

CloudClubhouse Diary – As of Oct 30, 2024

Golf Course Operators - Become an Early Adopter:

<https://www.grouplooper.com/register/id/golfer-network-founders>

Get More Data About CloudClubhouse

<https://www.cloudclubhouse.com>

Use CloudClubhouse to Record Your Score at Augusta National

<https://cc.cloudclubhouse.com/#facility/7021>

Golfers - Create Your Own CloudClubhouse Golfer Account

<https://cc.cloudclubhouse.com>

=====

Published

Queued and scheduled in Mailchimp

Drafted but not yet queued

Week starting October 21, 2024

- #1 The Adventure Begins
- #2 WHO is on the CloudClubhouse team?
- #3 WHAT is CloudClubhouse?
- #4 WHEN can you get your hands on CloudClubhouse?
- #5 WHERE can you use CloudClubhouse?
- #6 WHY did Apparation develop CloudClubhouse?
- #7 HOW does CloudClubhouse create value?

Week starting October 28, 2024

- #8 Please don't make me download another app
- #9 Why MSP first?
- #10 The Most Efficient Way To Do Something Part I
- #11 The Most Efficient Way To Do Something Part II
- #12 Sticky is not icky
- #13 Brass tacks... and \$\$\$
- #14 Do The Math

Week starting November 4, 2024

- #15 Woulda/Coulda/Shoulda... Didn't
- #16 They're Your Customers
- #17 Hello, Hal
- #18 Away Games
- #19 Don't Throw It All Away
- #20 Why Apparation?
- #21 Your Best Salespeople

CloudClubhouse Diary – As of Oct 30, 2024

Week starting November 4, 2024

- #22 Win/Win/Win/Win/Win/Win/Win/Win/...
- #23 When Is An App Not An App?
- #24 Should You Help Your Customers Play Elsewhere?
- #25 The Most Efficient Way To Do Something, Part III (website re-use)
- #26 An App Primer
- #27 Please Help Me Play More Golf
- #28 The Team is growing

Week Starting November 11, 2024

- #29 What's An Availability Engine?
- #30
- #31
- #32
- #33
- #34
- #35

CloudClubhouse Diary – As of Oct 30, 2024

OCTOBER 21, 2024

#1 The Adventure Begins

Some of you have heard me talking for years about this mythical beast called CloudClubhouse... a software app that could cure the ills (or amplify the success) of the golf industry.

We were always in the planning phase... with the launch just around the corner. Well, the wait is over... mark October 21, 2024 on your calendar as the day when we FINALLY pulled the trigger.

We are on a mission to fulfill the potential of this CloudClubhouse vision.

Which begs the question... actually a number of questions...

Who? What? When? Where? Why? How?

Stay tuned for answers to those questions and many more.

If you are a golf course operator or avid golfer or anyone else who has a passion for the greatest game ever invented, please join us for this ride.

CloudClubhouse Daily will feed you 30-60 seconds of wisdom or nonsense or something in between... we promise it will always be thought-provoking.

CloudClubhouse Diary – As of Oct 30, 2024

#2 WHO is on the CloudClubhouse team?

Every storyline needs to answer the questions Who, What, When, Where, Why and How... CloudClubhouse is no different. Let's get started.

The WHO behind CloudClubhouse starts with a group of intellectually curious golf course operators who believe we have a golden opportunity to extend the recent renaissance of the golf business.

Operators like this Minnesota triumvirate...

Tom Abts of Deer Run, the philosopher-king of the golf industry...

Joel Burger at StoneRidge, a serial golf entrepreneur...

Kent Blaschko of Royal Golf Club, whose string of successful results extends from Hilton Head to the Upper Midwest.

This is a team you want to collaborate with if you are a golf course operator looking to stretch your imagination and keep innovating.

Apparation will play the role of systems integrator... providing the connective tissue technology that helps golfers play more often and golf course operators be more successful.

We're on a mission to build this team out to 250+ early adopter golf course operators by the end of 1Q 2025. If this sounds like fun, join us and reap the benefits of being in on the ground floor... like a 60% discount on your annual course operator CloudClubhouse subscription.

CloudClubhouse Diary – As of Oct 30, 2024

#3 WHAT is CloudClubhouse?

The simple answer is... CloudClubhouse is an app... but a highly unusual one.

People increasingly use smartphone apps to manage almost every aspect of their lives... schedules, newsfeeds, fitness programs, etc. You name it... there's an app for that.

