SWOT

Strengths
- Wider range of courses
- Connect golfers based on interests/skills
- Superior technology
  - Calendaring
  - Handicap calculator
  - Chatbot
- US focus

Opportunities
- Course owner relationships
- Promos
- Cloud based computing
- Travel/dining partnerships
- Community building
- Exclusive content

Weaknesses
- Golf Channel partner GolfNow
- Late to market

Threats
- Game in decline
- Millennial low adoption
- Investors in GolfNow

Primary Competition: GolfNow, 18Birdies