

INVESTMENT OPPORTUNITY

# CIRCLES: A SAAS PLATFORM THAT HELPS GOLFERS GET BETTER, FASTER.

**Sector** Technology

**Project size** Estimated project value  
NZ\$2 million

**Closing date** July 2023

**Web-links**

- [www.drawmorecircles.com](http://www.drawmorecircles.com)
- [Pitch deck](#)
- [Circles intro video](#)

**Looking for** Investors that understands sport, or SaaS economics, to close the round.



You could think of Circles as  
Strava, for golf!

Founded by former Olympic high performance and big data specialists, Circles is a B2C, SaaS platform that, for a monthly fee, provides golfers with everything they need to think and train like a pro. Its vision is to be the leader in performance insights for golf globally.

It works! Circles users are experiencing a three-stroke reduction in three- months, and for Professionals, 19x ROI.

Circles has just over 2700 players and 560 coaches across 22 countries. Seeing 20 per cent month-on-month revenue growth with a current MRR of USD\$31k.

It has just signed a multi-year contract with the Chinese Ladies Professional Tour (CLPGA) and multiple national and NCAA teams.

Circles has identified a market of 15 million golfers worth NZ\$10.6 billion and is raising capital to get 18,000 paid users and NZ\$13 million in ARR, in next 24 months.

Circles has signed term sheets and with \$500k remaining for the raise, is looking for investors that understand sport or SaaS economics to close the round.

**For more information please contact**

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