



The MORE GOLF PROGRAM Summary

The More Golf Program being launched by Apparation in 2026 has a few simply stated goals...

#1 Help every golfer play (and pay for) at least one more round of golf every year

#2 Avoid middlemen in golf tee time transactions... no barter, no booking fees, no revenue share

#3 Enable golf course/golf program operators to create stickier relationships with existing customers and to expand their marketing reach to thousands of potential new customers

Success will generate more fun for golfers and more revenue for golf course/golf program operators.

How will we do it? Make golf more convenient, more fun and more inviting via unique new software features. Apparation has provided the kick start by defining the program and developing unique software tools that connect golfers with one another and with golf course operators – the More Golf Apps (Cloud Clubhouse, PRIMO Tee Times, Score Cloud and Course Kings).

Now we're recruiting the Early Adopter team.

The Early Adopter Team is made up of:

- Golfers who organize lots of tee times; the unsung heroes of the golf industry
- More Golf Innovators; course operators and other golf-related businesses who not only participate in the program but blaze the path for others
- More Golf Subscribers – course operators who actively participate in the program

Golfers can use all More Golf Apps free... no download fees, no booking fees. All green fees, cart fees and other fees associated with the golf that they play are paid directly to the golf course operator or membership program operator that they participate in... no barter, no commission, no middleman.

Each **More Golf Innovator (MGI)** focuses on one theme of their choice for persuading golfers to play (and pay for) more rounds of golf in 2026. Each MGI purchases 8-16 one-year More Golf Subscriptions at a 50% discount from the \$2,500 retail price (e.g., \$10,000 for 8). These subscriptions can be re-sold to other course operators chosen by the MGI. **25% of More Golf Subscription revenue above \$250,000 in 2026 will be paid at the end of the year to More Golf Innovators on a pro rata basis based on subscription payments.**

Each **More Golf Subscriber** has full access to premium features on the More Golf Apps that enable them to generate incremental rounds and revenues by creating stickier relationships with existing customers and extending their marketing reach to thousands of new potential customers.

The program will rinse and repeat annually, with Early Adopters (purchasers of the first 200 subscriptions) having right of first refusal to continue to participate in the discount and revenue share program.

We hope you will join us... to learn more:

- Check it out at <https://www.cloudclubhouse.com>
- Try the More Golf Apps – CloudClubhouse (Apple App Store or Google Play Store or <https://cc.cloudclubhouse.com>), PRIMO Tee Times www.primoteetimes.com (AI version coming soon), Score Cloud www.golfscorecloud.com, Course Kings www.golfcoursekings.com
- Contact Mike Dickoff of Apparation at mike.dickoff@apparationllc.com or 612-889-6710



Introducing the MORE GOLF PROGRAM

The More Golf Program being launched by Apparation in 2026 has a few simply stated goals...

#1 Help every golfer play (and pay for) at least one more round of golf every year

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Success will produce a nice result for golfers... more hours of fun enjoying the greatest game of all time.

Success will also produce a nice result for golf course operators... an average of one more round per golfer per year will generate an average of ~\$100,000 in incremental revenues for public golf course operators and increased member spend and retention for private golf clubs. Other b-to-c golf businesses (retailers, equipment companies, apparel companies, etc.) will also benefit from the additional activity generated.

Of course, achieving that simply stated goal is far from simple... but we're on a mission from the golf gods so let's get at it... let's make Arnie Palmer, Bobby Jones and the rest of the crew in the golf heavens proud.

How will we do it?

By making golf MORE CONVENIENT...

for example, by making it easier to find and book tee times

By making golf MORE FUN...

for example, by introducing golfers to new competitive games, new playing partners, a variety of courses, offseason play opportunities, golf trivia and "Course Kings" leaderboards

By making golf MORE INVITING...

for example, by making it easier to send and track responses to tee time invitations

A key part of our success will be playing team ball... we are creating a team of early adopters that includes golfers (particularly tee time organizers), golf course operators and other golf industry b-to-c businesses) to create some momentum.

We hope you will join us.



Apparation has provided the kick start

Apparation has kick started the More Golf Program by creating a team structure and by providing a sophisticated set of software tools (the More Golf Apps) to help golfers herd the cats to the first tee. The More Golf Apps provide features that support golfers when they are planning their next tee time, during each round and even between rounds and during the offseason. We particularly focus on designing unique features that make golf more convenient, more fun and more inviting... and on making the apps simple and intuitive to use.

