

# How to Crush the Indoor Golf Market



**The Hottest Trends  
in Design & Technology**

# Inside the guide



**Published by Design2Golf, "How to Crush the Indoor Golf Market" features the hottest trends in design, technology, and business models**

- Understand revenue models – membership, self-service, training, play
- Access tools to run your business models and projections
- Space consultations to enhance your customers' experience
- Learn how technology can boost revenue
- Custom designs that match your facility and company branding
- Input from actual PGA coaches and instructors

## Featured Kit Content:

- 1 Top 10 biggest challenges of opening a new indoor facility
- 2 Top 5 latest indoor golf design trends in the market today
- 3 The latest trends in golf technology to maximize your ROI
- 4 10 key questions to answer before launching your indoor golf business
- 5 Memberships, hourly or hybrid?
- 6 Nailing the Process for Opening a New Indoor Space
- 7 D2G's Brand Agnostic Approach to Helping You Select Technology
- 8 Case Studies From Leading Indoor Facilities

## PROONENT GROUP

### Learning Center Survey

Proponent Group, golf's leading network of top instructors, offers education, business templates and other membership opportunities.

The survey blocks included throughout this presentation represent the results of a survey completed in November 2022 by members of Proponent Group.

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# Top 10 Biggest Challenges of Opening a New Indoor Facility

Success strategies to help avoid these common hazards:

## Challenge 1: Design a business model to fully capitalize on ROI

When prospective clients initially reach out to the D2G team with a vision for their space, many have not yet fully flushed out their business model. When asked about financial projections, there is typically not a solid set of top line numbers that have been thoroughly thought through. While it is not necessary to have everything in place before construction starts, diving into the numbers and testing different business models can have a huge impact on facility design and build-out.

When it comes to return on investment, commercial golf simulators perform very efficiently and require minimal staffing to successfully operate. Determining where you will invest your financial resources can significantly impact your ROI.

To help you get started, we have developed an online financial forecast tool that allows you to plug in your numbers to determine top line revenue and how it is broken down between simulator rentals, coaching and league play. Knowing these numbers in advance will help you invest in the most profitable areas of your business and ultimately crush your business model.

Give it a try here:

<https://mailchi.mp/c162e8f8eed7/revenue-calculator-2>



## Challenge 2: Select technology that helps create the ultimate customer experience

When you begin the process of investing in technology for an existing or new indoor golf facility, you may immediately focus on what simulator or launch monitor you plan to use. While this is a critical decision, there are many other technological considerations to make when thinking about your facility plans. Here are some key questions to ask yourself:

- ☐ Will my customers be controlling the equipment?
- ☐ How important is ease of use?
- ☐ Is technology integration important?
- ☐ Is the presentation of my swing data going to be shown on one screen or multiple screens?
- ☐ Do I plan to stream live TV and also want to use those monitors for swing graphics and data?

Equipment such as projectors, TVs, lighting, sound systems, streaming devices and automation can make a huge impact on your customers' experience.

In addition to the actual tech, consider how these systems will interact with each other from a presentation and ease of use perspective. In addition to your AV needs, the team at D2G can help you seamlessly integrate the following technologies into your performance-based or entertainment programs:



## Challenge 3: Ensure your bays fit comfortably into a facilities floor plan



We often hear coaches and new facility owners asking, "How many potential simulator bays can be placed into my square footage?" While maximizing simulator bays in a space could

be a good endeavor for one business, it may not always be good for another. Thinking about the desired facility flow is a critical piece to the design puzzle. Here are some key questions to consider when planning the floor plan for your expanding or new facility.

- ☐ What will customers experience when they first walk through your doors?
- ☐ How are the simulators positioned in the space?
- ☐ Is it an open concept or do the bays feel more private?
- ☐ Do you need expanded room for group events?
- ☐ Are you planning on offering any additional amenities such as a putting green or short game area?
- ☐ How about other activities such as ping pong, billiards or shuffle board?

### PROPONENT GROUP SURVEY

#### Number of hitting bays in building:

1: .....	32%
2: .....	24%
3: .....	21%
4: .....	8%
5 to 9: .....	16%
10 or more: ...	0%

Answering these questions will help you determine how many bays will be right for YOUR business model and client needs.

For more information on how required square footage, see question #1 in the "10 Key Questions to Answer Before Launching Your Indoor Golf Business" or simply reach out to us here: <https://www.design2golf.com/contact-us/>





## Challenge 4: Position your brand to capture your market while standing out from competitors

To build a successful indoor golf business, you want to stand out from your local competition. This requires some knowledge of who your competitors are and what they specifically bring to the market.



Fortunately, you don't have to hire a professional market research company to get this information. You can learn a lot by doing some simple competitive research on your own.

A competitive analysis is an assessment of your competitors' products, service offerings and target audience, evaluating their strengths and

weaknesses relative to your own. It's good business practice to conduct a full competitive analysis early on in your facility design planning stages.

Here are 5 simple steps to ensure you have a solid understanding of your competitive landscape:

1. Identify your competitors: these are the businesses that offer similar products and services, and target the same customers in the geographic area that your business serves.
2. Gather information about your competitors (products, pricing, geographic reach and marketing promotions)
3. Analyze your competitors' strengths and weaknesses (quality of service offerings, technology used, onsite amenities, pricing and reputation)
4. Determine your competitive advantage: what are you the best at relative to your local competition?
5. Understand how you will position your brand and services - determine your strengths and make that front and center in your onsite and online promotions.

Completing the 5 steps of a competitive analysis and aligning the results with your business strategy may allow you to identify new areas of opportunity, a "sweet spot" you can take over or a gap you can fill to take your indoor golf business to the next level.

## Challenge 5: Create a budget that accurately projects construction, electrical, production and technology costs



Creating a budget to expand or build out a new facility can be a daunting process. D2G can help ensure this budgeting process is as smooth as possible. Most, if not all, simulator companies

don't include construction and site prep expenses in their quotes. Factoring these costs into your budget will ensure you don't have any unexpected financial hits towards the end of your project. Below are some of the expenses you should plan to include in your initial build out budget:

### Construction

- ☐ Demo work (removing columns and existing walls)
- ☐ Framing and finishing new walls
- ☐ Framing and finishing new ceilings
- ☐ Removing / relocating potential obstructions (windows and/or doors)
- ☐ Flooring
- ☐ Painting
- ☐ Blocking (used for mounting projectors and TVs/monitors)



### Electrical / Low Voltage

- ☐ Running low voltage cables (Cat6 / HDMI)
- ☐ Installing outlets at all technology locations (TVs, launch monitors, projectors)
- ☐ Hard wired internet to your computer locations
- ☐ Ensuring proper lighting in your simulator bays
- ☐ Ambient lighting throughout facility (cont'd)

### PROPONENT GROUP SURVEY

**Total Cost of Learning Facility  
Build-out and Furnishings  
(Buildings constructed  
since 2015)**

Average .....	\$522,219
Median .....	\$200,000
Most .....	\$2,400,000
Least .....	\$7,500

### Production (Simulator components)

- ☐ Screen Systems
- ☐ Wall Protection
- ☐ Ceiling Protection
- ☐ Simulator Flooring
- ☐ Putting Greens
- ☐ Hitting Mats
- ☐ Custom Furniture

### Technology

- ☐ Launch Monitors
- ☐ Projectors
- ☐ Cameras
- ☐ Computers/TVs / Monitors
- ☐ AV/Automation
- ☐ 3D Motion Capture
- ☐ Force Plates
- ☐ Putting Technology
- ☐ Security

For more information on properly setting up your budget, reach us here:

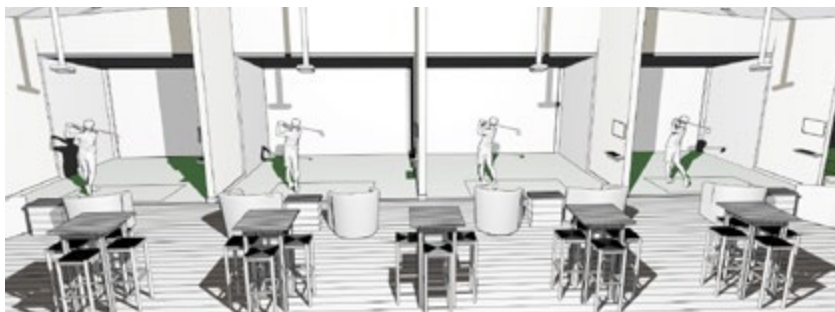
<https://www.design2golf.com/contact-us/>

## Challenge 6: Design Plan allows for future expansion, reducing expenses down the road

Let's say you have an initial budget for three bays with the vision and expansion space for six bays. Our team might recommend that your initial design plan include wiring for those additional bays, sparing a significant expense once your expansion plan is ready.

D2G's expert team has the experience to help meet your current budget needs while carrying out your facility's plans into the future. With new technologies emerging by the day, we'll make it easier to transition from where you are to where you want to be.

To set up a design call: <https://www.design2golf.com/contact-us/>



## Challenge 7: Facility design reflects your brand and desired clientele

As we look at the indoor golf market as a whole, we tend to see many facilities looking similar from a design perspective. Simulator bays are stacked up with a look and feel that doesn't position the brand front and center. This presents a competitive advantage to those taking the extra step to visually stand out from the crowd.

How will your brand be incorporated into your facility design? Answering this question is a key part of the initial D2G consultation process. We work with your team including architects and interior designers to ensure the look and feel matches your vision, branding and goals. Below are just some of the things that can be customized in your facility.

### Wall protection

- ☐ D2G Signature Wall Pads
  - Vinyl and suede pads are available
  - 50+ colors to match your branding
- ☐ Retractable Curtains
  - Available in fabric and velvet (high end look and feel)
  - 50+ colors to match your branding (cont'd)



### Ceiling Protection

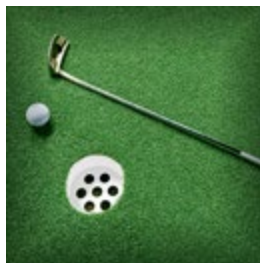
- ☐ Vinyl and suede pads now available
  - 50+ colors to match your branding
  - Baffles now available in multiple colors

### Turf

- ☐ Available in many styles and stamps
- ☐ Black and green

### Bay Branding

- ☐ Incorporate your logo and corporate message right into your simulator bays. We will connect you with our marketing partners to ensure these panels fit perfectly in your space.



If you can dream it, we can help you design it and more importantly, bring it to life. Ready to talk design and branding?

Contact us here: <https://www.design2golf.com/contact-us/>

## Challenge 8: Choosing a location that over delivers on client experience and foot traffic

“Location. Location. Location.”

We’ve certainly all heard this saying, and if we all had unlimited budgets, this notion would be easy to implement. Here are some things to consider whether you are determining a room at your current facility or are looking to open a new commercial space.

### Market Demographics

- ☐ Market size
- ☐ # of golf courses within a 50 mile radius
- ☐ # of direct competitors within a 50 mile radius
- ☐ Complimentary neighboring businesses that can help generate leads

### Facility

- ☐ Square footage/expansion space
- ☐ Flow
- ☐ Room layout
- ☐ Restrooms
- ☐ Window traffic
- ☐ Sprinkler heads
- ☐ Room obstructions



### PROPONENT GROUP SURVEY

If you are at a facility with a membership: During the first two years after opening your learning center, did the facility see a measurable increase in member retention?

