

## Sparrow uses A.I. to Help Athletes Improve Starting with Golf!

SPARROW APP

technology Entertainment Software Athletes Artificial Intelligence

OVERVIEW UPDATES WHAT PEOPLE SAY ASK A QUESTION

### Highlights

- 1 Pro golfers: Martin Laird, Harold Varner III, Brittany Lincicome are investors + ambassadors
- 2 Our revolutionary App uses A.I. to help athletes improve, starting with golf
- 3 \$4B market in golf, our first sport, with plans to expand into 12 sports
- 4 Previously raised \$1.8M (oversubscribed) from Fortune 500 execs, serial Angel Investors, sport icons
- 5 Founders are Serial Entrepreneurs (2 previous exits), Product Innovators and A.I. PhD's
- 6 Beta launch saw 94% repeat users - preparing to launch a few weeks after this round
- 7 Investor rewards - Limited edition signature items by pro golfers (see right or below)

### Our Team

- Joe Chin** Co-Founder & CEO  
 Serial Entrepreneur, \$20 mil raised, 2 successful exits | Rocket scientist: Designed satellites, MS/BS Berkeley, Columbia | Athlete and Coach: D1 Football Player, 8 years soccer coach / club board / league founder
- Samuel Pigott** Co-Founder & COO  
 Solid COO/CTO (manages 50 person web/mobile dev agency) | Serious Product Chops: helped design/develop 100 apps, 100 mil+ users, 5 exits (bought/funded by Time, Twitter, Google) | State Champion Golfer (Vermont), 10 years soccer / basketball
- Todd Eaglin** Co-Founder & Director of Engineering  
 AI and Computer Vision (CV) Expert | PhD in AI/CV from University of North Carolina | Previously developed AI apps for Lowes, Universal Studios, and TIV (used by doctors during surgery) | College and HS lacrosse player, Crossfit athlete

### The Problem We're Solving

Every athlete wants to improve. For golfers, they typically want to break 100, 90, 80, par

Pro lessons are helpful but:

- take time
- can be expensive
- what is learned often doesn't stick

Once out on the course, the club comes back, the ball comes back, etc.

#### LEAD INVESTOR

**Alfahin Safavi** CEO, Safavi Holdings, Investing \$100K this round  
 \* Grew startups to \$1B+ company  
 \* Serial angel investor (20+ startups)  
 \* Sparrow product advisory board

"As chairman and board member of various high tech companies (Chimeron Bio, Canine Biologics, etc.) I've seen countless products that claim to be game-changers, but Sparrow is unique, offering a well-designed product with immense potential backed by an unparalleled team.

They provide an affordable alternative to traditional golf coaching that can cost thousands of dollars. Sparrow is unlike any other product on the market and has the potential to fundamentally change the way we play sports.

Beyond its cool tech, I am excited by the people behind Sparrow. Led by Joe, rocket scientist and serial entrepreneur; Sam, developer of apps bought by Time and Twitter; and Todd, AI expert who's built apps for Lowes and Universal Studios, Sparrow is in excellent hands.

When investing in a company, I look for an effective, well-designed product built by mission-driven, user-oriented individuals with lofty goals but a practical focus. Sparrow is exactly that company, and I could not be more excited to be part of their journey!"

Invested \$100,000 this round

**Invested \$100k in this round**

WHILE OUT ON THE COURSE, THE SIDE COMES BACK, THE THUR COMES BACK, ETC.

No easy way exists to get immediate pro-level feedback in real-time ... until now.

\*\*\* See a more detailed talk on the problem with Joe, our CEO, [here](#)

### Solution: Sparrow helps Golfers Improve

After taking a video of your golf swing with Sparrow's app, our A.I. will:

- Analyze your Swing
- Identify and Show you Deficiencies
- Suggest Tips and Drills so you can Improve.



In recent Closed Beta tests, 9 out of 10 golfers said they improved with Sparrow.

### Soon to be in All Sports

Although 100% percent focused on golf today, Sparrow is building its technology to allow it to expand rapidly into other sports in the future. Ultimately, Sparrow's technology is not only for golf, but will be able to optimize all participation sports!