Apparation has funded the development of these apps over the last 12 years and access is being provided free to any golfer who needs help in planning and executing their next round of golf:

Cloud Clubhouse – the Swiss Army Knife of golfer apps (in Apple and Google app stores)

GroupLooper (www.grouplooper.com) (for Program administrators)

PRIMO Tee Times – the quickest, easiest way to find your next tee time (www.primoteetimes.com)

Score Cloud – the first digital scorecard that satisfies both golfers and course operators
(www.golfscorecloud.com)

Course Kings – leaderboards that celebrate the unsung heroes of golf (www.golfcoursekings.com)

Our Chat GPT AI app is under development and just might be the first golf-related Chat GPT app

Apparation will continue to provide software support, software enhancement and project management resources throughout 2026.

But we know that technology is only an enabler, not the secret sauce.



Forming The Team

We're assembling a team of innovators and early adopters who will use the More Golf Apps creatively and relentlessly to achieve the mission of generating incremental rounds and revenue. The team will consist of:

More Golf Tee Time Organizers

These are the unsung heroes of the golf industry. They shepherd their golf buddies to the first tee on a regular basis by booking tee times, inviting their gang to play and tirelessly following up. We'll use the More Golf App features to make their jobs easier and to give them some recognition for their efforts. For example, the Course Kings Most Valuable Golfer (MVG) rankings will highlight the organizers who organize the most rounds of golf during 2026. We're recruiting the first wave of organizers from the ~50,000 golfers already registered on the More Golf Apps. The ideal organizer plays 25+ times a year and serves as the tee time organizer for 250+ rounds per year. Profiles of some of our more prolific organizers are included in the Appendix at the end of this document.

More Golf Innovators

These are organizations that want to not only generate more rounds and revenues for their own businesses but also for others. Each More Golf Innovator will contribute one specific method for generating growth in rounds played/revenues generated and will authorize Apparation to share their secret sauce with others to drive a much larger impact. They will purchase multiple More Golf subscriptions and share them/re-sell them to a team of collaborators who will also focus on their method for generating more rounds. Maybe the role of the More Golf Innovators seems a little fuzzy... as they come on board, we'll provide Innovator Profiles in the Appendix for some clarification and inspiration.

More Golf Subscribers

These are golf course operators and other golf-related businesses who want to generate more than their fair share of incremental rounds and revenues. Purchase of a More Golf subscription provides access to a set of premium More Golf App features to drive more rounds and more revenue. Subscribers will pay an annual or monthly fee for access to those premium features and for proactive support throughout the year.



More Golf Premium Features Available To Innovators/Subscribers

More Golf Innovators and other Subscribers have the following tools at their disposal to generate more rounds at their respective courses by creating stickier relationships with existing customers and expanding their marketing reach to thousands of potential new customers.

#1 Two planning sessions (up to one hour each) with Apparation personnel to brainstorm on how best to use More Golf App features to drive incremental rounds/revenue.

#2 Cloud Clubhouse Sponsor Widget – use it to build your membership of sponsored golfers; track their activities and regularly communicate with them via promotional messages

#3 Score Cloud Widget – use it to encourage golfers to use your digital scorecard instead of the single use paper scorecard and pencil... reduce costs and increase engagement

#4 Score Cloud Between Hole Messages – use them to promote your own services or sell some of this ‘ad space’ to 3rd party advertisers; engage with golfers playing your course for 4 hours instead of 4 minutes

#5 PRIMO Tee Times Widget

Golf Societies/Golf Membership Program Operators – provide members with the most convenient way to find available tee times

Golf Course Operators – if you have some alliance partners, use PRIMO to promote one another’s courses for the times when golfers are looking to play an ‘away game’

#6 Digital Coupons and Vouchers – use them to sell and redeem niche products and services

#7 Join a Game Widget – use it to fill your hardest to fill tee times... or to earn a premium on your most popular tee times... be MORE INVITING in 2026

#8 Course Kings Widget – use it to provide your regulars with some fun competition that’ll keep them entertained all year round

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There will be more... stay tuned.



More Golf Subscription Economics

Our mission is to enable subscribers to generate a return on investment of at least 10x while also creating stickier, longer-lasting customer relationships.

The regular subscription price is \$2,500 per year or \$250 per month.

For a limited time, subscribers can get Early Adopter pricing.

