

Putt4Dough Creative Brief

Product Overview

Putt4\$ provides the ultimate golf application for tracking real-time team/player scores, statistics, wagers, golf course information, in-game GPS, apparel, social media and chat, training and coaching tips, golf destination packages, golf tournaments and events, apparel partners and more.

Based on initial market research and available options in the market, we believe there is an immediate opportunity for a high-quality, comprehensive, user friendly golf application to enhance the in-round experience and streamline the end of round wager calculations and settle up. Our goal in years 2 and 3 is to build and market an application that will be the one-stop, all-encompassing, must-have application for every golfer in the world.

The application will work on IOS, Android and web. The application will ultimately be subscription based with an annual membership, or a 10-day membership. However, the original MVP will be free to all users.

Target Audience

The target audience for Putt4\$ is ANYONE who plays or loves golf. However, we will focus on adult golfers, male, ages 25–60, who play an average of 10+ rounds per year. They are generally career oriented individuals. They are competitive, free spirited, like to gamble and enjoy hanging out with their buddies on the golf course.

Competition

Beezer Golf: <https://www.beezergolf.com/>

The Grint: <https://thegrnt.com/>

18 Birdies: <https://18birdies.com/>

Brand Voice

Professional / Fun / Simple

Colors

Green, White, Black – Accent colors yellow/red

Mission Statement

To develop the best user experience and comprehensive mobile app for every passionate golf fan.

Industry

This industry is currently experiencing an economic boom as consumers are spending more time on a golf course than ever before. The industry revenues increased significantly due to the COVID-19 restrictions affecting other outdoor hobbies and activities, but golf has remained unaffected or limited by local, state, or federal mandates.

Sample Competitive screen shots

(From Beezer Golf App - see below)

6:13



Subscribe now to enjoy all the features of BEEZER GOLF

Introductory Offer

1 Month Free, then



\$3.99/month



\$39.99/year

15%
Discount

[Subscribe](#)

[Restore Purchases](#)

No commitment. Cancel anytime in Settings > Apple ID at least one day before each renewal date. Plan automatically renews until canceled. Canceling during free trial period does not affect free app access.

[Terms of Service](#) and [Privacy Policy](#)

6:18



← Choose Course



Nearby

Recent

Favorites

South Suburban Family Sports Center
6901 S Peoria St,Englewood80112,USA

1.6 mile

Inverness Hotel & Golf Club
200 Inverness Dr W,Englewood80112,USA

2.2 mile

Valley Country Club
14601 Country Club Dr,Aurora80016,USA

3.2 mile

Par 3 - Kennedy Golf Course
10500 E Hampden Avenue,Aurora80014,USA

3.6 mile

18 - South Suburban Golf Course
7900 S Colorado Blvd,Centennial80122,USA

3.6 mile

9 - South Suburban Golf Course
7900 S Colorado Blvd,Centennial80122,USA

3.7 mile

West - Kennedy Golf Course
10500 E Hampden Ave,Aurora80014,USA

3.7 mile

Creek - Kennedy Golf Course
10500 E Hampden Ave,Aurora80014,USA

3.7 mile

Babe Lind - Kennedy Golf Course
10500 E Hampden Ave,Aurora80014,USA

3.7 mile

Links at Highlands Ranch
5815 E Gleneagles Village Pkwy,Highlands Ranch80130,USA

4.0 mile

Glenmoor Country Club
110 Glenmoor Dr,Cherry Hills Village80113,USA

4.1 mile

6:24



Valley Country Club



Round

Players

Games



Add Players

00:00:00

6:19



← Choose Tee Box



Nearby

Recent

Favorites

South Suburban Family Sports Center
6901 S Peoria St, Englewood 80112, USA

1.6 mile

Inverness Hotel & Golf Club
200 Inverness Dr W, Englewood 80112, USA

2.2 mile

Valley Country Club
14601 Country Club Dr, Aurora 80016, USA

3.2 mile

Choose Tee box

- | | | |
|-------|--------------------|----------------------------------|
| Black | 72.9 / 133, 7165 Y | <input checked="" type="radio"/> |
| Gold | 70.5 / 130, 6608 Y | <input type="radio"/> |
| Blue | 67.9 / 120, 5992 Y | <input type="radio"/> |
| White | 64.8 / 109, 5365 Y | <input type="radio"/> |
| Red | 62.7 / 107, 4925 Y | <input type="radio"/> |

Par 3 - Kennedy Golf Course
10500 E Hampden Avenue, Aurora 80014, USA

3.6 mile

18 - South Suburban Golf Course
7900 S Colorado Blvd, Centennial 80122, USA

3.6 mile

9 - South Suburban Golf Course
7900 S Colorado Blvd, Centennial 80122, USA

3.7 mile

[Choose](#)

West - Kennedy Golf Course
10500 E Hampden Ave, Aurora 80014, USA

3.7 mile

6:24



Valley Country Club

Round

Players

Games

Select Players



Kurt Frank

White

+7 HCP

Select

00:00:00

6:30



Valley Country Club

Round

Players

Games

Add New Player

Tony

Filpi

Ton

*3 Letters

White



17

9

tony@mailinator.com

Add

00:00:00

6:33



☰ Players



Players



Billy Sims

21 HI



Jason Crow

5 HI



Steve Smith

18 HI



Todd Ripp

17 HI



Tom Thumb

10 HI



Tony Filpi

17 HI



i

6:33



☰ My Account



Kurt

Frank

Kur

*3 Letters

Email

0

Yards

Meters

Done

6:34



Games



Game or players



Game	Players	Game Type	Team	Individual
Aces and Deuces Acey Deucey	2,3,4, 5,6	Points		✓
Arnies Seves	2,3,4, 5,6	Side Bet		✓
Better Ball	4	Strokes	✓	
Bingo Bango Bongo	2,3,4, 5,6	Dots		✓
Dots Best at something Garbage Trash Junk	2,3,4, 5,6	Dots		✓
Four Ball	4	Match	✓	
Match Play	2	Match		✓

6:38



Valley Country Club



Round

Players

Games

Hole 1 - Par 4



Kurt



Score

4

-

+

Putts

2

-

+

Penalties

0

-

+

Sands

0

-

+

Fairway



Billy



Score

4

-

+

Jason



Score

4

-

+

Tony



Score

4

-

+

Score



00:01:11



6:39



Valley Country Club



Round

Players

Games



Billy E / -1



Hole	White	Hcp	Par	Score	Net	Putts	Fwy
1	260	4	4	4	3		
2	328	10	4				
3	313	16	4				
4	470	6	5				
5	314	12	4				
6	424	2	5				
7	104	18	3				
8	316	14	4				
9	158	8	3				
OUT	2687		36	4	3		



00:02:09

