



Skinzrus Mobile app connecting local golfers with each other for games.



skinzrus GOLF promo2020



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Funded!
\$500,000



Fundraise Status	Closed
Goal Amount	\$500,000
Amount Raised	\$500,000

PROFILE

BUSINESS PLAN

UPDATES 4

SHINZRUS

Fast Facts

Skinzrus is a mobile app offering a fun and easy way for golfers to connect with other golfers in their community. Players can use the app to arrange games and post pictures and video while earning points to win prizes, golf trips and discounts at selected retail partners. The game of golf is a perfect and safe outdoor sport during these difficult times.

Key Highlights:

- Mobile app launched for iOS and Android
- No comparable product on the market
- Huge revenue potential in user data
- National marketing capability through partnerships.



Industry:
Apps, golf, sports



Market Size:
\$84 billion



Target Customer:
Men and Women age 18 – 60;
Phone savvy, passionate golfers

Fast Facts

Golfers Are Looking For A...

Putting Some Skin in the...

Key Features / How It Wor...

Traction & Accomplishment...

Meet the Team

Skinzrus Android Playful App Promo Video Full HD 2



SHINZRUS

Golfers Are Looking For A Match

There are more than 60 million golfers around the world.

Often, when a golfer moves to a new neighborhood or city, they have no one to play with who matches their skill level, age and personality.

It took two years for Skinzrus CEO Matthew Brown to find a player comparable to his skill level with a personality to match when he moved from one California city to another.



SHINZRUS

Putting Some Skin in the Game

Skinzrus connects golfers looking for a skins game or a golf buddy in their community. Our app can help newcomers feel comfortable getting into the sport. With Skinzrus, users can filter the players who are users and members of the app and connect with those who are a “match.” Set up a date, time and place to begin a great friendship and fun rounds of golf.

Skinzrus gamifies an already fun game, offering incentives for engaging, including prizes, trips and discounts.



SKINZRUS

Key Features / How It Works

MATCH

Users will match with other users based on:



Age & Gender



Profession



Handicap or skill level



Personality



Style of Play



ENGAGE

Within the app users will

- Post pictures and videos
- Earn points to win prizes, trips and discounts at selected retail partners

DIGITAL WALLET

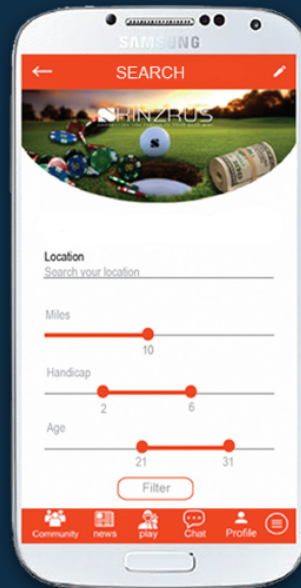
Users can transfer money to their golfing partners

- A safe and secure way to pay up for lost games

GPS

Tracks users' footsteps

- Walking courses = points to redeem
- Encourages a healthy lifestyle



SkinZrus instructionVideo2021



Traction & Accomplishments

PRODUCT DEVELOPMENT



The SkinZrus MVP version was published on iOS in November 2019.

Android MVP version was published in July 2020 during the shutdown

We are currently adding a video component to the community tab so users will be able to post 10-second videos

CUSTOMER ACCEPTANCE

Before I started designing the UX and UI I approached many head golf pros at golf courses in my surrounding community. I gave them all postcards with an image of what the app will do, and they all loved it and said it's a great idea. I have also gotten a great response on Instagram, including from Brian Jacobs, who hosts the Golf Channel Academy. He messaged me and said, "Let me know if I could be of any service."

PARTNERSHIPS

Custom Golf Bag Hoods:
a new, on-the-rise company



Meet the Team



Matthew Brown, Founder and CEO

has been a business entrepreneur and innovator for more than 10 years. He has a broad range of technical and software experience. Matthew has an in-depth knowledge of running a business, including both management and operations.



Mia Brown, VP of Marketing and Partnerships

is a longtime licensing and promotions executive who has worked with most of the world's blue chip brands. Mia will execute Skinzrus marketing, promotions and partnership.



Jonathan Cady, Promotions and Sales Manager



Lindsey Hunter, Developer

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