Purchase 1-3 subscription for \$1,750 each (30% off); full payment upfront.

Purchase 4-7 subscriptions for \$1,500 each (40% off); full payment upfront.

*Purchase 8-20 subscriptions for \$1,250 each; half due on 1/1 and half due on 4/1.

Any discounts earned in 2026 can be renewed in 2027 and beyond.

*More Golf Innovators are eligible for the Revenue Share program

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The benefits achieved by each Subscriber will vary based on lots of factors, including the extent to which each golf course operator makes use of the premium More Golf App features. Some examples of potential benefits include, but are not limited to:

Fill 2 foursomes per week of Join a Game slots during a 25 week golf season;
At \$50/\$100/\$150 per round, that generates \$10,000/\$20,000/\$30,000

Register 1,000 golfers on Cloud Clubhouse; persuade 25% of them to play 1 extra round
At \$50/\$100/\$150 per round, that generates \$12,500/\$25,000/\$37,500

Reduce paper scorecard use by 50% and use digital scorecard promos to generate an additional \$100 per day in food & beverage sales
At 50% margins, that generates ~\$10,000 in incremental profit



More Golf Innovator Economics

Purchase 8-16 More Golf subscriptions for \$1,250 per subscription (e.g., 8 subscriptions for \$10,000); half due on day 1 and half due in 90 days. You decide which golf facilities get access to the premium features associated with those subscriptions.

You are encouraged to re-sell any of the subscriptions that you will not use for your own course(s). Apparation will assist in marketing these subscriptions to partners that you would like to work with.

You will receive the More Golf Revenue Share payments associated with these subscriptions. 25% of all 2026 More Golf Program revenues above \$250k will be paid out as Revenue Share to the More Golf subscribers who paid the first \$250k in revenues.

Own right of first refusal for participation in the Rebate Program in subsequent years. Each year, the baseline revenues (\$250k in 2026) will be reset based on inflation.

More Golf Innovators will also have an ability to influence the More Golf App enhancement priorities and will be invited to participate in monthly virtual discussions with the full team of Innovators.

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Some example economics:

Purchase 8 subscriptions	(\$10,000)
Re-sell 7 subscriptions at \$1,250	\$ 8,750
NET INVESTMENT	(\$ 1,250)
Generate 200 rounds at \$75	\$15,000
Share of More Golf Rebate (based on \$1.25M)	<u>\$10,000</u>
Net	\$23,750
(on net investment of \$1,250)	

APPENDIX

MORE GOLF

INNOVATOR PROFILES

(first set of profiles to be published at end of January 2026)

APPENDIX

MORE GOLF TEE TIME

ORGANIZER PROFILES



Kevin McCloughan, St. Paul, MN

Plays ~100 rounds/year; organizes ~400 rounds/year

Kevin is a retired IT executive and passionate golfer. Two knee replacements, two hip replacements, a fused ankle and other assorted ailments might slow some golfers down, but not Kevin. He's a former college athlete with unlimited energy.

Kevin is a Public Country Club member who plays 100+ rounds per year and organizes rounds for several different player groups... old work colleagues, neighborhood friends and other acquaintances. While most of his rounds are played at a handful of favorite courses, Kevin's CPI (courses played index) is over 200 and he likes to add some new courses to his list every year.

During 2025, Kevin began to use the PRIMO Tee Times app to find available tee times and he quickly became an ambassador for this efficiency enhancer. He'll be providing Apparation with plenty of feedback during 2026 as we continue to make improvements to make it the fastest, most convenient way to find your next tee time and Kevin will also be evangelizing the product with his playing groups and with the larger PCC community.

Look for Kevin in 2026 on the Most Valuable Golfer rankings.

Al LeCaptain, Lake City, MN

Plays ~70 rounds/year; organizes over 700 rounds/year

Al is the leader of the pack for the men's club at The Jewel Golf Club in Lake City, MN, who have been using Apparation apps to organize their tee times for over a decade.

Every week from April through November (weather permitting), Al organizes tee times on Tuesday, Thursday and Saturday. In 2025, he issued over 1,000 invitations to play that resulted in over 700 rounds played.

Do you think he can top that in 2026? Check the Most Valuable Golfer Rankings to find out.

“Stud Golfer”, Victoria, MN

Plays – 25 rounds/year; organizes over 300 rounds/year

Stud Golfer is the moniker used by the leader of the “Band of Idiots” golfing group that plays at Deer Run Golf Club in Victoria, MN.

