



A business platform for the golf industry

What is Sweetspot?

"A modern business platform designed for collecting correct and valuable data for increased profitability and to minimize administration"

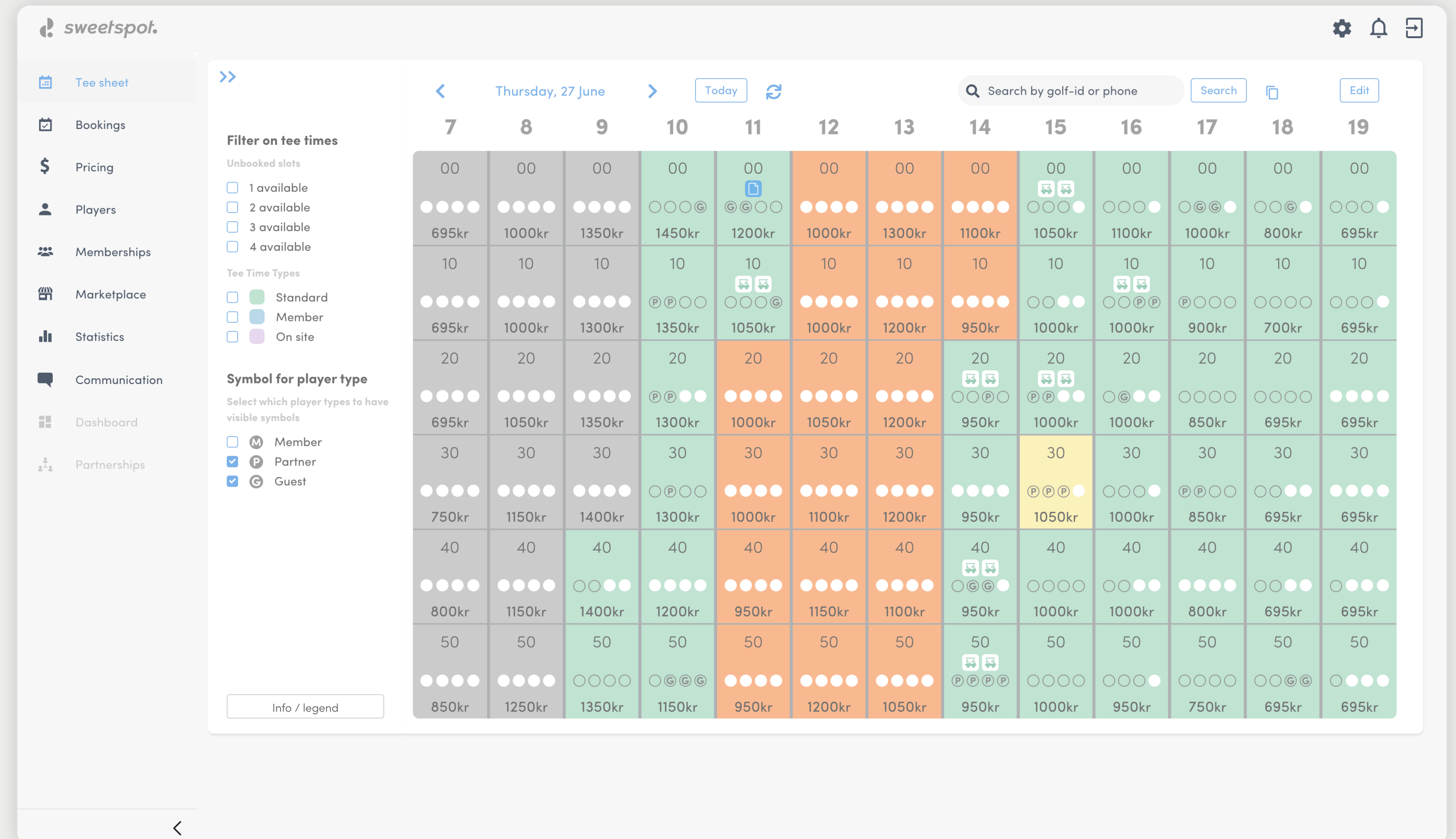
"A platform that from collected data returns data insights how to optimize revenue from members, guests and partners"

"A fully automated transaction tool that handles memberships and greenfee payments and cancelations to credit card"

What is Sweetspot?

Handles:

1. Tee sheet
2. Memberships
3. Partnerships
4. Pricing - dynamic or fixed
5. Greenfee payments
6. CRM system
7. Communications
8. Business Intelligence



Increase
revenue
with data.

