

Graff Golf

A smart golf ball that records shot data and generates actionable insights

GRAFFGOLF



Our CEO, Aaron, was a well-known power golf player, had thought of getting on a professional tour and golf ball data, golfers were thought that there were a lot of data that they were not interested in. He was also very opinionated about the technology that he was using. He was a very opinionated person.

Aaron Shapiro Chief Executive Officer at Graff Golf

ABOUT | CONTACT | JOBS | BLOG

Why you may want to support us...

- Golf is a multi-billion dollar industry with 220 million participants and 100 million golfers across the US. The average golfer spends \$10K each year.
- Product development is being tested out by active engineers, a development team focused on AI, ML, and experimental technologies.
- There is currently no smart golf ball on the market that can be used with any ball other than Titleist.
- Electronics can easily be implemented into smart balls such as handicaps, off-the-course and on-course.
- We have the opportunity to fundamentally change how golfers improve their game by leveraging data they didn't previously have access to.

Our Team

GRAFFGOLF

Aaron Shapiro
Chief Executive Officer
Aaron is a multi-billion dollar industry with 220 million participants and 100 million golfers across the US. The average golfer spends \$10K each year.

Michael Smith
Chief Technology Officer
Michael is a multi-billion dollar industry with 220 million participants and 100 million golfers across the US. The average golfer spends \$10K each year.

Patrick Kelly
Chief Marketing Officer
Patrick is a multi-billion dollar industry with 220 million participants and 100 million golfers across the US. The average golfer spends \$10K each year.

Kevin Hager
Chief Financial Officer
Kevin is a multi-billion dollar industry with 220 million participants and 100 million golfers across the US. The average golfer spends \$10K each year.

John Parley
Chief Sales Officer
John is a multi-billion dollar industry with 220 million participants and 100 million golfers across the US. The average golfer spends \$10K each year.

John Parley
Chief Sales Officer
John is a multi-billion dollar industry with 220 million participants and 100 million golfers across the US. The average golfer spends \$10K each year.

Download

Download

More Technology with Graff Golf

Technology is becoming more omnipresent and available to anyone every day. Yes, in the world of golf, there are still many who can't afford the technology. But the technology is becoming more available to anyone every day. Yes, in the world of golf, there are still many who can't afford the technology. But the technology is becoming more available to anyone every day.

Yes, there are still many who can't afford the technology. But the technology is becoming more available to anyone every day. Yes, there are still many who can't afford the technology. But the technology is becoming more available to anyone every day.

How Graff Golf is revolutionizing the game

Graff Golf is changing the game of golf in a way that no one has before. With our highly innovative smart golf ball, golfers can now know exactly where their ball is at any time. This is a game-changer for the golf industry. It's a game-changer for the golf industry. It's a game-changer for the golf industry.

Using the smart ball, Graff Golf can now create personalized programs based on each player's data. This allows the player to improve their game. This allows the player to improve their game. This allows the player to improve their game.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

A Special Golf Ball

The Graff Golf smart golf ball is completely different than any golf ball that we've seen. It's a game-changer for the golf industry. It's a game-changer for the golf industry. It's a game-changer for the golf industry.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Our smart ball can also be used to track the ball's position. This allows the player to know exactly where their ball is at any time. This allows the player to know exactly where their ball is at any time.

Investor Q&A

What does your company do?

We are a multi-billion dollar industry with 220 million participants and 100 million golfers across the US. The average golfer spends \$10K each year.

We are a multi-billion dollar industry with 220 million participants and 100 million golfers across the US. The average golfer spends \$10K each year.

We are a multi-billion dollar industry with 220 million participants and 100 million golfers across the US. The average golfer spends \$10K each year.

videos to improve. The more shots you hit, the more accurate the analysis becomes.

Where will your company be in 5 years? ▾

The Graff team wants to roll out many additional features and functionalities over the next five years. These include a platform for golf pros to view client shot data in between lessons, as well as integrating our technologies into driving ranges. This will allow traditional driving ranges to gamify the experience in the same way that Topgolf has. We also want to expand to smart balls for additional sports.

Why did you choose this idea? ▾

Our CEO Aaron, as a tech-savvy 13-year old golfer, had thought of putting an accelerometer inside of a golf ball to offer golfers more insight into their game—but didn't have the production connections at the time. After coming together with the founding team at Johns Hopkins University, the concept was finally put into reality.

Why is this a good idea, right now? What changed in the world? Why wasn't this done a few years ago? ▾

Technology is becoming more advanced and compact every day. Until recently, it was not possible to embed powerful electronics inside of a golf ball while protecting the electronics from trauma. However, recent technological advancements have given us the opportunity to develop the world's most advanced smart golf ball—in terms of data collection ability, artificial intelligence algorithms and cost effectiveness.

We believe there is currently no other smart golf ball on the market and that there is no competitor trying to develop a smart ball that can offer what ours does in terms of analytics. We have the opportunity to be first to market with this technology.

How far along are you? What's your biggest obstacle? ▾

We are entering the final stages of R&D. We've accomplished much more with our embedded chip than we originally thought possible and we anticipate being able to record shot data to great specificity. We are on track to complete development and testing in the coming months and begin our next phase: production.

Our biggest obstacle moving forward will be developing the proper balance of electronics size and ball performance. The more we add to the embedded PCB, the more the board affects the baseline ball performance.

Who competes with you? What do you understand that they don't? ▾

While we do not have any direct competitors on the market, there are certainly emerging technology products surrounding the sport of golf. The companies in our space offer smart golf ball products for very specific areas of golf like putting—and they typically come with a big price tag attached to them.

We have one potential direct competitor in OnCore Golf. They are working to develop a smart ball that tracks shot data and then provides options to share the shot to social media, etc. We believe that our AI-based analytics platform will allow us to differentiate ourselves in the event that OnCore launches a quality smart ball.

What we at Graff Golf understand is that golfers want a product that fits seamlessly into the routines they are already engaging in; course play, range play, and hitting into practice nets.

Our technology describes insights about their golf game they might otherwise only be able to discover using high-end swing trackers—and we're delivering these insights at a very affordable rate.

How will you make money? ▾

Our business model is based on a subscription pricing plan. One sleeve of 3 golf balls and access to deep analytics and insights within the app will cost \$20/month. Users can also save money by subscribing for longer periods of time upfront (\$200/year for example).

We're also offering enticements such as early adopter discounts, member-get-member/referral programs and in-app golf performance challenges that reward winners with balls and free subscription time.

As we grow our subscriber base, we'll be able to place larger purchase orders for balls which will subsequently drive down our unit costs.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ▾

Our largest risk is general ball performance. The electronics within the golf ball do alter the weight and makeup of the inside of the golf ball. With that being said, the performance of our ball will likely be lower than that of a high-performance ball on the market.

Another potential risk within our business is fine tuning our advanced artificial intelligence algorithms. These algorithms must precisely indicate different aspects of a golfer's swing for them to be useful. This will be conducted through robot-testing and advanced AI techniques.

Why are we crowdfunding? ▾

We're crowdfunding for two main reasons:

1. We want to locate and involve our core audience as much as possible during this pre-launch stage. We want support, feedback and the ability to gauge interest levels on our dynamic product.
2. While we are currently well-funded, we are looking for an extra boost so that we can accomplish some extra pre-launch goals that we feel would make our product launch a much more well-rounded experience. One of the main goals is to build a large pre-launch ball inventory so we can get the product into peoples' hands faster.