Stud and his cronies have been using Cloud Clubhouse and its predecessor GroupLooper to organize their Thursday afternoon games for over a decade.

Perhaps 2026 will be the year that the “idiots” will wise up and start playing more than once a week!

APPENDIX

MORE GOLF APP PROFILES

Cloud Clubhouse

Cloud Clubhouse is the Swiss Army Knife of golfer apps.

It solves the Golfer's App Dilemma as the first app that we know of that combines these features:

- 1) Golfers can use it to plan and score a round on any golf course
- 2) Golf course operators can control the content related to their course and can insert promotional messages of their choice
- 3) All golfer personally identifiable data is made available for use by golf course operators and is not exploited by a 3rd party

For golfers... Cloud Clubhouse offers amazing functionality that makes golf more convenient, more fun and inviting... and NO fees and NO spam.

For golf course operators... Cloud Clubhouse offers a very cost-effective way to create stickier relationships with existing customers and to expand marketing reach to thousands of potential new customers.

Try it for free:

Download it from the Apple App Store

Download it from the Google Play Store

Access it from any browser at <https://cc.cloudclubhouse.com>

Note: To use Cloud Clubhouse, a user must create a free, password-secured account using email address as the user id. Cloud Clubhouse only uses the email address to authenticate users who are logging in and to send transactional emails related to user activity (e.g., notifications that users have accepted or declined tee time invitations). Users who want to try More Golf App features without surrendering any personally identifiable information can access PRIMO Tee Times, Score Cloud and Course Kings anonymously.

PRIMO Tee Times



For any golfer who is trying to organize tee times for their playing group, PRIMO Tee Times offers the quickest, most convenient way to view all their options.

PRIMO is a tee time “availability aggregator”... users can view tee time availability quickly and conveniently on more than 90% of the US public golf courses that offer online tee time booking.

Consistent with our goal of minimizing middlemen in tee time transactions, PRIMO will re-direct users to the tee time booking websites of golf course operators when a user wants to secure a booking.

And even when PRIMO can’t display availability for a public golf course, it will provide the golfer with options to conveniently re-direct to the golf course’s website or to call the course.

Golf societies or collaborative golf course marketing programs can offer a customized version of PRIMO Tee Times that only lists the courses affiliated with their particular program.

You really have to see PRIMO to appreciate it... try it at www.primoteetimes.com.

And stay tuned for the Chat GPT app version of PRIMO that is under development.



Score Cloud



For golfer who want to ditch the old-fashioned single use paper scorecard and pencil and opt for a digital scorecard, Score Cloud offers a unique alternative.

It's free to use on any golf course... no charge even for premium features. But unlike other multi-course scorecard apps, Score Cloud enables a direct communications link between golfers and the operators of the courses they are playing. Course operators who are More Golf Subscribers can insert promotional messages into the scorecard flow that are visible to golfers as they proceed from hole to hole.

Golfers get an intuitive, easy-to-use scorecard app for a game with any number of players that includes sophisticated side game calculations, golfer stats collection, live leaderboard, score locking and much more.

Golf course operators have an opportunity to be in touch with golfers for their entire 4-hour round, not just the 4 minutes they spend checking in and chatting with the starter. Golfers can pick up their Score Cloud scorecard from within the Cloud Clubhouse app or they can easily access one via a QR code on the golf shop desk, a URL link in their tee time confirmation or any other location where the golf course exposes the digital link.

Here are a few examples:

www.golfscorecloud.com (opens Score Cloud for use on any course)



(opens a Score Cloud scorecard at Deer Run, Victoria, MN)



Course Kings



Let's face it... most of us will never see our names intermixed with the likes of Scottie Scheffler and Rory McIlroy on the Official World Golf Rankings.

But... there's an opportunity for any of us to get our 15 minutes of fame as part of the Course Kings World Golf Rankings. Play the most courses, organize the most rounds or do any of the other things that the unsung heroes of the golf industry do... and you'll be recognized for your efforts in Course Kings.

Whether you are competing for yourself or watching one of your golf buddies shine, Course Kings is a ton of fun.

We've never seen anything quite like it in the golf industry... what took so long?

Access Course Kings at www.golfcoursekings.com.

And More Golf Subscribers will be able to run local contests for things like most courses played and most rounds of golf organized by using the Course Kings website widget scheduled for spring 2026 release.

