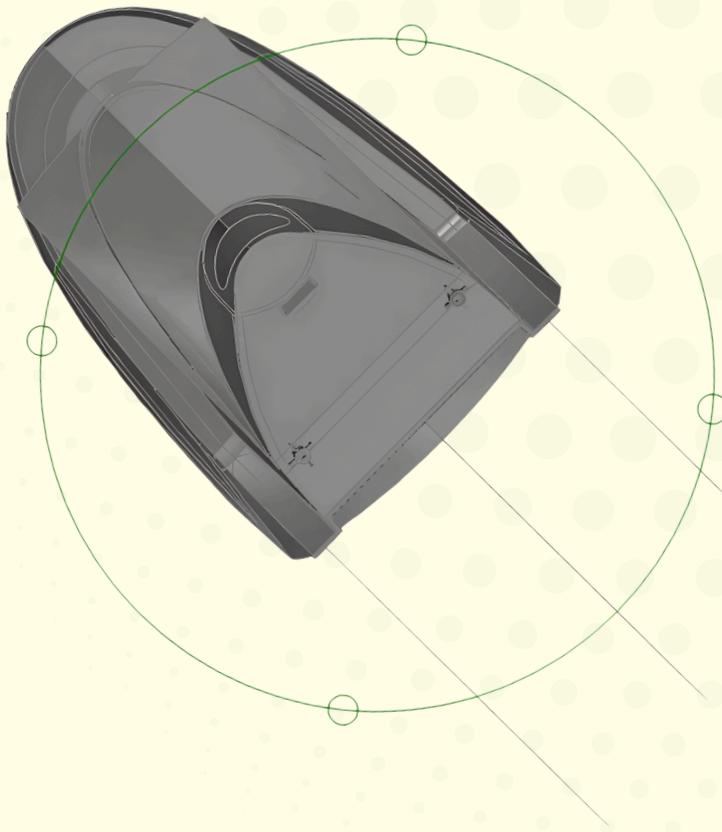
It's a console that senses, adjusts, learns, and grows. A compact unit that integrates laser calibration, ball-tracking sensors, Wi-Fi connectivity, and blockchain-based identity into a seamless user experience. It transforms a quiet corner into an AR arena. It projects iconic holes onto your garage floor. It invites competition, collaboration, coaching, and community. It is a digital golf course in a box—one that is portable, intelligent, and profitable.

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The gameplay is physical, yet connected; solitary, yet social; casual, yet competitive. Every putt becomes a performance. Every stat becomes a signal. Every room becomes a course. Every user becomes a stakeholder in an economy of skill, style, and smart contracts.

The ePutt experience is designed around:

- Competitive PvP tournaments, ranging from $1 to $1,000,000 prize pools
- Blockchain-secured player rankings, achievements, and trophies
- Real-time livestreaming with crypto-enabled tipping and gifting
- Custom skins, avatars, branded apparel, and putters
- Integrated coaching modules with AI performance analytics
- Smart Room Kit overlays that bring St. Andrews or Augusta into your study

The MVP console exists. The platform backend is scoped, tested, and containerized for scale. The product is ready. With memberships priced at $29.95 to $49.95 per month, users receive a console valued at over $799, bundled with full access to the digital ecosystem. This strategy, similar to successful mobile and connected fitness business models, reduces upfront cost while dramatically increasing lifetime value.

Members are not just users—they are players, performers, content creators, consumers, affiliates, and investors. They earn tokens through gameplay. They unlock skins through performance. They sponsor underdog players. They host their own micro-leagues. They coach, stream, and sell. ePutt is not a platform that audiences consume. It's one they co-create.

Why now? Because timing is perfect. In 2024, the esports market alone generated over $1.8 billion, drawing more than 600 million global spectators. Golf, long viewed as elite and exclusionary, has over 70 million active players globally—yet only a fraction of them play regularly. At the same time, augmented reality, connected home devices, and token-based economies are growing faster than ever before. ePutt bridges all three domains.

To investors, ePutt offers more than just strong margins and scalable revenue streams. It delivers cultural relevance. It anchors itself in the evolution of sport, the democratization of digital play, and the hybridization of physical and digital commerce. It reflects not just productmarket fit, but culture-market timing.

For example, where Peloton transformed home cycling and Twitch gamified content broadcasting, ePutt combines these verticals through the lens of golf. From leaderboards and livestreams to coaching, affiliate networks, family tournaments, and NFT avatars—ePutt monetizes engagement at every tier.

From a financial perspective, the model is robust and diversified. Core revenue stems from monthly subscriptions. Layered revenue includes tournament entry fees, betting margins (in compliant markets), coaching commissions, and NFT auctions. Ancillary channels range from sponsored AR environments and merchandising to API licensing and branded data dashboards for advertisers.

Strategically, ePutt's product design is deeply modular. The Smart Room Kit enhances immersion through projection mapping, ambient sound, reactive lighting, and AR challenges— transforming the console from device to destination. Yet the base system remains fully operational without it, ensuring price flexibility across different markets.

The community-driven SDK allows developers and modders to create new overlays, fantasy maps, game types, and branded environments—turning ePutt into a metaverse-native ecosystem. Players become publishers. Developers become vendors. AR skin creators become brand partners.

In terms of infrastructure, the platform runs on scalable backend architecture (Python/Django, PostgreSQL, WebSockets), with encrypted storage, GDPR-compliant user flows, and real-time gameplay synchronization. Blockchain smart contracts provide transparent reward distribution and anti-cheat validation, with decentralized governance via the GIIA (Global Independent Integrity Authority).

Trust is hardwired into the design. Every putt, match, and prize distribution is tracked and recorded. Match footage is uploaded, logged, and replayable. Player conduct is governed by an on-chain review system. Tournaments are recorded in immutable ledgers.