Yes: .....67%  
 No: .....7%  
 Don't know: .....26%





## Challenge 9: Create a realistic timeline that allows for any unforeseen delays leading up to opening date



Getting ready for a grand opening doesn't have to be a stressful experience. The team at D2G will help you create a timeline and plan that ensures you are ready when that ribbon is cut. While every project is different, below are some general timelines for new facilities to help you plan accordingly:

## Challenge 10: Select an established team with proven execution and long-term support

Yes, we are a bit biased here. However, we have seen many instances where poorly designed and badly managed projects have had negative consequences for the coach or business owner. One of the best things about working with D2G is that you have one team managing the overall project. D2G provides the plans and works directly with your contractors and electricians to ensure the space is properly built and prepped for a successful installation. With over 60+ years of combined industry experience, we are here to help you from the initial call, all the way through your grand opening launch and beyond.

Ready to get started? <https://www.design2golf.com/contact-us/>

Steps	Purpose	General Timeline
Determine space requirements (if applicable)	To get a solid understanding of the desired square footage.	1-2 weeks
Locate facility or site (if applicable)	This step is for non-green grass owners looking for the ideal commercial space. Goal is to have a solid understanding of space requirements and potential deal breakers.	1-3 months
Sign lease (if applicable)	Gain a solid understanding of lease negotiation and how it should include required, pre-installation construction work.	1-4 weeks
D2G Consultation Call	Understand goals, vision, budget, client profile, tech needs, and timeline.	45 Minutes
D2G Concept Plan	Bring your vision to life with a D2G custom 3D concept plan that visually represents your new space.	5-7 days
Receive and review proposal	Review every aspect of your proposal and make any necessary adjustments to match your vision and budget.	3-5 days
Receive D2G contractor plan	This provides your contractors and electricians a detailed set of plans that they can use to prepare the room for simulator installation.	5-7 days
Construction and electrical work	Your team will follow the D2G contractor plan, including building of any new walls, blocking, electrical, and low voltage.	2-5 months
D2G Simulator installation	D2G installation and AV team will be onsite to install screens, turf, side and ceiling protection, and all of your technology. We ensure everything looks perfect and that you are up and running for your launch.	2-4 weeks
Grand Opening	We recommend pushing your grand opening 30 days out from your projected installation finish date. This gives you a chance to get up and running while also providing some buffer time in the event of delays throughout the process. We can't recommend this enough.	30 days





# Top 5 Latest Trends in Indoor Golf

Design trends to consider early on in your planning process



The indoor golf market is expanding at a rapid pace. Those at the forefront of this movement will capitalize on the opportunity and completely change the trajectory of their career. In order to stay in front, it is important to understand the latest trends that are key to customer acquisition and retention. With companies like Five Iron Golf and GOLFTEC rapidly expanding around the world, it is clear that there is real consumer demand for these types of services. Staying up to date on the latest design and technology trends is a great way to ensure your business and services offerings are set up to take advantage of this consumer demand.

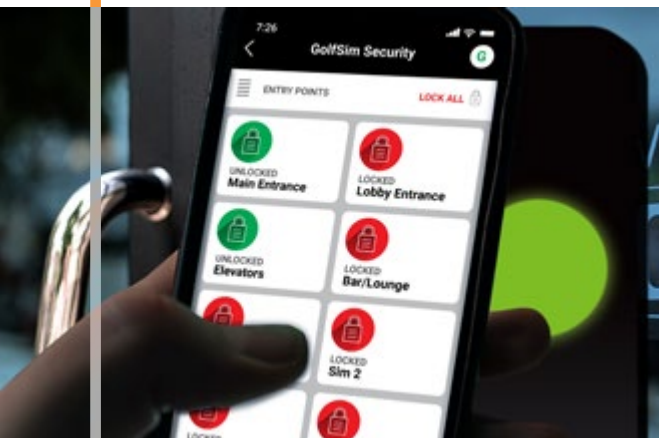
## Trend 1: 24/7 Remote Access

You know the old adage, "Looking to make money while you sleep?" Designing a facility with technology that provides round-the-clock access literally opens doors to a more passive income via value heavy business models.

More and more facilities are moving to an expanded hour business model that allows the owners to capitalize on more of those critical 24 hours in a day. Setting out to expand your business hours sounds like a great idea, however it is critical to ensure that your facility is designed to cater to this model. (cont'd)

Some key areas that you will want to take into consideration:

- ☐ Logistical Facility Access
- ☐ Staffing & Support
- ☐ Technology & Simplicity



Example of a mobile access control system

### Logistical Access

Many golfers have now experienced or heard about indoor golf facilities that allow practice or play any time of day by swiping an access control key fob to gain access to the building. Clients will appreciate the ability to visit your facility before work, or for night owls, late into the evening. Providing a solution that works for your business

is all selecting the right technology that will monitor building access while also helping to protect against any potential liabilities.

The below link provides more information on the most popular key fob systems on the market. Hopefully this will help you better determine which one best fits your business and client needs.

<https://www.getkisi.com/guides/keyless>

### Staffing and Support

If you are considering opening an indoor golf business that caters to expanded hours, possibly even 24/7 access, you'll definitely want to think through the logistics of staffing and customer support. As we all know, issues can and will arise, so having a plan in place will ensure that your customers have a great experience while also protecting your facility and business assets.

One obvious way to do this is to provide expanded hours for staffing the facility. While this certainly adds to your bottom line expenses it can pay huge dividends to support non-traditional business hours. The key is not only finding the right person but filling their "support" down time with activities that can drive your business. Hiring the right person that can be onsite and also has skills to complete other projects such as email marketing and social media allows them to watch over your business while also providing valuable assets that can drive new leads and revenue.

If you are planning to not physically staff your facility for the expanded hours then it becomes even more important to set up technology and security systems that will best service your clients and facility. Most systems allow you to customize your desired business hours so customers can easily access via a remote-based key platform. The access control key fob, combined with a quality security camera system, will provide 24/7 visual access to your property. This is a cost-effective way for customers to access your facility while providing owners with a good night's sleep, knowing "eyes" are on the business.

#### PROPONENT GROUP SURVEY

Are your members/students allowed to use the indoor bays for general practice when not taking a lesson?

Yes: . . . . . 51%

No: . . . . . 49%

### Technology and Simplicity

As a general rule, technology is developed to solve problems and make our lives simpler. When selecting technology for an indoor golf facility, we recommend thinking about customer ease of use, value vs. price point, as well as how the system may help solve unexpected problems when you aren't physically onsite. Let's say the power goes out while the facility is not being staffed. How hard will it be for your clients to power the simulator bay technology back so they can get up and running? Design2Golf offers AV solutions that ensure your technology matches your client base as well as your business model. Thinking about these things in advance will help you get it right the first time. You'll be enhancing the overall customer experience while minimizing potential challenges that inevitably arise.

Click here to learn more about D2G's One-Touch automation:

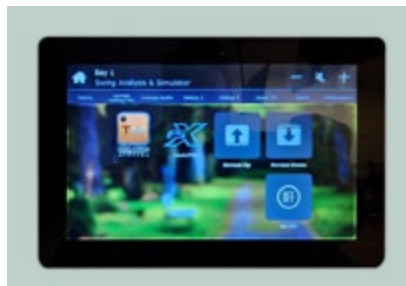
<https://www.design2golf.com/power-on-and-off-in-just-one-click/>





## Trend 2: Automation / Centralized AV

Imagine the ease and convenience of a system that powers your simulator bays on and off in one click. D2G's "One-Touch" AV platform is designed to make simulator operation a breeze, even for your non-tech customers. The goal is to create an environment that allows you to ditch the five remotes and easily control the system with one. D2G offers iPad and wall mount platforms that ensure customer operation of your technology becomes a huge competitive advantage.



Some of the benefits of D2G's AV include:

- ☐ Seamlessly switch between entertainment activities with just a few clicks.
- ☐ Surround sound will make your room an amazing place to watch movies.
- ☐ Automation controls that allow you to go from golf simulator to streaming movies in one click.
- ☐ Seamlessly control your room lighting and music from a mobile iPad that is mounted in the room.
- ☐ Power your simulator, projector and computer off and on in one click.

Planning to offer corporate outings or group events? Use D2G's AV platform to queue up all your client's favorite music by adding streaming services such as Netflix, hulu, Spotify and more.

**See it in Action**



## Trend 3: Tech Heavy / Consumer Friendly

To make it in the big leagues, you need to leave an indelible impression, especially where technology is concerned. Choosing the RIGHT combination of launch monitor, simulator software, high speed camera, 3D system, force plates, and putting tech can now be streamlined in a way that presents a very simple experience to you and your client.

One of the biggest values of working with the D2G team is our brand agnostic approach when it comes to technology. Our goal is to listen to our clients and to help them find the technology that best meets their needs and the needs of their clients.

For commercial spaces, this process is even more important to get right as the business is serving varying levels of golfers. While some facilities are focused more on performance and coaching and some are more focused on entertainment the goal is always for an exceptional customer experience.

If you are on the performance side, one of the first questions we will ask is "what are the most important technologies for your coaches and your players?" You may say launch monitor, wireless 3D motion capture, force plates and high speed video. Some may only want a launch monitor and video. Our ultimate goal is to understand your technology needs and create an amazing consumer experience.



## Trend 4: More Than Just Golf

If you have the available space, you may want to consider a wide array of recreational activities that your customers would love. Incorporating virtual sports into your simulator bays as well as onsite games like ping pong, billiards and shuffleboard, will provide the ability to deliver an exceptional and profitable level of entertainment that rises above your competition.



Your sports fanatic customers will be excited to discover that your simulators can offer applications for soccer, hockey, baseball and other games. Your facility can convert from a performance center by day to a family game center, where kids and adults can enjoy quality time on weekends or cloudy days. Once again this all comes back to your business model and objectives.

The team at D2G is seeing more and more golf facilities start to implement non-golf activities such as billiards, ping-pong, darts and shuffleboard. These games are not only great for improving hand eye coordination, they can also create a super fun atmosphere that keep customers engaged and onsite for longer periods of time. If your business model is based on recurring monthly or annual memberships, these services can offer huge value without a lot of up front cost. They can also help your team attract younger members and create additional user engagement and camaraderie.

For more information on the square footage required to play various games:

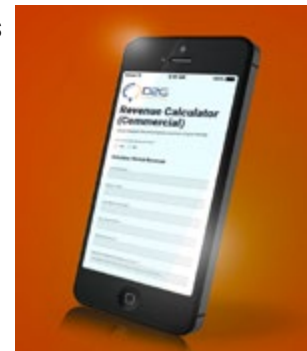
[Click Here](#)

## Trend 5: Recurring Revenue with Memberships

A multi-tiered system of membership packages allows you to create long-term value and cater to a wider range of customers. Is your facility design set up to capture this opportunity?

With D2G-designed commercial golf simulator systems, every customer that enters your facility will be immediately impressed by the technology, performance and appearance. Because we are brand agnostic, our experts ensure that all technology and equipment recommendations are best suited to your space and expectations.

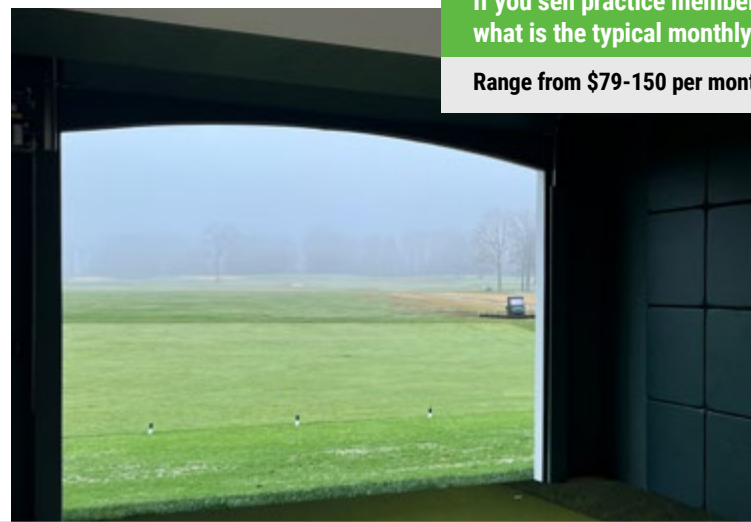
When it comes to return on investment, commercial golf simulators perform very efficiently. Of course, the greater your investment, the higher and faster your ROI. To demonstrate, put our revenue calculator to the test. You will find that, in a relatively short time period, your golf simulator system will pay for itself. Over a one year span, the potential for a 3X return on investment is a reasonable goal.