The current market for smartphone golfer apps poses The Golfer's App Dilemma... with two unsatisfying options:

#1 Use a branded golf course app; but then the golfer needs a separate app for every course... very inconvenient... and these apps are expensive for the golf course operator

OR

#2 Use a 3rd party app that the golfer can use anywhere... but these are expensive for the golfer and golf course operators aren't able to control the content and customer relationships.

CloudClubhouse offers an alternative... an app that a golfer can use anywhere for free but where the golf course operators control the content and marketing channel. It costs course operators less than branded apps and is 100% compatible with golf course management software solutions.

There's much more... keep reading for a daily stream of examples of how CloudClubhouse solves The Golfer's App Dilemma and creates value.

CloudClubhouse Diary – As of Oct 30, 2024

#4 WHEN can you get your hands on CloudClubhouse?

When can you get your hot little hands on CloudClubhouse?

The short answer is NOW!

You may have heard the legendary wisdom about releasing software from Reed Hastings, the founder of LinkedIn... “If you’re not embarrassed by the first version of your product, you’ve launched too late.”

The current version of CloudClubhouse has an amazing set of unique features. It also has some rough edges that need to be sanded off and is missing features that we know we will need to add... We hope you will tolerate those temporary issues as you take advantage of the super duper features that are already available.

Any golfer can use CloudClubhouse NOW as a web app by downloading from the Apple iOS store OR by simply navigating to <https://cc.cloudclubhouse.com> on any browser-based device.

We also plan to have CloudClubhouse in the Google Play Store in 1Q 2025.

Any golf course operator that wants to use CloudClubhouse as a powerful marketing and customer relationship enhancer can become an Early Adopter now... follow the instructions at <https://www.cloudclubhouse.com>. Early Adopters will pay 60% less than the retail rate for annual CloudClubhouse subscriptions.

What are you waiting for?!?!?!?!?

CloudClubhouse Diary – As of Oct 30, 2024

#5 WHERE can you use CloudClubhouse?

CloudClubhouse is a cloud-based app designed for use on smartphones, so you can use it from anywhere.

It's got a golf course directory that contains every golf course on the planet so golfers can organize a tee time or fire up a scorecard literally anywhere on planet earth where they can find an open tee box.

My personal favorite feature is "Compare Played List" that lets me compare the list of courses I've played in my golf career with those played by any of my playing partners... talk about a conversation starter!

Golf course operators who subscribe to CloudClubhouse can log in to a password-secured dashboard from anywhere and track player activity, update customized promotional messages and much more.

CloudClubhouse is an open platform designed to integrate with all manner of other golf-related capabilities... tee time booking systems, GPS info, the USGA handicap systems and other scoring aggregators... some of that stuff is still in development, but it's all on the roadmap that makes CloudClubhouse golf's most versatile app.

CloudClubhouse Diary – As of Oct 30, 2024

#6 WHY did Apparation develop CloudClubhouse?

There are hundreds of apps for golfers. What makes CloudClubhouse different?

You've heard the old saying ... "people don't care how much you know until they know how much you care".

The Apparation team believes golf is the greatest game in the world and we want the golf industry to be as healthy as possible.

Apparation cares about helping golfers play more golf... that's why we built an app that makes it so convenient for golfers to organize their next game.

Apparation cares about helping golf course owners and operators make more profit so they'll continue to use their valuable property for golf instead of other uses... that's why we built an app that enables course operators to generate several new revenue streams.

Apparation doesn't have an ego... that's why we built an app that puts the golf course brands in the spotlight.

Now... we are a for profit company... but we don't have unrealistic expectations about how much we can make and as a privately held company we don't have undue pressure to grow too large or charge too much... that's why we made CloudClubhouse so affordable for course operators and free for golfers.

CloudClubhouse Diary – As of Oct 30, 2024

#7 HOW does CloudClubhouse create value?

CloudClubhouse enables golf course operators to offer a branded app experience to golfers without having to bear the full costs of their own app... this reduces costs relative to traditional course-branded apps.

CloudClubhouse leverages the relationships that golfers already have with golf course operators, so Apparation doesn't have to spend millions on consumer marketing... this reduces costs relative to 3rd party apps.

CloudClubhouse enables golf course operators to deliver marketing messages to golfers through a common marketing channel... this reduces costs and increases revenues as golfers react to the opportunities presented to play (and pay) more often.

Apparation leverages the decades of experience its team has in software design and development to build its products as efficiently as possible... this reduces costs.

Apparation earns a fair profit on its efforts but shares most of the savings with course operators and golfers... and does not demand any barter rounds or revenue share on course operator services.

Add it all up and you get high value functionality at low cost... a winning combination.