In a world where PlayStation became a generation's escape, and Alexa the voice of the smart home, ePutt becomes golf's digital sanctuary—a space where tradition and innovation finally shake hands. A place where the gatekeepers no longer stand at the course entrance, but where opportunity begins the moment you place your ball on the mat.

ePutt is not just about golf. It's about how sport evolves. It's about how technology can preserve the elegance of a swing while adding layers of community, strategy, and expression. It is where sport becomes platform, and performance becomes currency.

To summarise:

- Golf is evolving—from tradition to transformation
- Gamers are maturing—from fantasy to physical skill
- Brands are converging—seeking hybrid spaces to connect with consumers
- Investors are ready—for embedded ecosystems with high LTV and retention

Step into the portal.
Master the game.
Bring the green home.

COMPANY OVERVIEW & MARKET OPPORTUNITY

ePutt was founded on the belief that the most crucial aspect of golf—the putt—was also the least accessible for daily mastery. This insight gave rise to what has now become a technologyforward entertainment platform bridging physical precision and digital performance.

2007 ----------------------> 2025

Originally developed in 2007 as a physical training aid, ePutt has matured through years of rigorous prototyping, market trials, and iterative hardware-software integration. Today, it is a cloud-connected, blockchain-integrated, and AR-compatible global platform engineered for the modern era of hybrid sports.

The transition from an analog MVP to a digitally intelligent smart console marks a key inflection point in the company's evolution. Powered by Raspberry Pi 5, equipped with highfidelity sensors and real-time telemetry feedback, the ePutt Console transforms putting practice into an immersive, monetizable experience.

Importantly, the ePutt Console is not sold outright—it is accessed via subscription. Through a 24-month membership plan, users receive the console valued at over $799 free of charge, enabling mass adoption while locking in consistent, high-margin recurring revenue.

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With headquarters in Melbourne, Australia, and expansion efforts active across Europe and Asia, ePutt is building a decentralised, multi-lingual, and modular network of users, developers, coaches, influencers, and betting operators. Early-stage partnerships with golf training academies, AR developers, and blockchain gaming pioneers are already in place.

The company's mission is to democratise golf's most critical skill while opening up new monetisation opportunities for everyone involved—from players and creators to coaches, streamers, and sponsors.

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Strategic Investor Engagements:
From Shark Tank to Start-up Validation

As part of its early-stage outreach, ePutt has had the opportunity to pitch its vision directly to high-profile investor networks through Pitch Investors Live, a platform that connects promising startups with globally recognised investors in real time. These sessions served as critical early validations of the project's market appeal and business viability.

The first session was with Kevin Harrington, original Shark Tank investor, infomercial pioneer, and founder of As Seen On TV. Harrington, who has launched over 500 products and generated more than $5 billion in global sales, recognised the disruptive potential in ePutt's hybrid model—blending real-world golf hardware with an eSports-style digital experience. He praised the platform's subscription-driven entry point, its competitive gamification, and its multi-stream monetisation design including wagering, coaching, NFT trophies, and AR upgrades. His endorsement underscored ePutt's positioning in a rising consumer category that merges sport, streaming, and skill-based entertainment.

The second pitch was delivered to Ben Godfrey, a venture advisor with deep expertise in digital brand acceleration and startup strategy. Godfrey highlighted ePutt's scalable community potential, crossover appeal to gamers and athletes, and the clarity of its onboarding model. His feedback also reinforced the appeal of ePutt's use of modern tech frameworks—blockchain, AR, and mobile-first UX—backed by an accessible subscription hardware approach.

Together, these sessions offered more than investor exposure—they provided market-proven insights that helped refine ePutt's pitch, validate its revenue model, and strengthen its credibility ahead of broader capital-raising efforts. Engaging with industry veterans like Harrington and Godfrey has positioned ePutt not just as a promising startup, but as a serious platform built for scale.

Strategic Competitive Landscape

This section outlines the strategic positioning of ePutt within the broader landscape of competitive golf-tech, sports entertainment, and immersive gaming platforms. The information is based on a comparative analysis of leading companies operating in adjacent verticals to Topgolf, and identifies key differentiators for ePutt's hybrid business model.

Competitor Landscape Summary

Topgolf's ecosystem comprises a variety of direct and indirect competitors that combine technology, entertainment, and social experiences. The most relevant examples include:

- Drive Shack
- BigShots Golf
- 4ORE Golf
- Flying Tee
- X-Golf America

- GolfSuites
- Puttshack
- 5 Iron Golf
- BirdieTime
- CitySwing

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Positioning Map:

Company	Physical Golf	Digital Gaming	Social Entertainment	Betting Integration
Topgolf	✅	⚠️	✅	❌
Drive Shack	✅	❌	✅	❌
BigShots Golf	✅	⚠️	✅	❌
X-Golf America	⚠️	✅	⚠️	❌
WGT Golf	❌	✅	⚠️	❌
ePutt	✅	✅	✅	✅

Legend:

✅ = Core Offering   ⚠️ = Partial Offering   ❌ = Not Offered

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These competitors showcase the market's evolution toward digitised, simulator-enhanced golf and urban, year-round accessibility. Key trends observed include:

- Advanced simulator and ball-tracking integration

- Year-round indoor facilities

- Fusion of golf, social venues, and dining

- Appealing to non-traditional golfers via gamification

- Urban micro-location installations

Strategic Implications for ePutt

Given this evolving landscape, ePutt can stake out a unique strategic position:

- Full-stack convergence of real-world putting, live PvP play, crypto wagering, coaching, and streaming

- Mobile-ready and home-accessible, avoiding the infrastructure burden of venue-based competitors

- Multi-layer monetisation strategy and blockchain-based trophy economy

- Ready for urban, international scalability with no physical footprint required

Market Opportunity

Golf Market (Traditional)

- Over 70 million active golfers worldwide

- $17.1 billion global golf equipment market (2024), with projected CAGR of 4.9% through 2030

- Largest growth segment: Asia-Pacific, driven by millennial and Gen Z participation

- Market characterised by premium spenders but underutilised access (most play <1x/week)