### PROPONENT GROUP SURVEY

If you sell practice memberships, what is the typical monthly fee?

Range from \$79-150 per month





# SEC 3

## The Latest Technology Trends to Maximize Your ROI

In this section we are going to take you through some of the latest technology trends on the market

See how coaches and facility owners are using this tech in both performance and entertainment spaces.

### Force Plates



*Photo Caption. Dr. Greg Rose takes Will Zalatoris through a GASP session at TPI*

You push into the ground using muscle activation while ground reaction forces move you in the opposite direction. Ground Reaction Force (GRF) is a hot topic that today's top golf coaches use to assess and train their players. Services associated with measuring and assessing GRF should be highly considered if you are planning to be competitive in the performance side of the indoor golf business.





This technology is ideal for coaches looking to be known for a strong swing assessment that can quickly get to the root cause of power and accuracy issues. These GRF evaluation services can be offered to all golfers, but can often attract younger potential high-quality talent that is looking to gain a competitive advantage on other players in the area.

D2G is proud to be the exclusive distributor and long-time partner of GASP Systems. GASP is the only dual force plate system on the market that allows you to analyze Ground Reaction Forces at this level of accuracy and detail. The plates measure the direction of force under each foot as well as the combined data from both feet. One of the most important features of the system is the ability to measure forces and torques relative to the center of mass of the body which is a huge indicator of power. The system combines two individual plates to collect data up to 1000 HZ that can then be synchronized with high speed video, your launch monitor data and 3D body movement.

The GASP system is being used by some of golf's top coaches and sport scientists including Chris Como, Mark Blackburn, Mike Duffey, Shaun Webb, Mike Granato, Mark Sheftic and Joe Ingoglia, TPI, Titleist, Australia Golf, Danish, Swedish & Dutch Golf Federations.

### Here are some of the key features of the GASP system:

- ❑ TWO INDIVIDUAL PLATES – allow users to measure data under each foot as well as combined.
- ❑ MEASURES – Vertical Force Left; Vertical Force Right; Vertical force Combined; Horizontal Left/Right Force, Horizontal Toe/Heel Force, Rotational Forces Right; Rotational Forces Left; Rotational Force Combined; Center of Pressure Trace; Horizontal and Vertical Center Mass; Force Vectors; Moment arm; Frontal Plane Torque; Sagittal Plane Torque; Horizontal Plane Torque; Pivoting Torque; Transverse Plane Torque; Foot Contact Torque.
- ❑ PORTABLE – includes two cases for easy travel.
- ❑ NO MOUNTING NEEDED – Just place the platform on a flat surface and start capturing swings. You are also able to mount in a studio.

### PROPONENT GROUP SURVEY

Percentage increase in clubfitting volume in the first two years of being open (for those reporting that they had tracked sales data):

No Increase:	.....9%
1-10%:	.....22%
11-20%:	.....18%
21-30%:	.....5%
31-50%:	.....14%
51-75%:	.....14%
More than 75% increase:	.....18%
AVERAGE INCREASE WAS: ..34%	



[Contact Us](#)  
For more  
information  
on GASP.



## Multisport Technology

Aside from play and practice, a golf simulator can also be customized to offer your clients other sports and forms of entertainment. For entertainment based facilities, providing these expanded service offerings can help you attract and acquire more market share. Your sports fanatic customers will be excited to discover that you offer applications for soccer, hockey, baseball and other games.



For example, Foresight Sports provides realistic soccer gameplay, including penalty kicks, corner kicks, passing, and free kicks in a true-to-life simulator environment. The analytics are also powerful providing critical performance data like ball speed, launch angle, side spin, and more. Their Skill Drill application allows your customers to hone their game off the field so they can dominate on it. The company's fairgrounds features mini-games based on childhood favorites, from skee ball to darts to bowling and is included with Skill Drill!

Looking into these multi-sport options can be a great way for business owners to fully capitalize on the entertainment space by attracting more customers and their family members that have interests outside of golf.

There are other platforms on the market that offer multi-sport solutions. The team at D2G is here to help you better understand which multi-sport technology best fits your budget, customer needs, and potential ROI.

[Contact us](#) to learn more.

## Integrated Software

There is a lot of technology that goes into most performance-based facilities. Launch monitors, force plates, high speed video, and 3D motion capture are just some of the systems being used to drive player performance. Having the ability to click one button and capture all of this data is a huge timesaver and can be a much more streamlined visual for your client.



Bringing all of your technology into one software can be a huge competitive advantage and one that your facility should highly consider if you are planning on implementing lots of tech in your bays. Our team utilizes the GASP platform that seamlessly integrates your high speed video, launch monitor, ground force/pressure, and 3D into one platform. The system also provides the ability to upload all of the student's information into the cloud for simple remote access on swing evaluation and lesson progress.

For more information or to schedule a live GASP demo, contact us here:

<https://www.design2golf.com/contact-us/>

### PROPONENT GROUP SURVEY

**Do you have a ball flight tracking system on your range?**

**Not at this time and likely won't have one: . . . . . 63%**  
**Not at this time but actively considering adding: 20%**  
**TrackMan Range: . . . . . 6%**  
**Toptracer: . . . . . 3%**  
**Other: . . . . . 8%**

## Launch Monitors

The launch monitor market has exploded over the last 15 years, offering some great options for those looking to capitalize on the indoor golf market. Choosing the right launch monitor for your space is one of the most important decisions you will make for your new or upgraded facility. Thinking through the performance vs entertainment business model is a key consideration when choosing this technology. D2G is brand agnostic when it comes to this technology. This enables us to recommend the technology best suited to your needs.



When looking at launch monitors and how they impact your ROI, we find the following important to consider in your decision making process: *chicken or the egg, brand recognition, software, course offerings, ease of use and support*. Let's touch on each of these...

**Chicken or the egg** - Are you designing a space to fit a particular launch monitor or do you have an existing space/room that you are trying to fit for a launch monitor? We often work with customers who own or plan to utilize a specific launch monitor, faced with the challenge of designing specific bays to ensure that technology works. On the other hand, we work with other customers that have a set space and want to know what technology will work best within their dimensions. Understanding if you are the chicken or the egg will enable the team at D2G to help you in delivering the best results for you, your customers and your space.

**Brand Recognition** - Consumers are more educated on launch monitors today than ever before. Choosing a launch monitor that your potential customer may be familiar with or have at least heard of should be something to consider in your selection process.

**Software** - When selecting software, it is important to circle back to what type of business you are running - performance, entertainment or hybrid. Some simulator softwares are designed for the coaching world while others are more suitable for leagues and game play rentals. Some companies also integrate with 3rd party simulator softwares that feature enhanced graphics, more courses and even online tournament play. Asking your coaches and/or players which information is most important to them could be a great place to narrow this down.

**Ease of Use** - A software's ease of use is important for both the performance and entertainment segments - although probably more important on the entertainment side. Ensuring your customers can easily navigate the software with little education will help you minimize staffing and unneeded overhead costs. Before you make a sizable investment into a hardware/software platform, we recommend scheduling an online or in person demo to ensure the system will meet your ease of use criteria.

**Course Offerings** - One of the best ways to differentiate your business (especially entertainment) is by offering an expanded selection of courses that your local competition doesn't offer. We know of many instances where facility owners have acquired new customers by simply offering exclusive courses that were not available down the road. Loading up your course library can be one of the strategies for maximizing your ROI. As mentioned above, courses or course packages can be purchased from the launch monitor company directly or from a 3rd party software platform.

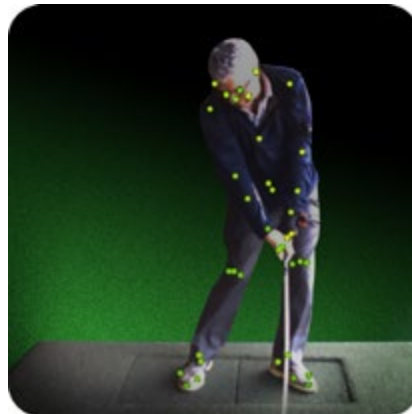
**Support** - It's obviously never good when technology goes down although we know it is going to happen from time to time. How quickly you get back up and running is key to ensuring you minimize your financial hit from bays being out of commission. For this reason, we tend to recommend "closed box" systems that can be easily supported onsite or easily replaced. These stand alone systems have very few moving parts which lead to faster turnaround times and less days without your bays :)

For additional help selecting the right launch monitor and software, contact us here: <https://www.design2golf.com/contact-us/>



## 3D Motion Capture

The 3D motion capture world is evolving at a rapid pace. Over the last 20 years this market has progressed from manual digitization with video, to wired systems, wireless inertial sensors, and now to an era where 6DOF 3D can be captured on a mobile phone. There are a few things to consider when selecting the right 3D system for your facility and customer needs.



### Here are some key considerations:

- ☐ Are you interested in 3 degrees of freedom or 6 degrees of freedom?
- ☐ Do you want to use biofeedback for training applications or are you only interested in motion analysis?
- ☐ Are you looking for something mobile that you can also take to the range or will it be a more permanent set up in your simulator bay?

### Below are some 3D systems that we would highly recommend you checking out on the market.

- ☐ K-Motion
- ☐ 4D Motion
- ☐ SportsBox AI
- ☐ Gears

For additional help selecting the 3D system, contact us here:  
<https://www.design2golf.com/contact-us/>

## Putting Technology

This technology is also advancing at a rapid pace. Some of these advancements include overhead projection systems, mobile stroke analysis, as well as real-time, software-based games that can drive customer engagement. Let's take a quick look at how this tech is segmented across the entertainment and performance space with some key applications for generating more revenue.



### Putting Entertainment

- ☐ Digital putting games
- ☐ Overhead projected games
- ☐ Articulating greens

### Putting Performance

- ☐ Stroke analysis
- ☐ Ball analysis
- ☐ Green reading
- ☐ Distance control
- ☐ Articulating greens

Determining which of the above services you are looking to offer will help you decide what technology will best meet the needs of your students.

For additional help selecting the best putting tech for your needs:

<https://www.design2golf.com/contact-us/>

### PROPONENT GROUP SURVEY

#### Number of hitting bays in building:

1:.....	32%
2:.....	24%
3:.....	21%
4:.....	8%
5 to 9:.....	16%
10 or more:.....	0%

## One-Touch Automation

The process for powering your simulator technology on is something to consider when designing your indoor golf space. Simulators have many tech components that all need to be powered on to get the system operating. These include launch monitors, projectors, computers, TVs and monitors. If the system ever powers down, the fewest steps to getting back up and running, the better. This can be challenging for your customer and often requires support from your team.



The good news is D2G has solved this problem. "One-Touch" automation allows your team and customers to easily power your entire simulator or theater system on and off with one click. This is done via an iPad or keypad wall mount.

Our fully integrated AV and automation controls become a competitive advantage as they provide the following benefits to your customers:

- ☐ Seamlessly switch between entertainment activities with just a few clicks.
- ☐ Surround sound transforms your room to an amazing place to watch movies.
- ☐ Automation controls allow you to go from simulator golf to streaming movies in one click.
- ☐ Control your room lighting and music from a mobile iPad that is mounted in the room.
- ☐ Power on and off your simulator, projector and computer in one click.
- ☐ Queue up all your favorite music by adding your streaming services such as Netflix, hulu, Spotify and more.

[Click here](#) to watch One-Touch automation in action.

