

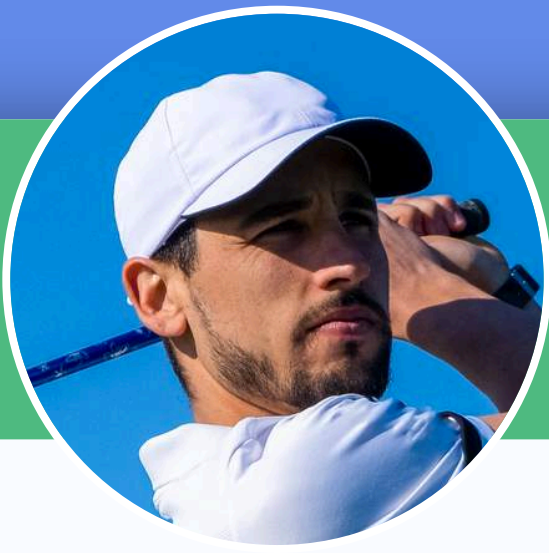


Tim – avid player

Golfs every chance he gets with core friends. Into gaming and experiences with friends. Loves Robinhood and Carvana.

-  **Age:** 27
-  **Occupation:** Beverage Distribution
-  **Location:** CA
-  **Hobbies:** sports, gaming, music
-  **Relationship:** not married, no children
-  **Course:** Public courses