Product

Revenue streams

\$ Members

\$ Partners

\$ Guests

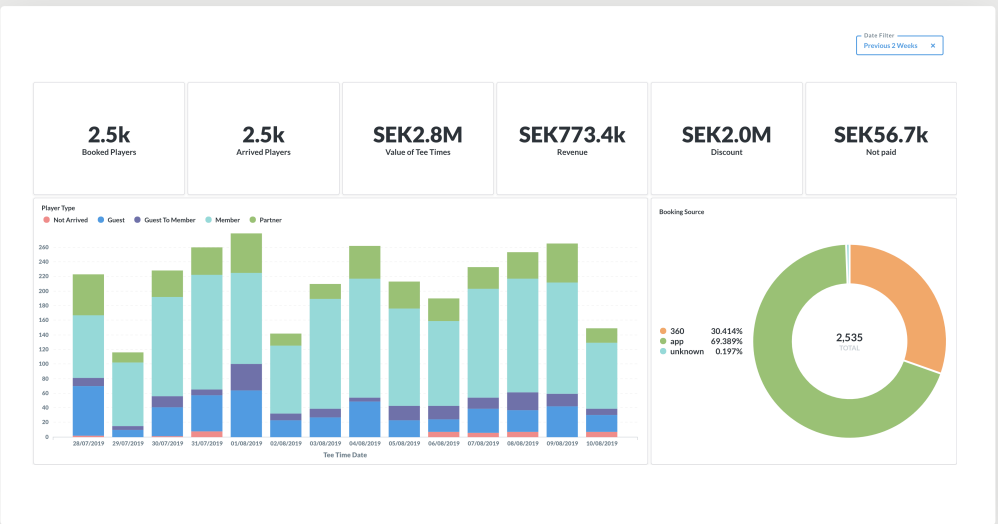
\$ Rental

Bookings
Data

360

Insights
Settings
Communications
Price settings

Business Intelligence

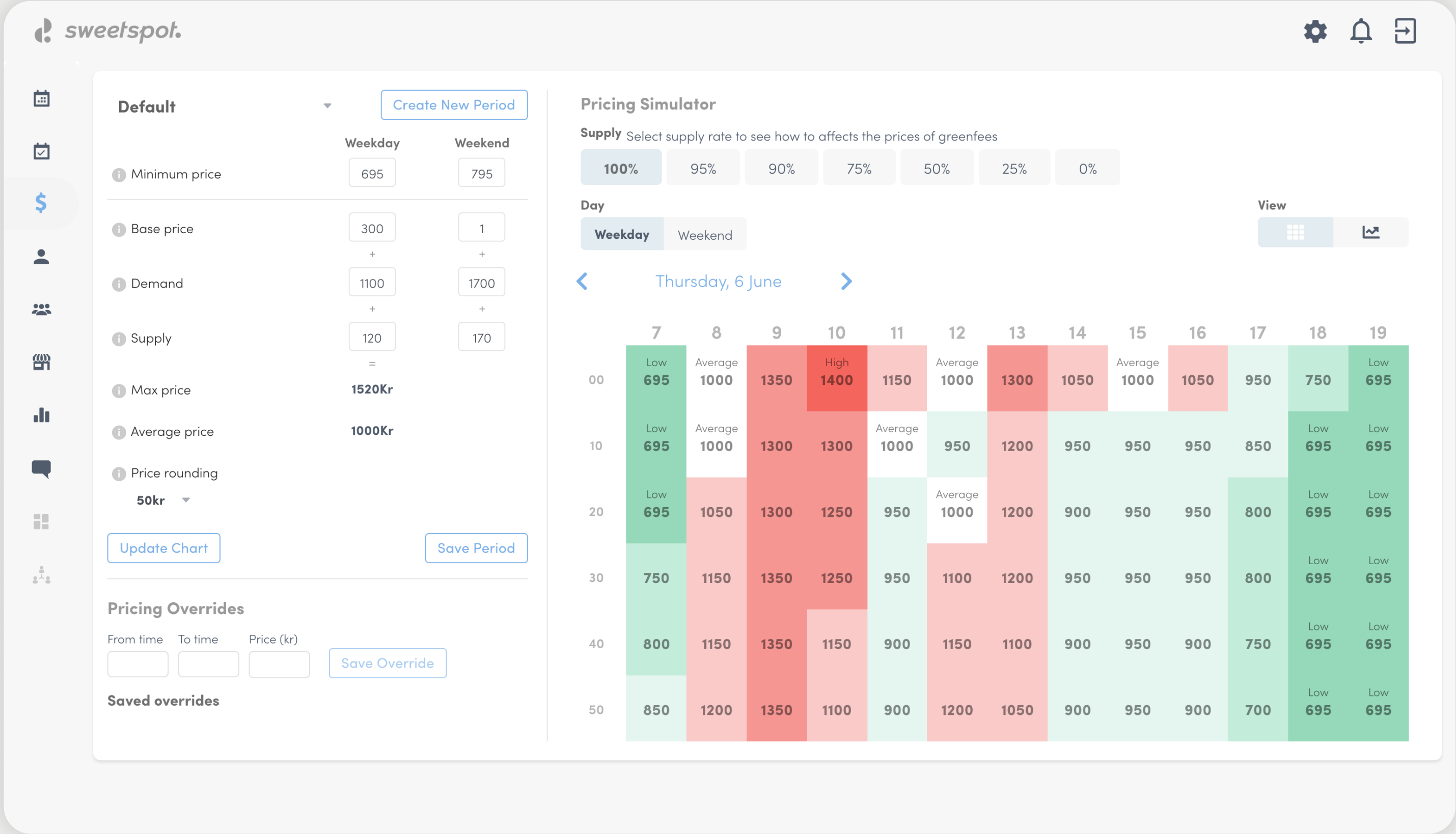


Statistic

Machine Learning

Sweetspot pricing tool

- 1. Fully automated dynamic pricing tool based on demand.
- 2. Every tee time is priced.
- 3. Machine learning.
- 4. Increases profit with 15 - 20%.

