



**BYRD**®

The logo features the word "BYRD" in a bold, white, sans-serif font. A white lightning bolt graphic is integrated into 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.

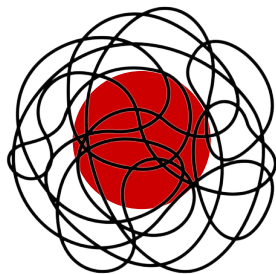
**Focus on your game, not your gear.**

**JULY 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.





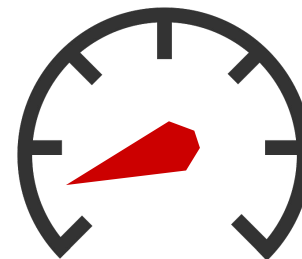
## **Cluttered Mind**

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.





# OUR PRODUCT LINE

The Byrd Golf offers a range of innovative accessories designed to keep your essential gear organized and easily accessible. Our products integrate multiple functionalities, ensuring that golfers can focus on their game without distractions.





## BUSINESS MODEL

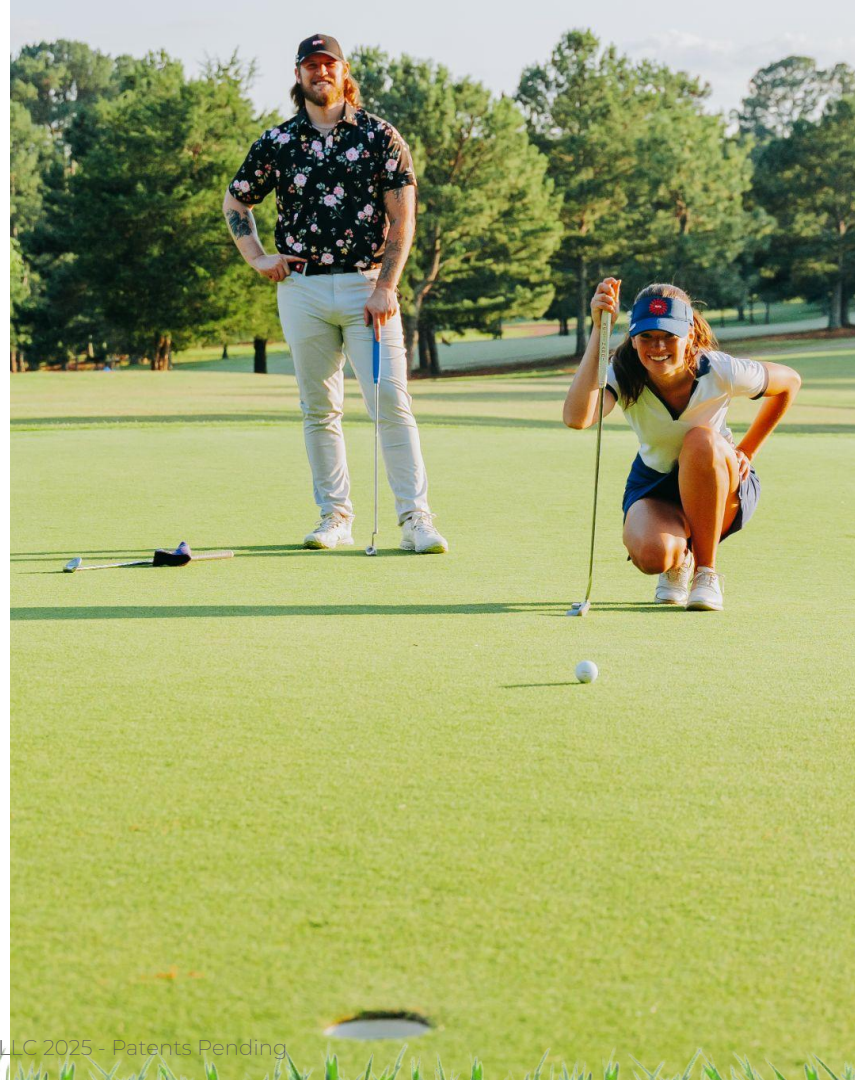
- ✓ Multi-channel sales via website, Amazon, and retail
- ✓ High-margin products (belts >90% D2C margin)

## 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





**\$95**

GOLF INDUSTRY

**B**

**\$24B**

GOLF EQUIPMENT

**\$15B**

GOLF TOURISM

**\$8B**

GOLF TRAINING



# 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

NexBelt 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.

