



THE ASPIRATION GROUP

We are The Aspiration Group

The Aspiration Group uses GolfAppLive to make corporate golf days unique and enjoyable

The Aspiration Group is a UK based events agency with expertise in organizing custom events, regardless of size or budget. Relationships with supplier and leading global hotel, golf and conference venues are critical to the success of small private social gatherings and large corporate functions or conferences. Each year, 40 to 45 professional, amateur and sponsored golf days are run.

In 2007, a sister company, the 59club was established, and is now a market leader in providing bespoke mystery shopper performance measurement programmes for the Golf, Leisure & Events Industry. In addition, a new company - "Take a Golf Break" is in the process of being established.

To organize unique golf events, The Aspiration Group decided to offer a live leaderboard to create the excitement of the Open or the Masters for amateur tournaments and competitions. This is now one of the options offered and as a result, golf events can now extend beyond the tournament participants to their friends, family and colleagues. A competitive live leaderboard solution was used initially but the costs proved to be prohibitive as it was such a large portion of a typical budget for a golf day.

	Player	Hcp	Team	Round 1	F9	B9	B6	B3	Total	Plyd	Pos
1	Graham Audis	10.3	GolfAppLive	91	47	44	29	16	91	18	20
2	John Clark	8.9	Sapphire	92	49	43	27	15	92	18	21
3	Geoff Baker	13	Sapphire	94	49	45	30	17	94	18	23
4	Ray Roder	13.6	GolfAppLive	96	45	51	34	17	96	18	25

Ady Wheatcroft, PGA Professional & Head of Retail at The Aspiration Group said, "GolfAppLive is a more cost-effective solution which helps to make corporate golf days a unique and enjoyable experience. It is offered as one of the options provided for our golf days, which approximately 25% of our clients choose. Other options include "beat the Pro" and trick shot demonstrations".


www.golfapplive.com

UK: +44 (0)1908 397188

US: +1 831-621-5063

BENEFITS

Download the app from the mobile device store:

Apple, Google, BlackBerry or Amazon

Live leaderboard seen on smart phones, tablets & on clubhouse screens

Works in Portrait & Landscape mode

Electronic scorecards can be printed & emailed

Up to date hole by hole guides

Organizers & Sponsors

Organize exciting & memorable events

Maximise branding opportunities

Provide up to date results to a broader audience

Administrators

Reduced stress in organizing events

18 pre-configured leaderboards

Easy to use, reduced set-up time

Instant results capability



Benefits to Players, Organizers, Administrators & Sponsors

Download GolfAppLive from the mobile device store:

- Apple
- Google
- BlackBerry
- Amazon

More Information

GolfAppLive User's Guide & Whitepapers:

www.golfapplive.com

UK: +44 (0)1908 397188

US: +1 831-621-5063

E: sales@golfapplive.com

LiveAppStudio Inc

GolfAppLive has been developed by LiveAppStudio Inc which has a team of IT professionals experienced in developing, marketing and selling Mobile Applications on a variety of smart phones and tablets for a number of different uses, including those required by multi-national companies.

Customers include The Aspiration Group, Castlewood Country Club, The UK Fire Service, Sports and Athletics Associations and golf societies, such as Studham FC Golfers.



LiveAppStudio Inc.
5610 Scotts Valley Drive
Suite B501
Scotts Valley 95066

Even though The Aspiration Group provides smart phones to their participants using GolfAppLive, a key feature is the ability for participants to enter their scores on their own smart phone or tablet of choice on a hole-by-hole basis. GolfAppLive works in both Portrait and Landscape mode ensuring that the device can be used while in a cradle on a golf cart. There's no need to remove it each time to view the current leaderboard.

GolfAppLive has greatly reduced the amount of preparation work and administration of events. The stress involved in organizing and administering a tournament or competition is practically eliminated by the framework provided to set it up, run and finalize the details of the whole event. It's simple to use and processes are streamlined to minimize overall set-up time and tallying the results. Records and results are accurate, reducing the time to process scores. Unnecessary errors that may result in disqualifications never occur.

Event sponsors maximize their branding by adding their logos on the leaderboard which generates a pro tournament experience.



The Administration screen provides all the controls necessary to quickly and easily set-up and manage a tournament

Ady Wheatcroft added, "The Aspiration Group is always looking for new innovations to improve their golf days and the use of GolfAppLive has created a fantastic avenue for adding the extra 'wow' factor. More golfers are accepting the use of mobile devices as a means for measuring distances and the addition of live scoring has become the preferred method. GolfAppLive makes the paper scorecard redundant. In addition, GolfAppLive not only benefits playing golfers, but it has been a big success with non-playing spectators. Whether in the clubhouse or in the office, they are now able to observe the golf day's progress and join in from afar".

About GolfAppLive

GolfAppLive increases the excitement of a tournament or competition to the participants by providing a live leaderboard. It also extends the whole experience beyond those playing in it. Now non-participants, friends, family, colleagues and co-workers can be invited to join in the event underway at the club. GolfAppLive is designed for clubs, associations, societies, companies, charities and educational bodies organizing golf competitions or tournaments to capture players' scores around the course on smart phones or tablets so that a "live" leaderboard can be provided - on the smart phone or tablet and back in the clubhouse on big TV screens. It's simple for competition organizers and participants to use irrespective of their technical experience. Instant results can be linked to websites, social media sites and email. Organizers can email results and statistics to participants so that a record of their experience on the course can be retained.

