



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 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



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>.

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.

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.



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.

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.

LeagueBoss.com™
LEAGUE HOME SCOREKEEPING VIEW STATS PHOTO GALLERY LEAGUE INFO EDIT MY INFO

Jas Klumpner
Demo League 1
December 8th, 2001 100 out
Last Confirmed Round
November 27th, 2001

Next Round
Date: December 13th, 2001, 3:02 pm
Course: Riverside Hills Golf Club, East View
Teams: 12 teams, 34
Weather: 89 degrees, sunny
Southeast wind, 1-9 mph
Games: Closed to Pin - Distance
Closed to Pin - Distance
Shots (with modified HCP)
19th Hole: White House Inn
Scorecard Complete Schedule

Team Standings

PL	CL	Div	1	2	3	4	5	6	7	8	9	10	11	12	PTS		
1st	3rd	13	A	Sam Kostant											14	25	130
			B	Karenath Tammie											12		
2nd	2nd	13	A	Todd Walden											20	22	129
			B	Marcel Oswald											12		
3rd	1st	20	A	Angela Zolot											8	17	128
			B	Debraan Gonzalez											(x) 9		
4th	4th	12	A	Ronald Segrathoff											10	19	113
			B	Ronald Blaser											9		
5th	9th	19	A	Ron Piana											8	14	105
			B	Stephen Hoffman											6		
9th	10th	14	A	Jay Morrison											10	22	90
			B	Christine Roostein											(x) 12		

Individual Standings

Player	HCP	Avg.	Last 5	Score			
Ellen Tholmer (A)	0	37	-	-	29	35	
A. Jay Zarembki	2	40.7	39	42	42	37	
A. James Reinhold	-4	42.4	41	43	45	44	36
A. Angela Zolot	3	42.3	41	47	43	41	36
A. Diane Fall	4	45.3	44	47	46	45	46

Game Results

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

Photo Gallery
November 28th, 2001 - Last week at the course.

LeagueBoss.com™
LEAGUE HOME SCOREKEEPING VIEW STATS PHOTO GALLERY LEAGUE INFO EDIT MY INFO

Joe Zyzanski
Demo League 1
October 4th, 2001 100 out
Last Confirmed Round
May 27th, 2001

Team Standings

PL	CL	Div	1	2	3	4	5	6	7	8	9	10	11	12	PTS		
1st	3rd	13	A	Sam Kostant											14	25	130
			B	Karenath Tammie											12		
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Print Report

Player	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max	Min	Max
Ellen Tholmer (A)	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37
A. Jay Zarembki	40.7	39	42	42	42	37													
A. James Reinhold	42.4	41	43	45	44	36													
A. Angela Zolot	42.3	41	47	43	41	36													
A. Diane Fall	45.3	44	47	46	45	46													



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

419.724.1310
http://www.leagueboss.com
jgordon@leagueboss.com