Meta | Amazon | Google | Etsy | 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/Golf Galaxy | PGA Superstore

## Technology

Launch an AI mobile app that, when paired with our Smart-Gear motion sensor, will provide performance data analysis and insights while generating recurring revenue.

Hardware + Software | Artificial Intelligence

## 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. And our entry into Artificial Intelligence will set us apart of every other accessory manufacturer.

AI Mobile App | SMART-GEAR Motion Sensor

# NEW PRODUCT DEVELOPMENT

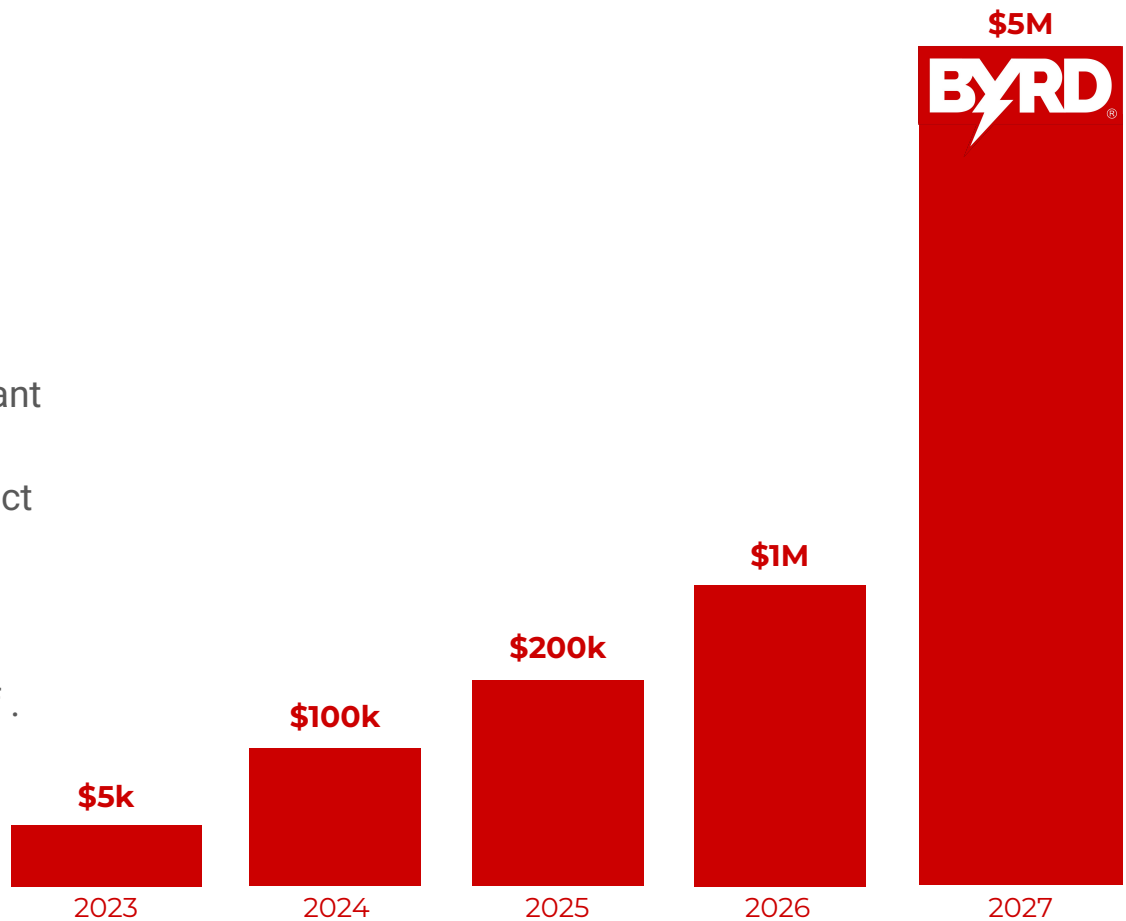


The first performance app that bridges gear, movement & gamification



# GROWTH

The Byrd aims to achieve significant growth by expanding our product range and market reach. We project a total revenue of \$1M in '26 and \$5M in '27, driven by increased customer adoption and strategic partnerships specifically with golf .