For more information, [contact@Design2golf.com](mailto:contact@Design2golf.com)

## Centralized AV

Placing all of your computers in a centralized location (AV room) allows your simulator bays to be sleek, roomy and free of clutter. D2G offers iPad and wall mount systems that make customer operation of your technology a breeze.

Some benefits of D2G's Central AV include:

- ☐ Creates more space and flow by centralizing your PC locations.
- ☐ Reduces potential physical damage as technology is out of customer and employee reach.
- ☐ Easier and less expensive to maintain.
- ☐ Reduces amount of electronics and hardware needed (e.g. no cabinets in bay).
- ☐ Opens up more potential integration for One-Touch automation.

Planning to offer corporate outings or group events? Use D2G's AV platform to queue up all your client's favorite music by adding streaming services such as Netflix, hulu, Spotify and more.

[Click here](#) to watch it in action.



SEC

## 4

# 10 Key Questions to Answer Before Launching Your Indoor Golf Business



KOHR Golf, Natick, MA

## Question 1: What is the right amount of space for my facility?

This is a common question that the team at D2G receives on a weekly basis. The ability to answer this question accurately will have a major impact on your build out expenses as well as your short and long term revenues. We are seeing spaces built anywhere from 800 ft.<sup>2</sup> up to 10,000 ft.<sup>2</sup>

Determining your facility's ideal square footage is critical to the initial phase of the process. Here are a few questions to ask yourself before determining the right amount of space.

- ☐ What launch monitor / simulator technology are you planning to use?
- ☐ What are your bay dimensions?
- ☐ How many bays?
- ☐ How do you envision the flow of the facility?
- ☐ Is it open or more of a private feel?

Answering the above questions will allow you to better understand how much space will be required for your new or expanded facility. Next, let's take a deeper dive into each of these areas.





### How technology selection impacts your space

One of the most important aspects of opening a new indoor golf business is selecting your launch monitor technology. This will play a key role in determining the size of your bays. When selecting your launch monitor, know that each technology may require unique dimensions. Make sure the technology requirements correspond with your bay dimensions.

### Determining overall facility square footage

Below, we have listed some of the most common bay sizes and broken it down further based on expanded seating options and number of bays. This is a great place to start when calculating your desired facility square footage.

#### PROPONENT GROUP SURVEY

##### Width of Your Average Hitting Bay

Average 17 feet

##### Depth of Your Average Hitting Bay

Average 22.75 feet

##### Height of Your Ceilings in Hitting Bays

Average 15 feet

##### Height of Door Openings in Hitting Bays

Average 12 feet

*The chart below shows square footage based on bay size, expanded seating options and number of bays.*

Bay Width	Bay Length	1 Bay	2 Bays	3 Bays	5 Bays	10 Bays
12'	20' (no seating)	240 sq. ft.	480 sq. ft.	720 sq. ft.	1200 sq. ft.	2400 sq. ft.
12'	30' (additional seating)	360 sq. ft.	720 sq. ft.	1080 sq. ft.	1800 sq. ft.	3600 sq. ft.
13'	20' (no seating)	260 sq. ft.	520 sq. ft.	780 sq. ft.	1300 sq. ft.	2600 sq. ft.
13'	30' (additional seating)	390 sq. ft.	780 sq. ft.	1170 sq. ft.	1950 sq. ft.	3900 sq. ft.
14'	20' (no seating)	280 sq. ft.	560 sq. ft.	840 sq. ft.	1400 sq. ft.	2800 sq. ft.
14'	30' (additional seating)	420 sq. ft.	840 sq. ft.	1260 sq. ft.	2100 sq. ft.	4200 sq. ft.
15'	20' (no seating)	300 sq. ft.	600 sq. ft.	900 sq. ft.	1500 sq. ft.	3000 sq. ft.
15'	30' (additional seating)	450 sq. ft.	900 sq. ft.	1350 sq. ft.	2250 sq. ft.	4500 sq. ft.
16'	20' (no seating)	320 sq. ft.	640 sq. ft.	960 sq. ft.	1600 sq. ft.	3200 sq. ft.
16'	30' (additional seating)	480 sq. ft.	960 sq. ft.	1440 sq. ft.	2400 sq. ft.	4800 sq. ft.
17'	20' (no seating)	340 sq. ft.	680 sq. ft.	1020 sq. ft.	1700 sq. ft.	3400 sq. ft.
17'	30' (additional seating)	510 sq. ft.	1020 sq. ft.	1530 sq. ft.	2550 sq. ft.	5100 sq. ft.
18'	20' (no seating)	360 sq. ft.	720 sq. ft.	1080 sq. ft.	1800 sq. ft.	3600 sq. ft.
18'	30' (additional seating)	540 sq. ft.	1080 sq. ft.	1620 sq. ft.	2700 sq. ft.	5400 sq. ft.

*\* Please note the above square footage is for simulator square footage only.*

For more information on what bay dimensions would work best based on technology, please contact us here: <https://www.design2golf.com/contact-us/>





### Envision the flow of your facility

Flow is critical in designing a space for the ultimate client experience. Green-grass and non green-grass facilities should equally consider flow when designing an indoor golf facility. Larger spaces typically will have the ability to create more flow while smaller spaces will be limited for obvious reasons. For example, you may have an 1,800 sq. ft. commercial space where you can squeeze in 4 simulator bays. Another approach is to create more flow with only 3 bays with additional amenities or a lounge area. These are key decisions that impact your initial investment and return on investment. The team at D2G will help you consider the following areas of the design process:

### Define the customer experience

First impressions are everything. What will customers see when they first walk through your doors?

- ☐ Reception area with TVs
- ☐ Check in area
- ☐ Putting green
- ☐ Right into the sim bay
- ☐ Bar/ restaurant

#### PROPONENT GROUP SURVEY

Percentage increase in lesson volume in the first two years of being open (for those reporting that they had tracked sales data):

No Increase:	4%
1-10%:	31%
11-20%:	19%
21-30%:	15%
31-50%:	23%
51-75%:	0%
More than 75% increase:	8%
<b>AVERAGE INCREASE WAS:</b>	<b>24%</b>

### Determining how simulators are to be positioned

- ☐ Strategically placed throughout the space (based on room restrictions)
- ☐ Lined up along one wall
- ☐ Facing away from each other with common area in the middle

### Benefits of open vs private concept plans

- ☐ Private
  - Ideal for hosting small groups and corporate events.
  - Great for one on one coaching and private lessons
  - Tend to have a higher end feel
  - May generate more revenue per client
  - Typically requires floor to ceiling walls or fully enclosed rooms to create privacy
- ☐ Open Concept
  - Ideal for large groups
  - Can be more cost effective to build out
  - Creates a more social environment
  - Typically requires half walls or sliding curtains that can open up
  - Group training

### Offering putting and short game practice

Adding a stand alone putting green and/or short game area can be a great way to increase customer retention as customers can practice the scoring aspects of their game. How you incorporate short game practice into your facility design can significantly impact your ROI. When possible, we recommend adding short game areas where simulators can not be placed. The reason is that simulators will typically always generate more revenue than putting greens so you ideally want to utilize space that is not ideal for playing golf.

The size of indoor putting greens can range anywhere from 50 sq. ft. to 500 sq ft and beyond. Additional chipping and pitching areas will further expand this footprint. As you are envisioning this space, consider incorporating some of the latest putting technology as this can add even more value and revenue opportunities. These systems now include green reading graphics, digital games, and adjustable platforms to simulate breaking putts. As you design your short game area, think about the experience you want to create and how it will benefit your players and business model.

### Planning to offer group instruction

Offering group instruction can be a cost effective way for your customers to improve their game. It can also be a very profitable service for the coach and/or business owner. If you are planning on offering group classes, you will want to think about where this will be conducted. Will it be in your simulator bays or do you plan to have an area solely dedicated for group practice? When you are planning your layout you will want to factor this into your decision making process.



### Create comfort with a reception or lounge area

These areas create an inviting atmosphere, persuading customers to visit more often and stay longer. Think about how clients will check in for their tee times or be directed to a scheduled lesson. Where will your customers hang out when they aren't playing Pebble Beach, practicing their short game or taking a lesson? Having a space dedicated to "check in" or to hang out and watch the Masters with other members can create higher customer satisfaction and ultimately more long term revenue in your pocket. Reception and lounge areas range anywhere from 200 to 500 sq. ft.



### Extend the attraction to activities outside of golf

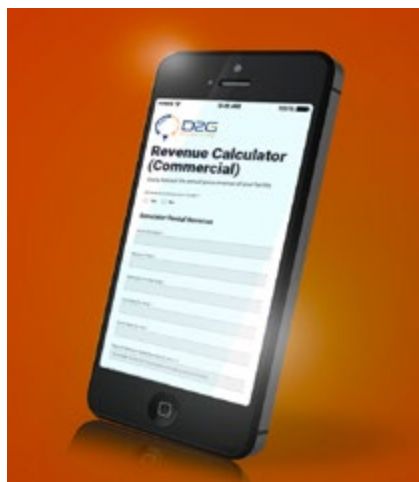
The team at D2G is seeing more golf facilities implementing non-golf activities such as billiards, ping-pong, darts and shuffleboard. These games are great for improving hand-eye coordination, creating a super fun atmosphere and engaging customers for longer periods of time. If your business model is based on recurring monthly or annual memberships, these services can offer huge value without a lot of up front cost. They also help attract younger members and create additional user engagement. Below are recommended dimensions based on the game:

Activity	Playing Width	Playing Length	Total Sq. Ft
Ping Pong	9'	17'	133 sq. ft.
Pool Table (8')	14'	17'	238 sq. ft.
Shuffleboard (16')	6'	20'	120 sq. ft.
Darts	5'	11'	55 sq. ft.



## Question 2: What should I expect for ROI based on my facility design and service offering?

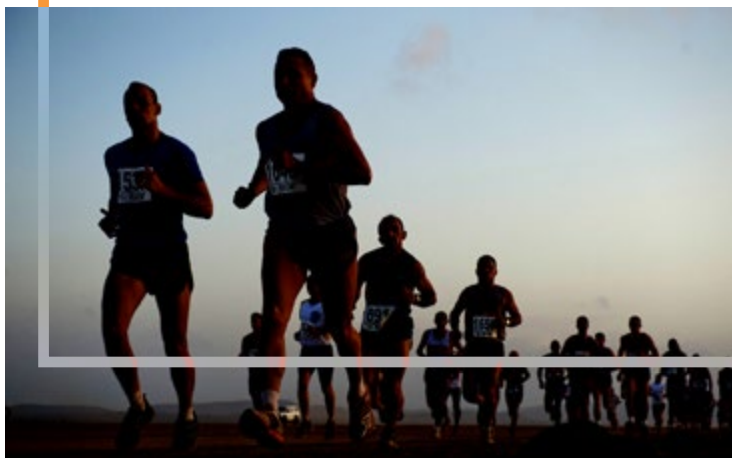
This is one of the most important questions to ask when opening a new business. Here is the good news: we have created an online calculator that will help you forecast your annual revenue. You can run your numbers based on your model and projected annual revenue, combined with the number of simulator bays, lessons, and league sessions.



**Give it a try here**

## Question 3: Who is my competition and how do I position my business relative to the market?

Before considering technology and space, you should have a solid understanding of your local competition so that you will know how to position the value proposition of your business. Are you planning to be high-end and attract the top of the market or are you going for more of a value / volume play that will undercut your competitors?



Maybe somewhere right in the middle with the best coaching your area has to offer? Regardless of your strategy, having a better understanding of your competition is critical in determining how your customers will see you. Here are some key questions to ask:

- ☐ How many indoor golf centers are there in my immediate area (30-45 miles)?
- ☐ How do my competitors charge for their services?
- ☐ Do they offer memberships or simply charge hourly?
- ☐ Do they offer private / group instruction or is it solely around sim rentals?
- ☐ What technology are they using?
- ☐ Is it only golf or are they offering any non-golf-related services?
- ☐ How many courses do they offer their members?
- ☐ What is their indoor golf experience like? Cramped and crowded or solid flow?
- ☐ Is there a short game area or just full swing?
- ☐ What are their customers saying?
- ☐ How will your facility stand out from the competition?

