



## Golfkicks Hits it Hard and Straight with The Batchery

**The Idea:**

Easily add needed traction to your favorite athletic shoe

**The Entrepreneurs:**

Tyler Stuart, John Krosky, and Matt Mockus

**The Founding:**

Denver, Colorado, USA, 2018

“My favorite part about the Batchery is that everyone in their community has an optimistic, “this company is going to be successful,” attitude versus the more typical “most startups fail,” mindset. We love the mix of personalities and investor advisor backgrounds which results in a well-rounded perspective of how the rest of the world hears your story.”

**Tyler Stuart**  
Co-Founder, Golfkicks

**The Story**

Golfkicks® is the brainchild of three friends with one big idea: transform your sneakers into golf shoes. They do this with easy to install traction kits that can change virtually any pair of athletic shoes into fully functioning golf shoes. The Golfkicks traction kit is a third-generation technology, they call Meticlicore™, that is currently in patent-pending status.

Featured and funded on ABC's Shark Tank, the Golfkicks shoe anchor screws directly into sneaker soles. In addition to golf, the system can be used for other sports that require traction as well. After starting their adventure in a Denver garage, the founders of the company have reached more than 10,000 customers in the first ten months of business. Today, Golfkicks are sold on Amazon, bringing in half of the company's monthly revenues.

In the meantime, the founders are exploring other sales and distribution channels as well. Over the past twelve months, for example, Golfkicks has added more than \$400K in revenue on Shopify ([Golfkicks.com/Shopify](https://Golfkicks.com/Shopify)).

And, beginning in June of 2020, Golfkicks began to engage in several small retail selling experiments with boutique golf and “sneakerhead” shops. The Denver trios’ ultimate goal of setting up shop to provide freedom of footwear choice to golfers around the world is certainly being reached.

### Why the Batchery

While delivering their first round of product—and completing a successful Kickstarter campaign—Golfkicks’ founders made the decision to join the Batchery. By joining the Batchery, the founders were able to stay focused on key operational task such as delivering promptly to early customers, while stepping back and engaging in strategic thinking within a supportive community of advisors.

### Benefits of the Batchery

- Being able to build an investor pitch that is impactful, but also fun, accurately reflecting the Golfkicks brand
- Learning how to think bigger—beyond the immediate day to day task of delivering the product
- Connecting with “smart money” investors who appreciated their idea and rewarded their hard work
- Ensuring that the founders had what they need to achieve good life/work balance

### Golfkicks Results

When Matt, John, and Tyler joined the Batchery in November 2018 as part of batch 7, they had already delivered 500 plus first-generation kits to customers from their Kickstarter campaign. After joining the Batchery, their sales continued to increase each month, throughout 2019, with more than 12,000 Golfkicks kits shipped in only nine months. Of those sales, customers consistently gave their Golfkicks kits a four or five-star rating.

Mid-year in 2019, Golfkicks successfully launched its second generation, optimized product. That summer, Tyler and John appeared on the acclaimed TV show Shark Tank where Mark Cuban, the owner of the Dallas Mavericks and celebrity investor, made a deal with Golfkicks.

Toward the end of 2019, the redesigned third generation metal anchor cleat which Golfkicks calls Metillicore™ was released with outstanding success. For its next big move, Golfkicks is looking to develop similar traction kits for other sports, such as ultimate frisbee, softball, baseball, football, and soccer.

The founders continue to think big, and the Batchery is currently helping Golfkicks explore opportunities in other individual outdoor activities, such as running, hiking, and gardening. The founders are also entertaining potential partnerships that will allow them to expand their market and increase sales. Throughout Golfkicks’ time with the Batchery, the investor advisors at the Batchery have provided ongoing coaching and mentoring to help strategically guide Golfkicks as it continues to grow.

### Investor Results

Overall, the Batchery and its investor have been extremely pleased by Golfkicks’ performance. In return for helping the founders, the Batchery received a 4% warrant stake in Golfkicks when the company’s worth was about \$80,000. Golfkicks is currently valued at more than \$7.5 million, giving the Batchery an estimated \$300k share value. This outstanding growth occurred over a fifteen-month period of time.

“I invested in Golfkicks because I was immediately impressed by both the product and the founders. An occasional golfer, the product addressed my issue with expensive, ugly, uncomfortable golf shoes and the patent-pending design is like nothing else available. Tyler Stuart’s success with a prior start-up, and his desire to strengthen his company’s position by working with the Batchery community, only solidified my desire to be an early investor and continue to work with the team as Golfkicks grows.”

**Linda Myers**  
Investor