Gaming & Esports Market

- 3.4 billion global gamers (Statista, 2024)

- 641 million+ esports viewers

- Esports betting revenue exceeding $24 billion annually

- Gamers spend on average $92 per month on in-game purchases

- Acceleration of hybrid sport-game platforms, social wagering, and real-time multiplayer modes

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The ePutt Value Proposition

Where these markets overlap, ePutt delivers a deeply differentiated solution:

Sector	Strategic Alignment
Golf (Equipment)	Real hardware, data analytics, practice modules
Gaming (Casual/Comp)	PvP gameplay, streaming overlays, social engagement
Esports (Betting)	Crypto wagering, fantasy leagues, ranked tournaments
Esports (Betting)	NFT-based trophies, player-owned assets, ledgers
Esports (Betting)	Room transformation kits, voice control, app sync

This intersection is where ePutt thrives. It is not bound by course location or weather conditions. It transforms casual players into ranked competitors, and average households into connected arenas. From garage to global leaderboard, ePutt scales across skill, interest, and ambition.

In short, ePutt is positioned at the perfect convergence of:

- Technological readiness (IoT, AR, mobile, Web3)
- Cultural shift toward at-home, skill-based play
- Market fragmentation in golf training and esports entertainment
- Investor appetite for embedded, subscription-based ecosystems

The company's addressable market spans:

- 70M+ golfers
- 2B+ gamers
- 600M+ stream viewers
- 200M+ crypto wallet holders
- Untapped commercial and hospitality venues seeking interactive sports products

With infrastructure, partnerships, and early momentum in place, ePutt is poised to define the future of connected sport. It is not just building a product. It is unlocking a category.

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PRODUCT & SERVICES

Platform Experience: From First Putt to Global Play

The moment a user receives their ePutt Console, they enter a connected ecosystem designed not just for practice — but for performance, community, and competitive play.

The Console as a Portal

The ePutt Console is compact, sleek, and powered by Raspberry Pi 5. It includes:

- 1–3 precision laser lines (configurable)
- High-speed ball tracking sensors
- Ball return mechanism
- Built-in processor, camera, Wi-Fi/Bluetooth
- Connects to mobile app and cloud for sync + playback

It is not sold, but offered free with a 24-month membership.
It is the *gateway* to the ePutt digital platform.

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Mobile App (iOS/Android)

The companion app enables:

Function	Description
Putt Control	Select game modes, change environments, configure laser layout
Stats & Performance	View trajectory, spin, accuracy, historical tracking
eCommerce Hub	Buy gear, apparel, equipment with tokens, fiat or crypto
Streaming & Social	Go live, host challenges, connect with followers, tip influencers
Crypto Wallet	Manage winnings, purchases, rewards — supports PayPal, Google Pay, etc.
Notifications & Coaching	Real-time prompts, AI adjustments, personalized insights from ePutt Coach

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Gameplay Concepts

Each putting game is crafted to blend real-world skill with gamified, progressive storytelling:

Game Title	Concept Pitch
Putt Royale	10-player elimination; every missed putt reduces odds — winner takes jackpot
Greens of Fortune	AR overlaid putting into iconic holes at Pine Valley, Augusta, St. Andrews
Crypto Clash	Wager tokens in a fast-paced PvP ladder format
Shadow Match	Replay a pro's putt from stream; replicate precision to win bonuses
Time Trials	Race against the clock with penalty multipliers for misses
Mastermind	Blindfolded memory putts; guided by audio or coach tips

More games will evolve through feedback and open development forums.

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The Platform Economy

Feature	Monetization Angle
Tournament Hosting	Entry fees + % of prize pool from spectators
Streamer Engagement	Tipping, subscription, paid VIP access
Coaching Integration	Paid coaching sessions, analytics reports
Gear Purchases	Branded apparel, putters, accessories
Affiliate Revenue	Share & earn, but all reinvested into the ePutt economy
Blockchain Trophies	Tokenized wins, tradable on internal auction house
Seasonal Leagues	Points ladder, unlockables, influencer sponsorships

Augmented Reality (AR) Room Projection (Optional Upgrade)

- Turns a user's space into an **AR-enhanced golf experience**
- Visual projection of iconic greens, live weather overlays, leaderboard dashboards
- Available through the **ePutt Smart Room Kit** (hardware upgrade)
- Price tiered into **Standard ($29.95/month)** or **Pro Kit ($49.95/month)** membership

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BUSINESS MODEL & REVENUE STREAMS

Business Model: Hardware-Enabled, Platform-Powered

ePutt's model is engineered to convert a simple putting console into a global subscription engine, digital commerce portal, and entertainment network.

Console	Free with 24-month membership
Membership	$29.95/month (Standard) OR $49.95/month (Pro/AR Kit)
Revenue Focus	Ongoing monthly income, not hardware sales

- **Cost: ~$150**
- **RRP: $799 equivalent value**

The console is the hook, the platform is the economy, and the games drive retention and monetization.

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7 Core Revenue Streams

	Stream	Mechanism
1	Membership Revenue	Monthly fees from users (Standard or Pro with Smart Kit)
2	Tournament Entry Fees	Users pay to enter prize-based competitions (PvP, leagues, VIP games)
3	Spectator Access	Pay-per-view or subscription for high-stakes influencer matches
4	E-commerce	In-app gear, apparel, coaching sessions, skins (via tokens or currency)
5	Advertising Platform	Retailers advertise golf products or digital content on user dashboard space
6	Betting Fees	Small cut from bets placed (per terms & conditions in jurisdictions)
7	GIIA Oversight	Optional insurance/membership fee for dispute resolution & video arbitration

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Additional Revenue Layers

Stream	Details
NFT Trophy Auctions	Users may auction unique blockchain-locked trophies
AI Performance Insights	Sell personalized coaching, predictions, or analytics subscriptions
Affiliate Participation	Referrers earn internal tokens (non-cashable, spendable in-platform)
Micro-Upgrades	Visual skins, custom animations, challenge boosters