Answering these questions can help you further solidify the smartest way to position your business and value proposition in the market. Take the time, do your homework and it will pay huge dividends.



## Question 4: How much lead time is needed to open a new indoor golf business?

In order to answer this question it is important to understand the process and necessary steps that go into determining an accurate project timeline. Whether you are renovating an existing coaching bay, building a 3 bay facility, or opening a 10,000 square foot space there are key steps that need to be executed to ensure success. What we can tell you is that it typically takes longer than you think to get it right the first time.

We also recommend “soft openings” so your team has time to use the technology and can be prepared and ready for the official grand opening launch.



Step	Purpose	General Timeline
Determine space requirements (if applicable)	Have a solid understanding of desired square footage	1-2 weeks
Locate facility or site (if applicable)	For non green grass looking to find a commercial space. Solid understanding of space requirements and potential deal blockers.	1-3 months
Sign lease (if applicable)	Lease negotiation should include construction work. This is a critical part of this step	1-4 weeks
D2G Consultation Call	Understand goals, vision, budget, client profile, tech needs, and timeline	45 Minutes
D2G Concept Plan	A 3D drawing that brings your facility vision to life - visually shows the facility layout.	5-7 days
Receive - Review Proposal and make sure it coincides with budget	Review detailed proposals. Our proposals line item every product so you can make adjustments to match your vision and budget.	3-5 days
D2G Contractor Plan	A detailed set of plans that your contractors and electricians can use to prepare the room for simulator installation	5-7 days
Construction and electrical work	This is all of the work that needs to be done prior to a D2G simulator installation. Includes building of any new walls, blocking, electrical and low voltage.	2-5 months
D2G Simulator installation	D2G installation and AV team will be onsite to install screens, turf, side and ceiling protection, and all of your technology. We ensure everything looks perfect and that you are up and running for your launch.	2-4 weeks
Grand Opening	We recommend pushing your grand opening 30 days out from your projected installation finish date. This gives you a chance to get up and running while also providing some buffer time in the event of any delays. We can't recommend this enough.	30 days



### Question 5: How much should I budget per bay based on my design plan?

For a coaching area or multi-bay commercial space, budgets can vary greatly depending on several factors. Below are the essential areas to consider including some price ranges that will help you anticipate the investments per product category. The team at D2G will walk you through this process to help you make the best decisions based on your budget and goals.

Essential Components	Price Range (Per Bay)
Launch Monitors	7k - 24k
PC & Monitors	3k - 6k
Projector	3k - 9k
Screen System	2k - 4k
Computer Housing	1k - 5k
Turf/Mat/Subfloor	3k - 6k
Ceiling / Wall Protection	3k - 5k
Construction and Electrical (Not D2G)	5k - 10k
Design & Installation	5k - 20k per bay
AV / Automation	5k - 20k
Additional Technology	5k - 50k
<b>Total Range</b>	<b>42k - 149k per bay</b>

For more information or to request a D2G proposal:

**Contact Us**

### Question 6: What type of marketing plan do I need to get off to a fast start?

Whether you are building a brand new facility or expanding a current space, it is important to have a marketing plan in place to build awareness and generate new leads. Your campaign strategy needs to introduce your facility to the community or announce your reopening. Having an integrated marketing plan in place and scheduled in advance of your opening date will help generate buzz around your launch event, bring traffic to your facility and have you on the way to meeting your business goals. Here is a simple plan to help get you off to a super fast start:

- ☐ Create a website or landing page to incite golfers and coaches in your community, outline the impressive details planned for your new indoor golf facility, include lead-capturing and booking mechanisms.
- ☐ Prebuilt email campaign:
  - Use professional photography and 3D floor plans to show off your new facility.
  - Leverage technology and other attributes which may not be available in typical residential golf simulator spaces.
  - Introduce your membership and coaching programs.
  - Call-To-Actions (CTAs) direct users to your website/landing page.
  - Promotional specials build excitement leading up your launch date, encouraging new leads and filling up your appointment calendar.
- ☐ Prebuilt social campaign:
  - Create content which parallels your email campaign, targeting audiences through all major social channels.
  - Include CTAs to drive users to your website/landing page.
- ☐ Create timed press releases to distribute to local media outlets.
- ☐ Hand packets out to all of the local businesses in your area.
- ☐ Create an event around your launch date to include in messaging.

## Question 7: How does my design plan allow for future growth and expansion?

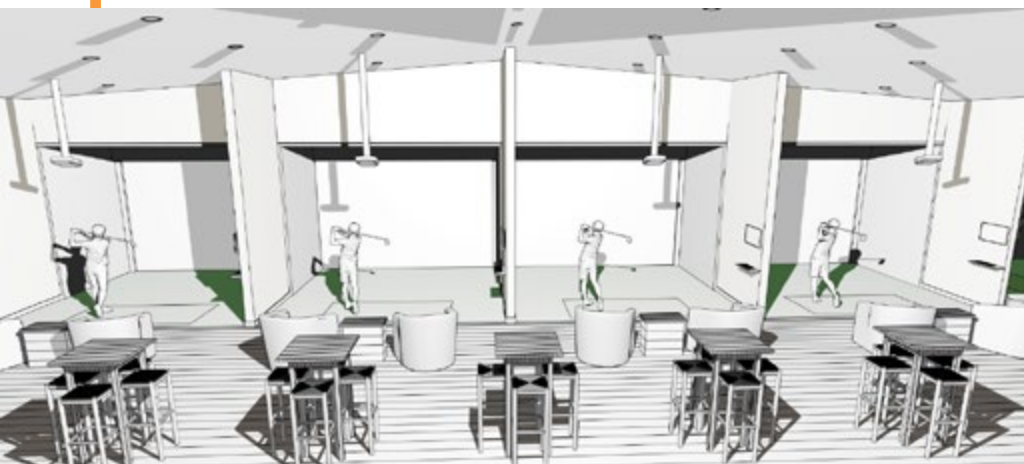
Build for today. Dream for tomorrow.

Let's say you have space for six bays with a short-term budget for three. Our team might recommend that your initial design plan include all six bays with a build out plan for the initial three. While we are building the three our team can wire for those additional bays, sparing a significant expense once your expansion plan is ready to go.

D2G's design team has the experience to help you execute on your current budget needs while carrying out your facility's plans into the future. With new technologies emerging by the day, we'll make it easier to transition from where you are to where you *want to be*.

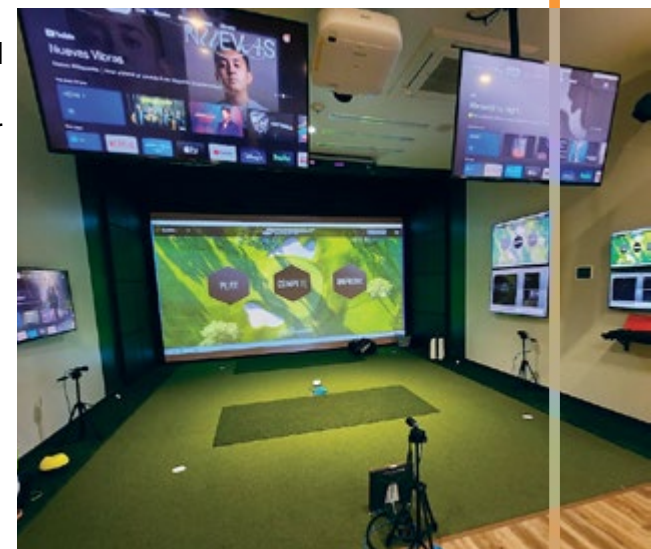
For more information on D2G design plans:

**Contact Us**



## Question 8: Does my technology meet and exceed the needs of my clients?

When you think about technology in an indoor golf facility your mind may immediately go to trying to figure out the right launch monitor technology for your space. While it is certainly a critical piece to the success of your business it is just one piece of the tech puzzle. Before you zoom too far down the design and planning road you should think about all of the technology decisions that you will need to make. This is a sizable part of your overall investment and one you want to nail it the first time.



Some things to think about. Who is your target client and what tech are they willing to pay the most for? Is it the projector graphics popping when the first walk in the door, is it the number of courses you offer compared to the facility down the road, is it the huge TV monitors with sports streaming 24/7, or maybe it's the ability for your customers to click one button to turn all of the sim technology on and off in your room. There are a lot of factors in determining the scope of your tech landscape and ensuring it all compliments each other can be even more challenging.

The team at D2G has over 60+ years of combined experience in golf technology and custom AV. We will help you navigate key decisions that will have the biggest impact on your clients expectations and your bottom line.

Come see how our amazing AV team can help your facility stand out from the crowd.

**Contact Us**



## Question 9: What type of insurance do I need to protect my business?

Every indoor golf facility is unique and can include a wide range of amenities. You will want to be certain your business insurance provides adequate coverage and does not miss any coverage gaps. There are various types of coverage to consider, but these policies are generally recommended for indoor golf facilities:

- ☐ General Liability Insurance
- ☐ Commercial Property Insurance
- ☐ Professional Liability Insurance
- ☐ Workers' Compensation Insurance
- ☐ Liquor Liability Insurance (If applicable)
- ☐ Business Income Insurance

### More Info

**If you are at a private club AND members are allowed to practice in the building, what operating hours do you offer?**

**Members have access 24/7 . . . 0%**

**Whenever the golf course is open, members have access to practice in the building . . . 31%**

**Specific practice hours are available throughout the year on a normal schedule that does not necessarily coincide with when the course is open. . . 15%**

**Availability depends on daily instruction and/or clubfitting load and changes accordingly . . . 54%**



## Question 10: How do I negotiate with my landlord to get help with upfront construction costs?

If your facility is going to be under a leasing contract, be sure to include detailed construction requirements so that all parties understand the procedures for approval and timing. Aside from legal counsel, it is important to bring the contractor and architect into the negotiation process to be sure all construction and permitting deadlines are being met. Otherwise, you may end up having to pay rent before you are open for business and in a position to generate income.

The landlord may also agree to provide a monetary allowance to assist with certain construction costs such as lighting or flooring. It is important that all parties fully understand the purpose and use of the allowance funds. Determine whether funds are limited to actual construction costs or may be used toward architectural, electrician, equipment or other expenses.

As with the physicality differences between indoor golf facilities, there are many variables in the construction process, especially where a lease is concerned. Before the lease is signed, make sure all requirements, milestone dates, and approval processes are in place. Early, strategic planning, aided by knowledgeable consultants, will assure that your facility launch is a success.



# SEC 5

## Memberships, Hourly or Hybrid?

What business model best serves your indoor golf business?



Determining the specific customer environment you are striving to target will be critical to your facility's success. As you begin exploring financial models, it is important to keep your value proposition and overall brand positioning in mind. Most indoor golf businesses will fall into one or a combination of two key categories; player performance or entertainment.



### Player Performance

All about improvement and skill acquisition, this model requires educated coaches that can help golfers achieve their goals, have more fun and shoot lower scores. Indoor coaching allows your customers to learn indoors and transfer these new skills out to the course where they now enjoy the game even more.

The performance model requires a more talented team and typically adds additional operational expenses to the bottom line, however the combination of the right team and facility can provide huge upside for short- and long-term revenues.