#### MORE SPORTS:

- Baseball
- Soccer
- Football
- Tennis
- Crossfit
- Volleyball
- Hockey
- Swimming
- Lacrosse



### The Market

There are 24 million golfers in the U.S. alone. When we ask Golfers they typically say they're willing to spend \$10/month or \$20/month for Sparrow; often going up to \$99 a month. Their reference price is the cost of a lesson or what they spend each year on golf (\$2,800 on average going up to \$13,000 for the serious golfer).

Using the lowest number, \$10 a month, and multiplying by 24 million golfers in the U.S., that gives Sparrow an addressable Market of \$2 Billion dollars domestically.

With 60 million golfers worldwide, that gives Sparrow an addressable Market of \$7 Billion dollars globally.



99% of golfers have never experienced an A.I. golf swing app... but they will with Sparrow!

\*\*\* see Joe, our CEO, talk about Sparrow's Market [here](#)

### More about the Team/Founders

Joe (CEO) outlines their backgrounds + hear from founders Sam and Todd:



### Why Sparrow is a "GameChanger"

The Sparrow app has several features which make it, in the words of Harold Varner III, "a Game Changer":

<b>INSTANT SWING ANALYSIS</b>	Whenever you need it on the course at the range anytime...
<b>A.I. DRIVEN</b>	A.I. can beat chess champions now it can analyze your swing
<b>AFFORDABLE</b>	Projected \$10/Month! golfers spend \$2700/year on golf
<b>NO HARDWARE NEEDED (JUST YOUR PHONE)</b>	No forgetting to bring along No setup, no calibration
<b>SOPHISTICATED TECH</b>	2.5 years research, millions of R&D = Sparrow's advanced golf improvement app

\*\*\* see Joe, our CEO, talk about Sparrow's Competitive Advantages [here](#)

### Business Model & Financial Projections

Sparrow plans to use a Freemium model, which will maximize the viral spread of Sparrow and allow it to garner both paying and trial customers.

<b>Trial</b> FREE Swing Analysis Video Drills Compare to Pro Video Storage: 10/month	<b>Basic</b> \$9.99/m Full DTL Swing Analysis Full FOA Swing Analysis Swing Speed A.I. Video Drills Swing Style Video Storage: 50/month	<b>Advanced</b> \$19.99/m A.I. Coach Ball Trajectory Ball Control On-Course Checkup Video Storage: Unlimited
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\*\*\* see Joe, our CEO, talk more about Sparrow's business model and financial projections [here](#)

### Marketing Advantages: Virally to Athletes

Sparrow has the advantage of marketing to a customer segment that is

Sparrow has the advantage of marketing to a customer segment that is identifiable both offline and online: athletes. Athletes tend to shop, watch and socialize in circles related to their sport. As such, the marketing cost to reach such a segment is lower than that of reaching the general population, which will be advantageous to Sparrow in its marketing efforts.

The Sparrow app has a secondary marketing advantage - due to its revolutionary nature, it is inherently viral.

- 8 out of 10 Sparrow closed beta users recommended Sparrow to an average of 4.3 friends, which is 1.5x higher than that of your average app (2.68 per user).

- The anticipated viral spread of Sparrow conveys another advantage to the company as it uses both social and paid marketing channels to spread the word about Sparrow.

\*\*\* see Joe, our CEO, talk about Sparrow's marketing plan [here](#)

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## How Sparrow Got Started

All 3 of Sparrow's founders have an athletic background. But it was really Joe our CEO's experience coaching his daughter's soccer teams that led to the ultimate creation of Sparrow:



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## Charitable Mission: \$1 in \$10

As part of this fundraiser Sparrow is going to allocate one out of every \$10 raised to help underprivileged kids learn the game of golf.

Studies find that kids who play golf, or participate in sports, benefit from:

- higher self-esteem
- better grades
- a better job and career

and Sparrow wants to help !