Sample Scenario: Monthly Value per User

Tier	Monthly Fee	Avg. Add-ons	Total ARPU	Over 24 Months
Standard	$29.95	$4.50	~$34.45	~$826.80
Pro + AR Kit	$49.95	$12.00	~$61.95	~$1,486.80

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Global Market Penetration Strategy

Region	Reason for Focus
United States	Largest golf + esports market
United Kingdom	Strong golf culture + crypto adoption
Japan, Korea, China	Massive gaming base + emerging golf culture
Canada, Australia	Affluent market, tech adoption, high golf participation
Middle East	Rapid eSports growth + premium hardware adoption potential

Sustainable Loop

Play → Earn Tokens → Spend or Unlock Features

Spend or Unlock Features → Share on Social → Attract New Users → Scale
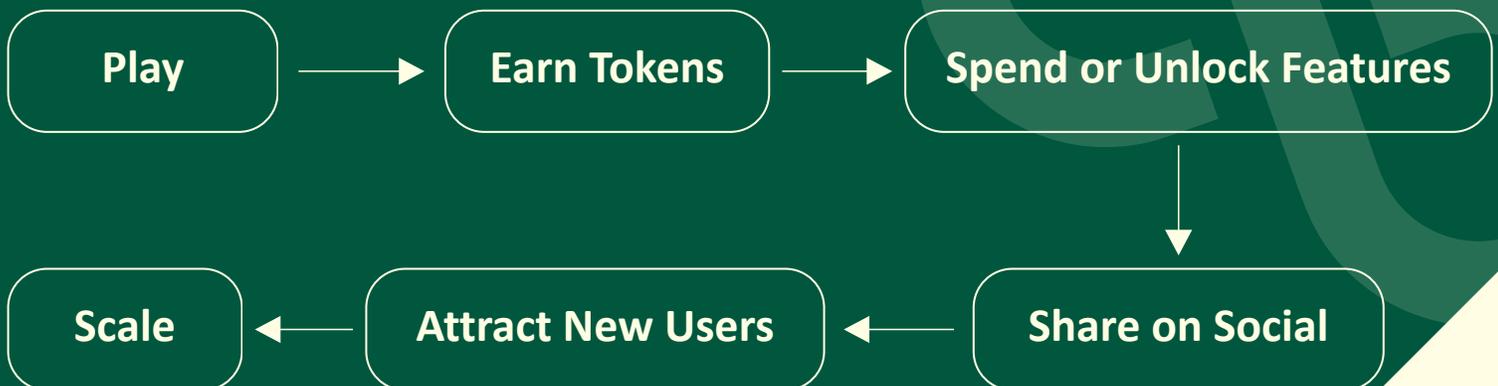
FINANCIAL PROJECTIONS & VC SNAPSHOT

Funding Ask:
$2.5M Seed / Series A

This round unlocks the full product rollout and global user acquisition.

Use of Funds	Allocation	Details
Software Development	30%	Platform, mobile app, blockchain integration, data layer, AR framework
Hardware Manufacturing	20%	Mass production of consoles + AR Smart Kits
Marketing & Partnerships	20%	Global ambassador programs, influencer outreach, paid social, PR
Operational Costs & Talent	15%	Team hiring (engineers, community, customer support)
Legal, Compliance, IP	10%	Betting licensing, IP filings, GIIA framework integration
Reserve & Contingency	5%	Capital cushion for pivots, surges, or unexpected opportunities

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Three-Tier Financial Forecast

1 Conservative Case (0.01% market share)

Metric	Value
Consoles Deployed	20,000 units
Avg. Monthly ARPU	$32
Annual Recurring Revenue	~$7.7M
Year 3 EBITDA	~$1.9M
Breakeven Point	Month 18–20

2 Moderate Case (0.05% market share)

Metric	Value
Consoles Deployed	100,000 units
Avg. Monthly ARPU	$41
Annual Recurring Revenue	~$49.2M
Year 3 EBITDA	~$14.6M
Platform Valuation (Year 4)	~$150M–$200M

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3 Aggressive Case (0.1%+ market share)

Metric	Value
Consoles Deployed	200,000 units
Avg. Monthly ARPU	$49
Annual Recurring Revenue	~$117.6M
Year 3 EBITDA	~$37M+
Potential Exit (IPO/M&A)	$400M–$700M+

Investor Hook: With just 0.01%–0.1% market penetration of *golfers and gamers*, ePutt builds a $100M+ ARR path.

Why Investors Say Yes

- **Proven MVP** — Propriety hardware built, user-tested **Hybrid**
- **Revenue Engine** — SaaS + commerce + gaming
- **Global Appeal** — 2 billion gamers, 60M+ golfers
- **Web3 Ready** — Blockchain integration, token economy, NFTs
- **Defensible** — Console access required = platform control
- **Scalable** — Low marginal cost per user, zero real-estate footprint

SMART ROOM KIT VISION
— AUGMENTED REALITY THAT TRANSFORMS SPACES

> *In a world where 18 holes are too far, too slow, too expensive — ePutt brings St. Andrews into your living room.*

The Smart Room Kit is ePutt's centerpiece for immersive, in-home sports entertainment. It transforms any living room, garage, or commercial space into a hyper-interactive putting arena powered by augmented reality (AR), ambient lighting, voice control, and synchronized audio. More than just an accessory, the Smart Room Kit redefines home golf practice into a multisensory experience that rivals professional simulators—at a fraction of the cost.

Hardware & Components

- **Overhead Short-Throw Projector**: Provides high-resolution AR overlays directly onto the floor or matting surface, simulating legendary greens like St. Andrews, Augusta, or fantasy courses from our community mod kit.

- **Reactive LED Lighting System**: Wall and floor lighting that responds dynamically to player movement, crowd audio, and score thresholds.

- **360° Ambient Sound Integration**: Crowd cheers, wind, water features, and course ambiance adjust in real-time based on gameplay context.