Below are some performance services that you may want to consider as part of your business model:

Swing Evaluations	Adult Private - Full Swing Lessons	Adult Private - Short Game Lessons	Adult Group Lessons
Junior Private - Full Swing Lessons	Junior Private - Short Game Lessons	Junior Group Lessons	Corporate Lessons
Putting Stroke Evaluation	Putting Technique	Green Reading	Club Fitting
New Golfer Classes	Fitness Evaluations	Private Fitness Training	Group Fitness Classes

## Entertainment

This is all about fun, camaraderie, and friendly competition. Simulator rentals, league play and online tournaments are just some of the ways that indoor facilities are capitalizing on this market. Many of today's indoor golf spaces are also venturing outside of the traditional simulator model. Incorporating virtual multi-sport software where clients can play soccer, baseball and darts is a great way to create an environment that will keep your customers coming back and spending more money. The entertainment segment typically requires less staffing. Team members can be employed for more affordable salaries/hourly rates that will reduce your overall operational costs.



Below are some entertainment services that you may want to consider as you break into this space.

Simulator Play	Online Tournaments	Simulator Leagues
Simulator Practice	Bar/Restaurant	Virtual Sports
Ping Pong	Billiards	Shuffleboard
Darts	Air Hockey	Foosball

These player performance and entertainment services can be highly profitable business models. It is important to understand your services to determine how to package the offerings in a clear and concise way. This will help you fully capitalize on the opportunity.



Now that we have covered some of the most popular service offerings, let's dive into what business model may work best for your short- and long-term financial objectives.

## What is the best business model?

This is a key area of focus as you are running numbers and planning to invest in a new or renovated space. Let's take a deeper dive into the benefits of recurring memberships, hourly per/service, and a blended hybrid model.

### Recurring Memberships Business Models

The D2G team is seeing more and more indoor golf facilities (performance and entertainment) turn to business models based on recurring memberships. One of the biggest benefits is the ability to drive higher top line revenues through engaged customers and longer-term commitments. Unlike hourly models, memberships also allow you to more accurately forecast your short- and long-term revenues. While membership prices can vary depending on market demographics, client profile and value of service offering, we will provide some simple strategies to help you forecast this model. These membership examples are based on player performance and entertainment services.

To get started, simply determine your services (see chart) and then bundle them into varying price tiers of monthly, quarterly or annual membership packages.

### Example "Performance Based" Membership Programs

Let's say you have two dedicated coaching bays, a putting green and fitness area. You have decided to target the following highlighted performance services for your client base:

Swing Evaluations	Adult Private - Full Swing Lessons	Adult Private - Short Game Lessons	Adult Group Lessons
Junior Private - Full Swing Lessons	Junior Private - Short Game Lessons	Junior Group Lessons	Corporate Lessons
Putting Stroke Evaluation	Putting Technique	Green Reading	Club Fitting
New Golfer Classes	Fitness Evaluations	Private Fitness Training	Group Fitness Classes

Let's look at a real-world example of how you could bundle these into four different membership packages and price points. Once again, this is an example and your prices may vary.

Membership Programs	Par (2 hrs/Month)	Birdie (4 hrs/Month)	Eagle (8 hrs/Month)	Albatross (12 hrs/Mth)
3 Month Membership	\$210 / Month	\$340 / Month	\$600 / Month	\$1000 / Month
6 Months Membership	\$190 / Month	\$320 / Month	\$540 / Month	\$900 / Month
12 Months Membership	\$175 / Month	\$300 / Month	\$500 / Month	\$800 / Month
Swing Evaluation (1 Hour)	✓	✓	✓	✓
Adult Private - Full Swing Lessons (45 Minutes)	✓	✓	✓	✓
Adult Private - Short Game Lessons (45 Minutes)	✓	✓	✓	✓
Adult Group Lessons (45 Minutes)	✓	✓	✓	✓
Putting Stroke Evaluation (30 Minutes)		✓	✓	✓
Putting Technique (30 Minutes)		✓	✓	✓
Club Fitting (1 Hour - Quarterly Tune Up)		✓	✓	✓
Group Fitness Classes (45 Minutes)			✓	✓
Private Fitness Evaluation (45 Minutes)				✓
Private Fitness Training (1 Hour)				✓





## The Numbers

Now let's run some example financial numbers for this membership model. To get started, let's say you currently have 100 students and plan to acquire 20 new clients in the coming year. For most coaches looking to expand or open a new business, this is probably a conservative number. Let's be even more conservative and assume that only 80 of the 120 clients are actively enrolled in a membership program in any given month. Here is a sample breakdown of the program enrollment and how it translates into monthly revenue.

### Average Monthly Client Enrollment Based on Program

Program	3 Months	6 Months	12 Months
Par (2 hours per Month)	5 @ \$210 / monthly	10 @ \$190 / monthly	5 @ \$175 / monthly
Birdie (4 hours per month)	10 @ \$340 / monthly	20 @ \$320 / monthly	10 @ \$300 / monthly
Eagle (8 hours per month)	5 @ \$600 / monthly	5 @ \$550 / monthly	5 @ \$500 / monthly
Albatross (12 hours per month)	1 @ \$1,000 / monthly	1 @ \$900 / monthly	3 @ \$800 / monthly

### Average Monthly Revenue Based on Enrollment

Program	3 Months	6 Months	12 Months
Par (2 hours per Month)	\$1,050	\$1,900	\$875
Birdie (4 hours per month)	\$3,400	\$6,400	\$3,000
Eagle (8 hours per month)	\$3,000	\$2,750	\$2,500
Albatross (12 hours per month)	\$2,000	\$900	\$2,400



### Monthly Financial Impact

**That generates \$30,000 per month or \$360,000 annually in top line revenue.** As you look at your own business model, consider your services, price points and overall program structure. Obviously some months may vary based on location/ climate, however these are conservative numbers based on what we have seen in the market. We know many D2G facilities that are using similar membership models to drive these types of numbers.

### PROPONENT GROUP SURVEY

Which of the following amenities are included in your learning center?

Indoor hitting bays . . . . .	74%
Indoor hitting bays with simulators. . .	74%
Putting Studio . . . . .	72%
Restrooms . . . . .	64%
Office space for lead instructor . . . .	59%
Club repair area . . . . .	44%
Storage room . . . . .	41%
Retail display area . . . . .	38%
Lounge. . . . .	36%
Reception area (unattended) . . . . .	33%
Clubfitting room . . . . .	33%
Office space for all instructors . . . .	23%
Fitness area . . . . .	23%
Video review rooms . . . . .	18%
Reception area (with receptionist) . .	13%
Shower facilities . . . . .	10%

## Sample "Entertainment Based" Membership Program

For more insight on how D2G can support your new indoor golf business contact us here: <https://www.design2golf.com/contact-us/>

## Hourly Business Models

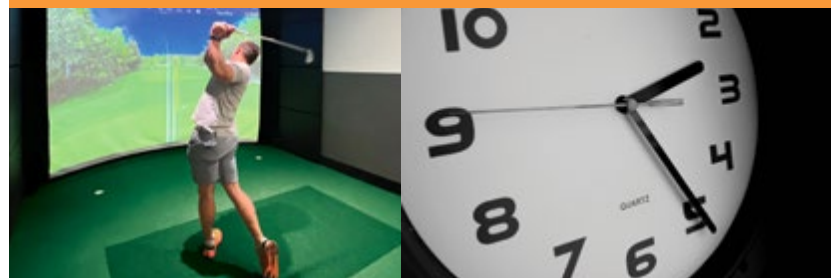
For this model we will assume you have three dedicated simulator bays, a putting green/short game area and some virtual and onsite games. You have targeted the following highlighted services for your client base:

Simulator Bay Rentals MultiSport	Simulator Bay Rentals MultiSport	Short Game Practice	Ping Pong
Soccer	Darts	Corporate Events	Group Events/ Birthday Parties

For simulator rentals, we are seeing industry averages anywhere from \$65 per hour based for peak times and \$25 for non peak / off season periods. Determining your annual revenue is all about understanding capacity based on available hours.. If the business is open an average of 50 hours per week and open 50 weeks per year then capacity will be 2,500 annual hours (per bay) or 7,500 hours per year for all three bays.

Average Hourly Rate	20% Capacity (7,500 Available Hours)	40% Capacity (7,500 Available Hours)	60% Capacity (7,500 Available Hours)	80% Capacity (7,500 Available Hours)	100% Capacity (7,500 Available Hours)
\$25	\$37,500	\$75,000	\$112,500	\$150,000	\$187,500
\$30	\$45,000	\$90,000	\$135,000	\$180,000	\$225,000
\$35	\$52,500	\$105,000	\$157,500	\$210,000	\$262,500
\$40	\$60,000	\$120,000	\$180,000	\$240,000	\$300,000
\$45	\$67,500	\$135,000	\$202,500	\$270,000	\$337,500
\$50	\$75,000	\$150,000	\$225,000	\$300,000	\$375,000

## Hourly Business Models



Lets run some simple revenue numbers based on some varying hourly rates and capacity percentages. The below chart shows potential annual revenue based on the factors.

## Forecast Your Financials

D2G has created an online calculator that allows you to forecast your financials based on simulator rentals and coaching sessions.

Click here to access:

<https://mailchi.mp/c162e8f8eed7/revenue-calculator-2>

## PROPONENT GROUP SURVEY

If members/students are allowed to use the learning center bays on their own, what do they pay?

No charge: .....38%  
 \$1-20 per hour: .....0%  
 \$21-40 per hour: .....33%  
 \$41-60 per hour: .....19%  
 \$61-80 per hour: .....10%  
 More than \$80 per hour:.....0%

## Hybrid Business Models

Now that we have looked into the advantages of hourly/per service and membership models, let's dive into the upsides of offering a hybrid model. Offering both pay for services as well as memberships that can drive more commitment may allow you to cater to a larger group of customers.

Let's take a look at this from within our performance and entertainment categories and provide an example of each.

### Performance Based

Let's say you own a coaching business and plan to offer long-term short and long-term memberships to your clients. One way to attract new clients is by offering an initial valuation so you can collect their game information to a swing analysis and then provide them with a roadmap for improvement. Offering this as a per service fee say \$99 can be a great way to get people in the door. Once they have done the evaluation you can then offer them the ability to subscribe to one of your membership programs. We would consider this a hybrid model where new golfers can start with a pay for service and then convert into a recurring business relationship.

One other example on the Performance side may be to offer a higher early hourly rate for your coaching sessions. Let's say your hourly rate with a committed membership is \$125 an hour. You may want to offer a lesson rate of \$175 an hour for someone that is not a member of the facility this would be similar to a guest rate of a private club.

### Entertainment Based

Once you determine the specific focus of your business, you can use our business resources including our online ROI calculator to ensure your indoor golf business model is ready to hit the ground running.

## Business Section

*How many hours will your indoor golf business be open annually?*

If you are currently a golf coach or facility owner/manager with existing clientele, you will want to consider how many of your current clients will utilize the new facility. If you have a goal for the number of desired customers and then break down a simulator into available annual hours, you can have a good idea of how many simulators are needed to reach your business objectives. Determining the number of clients needed to hit your capacity targets and revenue goals will obviously vary greatly depending on your business model (hourly, membership, leagues, coaching, etc) however understanding the total amount of hours that are available to your customers is a great way to this back into your business model and financial objectives.

Here is a table showing the total available hours based on some varying business operating hours, days open annually and capacity targets.

Hours Open Daily	Days Open Per Week	Weeks Open Per Year	Total Annual Available Hrs	Bay Capacity Target %	Total Annual Capacity (Hours)
9	7	50	3,150	40%	1,260
9	7	50	3,150	60%	1,890
9	7	50	3,150	80%	2,520
9	7	50	3,150	100%	3,150
12	7	50	4,200	40%	1,680
12	7	50	4,200	60%	2,520
12	7	50	4,200	80%	3,360
12	7	50	4,200	100%	4,200
24	7	50	8,400	40%	3,360
24	7	50	8,400	60%	5,040
24	7	50	8,400	80%	6,720
24	7	50	8,400	100%	8,400

Examine how capacity hours can impact your business. Try our ROI revenue calculator: <https://mailchi.mp/c162e8f8eed7/revenue-calculator-2>





SEC

## 6

## Nailing the Process for Opening a New Indoor Space



Starting the process of opening a new indoor golf space can be daunting. There are so many things to consider, and many golf coaches and facility owners don't have all the answers. The good news is that we have built a process that will bring your vision to life, and more importantly will help you enjoy the steps along the way. Below are some of the key steps that we will guide you through:

### 1. It begins with a personal consultation

The first step we always take with our clients is to get a solid understanding of why they are making changes to their business or launching into a new venture.