# MARGINS

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

Product	Cost	MSRP	D2C Margin
Byrd Clyp	\$3.93	\$20	80.75%
Divot Clyp	\$4.55	\$24	81.38%
Webbed Belt	\$5.80	\$50	89.32%
Braided Belt	\$5.74	\$60	90.70%
Glove	\$4.15	\$35	88.57%

# THE BYRD TEAM



**Kristopher Drey**

Founder / CEO / Inventor

- \* 20 years in product development
- \* Multi-patent holder
- \* 3 x entrepreneur



**Steve Tyrer**

\* Founder & CEO, ClubPro Golf



**Scott Affens**

\* CEO, Inside The Leather Golf



**Jon Flatt**

\* CEO, Guardian CEO

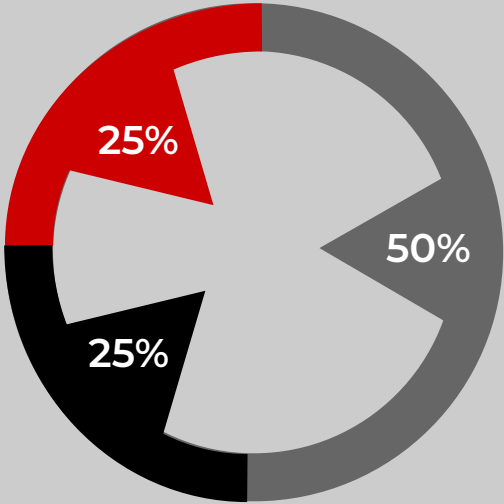


**Christopher Guerrero**

\* CEO, The Modern Inventor

# FUNDING

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



**50%**

**MARKETING & SALES**  
Increase brand awareness and drive customer acquisition.

**25%**

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

**25%**

**OPERATIONS & HIRING**  
Strengthen our team and improve operational efficiency.



**FIERCE**



**BOLD**

**MINDFUL  
STYLISH  
FIERCE  
FUN  
BOLD  
EDGY**







# THE BYRD SMART-GEAR

# OVERPACKED, OVERCOMPLICATED, UNDER COACHED

- ⚡ Players carry too much gear - impacts tempo, posture freedom
- ⚡ Swing feedback is either expensive (coaches) or overwhelming (apps)
- ⚡ Golf tech is fragmented, clunky, or focused on the pros





## THE BYRD CADDIE APP

AI-powered mobile app that delivers personalized swing coaching, clutter-reduction insights, and gamified performance tracking.

## THE BYRD SMART-GEAR <sup>TM</sup>

Byrd Belts, Clyps, Hats, and Gloves affixed with discreet, low-power tech modules to analyze swing mechanics, posture, movement, and gear load.

# PRODUCT OVERVIEW



The Byrd performance stack

## HARDWARE:

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

## SOFTWARE:

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

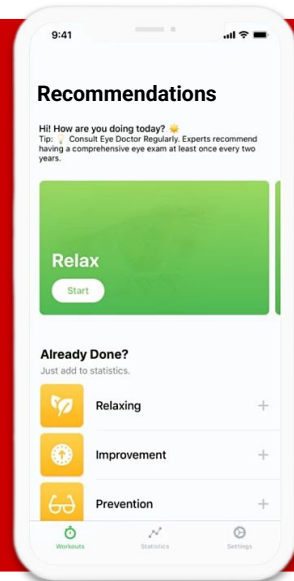
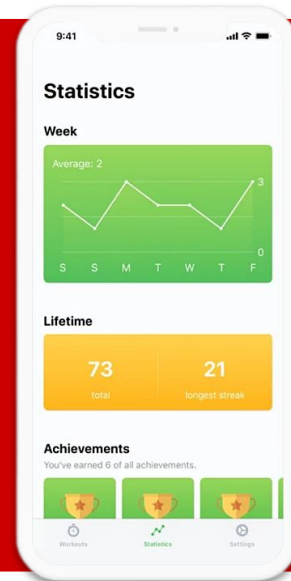


