



BYRD®

The logo features the word "BYRD" in a bold, white, sans-serif font. A white lightning bolt graphic strikes the letter "Y". The entire logo is set against a red rectangular background. A registered trademark symbol (®) is located to the right of the word. The background of the entire image is a scenic view of a golf course green and fairway, with a rocky coastline and blue ocean waves on the left side.

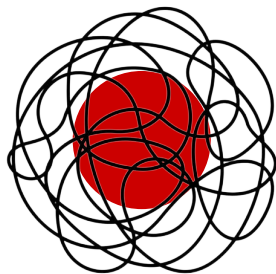
Focus on your game, not your gear.

MAY 2025

VISION

The Byrd Golf is committed to revolutionizing the golfing experience by providing innovative accessories that enhance focus and performance. Our mission is to streamline gear organization, allowing golfers to better concentrate on their game and improve their skills.





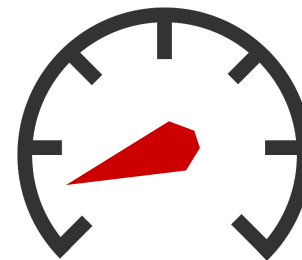
Cluttered Mind

Golfers often struggle with keeping their essential gear organized, leading to distractions during play.



Time Wastage

Searching for tees, ball markers, divot tools and other accessories can waste valuable time on the course.



Performance Impact

Distractions from disorganized gear can negatively impact a golfer's performance and focus.

SOLUTIONS

The Byrd Golf offers a range of innovative accessories designed to keep your essential gear organized and easily accessible so that you can remain focused on your game.



COMPANY OVERVIEW

BUSINESS MODEL

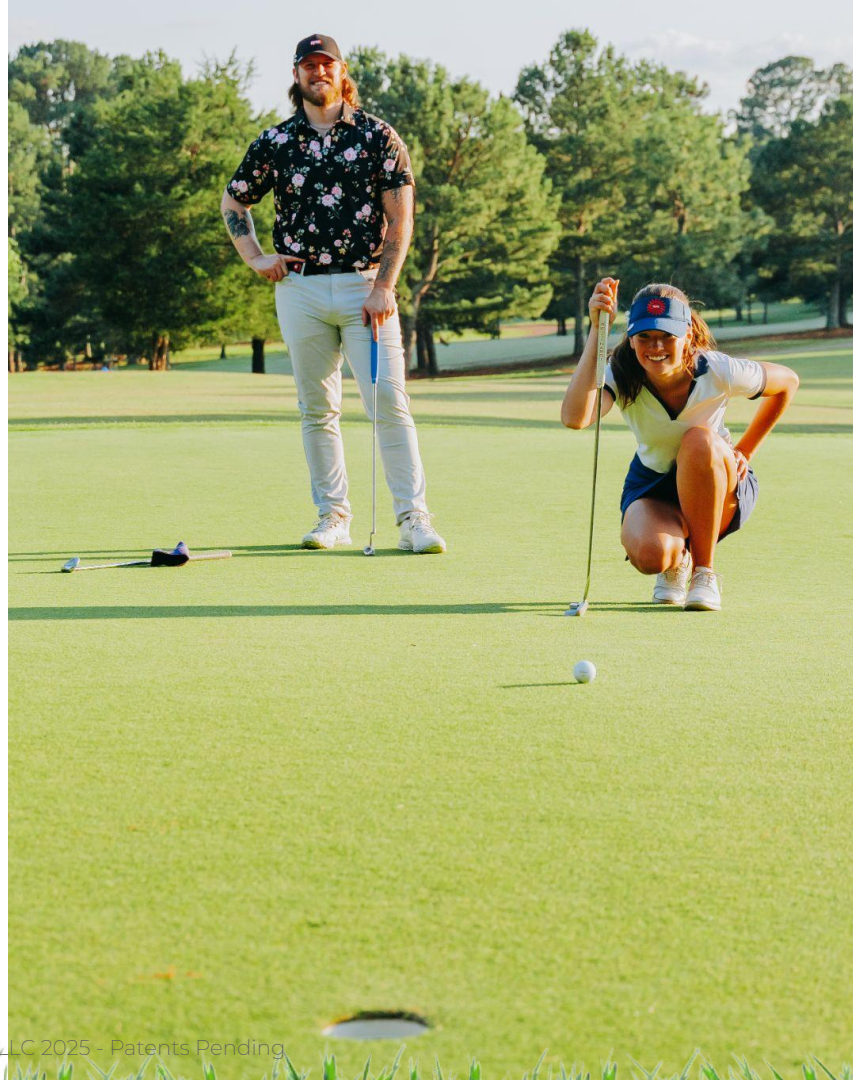
- ✓ Multi-channel sales via website, Amazon, and retail
- ✓ High-margin products (belts >90% D2C margin)

