



Matchplay Footwear Innovations, Inc. DBA Jack Grace USA
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Matchplay Footwear Innovations, Inc. / Jack Grace (Golf Shoes)

Jack Grace makes the coolest golf shoes... ever. They let you change the color in seconds. With the patent-pending swappable saddle, a single shoe can match any look. They are comfortable, customizable, premium leather shoes.

Company Overview: From his kitchen table with dissected parts of other shoes, Bart Walker invented a way to change the look of a shoe in seconds in a completely inconspicuous way. This patent-pending technology is available now on Jack Grace golf shoes (named after his children).

Bart further innovated a way to print any design or logo on the saddle, in-house, to create a simple, flexible, comfortable, custom golf shoe. With premium packaging & materials, comfort, design, performance and customized saddles, the shoes are a huge hit with golfers and continue to get 5 star reviews.

Product/ Service Opportunity: The patent pending design allows users to swap saddles to change the look and color of their shoes in seconds. Using magnets and Velcro, the entire saddle portion of the shoe is interchangeable. The hidden channel technology allows the saddle to seem permanently attached the shoe.

There are many advantages for consumers that choose our product over a competitor. Individual customers love the "cost per look" since you can purchase one pair of shoes and swap your saddles to match any outfit. For travelers, they no longer need to pack multiple shoes--just one Jack Grace pair and multiple saddles. We also see a value to the environment since many people throw their shoes away because the look has worn out before the shoe. Finally, because we can print anything on the saddle of the shoe, a Jack Grace shoe is a perfect promotional tool. Organizers of premium events are always looking for new and unique ways to gift something memorable, branded and unique to their guests.

Marketing Opportunity: Footwear is a \$83.7B market with a predicted 2.6% CAGR between now and 2021. Mass footwear customization market is estimated to exceed \$2B in 2018.

Jack Grace has three primary customers:

- **The fashionable golfer** who wants to match their shoes with the rest of their look- sold through direct social media, PR and online sales. This is the most expensive channel, but has the highest margin.
- **The golf specialty retailer**, either a "green grass" or golf-specific Independent retailer. We reach these retailers through sales representatives in strategic regions.
- **Premium golf related events and promotions.** Because we can print anything on the saddle of the shoe, a Jack Grace shoe is a perfect promotional tool. We reach these customers through our offline salesforce.

Shipping for the past 2 years, Jack Grace is now gaining the most traction with premium events and corporate gifting as a branded product, including a PGA Tour event and for the Arnold Palmer group.

Beyond golf, Matchplay Footwear Innovations has a pipeline of products to reach multiple markets with mass customization—including casual shoes, athletic sandals, children's footwear, and branded uniform shoes.

Management Team: Matchplay Footwear includes key executives who have experience in a variety of relatable industries:

- **Bart Walker** is the founder and inventor. He has lifelong love of shoes and premium products. His previous experience was in commercial banking, but he has the heart of an entrepreneur and a passion for product development.
- **Brad Smith** is the COO and an early investor. His experience is in consumer products operations with companies like Skullcandy and RIVA Audio.
- **Matt Jones** is our head of business development, selling golf events with great success.
- **Buff White** is a 35 year golf industry veteran who is advising us on sales reps and retail strategy
- **Darryl Baker** is a former CFO of a public company and acting as our CFO adviser.
- **Gerry Stewart** is a retired VP at Honeywell, a board member and adviser on production