- **AR Markers + Mat Calibration Kit**: Ensures accurate surface detection, geometry alignment, and slope simulation via projected contours.

- **Voice-Activated Control Hub**: Players can initiate gameplay, change courses, replay highlights, and adjust room ambiance using hands-free voice commands.

Software & Integration Layer

- **Unity/WebXR SDK**: Handles the rendering of immersive experiences on compatible hardware.

- **Smart Home Compatibility**: Integrates with Alexa, Google Home, and Apple HomeKit.

- **Mobile App Sync**: Allows spectators to view in-room projections via smartphone cameras with live overlays.

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User Scenarios

- **Solo Skill Builder**: Adjust green speed, putt angles, weather, and light levels to simulate tournament-level difficulty.

- **Family Entertainment Mode**: Play glow-in-the-dark putting games for kids or triviaintegrated putting challenges.

- **Fitness and Rehab**: Tracks movement, stance, and posture using projected footprints and feedback cues.

- **Influencer Studio**: Turn a spare room into a branded putting arena for live-streaming, crypto tipping, and sponsored events.

Commercial and Enterprise Use Cases

- **Gyms & Country Clubs**: Offer AR-golf fitness classes, coaching pods, and challenge tournaments.

- **Hotels & Resorts**: Upsell premium rooms with built-in Smart Room experiences.

- **Retail Demonstration Units**: Activate at malls or expos to allow trial gameplay and subscription onboarding.

Cost Efficiency & Build

- The entire kit is designed for modular production under $100 USD per unit (wholesale).

- Margins: Kit RRP is $399+ standalone; included free in Premium Membership plan at $49.95/month.

- Projector life: 20,000+ hours; modular components for low-cost replacement.

R&D Roadmap

- Q3 2025: Global SDK release for third-party AR experience designers.

- Q4 2025: Expansion of AR surfaces to support multi-hole putting.

- 2026: 3D object tracking, multiplayer Smart Room matches, and branded "stadiums" for tournaments.

Competitive Differentiator

Most smart home or VR-based golf experiences are headset dependent, isolating players from their physical space. ePutt's Smart Room Kit invites social participation, couch-side spectatorship, and natural movement—all without requiring a screen strapped to your face.

Whether for a serious athlete or a casual fan, the Smart Room Kit bridges analog joy and digital spectacle—giving players a front-row seat to the future of hybrid sports.

BUSINESS MODEL & MONETIZATION

The business model powering ePutt is fundamentally different from legacy golf hardware companies or standalone mobile games. It is built as a layered, hybrid model where hardware is the gateway, but value is realized through recurring services, digital engagement, and platform economics. At its core, ePutt transforms a one-time hardware sale into a high-margin, ongoing revenue engine.

Membership-Driven Access

The first pillar of ePutt's business is subscription access. Members choose between:

- **Core Plan ($29.95/month)**: Access to the console, basic tournaments, community features, and leaderboard participation.

- **Premium Plan ($49.95/month)**: Includes Smart Room Kit, VIP tournament access, advanced analytics, and priority customer support.

Each user receives the $799 retail-equivalent console for free with a 24-month commitment, dramatically lowering friction for onboarding while increasing total contract value. Bundling hardware with SaaS unlocks long-term LTV and creates a reliable base for platform expansion.

Seven Revenue Streams

1 **Membership Subscriptions**: The engine of recurring revenue. Plans are customizable by region and can offer localized pricing and bonuses.

2 **Tournament Entry Fees**: From $1 to $500+, tournament entry fees can be charged for PvP brackets, influencer events, and global leagues.

3 **Spectator & Viewer Access**: Premium streams, commentary breakdowns, or ARenhanced replays can be unlocked for a fee.

4 **In-App Commerce**: Users can purchase branded putters, gloves, skins, and avatar upgrades via tokens or direct payment.

5 **Betting Margins**: In compliant jurisdictions, ePutt can take a small platform fee from peer-to-peer wagers or fantasy-style betting.

6 **Coaching & AI Tools**: Coaches pay a cut of revenue for using the platform to deliver lessons; users subscribe to personalized AI training.

7 **NFT Marketplace**: Limited-run trophies, digital memorabilia, and avatars that appreciate in value and can be sold or traded.

Advanced Monetization Features

- **Referral Program**: Gamified user recruitment with token bonuses and leaderboard incentives.

- **Dynamic Pricing**: Real-time pricing and flash discounts based on performance or seasonal events.

- **Brand Sponsorships**: Logos, gear, and environments branded during influencer matches or seasonal tournaments.

- **Token Ecosystem**: Users earn ePutt Tokens (EPT) through gameplay. EPT can be used for tournament entry, coaching discounts, or swapped for partner coins.

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B2B and API Revenue

- **White-Label Licensing**: Allow country clubs or sports academies to use ePutt technology under their own branding.

- **SDK/API Access**: Developers pay to access ePutt's AR, blockchain, and stat-tracking tools.

- **Data Insights & Analytics**: Sell anonymized performance trends to retailers or advertisers targeting golf consumers.

Long-Term Monetization Ladders

Year	Strategy
Y1	Launch console + subscriptions, early PvP entry fees
Y2	Scale betting, coaching tools, and NFT auctions
Y3	Open dev marketplace, AR course builder monetization
Y4	Introduce brand licensing, global franchise leagues

Projected Revenue Per User

Plan	Monthly Fee	Avg. Add-ons	24-Month Value
Core	$29.95	$4.50	~$826.80
Premium	$49.95	$12.00	~$1,486.80

Strategic Advantages

- **Recurring Income**: Built-in subscriptions protect against seasonal revenue drops.

- **Low CAC / High Stickiness**: Influencer integration and referral loops lower customer acquisition cost and boost retention.

- **Upsell Potential**: As players engage more, they unlock monetized features—from streaming tools to coaching to merchandise.