KEY DIFFERENTIATORS

- ✓ Proprietary multifunction design with patents pending
- ✓ Fast go-to-market and industry recognition
- ✓ Superior unit economics for scalable growth

MARKET OPPORTUNITY

- ✓ Targeting 80M+ golfers in a \$7.48B equipment market
- ✓ Rising niche trends in golf accessories



MARKET

\$80B

GOLF INDUSTRY

\$24B

GOLF EQUIPMENT

\$15B

GOLF TOURISM



COMPETITION



Dartee Golf

Dartee Golf makes golf utility belts similar to The Byrd Belt but they only make leather and do not hold divot tools.

The Byrd Belt is stylish and reversible, is more versatile elegantly storing tees, markers, divot tools (key missing feature), and gloves.



Nexbelt

Nextbelt makes nice belts, but their golf effort is weak at best with a dual-action tank of a buckle that weighs 35 lbs and is ugly.

The Byrd Belt puts everything at your fingertips and always accessible with one smooth motion whether you're pulling a tee, tool, or marker.



Lost Wedge

The Tee Clip holds two tees and has a store-bought ball marker magnet. It can only hold specific tees and can only be clipped on your hat.

The Byrd Clyps are much higher quality and much more versatile with the ability to hold any tees and you can clip it anywhere.



Kaddi

This is a cheap belt clip that tries to be useful. The tees fall out, the divot tool is store-bought and falls out because the magnet is too weak.

All of The Byrd accessories blow this thing out of the water. We have no real competition...yet.

EXPANSION



Targeted Marketing

Implement targeted marketing campaigns focusing on golf enthusiasts and professional caddies to increase brand awareness and product adoption.

Caddie Associations | Google | Influencers

Retail Partnerships

Build upon our existing partnerships and establish new relationships with leading golf retailers to expand our distribution network and to reach a wider audience.

Scheels | Dick's / GG | PGA Superstore

Online Presence

Grow our online presence through social media and eCommerce platform channels to further engage with our customers directly.

Social Media | Amazon | Etsy / UG

Innovation

All of these efforts are compounded by a foundation of creativity. The Byrd is establishing a brand known for innovation and invention which piques interest and drives adoption both with consumers and businesses.

