



Success Story

LeagueBoss.com Simplifies Golf League Organization

LeagueBoss.com™ is a LLC that creates personalized, interactive, secure software products that run on the Internet to track golf leagues, outings, individuals, teams and USGA clubs. It also provides access to information such as courses, teams, schedules, players, subs, scores, handicaps, statistics, performance and games for everyone involved in the golf event.



LeagueBoss.com™ is focused on marketing directly to golf courses and golf course management companies within four key segments:

- Public courses worldwide with web sites
- All public courses within 300 miles of Perrysburg (near Toledo, Ohio)
- Courses that are affiliated with targeted industry associations
- National and regional golf trade shows.

LeagueBoss.com™ is designed for golf courses and their league administrators who are looking for a better way to easily administer and communicate information with all league members. They can even help golf courses create new leagues by using standardized league formats. It is the most feature-rich, web-based league administration tool in its market as most of its competitors are desktop products and those that do run from the web have only a subset of functionality.

Unlike PC and other web-based products targeted to league administrators, LeagueBoss.com™ offers the opportunity for golf courses to increase revenue and improve customer service by providing this tool to league members. LeagueBoss.com™ creates an avenue for courses to communicate with all league members through

Growing the business

After raising initial investment capital, the product was beta tested in the 2001 golf season with 15 leagues. It was launched into live production in April 2002. LeagueBoss.



their weekly results web site and automated email. Anyone who's ever managed a league or has tried to arrange golf outings or tournaments knows how complicated it can become. "It can take many hours a week," says LeagueBoss.com™ president John Gordon. "I estimate LeagueBoss.com™ can cut the time administra-

tors and statisticians spend doing paperwork and making phone calls by 70 percent." Notice the accolades received by LeagueBoss.com's™ current users on their website at <http://leagueboss.com/leagueboss/press/comments.jsp>.

com™ now has 2,500 golfers, 85 leagues, and 43 golf courses in 14 states. Sixty-five of those leagues are in Ohio and Michigan. Projections for 2003 are 15,000 golfers, 450

leagues, and 150 golf courses in 25 states. They are currently looking for additional investment capital and strategic partnerships.

Obstacles to Overcome

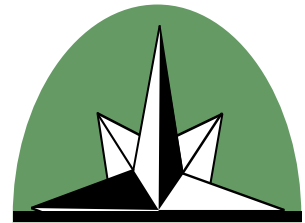
Barriers have been centered on working with suppliers and communicating and documenting the critical elements of the schedule of work. While customer acceptance has also been a challenge, Gordon says that once his target markets understand what LeagueBoss.com™ does, there is 99% acceptance. He notes that

70 percent of golfers are Internet users and this will continue to increase in the future.

“If LeagueBoss.com™ can achieve just 5 percent market penetration,” says Gordon, “more than 30 new jobs will be created.” There are over 17,000 golf courses in the US – more than 11,000 of

them are public courses. There are in excess of 1,500 public golf courses in their local region of Ohio, Michigan and Indiana. In the United States, over the past 6 years, more than 280 golf courses are built each year and this trend is projected to continue for the next six years.

LeagueBoss.com™ has created a strategic partnership with Warnock, Tanner and Associates (WTA), which allows them to stay at the peak of new technology. WTA has written the league application from the LeagueBoss.com™ design specification using an Oracle database, Java, and Java Server Page technology. Hanson, Inc. is providing the web strategy and site design. These relationships have proven to be the cornerstone of LeagueBoss.com's™ growing success.



LeagueBoss.com™ uses the power of the web to address the needs of sports centers, event organizers and the participants of these events, providing them an on-line environment to set-up, enter and publish all the details and outcome of each event. With LeagueBoss.com™ the league can:

- Have multiple administrators entering scores
- Upload files such as rules, documents and digital photos
- Print scorecards for each round
- Analyze any golf statistic for the league, team or individual.

Next Round
 Date: December 13th, 2001, 3:02 pm
 Course: Riverside Hills Golf Club, East View
 Teams: 12 teams, 24
 Weather: 89 degrees, sunny, Southeast wind, 1-9 mph
 Games: Closed to Pin - Distance Closed to Pin - Distance Skins (with modified HCP)
 19th Hole: White House Inn
 Scorecard Complete Schedule

PL	Team	Points
1st	33 A: Tom Skopelny	34 25 130
2nd	33 A: Todd Walden	30 22 129
3rd	30 A: Angelo Zolot	8 17 128
4th	32 A: Ronald Segrishoff	30 19 113
5th	35 A: Ron Piana	8 14 105
6th	34 A: Jay Morrison	30 22 90

Player	HCP	Avg.	Last 5 Scores
A: Mike Tholmer (4)	0	37	- 29 35
A: Jay Morrison	2	40.7	39 42 42 42 37
A: James Reinhold	4	42.4	41 43 45 44 36
A: Angelo Zolot	3	42.3	41 47 43 41 36
A: Diane Fall	6	45.3	46 47 46 45 46

Game Results
 Game: Skins (with modified HCP)
 Winner: Edward Arturo
 Hole Value Amount
 Michael Boenup 3 1 \$10.00
 Anthony Kapp 5 1 \$10.00
 Walter Holman 8 1 \$10.00

League Standings

PL	Team	Points
1st	33 A: Tom Skopelny	34 25 130
2nd	33 A: Todd Walden	30 22 129
3rd	30 A: Angelo Zolot	8 17 128
4th	32 A: Ronald Segrishoff	30 19 113
5th	35 A: Ron Piana	8 14 105
6th	34 A: Jay Morrison	30 22 90

Print Report
 Player: Joe Zyrenski
 Round: 1
 Hole: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100



LeagueBoss.com™

134 W. South Boundary,
 Suite GG, Perrysburg,
 Ohio 43551

419.724.1310
<http://www.leagueboss.com>
jjgordon@leagueboss.com