





Give your game an edge.

Golf has some of the tightest margins in sport. How many times have you seen a tournament won or lost by a single shot? That's why the best players are always looking for an edge.

Which is where data analytics come in.

Shot data is shaping the future of golf. It's helping players and their coaches find new insights into their performance, and helping them find that edge.

But in the past, shot data has been hard to access unless you're playing at a professional level, because it's required data scientists and high performance consultants.

That's why we've spent two years developing a shot data platform at the Institute of Golf. We want more players to have access to the kinds of tools that the pros have, without the hefty price tag.

Get the details that matter.

Every golfer's game is unique. But when it comes to score reduction, there's one constant: You need to know where you should be focussing your efforts. We call them the details that matter.

After all, it's pointless hitting thousands of balls in the range if focussing on your putting from 7-12 feet would actually benefit you the most.

But how do you know where you should be focussing?

That's where the Institute of Golf can help.

SHOT: DRIVE
LIE: FAIRWAY
TO HOLE: 127M

THIS ROUND: 1.61
GAP: 1.1



What is the Institute of Golf?

It's an online software tool that gives you access to the kinds of tools that the pros have. And it has one simple objective:

To optimise your performance and enable you to achieve your best game.

To do this the software helps you:

- :: **Set the performance goals that you're aiming for.**
- :: **Identify how to bridge any performance gaps.**
- :: **Identify precisely where you could make the most gains.**
- :: **Give your coach new and deeper insights into your performance.**
- :: **Optimise your off-course training to make more of every session.**

How does it work?

It's very easy. Each round you play, you collect and enter the following data for each shot:

- 1. The lie the ball is on. For example, "Fairway"**
- 2. The distance you have to the hole.**

Over time the data is analysed by our software to identify insights into your game. The more you play and the more data you collect, the more useful these insights become... which sounds like a great excuse to get on the course to us.

After 2 rounds the platform will start to identify trends in your game.

After 5 rounds the platform will have enough information to develop high level insights into your performance and tell you precisely where you could unlock the most gains.



The data
is boring.
The results
are not.



How much does it cost?

We don't like complicated, so we have two simple options.

Free

This is the service that helps you to get a better understanding of your game. It offers:

- :: Shot by shot on course analysis, including strokes gained.
- :: Benchmarks to work towards.
- :: Automated tracking towards your goals.
- :: Coach connection to enable improvement collaboration.

Premium: US\$49/month

This is the service that will improve your game by giving you:

- :: All the functions of Free.
- :: Per shot strokes gained.
- :: Ongoing AI, analysing your game to suggest areas to focus on that will have the most impact on accelerating your score reduction.
- :: Bespoke practice goals to optimise your off-course training.



How do I get started?

Everything you need is at www.instituteofgolf.co.
Or if you'd like any more information, please drop
us an email at support@instituteofgolf.co.