Women's Belt | All Leather Belt | Pocket Insert

NEW PRODUCT DEVELOPMENT



The first performance app that bridges gear, movement & minimalist mindset



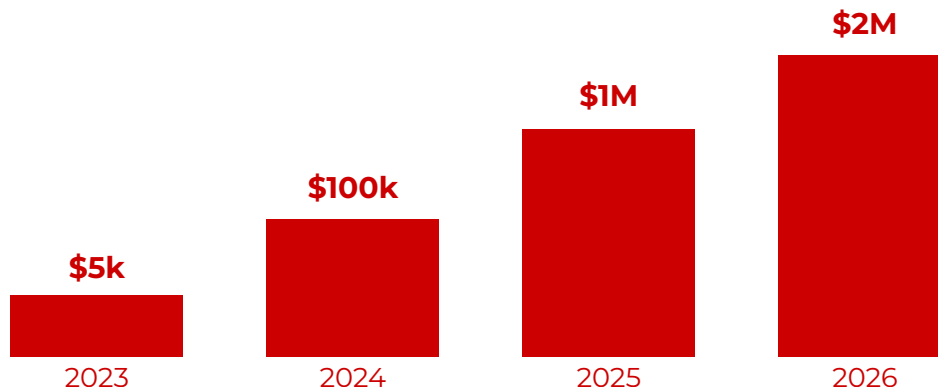
\$ervices Model*

* See The Byrd Smart-Gear & Caddie App deck



GROWTH

The Byrd Golf aims to achieve significant growth by expanding our product range and market reach. We project a total revenue of \$2M in 2026, driven by increased customer adoption and strategic partnerships specifically with golf caddie associations.



MARGINS



Our product line provides strong gross margins to distributors, retailers, and D2C businesses and enables us to make tremendous profits via Amazon.

Product	Cost	MSRP	D2C Margin
Byrd Clyp	\$3.85	\$20	80.75%
Divot Clyp	\$4.47	\$24	81.38%
Webbed Belt	\$5.34	\$50	89.32%
Braided Belt	\$5.58	\$60	90.70%
Glove	\$4	\$35	88.57%

TEAM



Kris Drey

Founder & CEO, Inventor

- * 20 years in digital product management
- * Multi-patent holder
- * 3 x entrepreneur

Steve Tyrer

* Founder & CEO, ClubPro Golf



Christopher Guerrero

* CEO, The Modern Inventor

Jon Flatt

* CEO, Guardian CEO

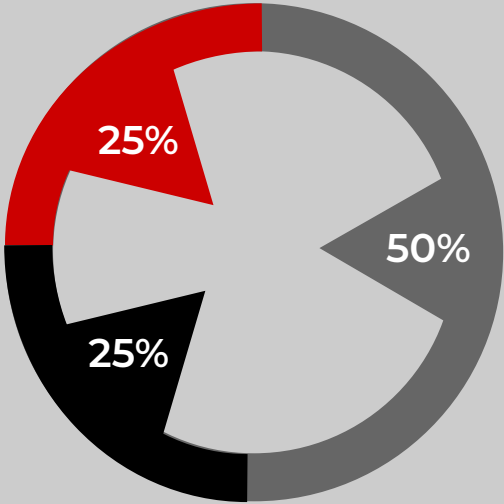


Scott Affens

* CEO, Inside The Leather Golf

FUNDING

\$500,000 Seed
\$500,000 Credit Line



50%

MARKETING & SALES
Increase brand awareness and drive customer acquisition.

25%

OPERATIONS & HIRING
Strengthen our team and improve operational efficiency.

25%

PRODUCT DEVELOPMENT
Enhance and expand our product line with new innovations.



FIERCE



BOLD

**MINDFUL
STYLISH
FIERCE
FUN
BOLD
EDGY**





The Byrd Golf

Introducing: **The Byrd Smart-Gear**

The Byrd Caddie

Where hardware meets AI meets Gamification

THE SOLUTION IS NEW



Introducing Smart-Gear & The Byrd Caddie: **The first AI-driven golf utility system**



Motion sensing belts,
Clyps, & gloves



AI-generated swing reports, gear
recommendations, and gamification

PRODUCT OVERVIEW



The Byrd performance stack

HARDWARE:

- Embedded IMU, GPS, Bluetooth, Battery
- Tracks him motion, spine angle, mobility, gear load
- Rechargeable, minimalist design

SOFTWARE:

- AI-generated Freedom Score™
- Gear Quiz - Loadout recommendation
- Swing Coaching Report with improvement roadmap

GAMIFIED ENGAGEMENT



Golf gets a gameplan

- Leaderboards for Freedom Score
- Points for gear use, swing uploads, referrals
- Badges + monthly gear rewards
- Sync to shop: higher scores unlock exclusive Byrd product deals

