

# Project Study: Development of a B2C go-to-market strategy for DeepGolf

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# Company/Start-up Description

## DeepGolf: Revolutionizing Golf Training with AI

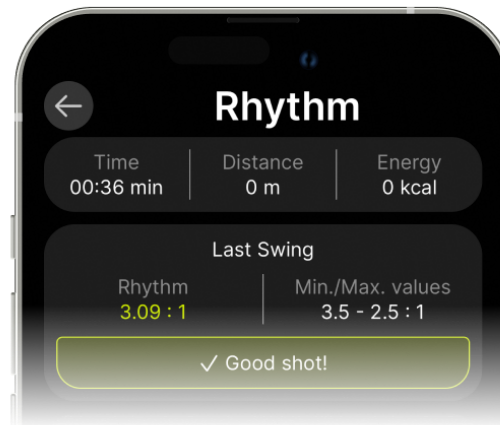
- **Unique Value Proposition:** DeepGolf offers continuous, flexible feedback outside of formal training sessions, making it a more accessible and cost-effective solution for golfers compared to traditional coaching.
- **Innovative Technology:** Our app leverages IMUs (Inertial Measurement Units) in smartwatches and smartphones to collect precise swing data. Advanced deep learning algorithms analyze this data to provide real-time, personalized feedback and exercises.
- **Current Status & Vision:** DeepGolf is in the founding process and has been under development for over six months. We are working towards launching our first MVP soon, aiming to introduce our cutting-edge solution to the market.
- **About Us:** Founded by a TUM graduate with degrees in Interactive Design and Human Factors Engineering, the idea for DeepGolf originated from the founder's Master's thesis.



# Problem Definition & Project study goal

**Development of a go-to-market strategy for a B2C golf app:** Our MVP is nearing completion and currently being beta-tested with golfers. Once initial issues are resolved, we plan to launch the app on the Apple AppStore and attract our first customers.

- **Market analysis:** Identify which buyer group is best suited for the launch of the app. Compare which channels and content can be used to attract this group of buyers to the app with the lowest possible CAP (Customer Acquisition Cost).
- **(Optional) Monetization:** Evaluate and compare monetization strategies for the B2C Market to identify the most effective approach for generating revenue.



# Project Study Tasks/Assignment

*You are working on an **innovative** and **exciting** project that will **revolutionize** the sport.*

The aim of the project study is to develop a B2C go-to-market strategy for the DeepGolf app.



You will work directly with the founder of DeepGolf (Jonas) & supervised by the chair of Entrepreneurship und Family Enterprise



Very deep insights into a young start-up, with the opportunity to work out the results directly in reality.

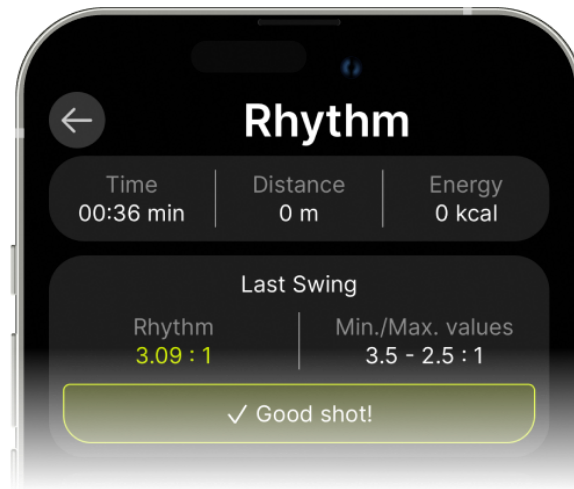


# Results of the Project Study

Finally, a B2C go-to-market strategy will be developed, comparing different channels to reach users and creating content examples.

In addition, the best way to monetize the product will be explored (if there is enough time).

The goal is then to implement the first parts of the go-to-market strategy.



# Application Process

Please send the following application documents **per Email** to **Ms. Sidney Hribersek**:  
**Please apply directly as a group (3-5 students)**

- (1) Letter of Motivation*
- (2) CV*
- (3) Transcript of Records*

*Project Start: end of October 2024*

*Application Deadline: October 23, 2024*



**Sidney Hribersek, M.Sc.**

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