Check out the video below to learn more about our \$1 in \$10 initiative:



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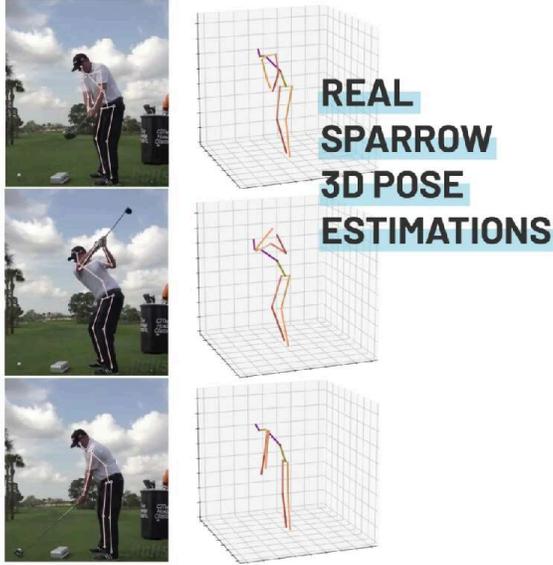
## When AI + Mobile meets Human Movement

Sparrow is the result of A.I. and mobile phone processing coming together to make automatic analysis of human movement possible. The phone is essentially a super computer coupled with a high resolution camera available in your pocket - anytime and anyplace.

The Sparrow app takes full advantage of this situation - which only came about in the past 3 years - by using computer vision and machine learning to detect and analyze a golfer's precise movements. Sparrow then uses a neural network that hones in on critical points of performance, allowing golfers, and soon all athletes,

to seize control of their own athletic improvement.

As new advances like Lidar and 3-D modeling become prevalent and more feasible, Sparrow will continue to improve its apps, allowing all athletes to reach their full potential



## Valuation / Pricing

In pricing this round we looked at all the tech-classified companies on Crunchbase (which includes Equity Crowdfunding companies) that:

- did a raise in 2021
- are pre launch (pre-seed and seed) - like Sparrow

Of those that had information to verify that they were pre-launch and had a publicly-announced valuation, the average pre-money valuation was \$19.9 million.

So we decided to price our round lower, to (i) be conservative and (ii) make sure we are giving investors in this round a great deal.

## Investor Perks

For those who invest in this round we're offering Limited Edition, customized tier rewards signed by Pro Golfers. You can also check out our Investor Perks [here!](#)

Perk Tier	Value	Benefits
Swack Reserve Membership	\$100	1 Year Sponsor Membership
Swack Reserve Membership	\$500	1 Year Sponsor Membership + 1 Year Sponsor Merchandise
Swack Reserve Membership	\$1000	1 Year Sponsor Membership + 1 Year Sponsor Merchandise + 1 Year Sponsor Merchandise
Swack Reserve Membership	\$2500	1 Year Sponsor Membership + 1 Year Sponsor Merchandise + 1 Year Sponsor Merchandise + 1 Year Sponsor Merchandise
Swack Reserve Membership	\$5000	1 Year Sponsor Membership + 1 Year Sponsor Merchandise
Swack Reserve Membership	\$10000	1 Year Sponsor Membership + 1 Year Sponsor Merchandise
Swack Reserve Membership	\$15000	1 Year Sponsor Membership + 1 Year Sponsor Merchandise
Swack Reserve Membership	\$25000	1 Year Sponsor Membership + 1 Year Sponsor Merchandise
Swack Reserve Membership	\$50000	1 Year Sponsor Membership + 1 Year Sponsor Merchandise
Swack Reserve Membership	\$100000	1 Year Sponsor Membership + 1 Year Sponsor Merchandise

## Investor Video Updates

Along with annual financial reporting, Sparrow's CEO Joe, will provide detailed video updates every 2-4 months for all investors to stay informed on the company's plans and growth.

These inside-look, candid updates are not unlike the videos you see on this page. These will be straight from a CEO's desk, sharing behind the scenes insight into the company as it grows.

So as an investor you will always feel you are right alongside us as we grow Sparrow. (note: videos will be easily accessed via Youtube)

## Full Investor Presentation

For those who want to know more.

\*\*\* see Joe, our CEO, give Sparrow's entire Business Presentation [here](#).

(Disclaimer: some of the content overlaps with videos above)

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## Investor Pitch Deck

\*\*\* see our full Investor Pitch Deck [here](#)

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## So now that you know us, Come Join Our Team!

Just click to the right. Space is limited ...

And feel free to reach out to us at [team@sparrowup.com](mailto:team@sparrowup.com)