This is a critical step for us to better understand what they are looking to accomplish so we can determine the appropriate next steps.



## 2. Your vision, goals and budget serve as your project's blueprint.

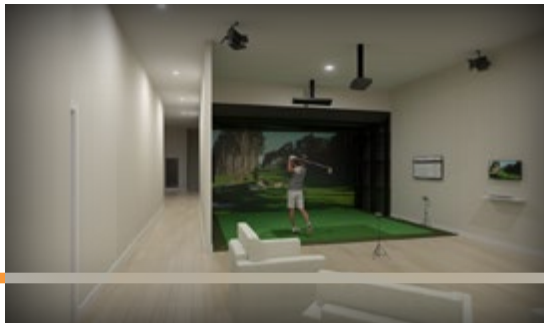


We always look forward to hearing a client's vision when it comes to a new indoor golf space. This is where we start and for good reason. We want to know what they are excited about? How will their customers react when they walk in the door? What will customers say when leaving the new space? These questions help us determine vision for a space. While vision is critical, it is equally important

to align it with a realistic budget for the project. Understanding your budget will help determine the overall scale of this project and what is possible. D2G helps make recommendations from technology to other amenities such as projectors and wall/ceiling protection to keep this project within your budget while maintaining your overall vision and project goals.

## 3. Our design team transforms your project from a 2D custom concept plan to an amazing 3D digital tour, capturing every detail and angle of your new facility, ensuring it is up to local code.

Once we have a solid understanding of your vision, budget and goals it is time to dive into your space and design plans. This is the fun part. We have an amazing team of designers that will transform your ideas into a 3D rendering. This concept plan will come from a combination of your floor plans, measurements, ideas on flow, technology needs, and company branding. This is really where the project kicks off as you can now envision client's walking through your doors and visually see what they will experience.



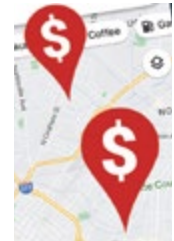
## 4. If needed, our team will assist in location scouting, to help ensure that your site is ideal:

### A. Architecturally

If you are looking to rent or buy a property, our team will help you weed through all of your potential locations to determine which space is most optimal to build simulators. Key areas we will help you navigate include understanding potential issues with any columns, windows, doors, ceiling structure, sprinkler systems and other obstructions.

### B. Demographically

There are some key things to consider whether you are determining a room at your current facility or looking to launch in a new commercial space. These include:



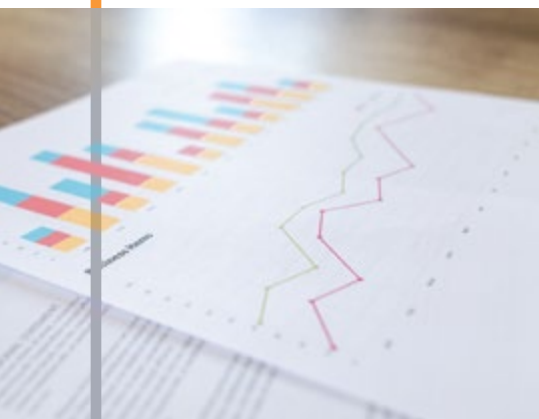
- ☐ Market size
- ☐ # of golf courses in the immediate area (50 mile radius)
- ☐ # of direct competitors in the immediate area (50 mile radius)
- ☐ Median household income
- ☐ Household income by zip code
- ☐ Complimentary neighboring businesses (lead generation)

### C. Potential for future expansion

Let's say you have an initial budget for three bays with the vision and expansion space for six bays. Our team may recommend that your initial design plan include wiring for those three additional bays, sparing a significant expense once your expansion plan is ready.

D2G's expert team has the experience to help meet your current budget needs while carrying out your facility's plans into the future. With new technologies emerging by the day, we'll make it easier to transition from where you are to where you want to be.

## 5. Business plan with ROI tools



Business planning offers numerous benefits to golf coaches and facility owners looking to capitalize on the indoor golf market. A lean business plan that covers the essentials is a great way to get started.. It typically takes a few hours to draft the initial plan, then just an hour or two to review and revise monthly.

Below are seven keys that will help you think through your business plan to ensure you maximize your opportunity and ROI:

1. See the whole business. Business planning connects the dots in your indoor golf business so you get a better visual of the big picture opportunity. What is your vision? Where do you want to be at the end of 12 months, or even 5 years from now. Take a step back and look at the larger picture and then you can start to narrow in on the details and key milestones to get you there. .
2. Strategic Focus. Businesses in the indoor golf market segment should focus on their special identities, their target markets, and how their entertainment or performance based services are tailored to match. Develop strategies that align with your vision for the whole business.
3. Set priorities. You can't do everything. Business planning helps you keep track of the right things, and the most important things. Allocate your time, effort, and resources strategically.

### PROPONENT GROUP SURVEY

**If you have  
simulators in your  
building, do you  
offer league play??**

**Yes: . . . . . 12%**  
**Not yet,  
but considering  
adding leagues. . . 30%**  
**No: . . . . . 58%**

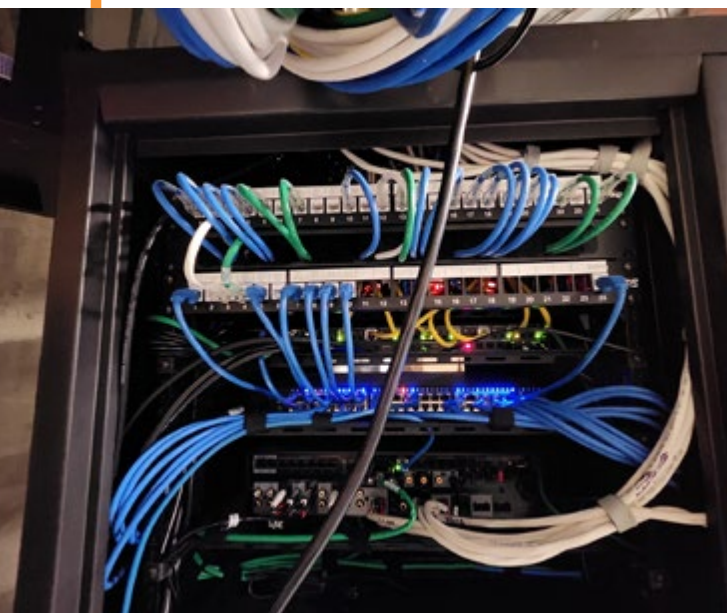


4. Manage change. A good planning process will allow you to regularly review assumptions, track progress, and catch new developments so you can easily adjust. Think of your plan vs. the actual analysis as a dashboard, and adjusting the plan is your steering. Business plans often need to adjust with changing market conditions and competition.
5. Develop accountability. A good planning process sets expectations and tracks results. It's a tool for regular review of what's expected and what actually happened. A monthly or quarterly plan review with plan vs. actual milestones and metrics included becomes a way to simply review your accomplishments and see where improvements need to be made.
6. Milestones. Good business planning sets milestones that you and your team can work towards. These are key goals you want to achieve, like signing on 10 of the top junior golfers in the market, hiring a respected performance coach, or opening a new expanded location. Your business will run more efficiently when you have visible goals that you can work towards.
7. Metrics. Use your performance indicators and numbers to track into a business plan where you can easily review with your team. Determine and then focus on the numbers that matter. Is it capacity of your simulator bays, number of facility memberships sold in the last 30 days, number of new client swing evaluations? Use your business planning to define and track the key metrics.

With a solid business plan in place, your vision will be clear. You can then align your team to what is most important and collectively set out to accomplish your goals.



## 6. D2G project managers will work with your local contractors and electricians to ensure build out is executed to plan



One key benefit of working with the D2G team is that we design and develop detailed facility plans that provide a roadmap for your local contractors and electricians. This plan becomes a valuable tool as you can use it to quote the pre-installed work that needs to be completed. This often includes building walls, ceilings, running wires, adding blocking and installing outlets. Use the D2G plan to receive apples

quotes which will then allow you to select the company that best fits your needs and budget

Installing commercial coaching bays and golf simulators is a niche business that requires extensive domain knowledge. Prepping the room for a D2G bay is something that any local company can help you with. In addition to providing the plan, our D2G project managers will work directly with your contractors and electricians to ensure they understand the full scope of work so that the space is fully ready for the D2G installation.

Ready to get your project started?

Check out some of our latest installations here:

<https://www.design2golf.com/gallery>

## 7. World-class service from concept to installation

The team at D2G understands the gap between envisioning a new space and cutting the ribbon at the grand opening party. The steps along the way can be a daunting process if you haven't previously managed a project of this size. The good news is that we are here to ensure the process goes as smoothly as possible. Our goal is to provide you with amazing service from the initial consultation all the way through to the final installation.

Your team will have access to our account managers, designers, as well as our project management team. The end result is less headaches for you and more confidence in knowing that you have selected an experienced team that has been through this process many times.

Our goal is to provide you with world class service from concept to completion!



# SEC 7

## D2G's Brand Agnostic Approach to Helping You Select Technology



Following a technology-agnostic approach means that as a business, you are unbiased towards the use of any specific technologies to solve your business problems. Being technology-agnostic supports the notion that there is no 'one size fits all' for a particular problem.

Design2Golf is often recognized for its expertise in the latest golf technology equipment and trends. Clients come to us to upgrade tech in their existing bays, expand their technology footprint, or to build a new facility. Potential clients often say that "X" is the best technology for my business' and then want us to build a plan to include this new tech. Oftentimes, however, their research doesn't include key information on the company's strengths, weaknesses, and/or limitations.

Well, we have news. It's not good or bad news and there is no silver bullet. One solution will never be the end-all, be-all.

Our team is here to give you the positives and negatives of all the technology you may be looking to incorporate into your facility. Whether you're building technology around your space or you're building your space around your technology - we are here to help. Below are just some of the technologies that our team can discuss with you:

- ☐ Launch monitors
- ☐ Cameras
- ☐ Projectors
- ☐ AV equipment
- ☐ Computers
- ☐ 3D motion capture
- ☐ Third-party simulator software





# Case Studies From Leading Indoor Facilities

Planning to build a new indoor golf facility and looking to nail it?



Check out these case studies featuring leaders in the indoor golf in both performance and entertainment. They have all recently (in the last 90 days) built new or expanded facilities. We wanted to pass along some of their insight and hope you walk away with some useful information that will help guide your own projects. See what they experienced while opening or expanding their business.

Examples include:

## Commercial Facility

❑ GOLF360 - New 3-Bay Commercial Facility

## Performance Facility

❑ KOHR Golf - New 5-Bay Performance Facility  
(Driving Range + Indoor Center)

### PROPONENT GROUP SURVEY

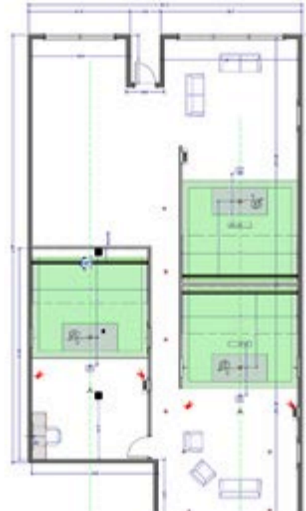
#### Facility Type

Private: .....	40%
Public Golf Course: .....	40%
Off-site Retail or Warehouse: .	30%
Resort: .....	5%
Public Driving Range: .....	0%

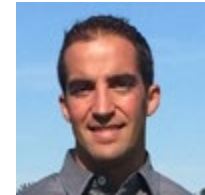


## CASE 1 Facility Type: Commercial

**Owner:** Patrick Gocklin  
**Business Name:** GOLF360  
**Location:** Manchester, NH



Patrick shared his vision. D2G designed a room layout and concept plan to match. The goal was to create a private “upscale” feel with enhanced facility flow.

