Give their 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, and why the best coaches are always looking to give them one.

Which is where data analytics come in.

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

But in the past, shot data has been hard to access unless you're at the elite 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 coaches to have access to the kinds of tools that elites have, without the hefty price tag.

INSTITUTE OF GOLF

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 your player should be focussing their efforts. We call them the details that matter.

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

But how do you know where they 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 and your players access to the kinds of tools that the pros have. And it has one simple objective:

To optimise your player's performance and enable them to achieve their best game.

To do this the software helps you:

:: Set the performance goals that your player is aiming for.

:: Identify how to bridge any performance gaps.

:: Identify precisely where they could make the most gains.

:: Give you new and deeper insights into their performance.

:: Optimise their off-course training to make more of every session.

How does it work?

It's very easy. Each round your student plays, they collect and enter the following data for each shot:

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

Over time the data is analysed by our software to identify insights into their game. The more they play and the more data they collect, the more useful these insights become. Which helps you to become an even better coach.

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

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

The data is boring.
The results are not.

How much does it cost?

As a coach it will cost you nothing - it's your students who will be signing up. And we have two simple options.

Free

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

:: Shot by shot on course analysis, including strokes gained.

:: Benchmarks to work towards.

:: Automated tracking towards their goals.

:: Coach connection to enable improvement collaboration.

Premium: US$49/month

This is the service that will improve their game. It offers:

:: **All the functions of Free.**

:: Per shot strokes gained.

:: Ongoing AI, analysing their game to suggest areas to focus on that will have the most impact on accelerating their score reduction.

:: Bespoke practice goals to optimise their off-course training.

How do I get my students started?

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

INSTITUTE OF GOLF