Global Monetization Outlook

Region	Notes
US	Largest golf + esports crossover audience
UK	High golf adoption, emerging crypto gaming base
Japan/Korea	Advanced gaming cultures, new golf audiences
Middle East	Luxury hardware appetite, esports growth
Australia/Canada	High disposable income, early adopter markets

The ePutt business model isn't built for niche hobbyists—it's designed to scale as a platform, just like Peloton, Fortnite, or Twitch. It captures value at every level of engagement, from casual putters to high-stakes competitors.

TECHNOLOGY ARCHITECTURE

The ePutt technology architecture represents a cutting-edge integration of real-world sports equipment with high-performance computing, mobile connectivity, AR, and blockchain. It is purpose-built to scale efficiently from solo home users to enterprise applications, such as influencer streams, national tournaments, and third-party developer integrations.

Hardware Overview

At the heart of the ePutt Console lies the Raspberry Pi 5—a cost-effective, high-performance microcomputer capable of supporting multiple peripheral connections and real-time computing tasks. The compact unit is embedded within the console and manages sensors, servo motors, and network connectivity.

Core Hardware Components:

- **Raspberry Pi 5**: Quad-core processor, 8GB RAM

- **Laser Alignment System**: Projects 1–3 Class 1 laser lines to guide player setup and visualize shot alignment

- **Ball Tracking System**: High-speed cameras and IR sensors track ball speed, direction, rotation, and endpoint

- **Servo Motor System**: Mechanized return track and lift, enabling seamless ball return after each shot

- **Onboard Microphone and Speaker**: Enables voice commands and auditory feedback during gameplay or coaching

- **Power & Connectivity**: Wi-Fi 6, Bluetooth 5.2, USB-C power, optional HDMI output for mirrored view

Embedded Systems Engineering

The hardware runs on custom firmware developed in Python/C++ that syncs with cloud-based APIs. GPIO ports control the laser, sensors, and servos, while an onboard watchdog script ensures recovery from latency or process failure.

Software Stack Breakdown

Backend Architecture:

- **Python (Flask/Django)**: Real-time user data processing, calibration logic, match records

- **PostgreSQL**: Secure and scalable relational database

- **Redis Cache**: Low-latency match replay buffering

- **Firebase/AWS Lambda**: Scalable matchmaking, cloud storage, and asynchronous tasks

- **WebSockets / WebRTC**: For real-time P2P communication in multiplayer and coaching modes

Frontend Application:

- **React Native (Mobile)**: Cross-platform iOS/Android app offering full game control, profile customization, and commerce access

- **Tailwind CSS + React.js (Web)**: Used for dashboards, replays, tournaments, and developer console

- **Unity SDK or WebXR**: Delivers AR experiences through optional Smart Room Kit

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Blockchain Infrastructure

ePutt incorporates decentralized ledgers to secure match records, reward distribution, and user assets such as trophies and tokens.

Core Features:

- **Smart Contracts**: Deployed on Ethereum or Solana for token payouts, ranked matchmaking, and tournament rewards

- **NFT Integration**: Mint unique, non-fungible tokens representing achievements, avatars, and AR overlays

- **Custodial & Non-Custodial Wallets**: Allow for seamless onboarding of crypto novices and secure storage for power users

- **Compliance Tools**: Chain-based KYC/AML mechanisms in jurisdictions that require them

Security Framework

Security is foundational to ePutt's architecture. All communication is TLS 1.3 encrypted, and sensitive actions such as wager placement or coaching payment require multi-factor authentication.

Data Privacy & Protection:

- GDPR + CCPA Compliant

- Zero-knowledge proofs for stat validation

- Encrypted cloud backups

- Role-based permission system

Game Integrity & Anti-Cheat:

- Blockchain-anchored video proof of performance
- AI monitoring of motion patterns to detect bots or tampering
- Timestamped sensor calibration logs

Developer Tools & SDKs

To encourage ecosystem growth, ePutt offers developers an SDK that exposes key APIs for custom gameplay modes, AR skinning, and monetization:

- Tournament scaffolding and API integration
- Leaderboard hooks and stat query access
- AR scene editing tools and character mesh import
- Token payout calculator for third-party game creators

Dev Incentives:

- 70/30 revenue share on paid mods
- Featured developer marketplace listings
- Early access to beta hardware revisions

Scalability & Infrastructure

ePutt's backend is containerized using Docker and deployed with Kubernetes clusters, ensuring elastic scaling during peak tournament windows. CDN services distribute AR and media content globally, minimizing latency.

Uptime Goal: 99.99%

Scalable User Load: 1 million active users with sub-200ms game latency

Growth Levers & Assumptions

- Monthly ARPU includes base fees, add-ons, betting commission, coaching

- Console CAC estimated at ~$110 (including marketing & logistics)

- Long-tail growth via user referrals, branded content, and licensing

- Global rollout in tiered clusters: EN-first markets, then language support

Why ePutt Is Fundable

- Patent-pending console hardware + SDK licensing model

- Subscription-based revenue with >60% projected gross margins

- Layered ecosystem—hardware + SaaS + NFT + betting

- Community moat via influencers, live competitions, custom mods

- Scalable infrastructure + developer-ready architecture

ePutt is building not just a product—but a platform and a category.

RISK & COMPLIANCE

Introduction

The rapidly evolving nature of sports technology, crypto-enabled gaming, and remote play presents unique regulatory and operational risks. ePutt has proactively engineered a multi-layered risk and compliance strategy to ensure platform integrity, legal conformity, player trust, and operational stability.

A Legal & Regulatory Risks

1 Betting and Gambling Compliance

One of ePutt's innovative features is peer-to-peer wagering and tournament prize pools, which classifies certain modes as games of skill with real-world payouts. This introduces legal risk across various global jurisdictions.

Mitigation Strategies:

- **Geo-fenced feature delivery**: Only enabling betting/wagering modes in compliant jurisdictions.
- **Legal audits**: Partnership with gaming law experts in the US, EU, and Asia to tailor our compliance matrix.
- **Betting Licensing Roadmap**: Jurisdictional filings and token economy audits.