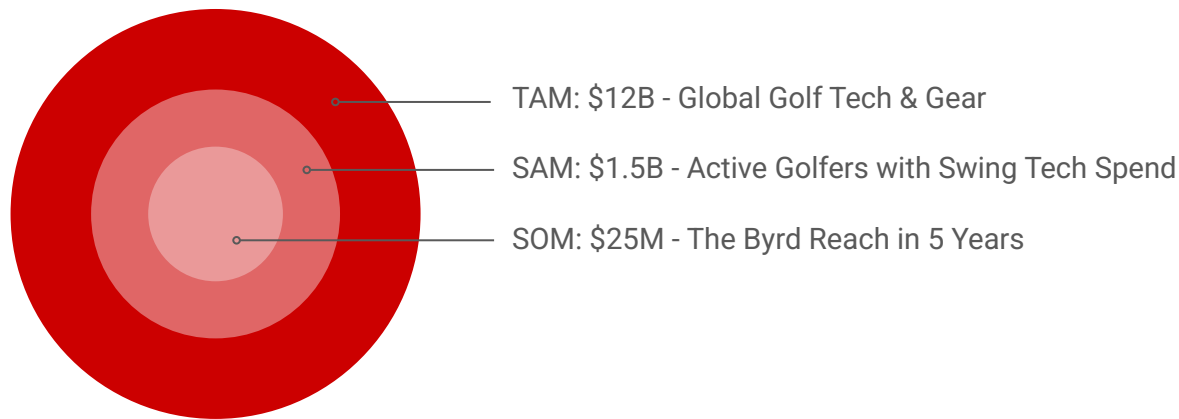


MARKET OPPORTUNITY



\$10B+ Golf Gear & Tech Market is Ripe for Disruption

- \$40M+ recreational golfers worldwide
- Explosive growth in golf fitness, data, and minimalist trends
- Untapped market: tech for mid/high-handicappers who want to improve



TRACTION & BRAND



Momentum is building

- The Byrd Golf D2C brand launched with cult following
- 7.5k customers in funnel (social + email)
- Voted top 5 products of the year at PGA Show 2024
- 6 SKUs carried in 40 Scheel's stores nationwide
- GT Golf Supplies interested in distribution deal

BUSINESS MODEL





Hardware + SaaS + Gamified Commerce

- Hardware: Smart-Gear belt & Clyp bundle (\$149-\$199 retail)
 - App: The Byrd Caddie Pro (\$10/mo or \$99/mo)
 - Commerce Boost: Unlock gear drops, loyalty discounts, exclusive gear
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- Average annual LTV (\$300 - \$400)

COMPETITIVE LANDSCAPE



The Byrd Golf: Pioneering the unified golf experience

Brand	Hardware Type	Swing Feedback	Gamification Features	Lifestyle Integration
WHOOP®	Wristband (Fitness Tracker)	✗ (No swing analysis)	✓ (Recovery gamification)	✗ (Fitness-focused)
GARMIN	Watches & Club Sensors	✓ (Swing metrics via TruSwing)	✗ (Limited gamification)	✗ (Tech-oriented)
ARCCOS	Club Grip Sensors	✓ (Shot tracking & analytics)	✗ (No gamification)	✗ (Data-centric)
 BLAST®	Club-Mounted Sensor	✓ (Swing analysis)	✗ (No gamification)	✗ (Training tool)
Shot Scope	Club Tags & Watches	✓ (Performance tracking)	✗ (No gamification)	✗ (Performance-focused)
	Smart Belt & Clyps	✓ (AI-driven swing & posture analysis)	✓ (Points, badges, leaderboards)	✓ (Stylish, minimalist design)

GO TO MARKET PLAN



The Byrd Smart-Gear launch strategy

PHASE 1: Beta test no-code version to select group

PHASE 2: Pre-orders + VIP access for existing customers

PHASE 3: Collaboration with coaches, fitness influencers, micro-instructors

PHASE 4: Launch on-course Smart-Gear Challenges (gamified demos)

Focused rollout via D2C, golf retail, and B2B golf schools

VISION



The Byrd Smart-Gear & Caddie App

Belts and Clyps embedded with discreet, low-power tech modules to analyze swing mechanics, posture, movement, and gear load — no phone in pocket required.