CloudClubhouse Diary – As of Oct 30, 2024

OCTOBER 28, 2024

#8 Please don't make me download another app!

In a recent article in The Atlantic, author Ian Bogost pleads ... “Please don't make me download another app”. Ian currently has 139 apps on his phone and is bombarded with requests/requirements to add more by every business he is transacting with. Sound familiar?

He goes on to say “It's enough to drive you crazy, which is a process you can also track with apps for mental health, such as Headspace and Calm.”

I agree with him. Things have gotten out of hand. Golf apps that only let me manage games at a single course are of no interest to me. What... am I supposed to load my list of playing partners into ten different golf apps?

At the same time, I totally understand why a golf course operator would want to be able to control the messaging and content that I see on my golf app and be uninspired by 3rd party apps like The Grint and Golfpass.

CloudClubhouse is designed to solve this Golfer's App Dilemma... a single app for golfers that enables golf course operators to control the content that is presented to the golfer.

It sounds simple, but it's not. Apparation has been working out the kinks for a decade.

Try it here... we're pretty confident you'll like it.

CloudClubhouse Diary – As of Oct 30, 2024

#9 Why MSP first?

It is not an accident that the first handful of golf course operators that are adopting CloudClubhouse are in the Minneapolis/St. Paul Metro area.

Sure, part of that is because that is Apparation's home turf and we've developed lots of relationships over the years with golf course operators in our home territory.

But there's something more. As part of its annual review of Golf Software Wars data, Apparation analyzes the use of golf course management software in 30 large metropolitan markets. We have consistently found that MSP is by far the "healthiest" market in terms of GCMS use. Whereas most markets are dominated by a single vendor, MSP course operator software is amazingly diverse. No vendor has a dominant market share and foreUP, Lightspeed and Club Prophet all have more customers in MSP than they do in any of the other 30 major markets. Club Caddie and TenFore are beginning to penetrate the market and don't look now but TeeWire is coming up fast in the outside lane. And I haven't even mentioned NBC Sports Next/GolfNow... the overall US market leader.

This diversity is a strength, but it does mean that golfers are left without a single source that they can go to that ties everything together. CloudClubhouse has the potential to be that glue... and in a friendly way that is convenient for golfers and not directly competitive with the GCMS offerings.

This is a dense topic... if you're interested in taking a deeper dive, contact us anytime and we'll go as deep as you want.

CloudClubhouse Diary – As of Oct 30, 2024

#10 The most efficient way to do something – Part I

I used to work on systems integration projects for very large companies, and we were always seeking to design processes that were more efficient... a few dollars saved times millions of repetitions adds up to real value.

One of my colleagues used to frequently say during design discussions that “the most efficient way to do something is not to do it at all”. It was a reminder that sometimes things that we have “always done” are not necessary.

CloudClubhouse frequently seeks to leverage that aphorism.

For example... let’s say you are trying to get one of your customers to try your CloudClubhouse digital scorecard for the first time as part of your drive to drastically reduce and eventually eliminate the single use paper scorecard.

You can require them to go to the app store, download the app, put in some credentials and log in.

Or... using CloudClubhouse’s web app design, you can allow them to just scan a QR code that ushers them directly into the scorecard app... no download... no entry of PII... just scan and score.

If they like the experience, then they might be ready to download the app and create a password-secured account so they can use CloudClubhouse functionality on every course..

In other words... the most efficient way to download an app is not to download it at all!

CloudClubhouse Diary – As of Oct 30, 2024

#11 The most efficient way to do something – Part II

When it comes to golf, first and foremost I'm a golfer... and secondarily I'm a golf software designer. So I always start designing golf software products from the perspective of how it will help make golf more fun, convenient and possibly affordable... so I can play (and pay) more often.

Let's say I'm looking to play a round of golf next Monday.

I can find an available tee time, make a guesstimate of how many people will join me, book a tee time, invite some other players, watch the responses so I know whether I have to adjust the number of players, send a few reminders to the laggards who never respond to the first invitation and do about a dozen other things between now and Monday. And... I might not get any takers and need to scrap the plans or play alone. It's exhausting just thinking about it.

CloudClubhouse gives me a lot of assistance to make that process more efficient, but then there's an alternative.

I could use the CloudClubhouse Join a Game feature to find a game that's got an empty slot, join it and show up on Monday... simple as that.

In other words, the most efficient way to book a tee time is not to book it at all... just join a game that's already been booked by someone else.

It sounds magical... and it kinda is... it definitely helps me avoid some of those dreaded woulda/coulda/shoulda played days.

CloudClubhouse Diary – As of Oct 30, 2024

#12 Sticky is not icky

The word “sticky” often connotes something unpleasant... even icky.