2 Blockchain and Crypto Regulation

The use of NFTs, tokens, and smart contracts must comply with national crypto legislation, which varies widely.

Mitigation Strategies:

- Dual wallet model: Custodial and non-custodial options to comply with age and identity regulations.
- Continuous review of tokenomics against changing laws.
- KYC/AML integrations for fiat ramps and larger transactions.

B Technical Risks

1 Device Failure or Sensor Calibration Errors

Poor hardware performance can destroy trust in game fairness.

Mitigation Strategies:

- Extensive firmware calibration protocol.
- Regular third-Factory and in-app diagnostic tools.party penetration tests.
- User tutorials, self-check tools, and support escalation pathways.

2 Platform Downtime or Data Loss

Backend failure or data breaches can threaten user retention.

Mitigation Strategies:

- Multi-region cloud replication (AWS + backup cloud vendor).
- Regular third-party penetration tests.
- Immutable match replays for official records.

C Market & Adoption Risks

1 Audience Fit and Behavior

Golfers are traditionally older and not always crypto- or ARnative. Gamers may not value real-world physics.

Mitigation Strategies:

- Custom onboarding flows for different segments (gamers, golfers, casuals).
- Cross-generational feature design: family packs, pro modes, kid overlays.
- Partnering with influencers across niches: golf coaches, Twitch streamers, family vloggers.

2 Manufacturing Risks

Delays in Smart Room Kits or consoles could bottleneck growth.

Mitigation Strategies:

- Two-region manufacturing redundancy: Eastern Europe + East Asia.
- Modular assembly to allow for component substitutions.
- Small-batch rollout to reduce exposure.

D Trust, Integrity, and Competitive Fairness

1 Cheating and Match Rigging

Any appearance of fraud could damage ePutt's credibility.

Mitigation Strategies:

- Blockchain logging of all tournament results.
- Match replays stored permanently for dispute review.
- In-house establishment of the GIIA (Global Independent Integrity Authority).

2 Data Privacy and Player Protection

Sensitive biometric and user gameplay data must be secured.

Mitigation Strategies:

- GDPR and CCPA compliance baked into platform.
- Opt-in and consent-driven data architecture.
- End-to-end encryption of all console-to-cloud communication.

E Governance & Oversight

GIIA – Global Independent Integrity Authority

A first-of-its-kind entity for decentralized esports and smart-golf platforms.

- Rule enforcement and code of conduct board.
- Tournament result dispute resolution and arbitration.
- Player sanctioning and fair-play credentialing.
- Anonymous whistleblower line.

USE CASE SCENARIOS

Introduction

To fully appreciate the breadth and impact of the ePutt ecosystem, one must understand the diversity of users that the platform supports. ePutt has been engineered as a multifunctional, multiplayer platform that transcends traditional boundaries between golfer and gamer, player and coach, viewer and bettor. Below is an expanded collection of archetypal use cases that reveal how the platform adapts to varied user personas and monetization strategies.

1 Jordan – The Influencer Golfer

Jordan is a 27-year-old semi-pro golfer turned digital creator with over 200,000 followers on TikTok and Instagram. By using ePutt, Jordan transforms his content from mere swing tips to full-fledged tournament coverage, fan challenges, and live putting duels with other creators.

Features Used:

- Live match streaming (Twitch/Youtube/Discord integration)
- Fan challenges (users place wagers on who will win)
- Merchandise integration via the ePutt e-commerce store

Monetization:

- Fan tips
- Entry fee revenue splits
- Merch drops
- NFT auctions

Impact:

Jordan becomes a sportscaster, host, athlete, and retailer all in one—amplifying ePutt's reach while creating a self-sustaining content loop.

2 Diana – The Crypto Bettor & Talent Scout

Diana is a 34-year-old fintech analyst and crypto enthusiast. While not a golfer herself, she uses ePutt to sponsor emerging players, place strategic wagers, and trade limited-edition digital assets.

Features Used:

- PvP betting dashboard
- Smart contract-based wager splitting
- Token-based ranking leaderboards
- Access to amateur and pro tournament rooms
- Stake-based sponsorship portal

Monetization:

- Win-share from sponsored players
- Token arbitrage and leaderboard speculation
- NFT marketplace resale

Impact:

ePutt becomes Diana's esports fantasy league, asset exchange, and passive income stream all in one.

3 Troy – The Commentator & Streamer

Troy, 22, is a college student and Twitch streamer known for his entertaining breakdowns of esports. ePutt gives him a niche that blends sports commentary with actual player insights and gear analysis.

Features Used:

- Replay capture tools
- Integrated annotation overlays
- Affiliate codes for coaching sessions and gear
- Sponsored stream support (from brands)

Monetization:

- Viewer subscriptions
- Brand sponsorships
- Tip jars and affiliate referrals

Impact:

Troy becomes a digital voice in the ePutt ecosystem, further legitimizing the platform among Gen Z viewers and brands.

4 Riley – The Remote Golf Coach

Riley, 42, is a golf instructor whose income dropped due to pandemic-era course closures. With ePutt, Riley retools as a digital coach, offering remote sessions, AI-based reviews, and training packages.

Features Used:

- Booking calendar and payment gateway
- Access to player replays and stat heatmaps
- Feedback video tools with overlay annotation
- Ranking and review system

Monetization:

- Paid sessions
- Monthly AI performance packages
- Referral bonuses for recruiting new players

Impact:

Riley becomes a global coach with clients from across time zones, no travel required.

5 Linh – The Independent Game Developer

Linh is a 31-year-old XR designer passionate about interactive environments. The ePutt SDK allows her to create fantasy green overlays, sponsor-branded arenas, and dynamic weather elements.

