

The Batchery Case Study

Golfkicks®

Overview of Golfkicks®

[Golfkicks®](#) is the brainchild of Denver, Colorado founders Tyler Stuart, John Krosky, and Matt Mockus—three friends, one idea. The goal of Golfkicks® is to “*Transform your sneakers into golf shoes,*” via traction kits that can change virtually any pair of sneakers into golf shoes. Golfkicks® traction kit is a 3rd generation metallicore that is currently in patent-pending status.

Featured and funded on ABC’s *Shark Tank*, the shoe anchor system of Golfkicks® screws directly into sneaker soles. The system can be used for other sports as well as golf; in the first ten months of business, the founders of the company garnered over 10,000 customers, after starting their adventure in a Denver garage. Today, Golfkicks® are sold on Amazon, bringing in half of the company’s monthly revenues, with other sales and distribution channels as well.

Over the past twelve months, Golfkicks® made more than \$400K on Shopify (Golfkicks.com/Shopify). Beginning in June 2020, Golfkicks® is set to engage in several small retail selling experiments with boutique golf and sneakerhead shops. The three founders’ ultimate goal of setting up shop to provide “*freedom of footwear choice to golfers around the world,*” is certainly being reached.

Why Golfkicks® Chose to Work with the Batchery

While delivering their first round of product—and completing a successful Kickstarter campaign—Golfkicks® founders made the decision to join the Batchery. The three founders were in the process of building their “big picture” story as a business. By joining the Batchery, the founders were able to stay focused on delivering to early customers, while engaging in strategic thinking within our community of investor advisors—both in person, in Berkeley, and remotely from Colorado.

“My favorite part about the Batchery is that everyone in the community has an optimistic, “this company is going to be successful” attitude vs. “most startups fail.” 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.” –Golfkicks® founder

What the Batchery Helped Golfkicks® Achieve

While Golfkicks gained many advantages for the business while working with the Batchery, those that provided the most noticeable benefits included:

- Being able to build a pitch that is impactful, but also fun, accurately reflecting the Golfkicks® brand
- Learning how to think bigger—beyond the immediate task of delivering the product

- Connecting with “smart money” investors
- Ensuring founders/entrepreneurs have a good life/work balance

The Company Growth Story of Golfkicks®

When Matt, John, and Tyler joined the Batchery, they had already delivered 500 plus 1st 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® launched its 2nd generation (optimized) product, and that summer, Tyler and John appeared on Shark Tank. While on Shark Tank, Mark Cuban, the owner of the Dallas Mavericks, and celebrity investor, made a deal with Golfkicks®.

Toward the end of 2019, the redesigned 3rd generation metal anchor cleat (METALLICORE—™ pending) was released with outstanding success. Next, Golfkicks® is looking to develop similar traction kits for multi-sports brand—products that will repeat their prior successes, while expanding into other sports, such as ultimate frisbee, softball, baseball, football, and soccer. The trio also wants to include a kid’s version of Golfkicks® in their lineup in the near future.

The company is currently being helped by the Batchery to explore opportunities in individual outdoor activities markets, such as running, hiking, and gardening—activities that could benefit from the additional traction provided by Golfkicks®. 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 Value Growth—How the Batchery is Helping Golfkicks® Achieve Their Goals

In November 2018, Batch 7 Company obtained a 4% warrants 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 founder. 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 Tyler as Golfkicks® grows.”-- Linda Myers