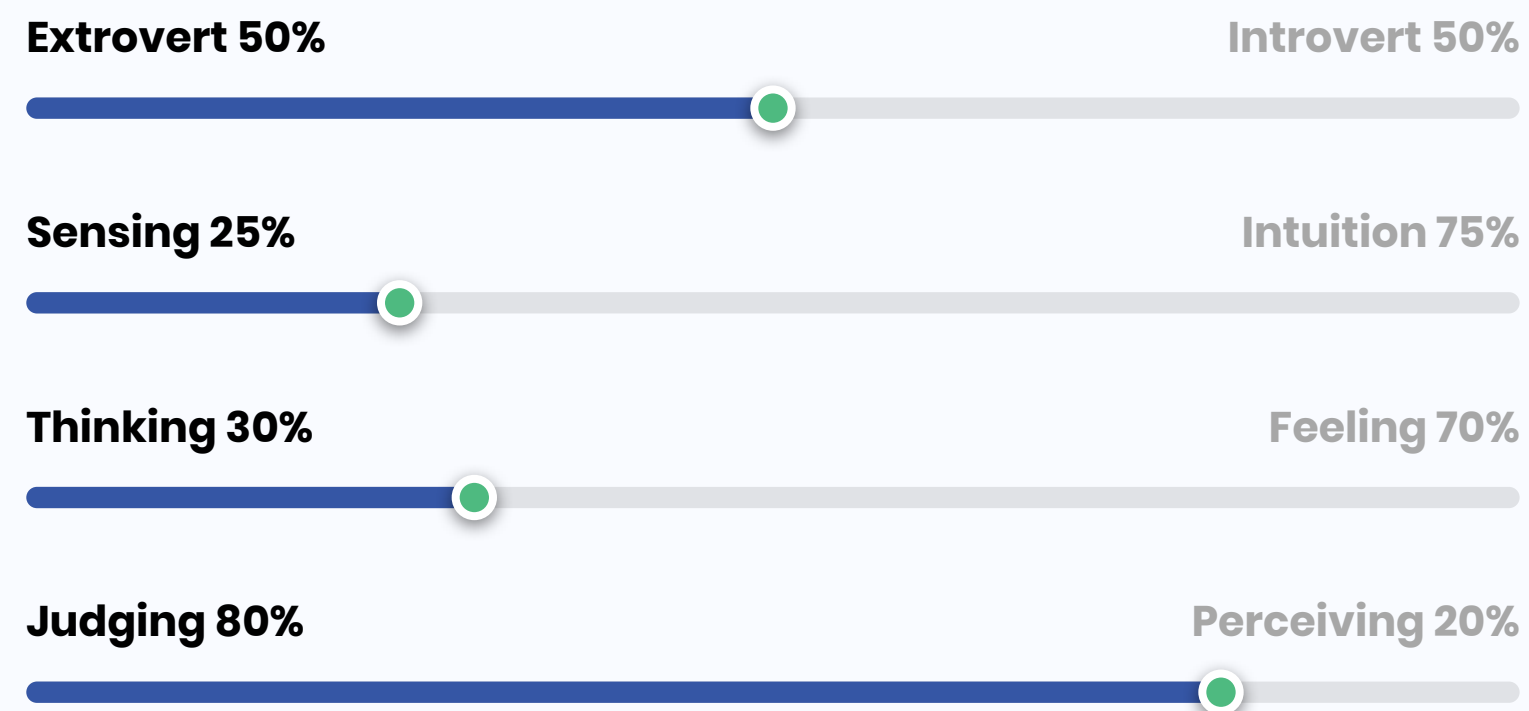


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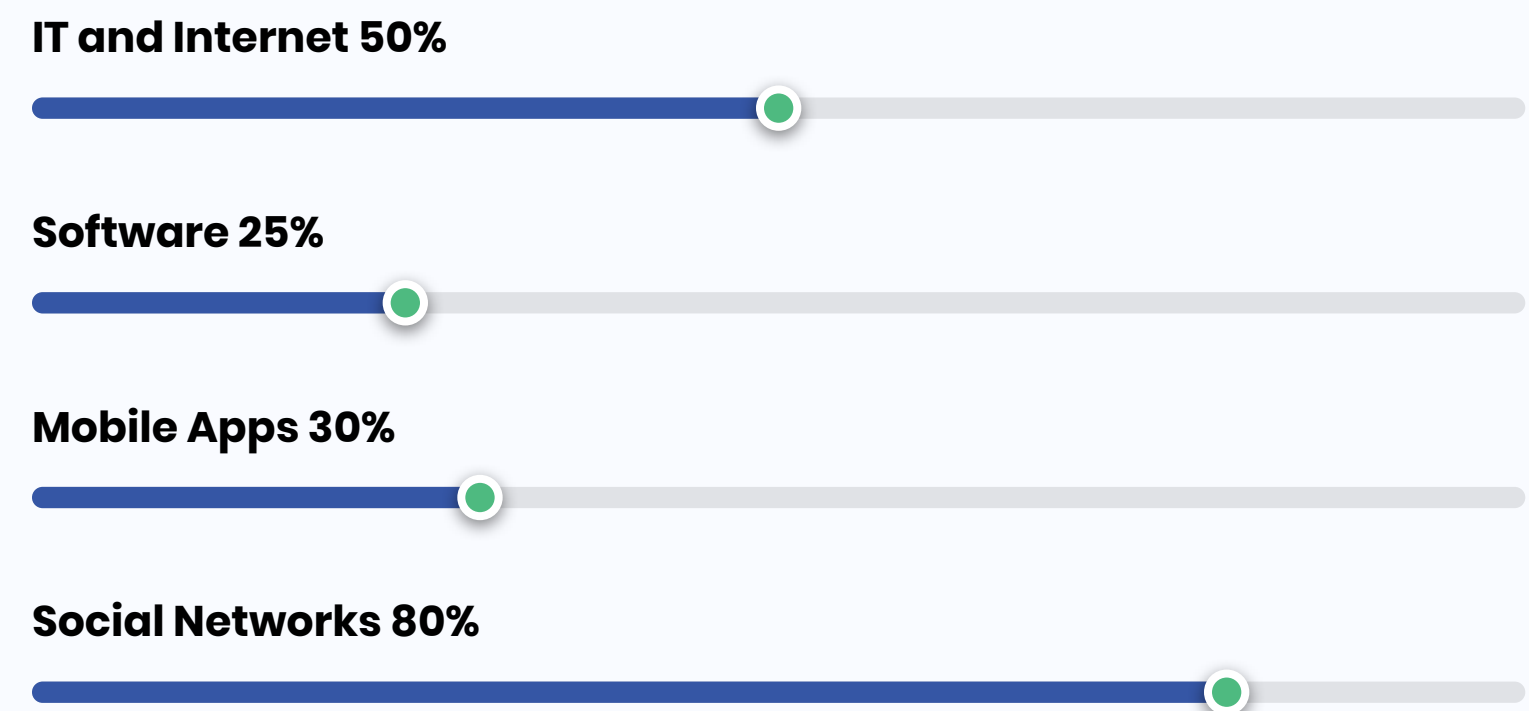
Wants to stay on top of products

Section 1: Identity

Personality



Tech Knowledge



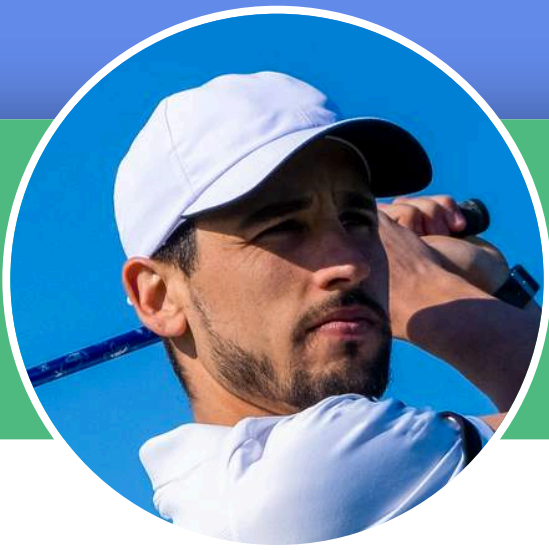
Brand Affiliations



CARVANA



robinhood



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Section 2: WHO?

Golfer Background

- Tracks stats using a strokes gained model
- Has a repeatable pre-shot routine
- He plays several times a week
- Active in amateur tournaments
- Interested in companies that democratize access, like Robinhood.

Demographics

- Male
- Age 27 (Millentials 25% of current golfers)
- Income \$50k+
- Caucasian

A Day on the Course

Pre-game

I spend 30 mins at the driving range, 20 mins putting, and practice my pre-shot routine.

During the game

I focus on my process goals for full shots and the shortgame, keeping my grip light and visualizing the shot. I clear my mind post-shot by talking shit with my friends.

Score

I bounce around from 4 to 6 depending on seasonal conditions and if my playing partners meltdown looking for snacks and beer that are gone by the 5th hole.

Club Age

5 – 10 years old

Brands

Ashford,

Handicap: 5

Low Handicapper (5)

Technology

Tech savvy, on ipsum



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Section 3: WHAT?

Goals

- To gain precision with his irons and stop going over the top
- He is looking for a great deal on performance, slightly-used clubs
- He wants to improve his consistency and metrics
- Wants to become a scratch golfer and good mini-tour player

Challenges

- Needs to try the product to compare how it will perform for him
- Sorta knows what he wants but open to suggestions

What can we do

- Recommend demo'd or used club(s) for his specs and golf profile
- Offer exceptional filter capabilities
- Offer excellent customer service, ancillary services, & support
- Provide a try before you buy service

Quote

“If I am trying two putters to see which one is better, I have three rounds with one and three with the other and that provides a lot of data to show which I perform better with. I do the same with the golf balls”

Messaging

You want to compare clubs and be able to try it out on the course. To do this you need to get right to what you're looking for and know that you can test the equipment. But that's not easy to find, which can be frustrating. That's why Cadi let's you browse, find, and try clubs from anywhere.

Objection

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