# GAMIFIED ENGAGEMENT



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**



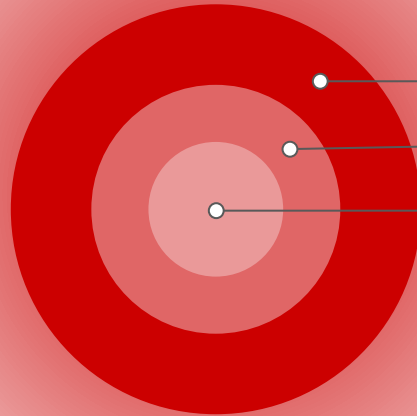
# MARKET OPPORTUNITY

**\$8B+ Golf Gear & Tech Market is Ready for Improvement**

**\$40M+ recreational golfers**

**Explosive growth in golf fitness,  
data, and minimalist trends**

**Untapped market: tech for  
mid/high-handicappers who  
want to improve**



**TAM: \$12B - Global Golf Tech & Gear**

**SAM: \$1.5B - Active Golfers with Swing Tech Spend**

**SOM: \$25M - The Byrd Reach in 5 Years**



# BUSINESS MODEL

Hardware + SaaS + Gamified Commerce

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- 1** Hardware: Smart-Gear belt or Clyp bundle or complete set (\$149-\$249 retail)
- 2** App: The Byrd Caddie Pro (\$10/mo upto \$59/mo)
- 3** Commerce Boost: Unlock gear drops, loyalty discounts, exclusive gear
- \$** 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
BYRD SM/RT/GEAR	Smart-Gear Sensors, Belts, Clyps, Hats & Gloves	✓ AI-driven swing & posture analysis	✓ Points, badges, leaderboards	✓ Stylish, minimalist design

# THE BYRD SMART-GEAR™

Hardware - size of a standard ball marker

Primary Sensor



Satellite Sensors



# 360 DEGREE VIEW





**HAT:** Satellite Sensor

**CLYP:** Satellite Sensor

**BELT:** Primary Sensor

**GLOVE:** Satellite Sensor





# MULTI-SENSOR

Get a full picture like no other tool or app

## Primary Sensor

Has all required components:

- IMU
- GPS
- MCU
- Connectivity Module
- Battery
- Storage

## Satellite Sensors

Have minimal components to gather/share data:

- IMU
- Connectivity Module
- Battery



# SENSOR ALERTS

Always in the know with real-time alerts

## 1 LOSS PREVENTION

Beacon technology like an Apple Airtag so you never lose a sensor:

- ⚡ Leads you to your sensor
- ⚡ Beeps as you get closer

## 2 SETUP ALERTS

Performance measurement and alerting:

- ⚡ Posture
- ⚡ Swing speed
- ⚡ Position
- ⚡ Sway
- ⚡ Stance

# THE BYRD CADDIE APP

Software design



# WHY THIS IS DEFENSIBLE

## Hardware

- ⚡ A magnetically attachable sensors that snap to Byrd belts, Clyps, Gloves, and Hats
- ⚡ Collects movement data
- ⚡ Light, removable, and rechargeable
- ⚡ Syncs to The Byrd Caddie app for whole-body swing, posture, setup, approach, stance, and grip insights.

## Software

- ⚡ Untapped market when paired with hardware
- ⚡ Proprietary data layer: “Freedom Score”, swing & posture analysis, gear gamification
- ⚡ SaaS model (subscription)
- ⚡ Recurring revenue
- ⚡ Easily updatable and scalable

# DOMAIN NAMES

## Owned

Smart-Gear.co

TheByrdCaddie.com

TheByrdSmartGear.com

## Available

smartgear.com (\$15,000)

smart-gear.com (\$3,700)







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