

## Pin Vision

### Contact information

- **PIN VISION SRL**,  
Via Roma 6, 10025, Pino  
Torinese (TO), Italy  
+ 39 334 2235565  
www.pinvision.app  
luigi.goria@pinvision.it

### Founders & team

- **Luigi Goria**, Co-founder & CEO. (+3 yrs Event Manager in the Sport Industry)
- **Roberto Chiosa**, Co-Founder & CTO (+2 yrs of experience in AI, Cloud and GPS based technologies)
- **Federico D'Albenzio**, PM (+2 years of experience in innovation projects)
- **Davide Taddei**, IT Manager, (Full Stack Developer)
- **Edoardo Bordin**, UI & Visual Designer
- **Riccardo Rusca** Full Stack Developer (+5 yrs of experience as developer)
- **Edoardo Falchero**, Sales Manager (+3 Event Account in Golf Event)
- **Gianmarco Cubisino**, R&D expert. (+3 years of R&D in companies, +2 years of management and spatial data collection)

### Advisors

- **Massimo della Ragione** - Advisor. (Juventus Board Member & Full Professor of Practice in Finance at the Department of Finance of Bocconi University.)

### Team expertise

- Strong network and support from Golf Clubs and professional golf players
- Long-term team's members relationship and strong communication
- Outstanding IT and Graphic skills

### PITCH

Pin Vision is the **most updated GPS database** in the Italian Golf Industry. Thanks to our unique data, we are becoming the leader startup for digitizing the Golf Market. We developed the **first app in the world** which allows both Golf Clubs and Golf Players a completely brand new experience.

### NEED ADDRESSED

Golf is one of the most played sport in the world, yet one of the less digitalised. All the information provided by these facilities are in analogical way. Moreover, during the game, golf players completely rely on their equipment (different types of golf irons) in order to reach their objective. **To choose the right iron, the golfer must clearly know the exact distance to the pin.** In addition, there is a **lack of information provided by the golf clubs** to improve their players' game, such as printed pin positions or colored flags, updates on course conditions, and daily events happening at the golf club.

### PRODUCT

**For the Golf Club**, it provides an innovative SaaS on subscription through which they can: provide to players pin positions, send unlimited messages to players, supply statistics of golf players on the course and increase Golf Club visibility within its community.

**For the player**, it provides a native iOS and Android app through which they can always be updated on pin positions and know the actual distance to the flag. In addition, Pin Vision is available for free on Apple Watch to guarantee the player a unique user experience on the course.

### BUSINESS MODEL

**For the Golf Club**, the SaaS is on subscription model (€29/mo. in Italy, CHF159/mo. in Switzerland)

We have also paid ads in the app for companies who invest in the golf market.

**For the player**, the App is on freemium model + premium subscription at €59/yr., having better golf course GPS maps.

### MARKET

Its market will reach \$25B in 2024, with an average CAGR of 13,6%.

### GO TO MARKET

Thanks to a previous working experience in the golf industry from our founders it has been able to **present and develop the product alongside the top Golf Clubs in Italy**. In addition, we developed a **B2B sales model** for Golf Clubs sponsoring in the best golf tournaments in Italy and visiting those facilities during the events.

### COMPETITORS AND COMPETITIVE ADVANTAGE

**Hole19, Golfshot, Garmin**; none of these apps have the key feature of Pin Vision, in identifying the actual position of the flag on the green and its actual distance from the player on that hole.

This advantage is based on the uniqueness of the service and the solid relationship with **Golf Clubs**, which is a critical strategic factor in the successful deployment of the application.

### TRACTION

Bootstrapped startup. It owns **Golf Courses GPS data** of more than 500 Golf Clubs in 3 countries. We closed our first year of activity with positive net income, we already closed 50K deals for 2022. Considering our growth, after eleven months in the market, we already gained:

- 5200 golf players;
- 38 Golf Clubs;
- 1 Golf Cart Company licensee.