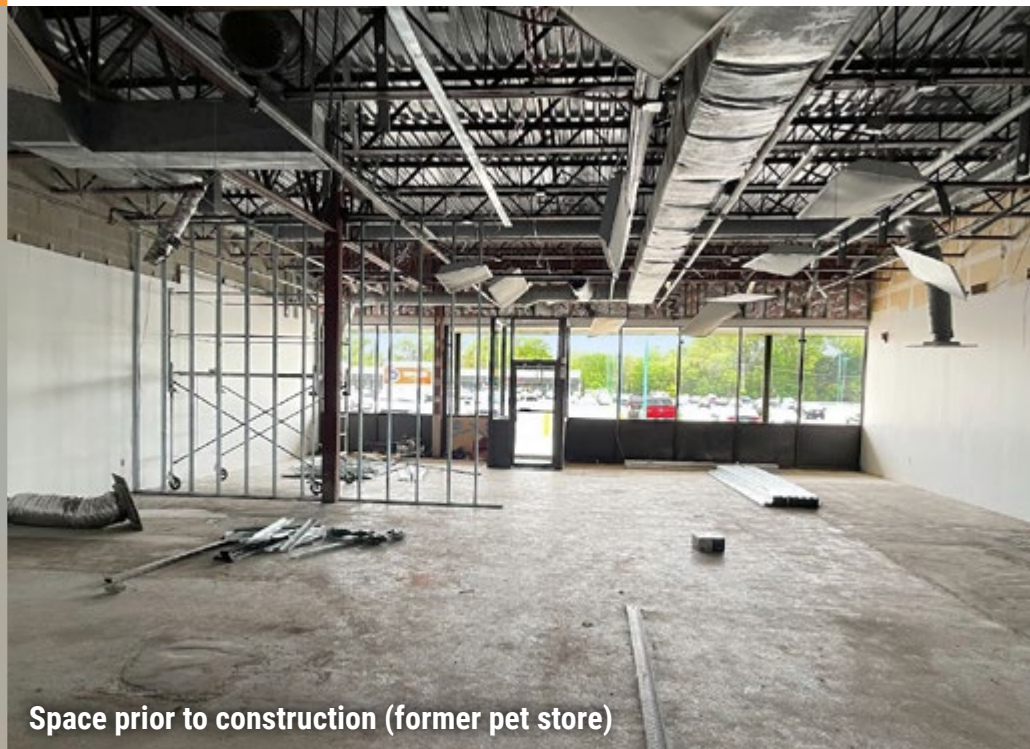


Patrick Gocklin

### Why did you open this new facility?

Formerly, I was at a high-end health club with space limitations of 750 sq. ft. and one coaching bay. Planning a new facility with expanded space allowed me to build a state-of-the-art coaching bay as well as two additional bays, extending my coaching/clubfitting and entertainment-based services. My goal was to increase passive revenue, improve our player performance programs, and enhance my customers' experience.

<b>Business Type:</b>	Performance and Entertainment
<b>Business Model:</b>	Hybrid (Memberships and Hourly)
<b>Facility Size:</b>	2,800 sq. ft.
<b># of Bays:</b>	3
<b>Launch Monitor Tech:</b>	Foresight GC Quad and Uneekor
<b>3rd Party Software:</b>	GS Pro
<b>Anticipated Facility Build Out Timeline:</b>	4.5 months
<b>Actual Facility Build Out Timeline:</b>	7 months
<b>Staff:</b>	Patrick + 1 Coach
<b>Total Build Out Cost:</b>	250k
<b>Projected ROI timeline:</b>	2.5 years
<b>Active Students:</b>	50



Space prior to construction (former pet store)

## CASE 1 Facility Type: **Commercial**

**Owner:** Patrick Gocklin  
**Business Name:** GOLF360  
**Location:** Manchester, NH

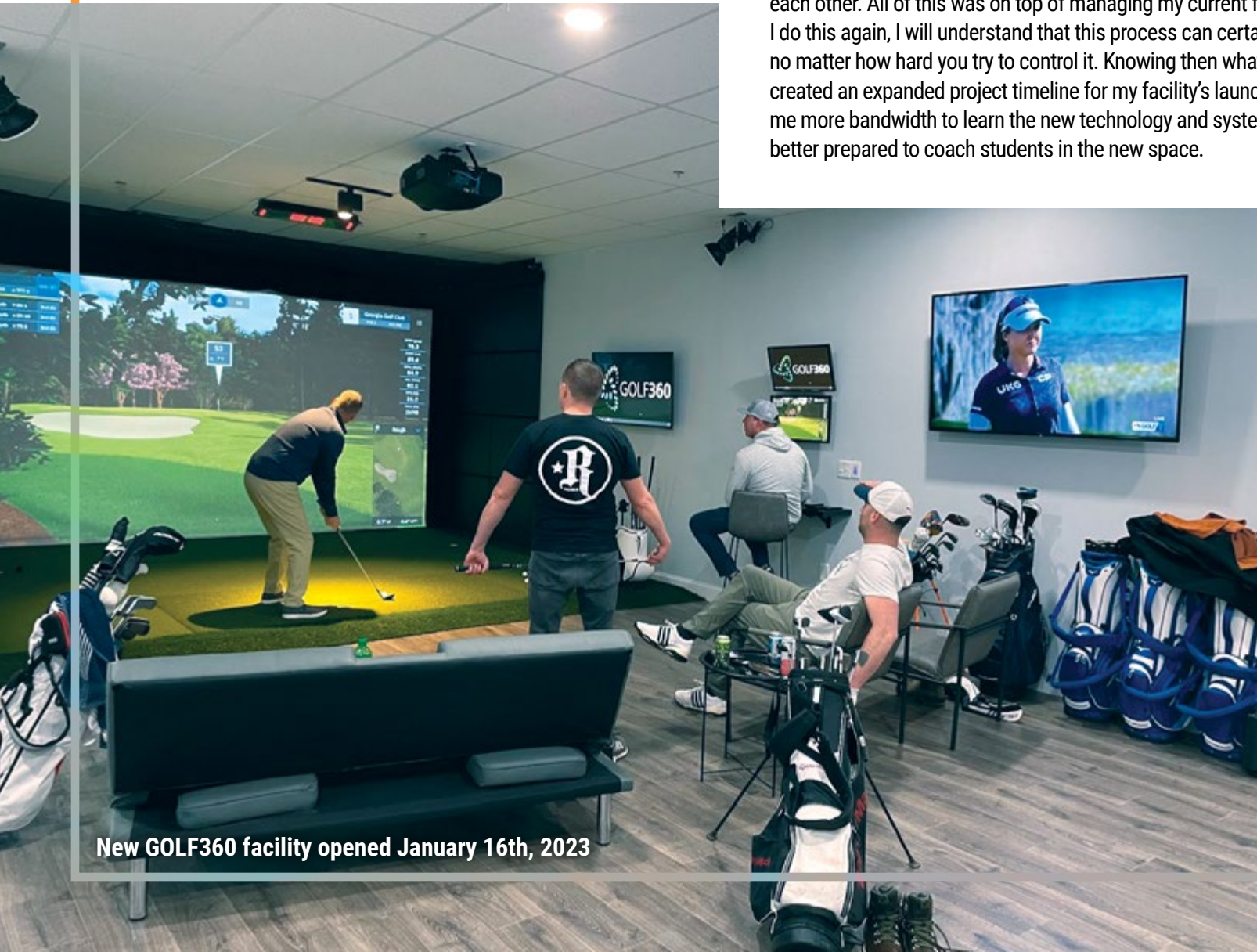
### What did you learn from this project?

This was my first time leasing a new space and dealing with a new landlord. Learning how to coordinate between the landlord, contractors and electricians was the most challenging part of the process. Reflecting back, I certainly didn't realize how challenging it would be to get everyone to meet their timelines and effectively communicate with each other. All of this was on top of managing my current facility and student base. When I do this again, I will understand that this process can certainly come with multiple delays no matter how hard you try to control it. Knowing then what I know now, I would have created an expanded project timeline for my facility's launch date. This would have given me more bandwidth to learn the new technology and systems so our team would be better prepared to coach students in the new space.

*"I have worked with the Design2Golf team for the last 11 years. D2G designed and installed my former facility and they were my first choice in helping me to expand to my new location."*

*If you are looking for an experienced team that understands how to bring your vision to life - I would make D2G your first call."*

– Patrick Gocklin  
 GOLF360



New GOLF360 facility opened January 16th, 2023



## CASE 2 Facility Type: Driving Range / Commercial

**Business Name:** KOHR Golf  
**COO:** Oliver Segal  
**Sector:** Performance and Entertainment  
**Location:** Natick, MA



The KOHR team shared their vision for enhanced coaching and performance-based services. D2G designed a layout to best utilize the space and bring their vision to life.



*Oliver Segal*

### Why did you decide to expand at your facility?

KOHR Golf opened its golf practice center in September of 2017. Over the past five years, we have established ourselves as a fantastic location for golf practice and instruction in the Boston area. Our outdoor range is home to KOHR Golf Academy, a comprehensive, full-year, junior golf Academy, with a sizable coaching staff many of whom teach all year round. Given the unpredictability of the weather in the Boston area, we had always wanted to add an indoor facility to provide a winter home for our Academy and its coaching staff. We could not be more excited about the opportunities that this space creates for KOHR Golf and its customers.

<b>Business Type:</b>	<b>Performance and Entertainment</b>
<b>Business Model:</b>	<b>Hybrid (Memberships and Hourly)</b>
<b>Facility Size:</b>	<b>2,800 sq. ft.</b>
<b># of Bays:</b>	<b>5 bays + 650 sq. ft. putting green</b>
<b>Launch Monitor Tech:</b>	<b>TrackMan 4</b>
<b>Anticipated Facility Build Out Timeline:</b>	<b>4 months</b>
<b>Actual Facility Build Out Timeline:</b>	<b>5 months</b>
<b>Total Build Out Cost:</b>	<b>500k +/-</b>
<b>Projected ROI timeline:</b>	<b>2 years</b>
<b>Active Students:</b>	<b>100s</b>



Space prior to construction



## CASE 2 Facility Type: Driving Range / Commercial

**Business Name:** KOHR Golf  
**COO:** Oliver Segal  
**Sector:** Performance and Entertainment  
**Location:** Natick, MA

### What did you learn from this project?

KOHR Golf is a pure golf performance facility. When we first began to design and plan for the project over two years ago, we wanted to design a space that would allow us to both provide best in class instruction, and also, allow us to be an entertainment destination for the general public. It was definitely a challenge to figure out the best way to layout the space to maximize our potential for Academy sessions, private lessons, general public usage, and private outings and events. Design2Golf was great to work with throughout the design process and as they understood our goals and were creative in their proposed solutions. Navigating aggressive timelines, multiple contractors, town building codes, while staying within a budget were all challenging aspects to this project.

*"Due to the customization that we were looking for in our design and usage needs, I felt that the team at D2G was well suited to design and install a system that would uniquely fit our needs. I have been extremely pleased with the results."*

– Oliver Segal  
COO / KOHR Golf

Expanded KOHR Golf facility opened January 12th, 2023