But when it comes to customer relationships, sticky is a trait you should seek to attain.

Imagine that I am a golfer who considers your operation my “home course”. I play most of my golf there. But at least several times a year I play elsewhere... maybe you’re running a charity event on a day when I want to play... or I’m traveling out of town and manage to squeeze in a round or two... or my buddy on the other side of the Metro wants me to join him at his course for the day.

If you are providing golfers with a branded app that they can only use at your course, they are going to completely detach themselves from you during their travels. That’s NOT a sticky customer relationship.

But if you are a CloudClubhouse sponsor, YOUR customer can stay attached to you even when they are playing someone else’s course... when they open their CloudClubhouse app to organize their away games or to post their scores on another course, your brand will be prominently displayed with a “sponsored by” tagline that keeps you front and center in their mind.

Now, instead of being miffed that you were too busy running an event to allow them to play your course, they are thankful to you for providing a tool that helps them play a fun round of golf today.

Sticky customer relationships are not icky... they are solid gold... and CloudClubhouse helps you achieve them.

CloudClubhouse Diary – As of Oct 30, 2024

#13 Brass Tacks... and \$\$\$

So far in these CloudClubhouse Daily messages, we've been a little vague regarding the economics of CloudClubhouse participation.

Let's get down to brass tacks.

CloudClubhouse is FREE for golfers to use... that removes any financial barriers to use.

Of course, the service can only be offered free to golfers if someone pays to support the costs of developing and operating CloudClubhouse capabilities, and our business model is to have golf course operators pay the lion's share of those costs.

Golf course operators who want to sponsor CloudClubhouse members and inject their promotional messages into the CloudClubhouse app pay an annual subscription of \$2,500... **ALTHOUGH FOR A BRIEF TIME YOU CAN SIGN UP AS AN EARLY ADOPTER AND REDUCE THAT PRICE BY 60%... ONLY \$1,000.**

The benefits that you can achieve include incremental revenue from additional rounds of golf played due to CloudClubhouse's convenience features, expanded marketing reach and stickier customer relationships ... and cost reductions such as reduced scorecard printing costs and reduction in 3rd party marketing services that can be done more cost-effectively via CloudClubhouse.

Apparation can't guarantee benefits because they are dependent on your actions, but if you have any doubts about your ability to achieve a very healthy ROI on your CloudClubhouse subscription, let's talk soon to clarify how this program can work for you.

CloudClubhouse Diary – As of Oct 30, 2024

#14 Do the math

If I told you that a CloudClubhouse subscription had the potential to generate \$100k or more in incremental revenue for your golf course, would you believe me?

Ok, I'll admit it... I'm a little biased. But bear with me here as I do a little arithmetic.

There are 25M+ golfers in the US and approximately 11,00 public golf courses... that means there are 2,272 golfers per public golf course.

Those golfers play an average of about 20 rounds per year... less than once every two weeks. Surely by providing golfers with the fun and convenience associated with CloudClubhouse's tee time planning capabilities, we can help golfers play at least one extra round of golf per year. Some won't play more, but some will play a lot more than one more round.

If those extra rounds of golf generated a modest \$44 per round in incremental revenue, the average course operator would yield incremental revenues of over \$100,000 ($2,272 * \$45 = \$102,240$).

Yes, that's a crude calculation... but it's believable isn't it?

As a golfer, I know for a fact that some additional fun and convenience will help me play at least several more times a year.

Let's go generate those six figure bumps.

CloudClubhouse Diary – As of Oct 30, 2024

NOVEMBER 4, 2024

#15 Woulda/coulda/shoulda/didn't

The worst days of the year for me are the ones where I woulda played a round of golf... coulda played ... shoulda played... but didn't.

I'm not talking about days when it was pouring rain or freezing... I'm talking about days when the weather was good enough to play but inertia got in the way.

You see, I'm the poor schuck who usually organizes the tee times that I play in and It's not easy to arrange to have multiple people show up at the same place at the same time to spend 2-4 hours playing a round of golf.

On the days when I just can't conjure up enough energy to put a foursome together, I often think how nice it would be if a course operator near me made my life easier by offering up some 'mixer' tee times that I could just join without worrying about whether I fill up the whole foursome myself. Those types of tee times would assure me that I'd be playing with people who, like me, enjoy meeting new playing partners and that I'm welcome as a 'single'.

Am I asking too much? CloudClubhouse offers course operators features that enable you to offer mixer tee times without a lot of fuss and muss.

Please help me and millions of other golfers eliminate the woulda/coulda/shoulda played days.