Features Used:

- SDK for Unity and WebXR
- Marketplace listing for maps and mods
- Collaborations with influencers to feature her skins

Monetization:

- Download royalties
- Branded content deals
- Inclusion in global tournament formats

Impact:

Linh becomes a digital course architect, and her creations form the backbone of user engagement loops.

6 The Williams Family – Casual, Cross-Generational Users

The Williams family consists of parents in their 40s and two kids under 12. ePutt is set up in their garage with Smart Room Kit visuals. They play as a family, run weekend tournaments, and invite neighbors over for themed putting nights.

Features Used:

- Family profile accounts
- AR course overlays (e.g., "Jungle Safari" or "Haunted Castle")
- Parental controls and age filters
- Social sharing and highlights

Monetization:

- Subscription
- Cosmetic skins
- Group tournament entries

Impact:

ePutt becomes their nightly bonding ritual—part sport, part game night, part social sharing.

BRAND IDENTITY & SYMBOLISM

The Philosophy of a Logo: Translating Vision into Design

The ePutt brand identity is more than a visual exercise—it is the narrative blueprint for how the product lives in the hearts, minds, and homes of users. Every stroke, every line, and every color chosen for the ePutt logo and its branding ecosystem has symbolic value that supports the story: a hybrid of tradition and technology, sport and spectacle.

Monogram Construction: "eP" as Motion, Precision, and Portal

At the center of ePutt's brand identity is the distinctive "eP" monogram—a convergence of aesthetic elegance and functional storytelling.

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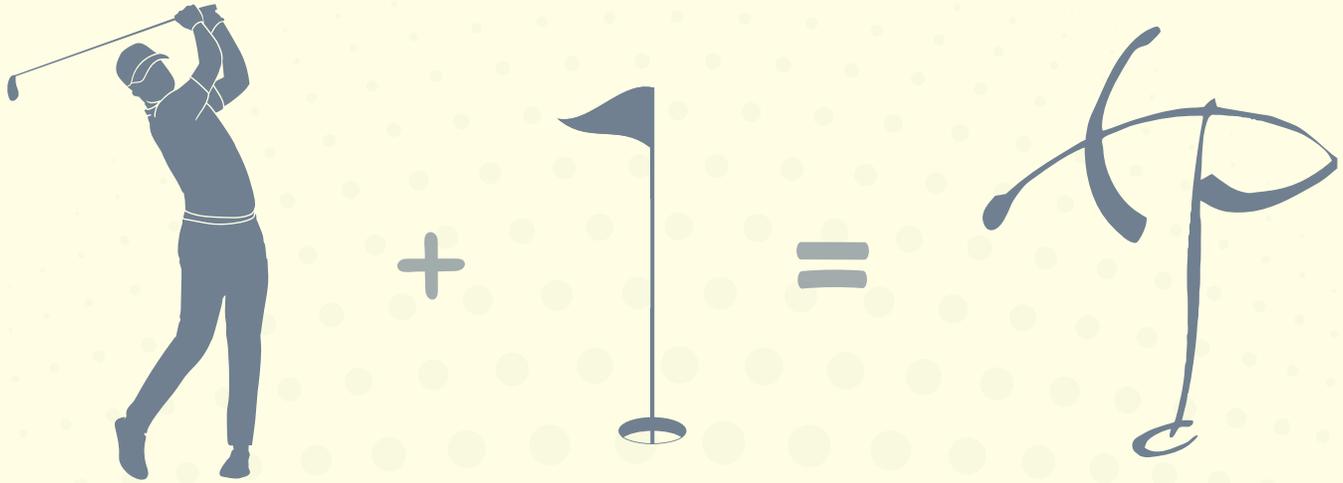
- **The 'e'**: Shaped as a dynamic curve, the 'e' evokes both the arc of a golfer's putting swing and a digital swirl—symbolizing fluidity, connectivity, and the data loops that feed the platform's analytics engine.

- **The 'p'**: Standing tall and deliberate, the 'p' resembles a flagstick planted firmly into the hole—signifying achievement, destination, and competitive end-state.

- **Combined Shape**: Together, the 'e' and 'p' mimic a golfer in the moment of striking—a poised body, a bent swing, a vertical club. It also resembles a stylized digital portal, inviting users into the ePutt world.

This duality—the grounded nature of golf with the boundless potential of digital immersion—lies at the heart of the brand.

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Brand Manifesto:
A Rallying Cry

Golf doesn't need to be silent. It can echo with cheers, stream in real time, and reward every tap-in with tokens. ePutt believes that performance deserves a platform, and that every room has the potential to become a championship course. This isn't just about playing golf. It's about reinventing how it's played, shared, and celebrated.

This manifesto is the heartbeat of our go-to-market storytelling and investor positioning

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APPENDIX

The appendix offers key definitions, implementation frameworks, and a comprehensive product roadmap for understanding the rollout and technical underpinnings of ePutt. It serves as a support section for investors, partners, and future developers.

Key Definitions:

- **PvP (Player vs Player)**: A real-time match structure where users face off against each other, often in tournament or ranking scenarios.

- **AR Kit (Augmented Reality Kit)**: The Smart Room hardware extension that includes projection systems, ambient lighting, and immersive sound environments.

- **XP (Experience Points)**: Points accrued through gameplay performance, used to unlock challenges, avatars, coaching content, and gear.

- **Smart Contract**: Blockchain-based self-executing contracts coded to manage earnings, bets, or prizes automatically.

- **GIIA (Global Independent Integrity Authority)**: An in-house standards and dispute resolution body tasked with maintaining gameplay fairness, ranking integrity, and player protection.

Platform Governance:

A critical component of long-term success is system transparency and integrity. ePutt integrates:

- **Replay Audits**: All tournament games are recorded with tamper-proof encryption. Data is made available to players and GIIA referees.

- **Region-Specific Compliance**: Smart contracts, payout methods, and betting features are modular based on local jurisdiction.

- **Custodial Wallet System**: For underage users or those unfamiliar with crypto, ePutt provides secure custodial accounts, bridging users into the token economy safely.

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