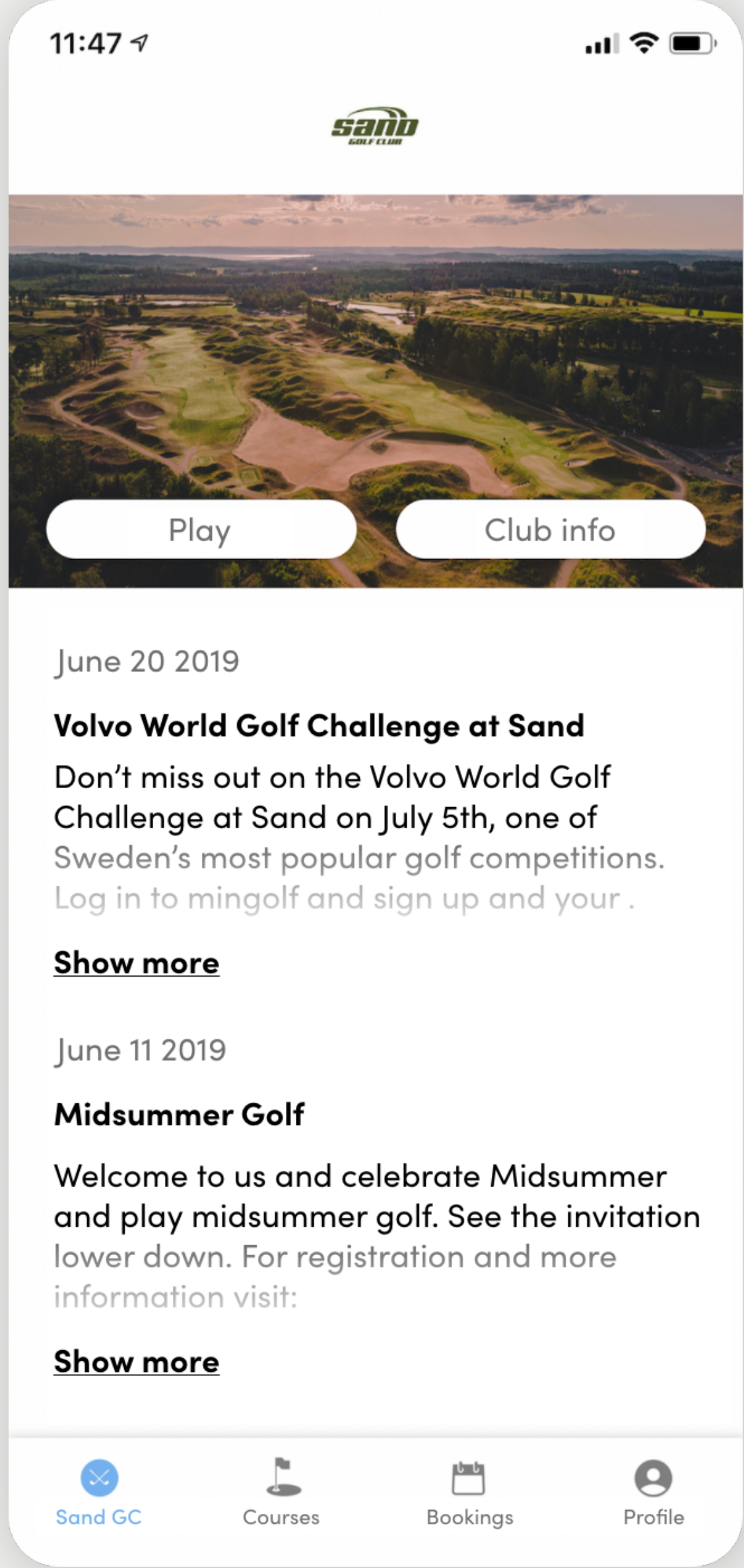


Automation

-Focus on customer experience.

Welcome to a world of automations

1. CRM system - automated mailings to targeted groups.
2. Handles all membership transaction - less administration, realtime data update.
3. Handles all guest payments and cancelation. Free from operation from personnel.
4. Fully automated dynamic pricing tool based on demand.
5. Automated communication in app.



Increased control

Control is the key

1. Customers market - return the control back to facility.
2. Give back control to the facility over customers use of it.
3. Give the control back over its pricing strategy in every channel.
4. Own your communication and customer experience.