CloudClubhouse Diary – As of Oct 30, 2024

#16 They're YOUR Customers

The Apparation team that built and supports the CloudClubhouse software is obsessive about providing a great user experience for golfers, but we never forget that the course operators who subscribe to CloudClubhouse own the customer relationships with the golfers.

Golfers who are logged into CloudClubhouse never see the Apparation brand... their sponsoring facility's brand is front and center... and if a golfer happens to be playing your course today, you can control the promotional messages that the golfer sees as they work their way through their scorecard.

Likewise, Apparation does not exploit the golfer emails, phone numbers and other personally identifiable information that users enter in their CloudClubhouse accounts. That data is reserved for use by the course operators who sponsor the members and who operate the courses where the golfers are playing.

It's simple... those golfers are YOUR customers... not Apparation's.

CloudClubhouse Diary – As of Oct 30, 2024

#17 Hello, Hal

I've been involved in developing software for almost 50 years. AI has been touted as the next big thing every 10 years or so since the 1980s... and it always disappointed.

But this time it's for real... today's super powerful processors and billions of dollars of sophisticated software are beginning to produce some truly amazing results. This stuff might just find the cure for cancer soon. But there is no shortage of naysayers that say that AI is dangerous... and there's some truth in that... it won't all be sunshine and balloons... remember HAL from 2001: A Space Odyssey?

Does any of this have anything at all to do with golf? So far... not much.

Expect to hear more and more fat claims by software providers that their solutions are "AI-based". Take some of that with a grain of salt... a lot of it is just overzealous marketing. We won't insult your intelligence by claiming that all of the new features we are packing into CloudClubhouse are AI.

But we are keeping a close eye on this technology as it evolves, and we'll do our best to give you some common sense info about AI trends as they begin to creep into golf apps. We'll look for opportunities to integrate with some of the capabilities that are being produced by the billions of dollars of investments by Apple, Google, Microsoft and other tech giants.

There will come a point... maybe not too far down the road... when golfers will be able to rely on their AI agent to find and book their next tee time. That'll be convenient golfers and lucrative for golf course operators... win-win.

CloudClubhouse Diary – As of Oct 30, 2024

#18 Away Games

Based on some recent research that we did using handicap score posting, most golfers play 25% or more of their rounds at courses other than their 'home' course.

What happens today when your regular customers play an "away game"? They are out of sight and out of mind... you have little to no visibility into where they are and who they are playing with. And, for that matter, you are out of sight and out of mind to them as they enjoy their away game... they might even be a little miffed at you because you didn't have an available tee time and/or didn't help them find a place to play.

What will happen when one of the CloudClubhouse members that you sponsor organizes and plays a game at another course using CloudClubhouse tee time planning capabilities? You'll know where, when and with whom they are playing. As they use CloudClubhouse to arrange their tee time or track their scores, they'll be reminded that it was your course that provided them with the CloudClubhouse capabilities that made life more convenient.

You know that most of your customers are going to play a healthy number of away games. Use CloudClubhouse to stay connected and deepen your relationships.

CloudClubhouse Diary – As of Oct 30, 2024

#19 Don't Throw It All Away

Here's a puzzler for you... what does Bob Dylan have to do with golf apps?

I'll guarantee you that there are some golfers out on your course today who are using a 3rd party app like The Grint or 18 Birdies.

You did a great job attracting those golfers to your course... they chose to play at your place over all the other options they had today.

But then... instead of seizing the opportunity to engage with those golfers for 4 hours via CloudClubhouse... you threw away that opportunity. As Dylan put it... "I must have been mad... I never knew what I had... until I threw it all away."

Not only could you have had a four hour 'conversation' with those golfers, but you could also have been a hero by providing them with a free golf app instead of the one that they are paying good money for.

When the next batch of golfers choose to spend a day on your course, make them an offer they can't refuse... a free golf app that they can use to track their score and that'll save them a bundle of time as they plan their future games. And get yourself four hours of "air time" to promote your course and bring them back for another round.

Take Dylan's advice... "if you find someone that gives you all of their love... take it to your heart don't let it stray... for one thing's for certain... you will surely be a-hurtin'... if you throw it all away... if you throw it all away."

CloudClubhouse Diary – As of Oct 30, 2024

#20 Why Apparation

Coming Soon – Why was Apparation the right company to create and operate CloudClubhouse? Why not another golf technology company?

CloudClubhouse Diary – As of Oct 30, 2024

#21 The team is growing

Coming soon – the CloudClubhouse team is expanding... meet some of your new potential team members. This will be edited close to publication date.