CORE COMPONENTS



Module	Function
Motion Sensor (IMU)	Detects swing tempo, rotation, hip movement, posture shifts
GPS Module	Tracks walking routes, pace, elevation changes
MCU (Microcontroller Unit)	Processes data in real-time and stores or sends it
Connectivity Module (Bluetooth LE or WiFi)	Syncs to the Byrd Caddie app or cloud for analysis
Battery & Power Unit	Rechargeable slim pack, ideally hidden in belt buckle or pouch
Storage (Flash)	Caches swings for later upload (e.g., 20–30 swings offline)

WHAT IT COULD TRACK



Swing Metrics

- Hip rotation speed & alignment
- Early extension / sway / balance shifts
- Backswing tempo + downswing acceleration

Posture Awareness

- Detects slouching, lateral lean, over-rotation
- Prompts for mid-round posture resets

Load & Carry Metrics

- Measures belt/pouch tension, added gear weight
- Advises when you're carrying too much (minimizing clutter)

Mobility Score™

- Real-time Mobility Index based on your gait + swing range
- Correlates to "Freedom Score" from reports

APP SYNC: THE BYRD CADDIE SMART HUB



When users open the Byrd Caddie app (or web portal):

- View swing sessions with smart belt data overlays
- Compare their mobility/swing vs. previous rounds
- Get auto-generated “Freedom Reports” and gear adjustments
- Optionally send swing data to coaches or post to leaderboards

Gamification Layer

- Earn “Freedom Points” for every logged swing, walk, or gear adjustment
- Compete in weekly swing quality competitions
- Unlock “Byrd Certified” swing badges (e.g., Stable Hips, Free Spine, Posture Pro)
- Sync to the leaderboard without needing a coach or video

TECHNICAL FEASIBILITY



Off the shelf components we could use

- Nordic nRF52 or ESP32 MCU with BLE
- Bosch BMI270 IMU sensor
- Ublox GNSS module (tiny GPS)
- Lithium-polymer thin film batteries
- All embedded in a belt buckle, end cap, or magnetic Clyp insert

We could work with:

- Wearable OEMs or PCB manufacturers (e.g., Notion, Flex, Particle)
- Firmware devs to manage data collection and battery efficiency
- App devs for the Byrd Caddie mobile interface

CONCEPT



The Byrd Freedom Beacon

- A magnetically attachable sensor that snaps to Byrd belts or Clyps.
- Light, removable, and rechargeable. Collects movement data.
- Syncs to Byrd Caddie app for swing/posture insights — no full video needed.

MVP PATH



Prototype Phase:

- Use off-the-shelf IMU boards (like MetaMotionC or Qmedic)
- Pair with a test belt + basic mobile dashboard
- Manually upload swing sessions - test feedback loop

Pilot Test:

- 10–20 testers from your customer list
- Get data - refine scoring logic - finalize device form factor

Launch Model:

- Sell as a **premium add-on** ("Smart Upgrade Kit")
- Bundle with belt + app subscription (\$10–15/mo recurring for advanced reports, tracking, and gamification)

WHAT MAKES THIS DEFENSIBLE



- Physical + digital lock-in
- Proprietary data layer: “Freedom Score,” swing-to-posture mapping
- Gear gamification no one else is doing
- Smart design-first wearable (not a clunky GPS belt or Apple Watch knockoff)

DOMAINS

→ Owned

- ◆ Smart-Gear.co
- ◆ TheByrdCaddie.com
- ◆ TheByrdSmartGear.com

→ Available

- ◆ smartgear.com (\$15,000)
- ◆ smart-gear.com (\$3,700)