

PROJECT STUDY

Help us to shape the future of golf training with AI 🚩🚀

What is DeepGolf

Every golfer knows there is one key to success on the course: **consistency** - in every swing you take.

Obtaining such consistency, however, is challenging. Golfing lessons and tracking hardware are expensive. Analog drills often lack precision and fail to keep you motivated.

At DeepGolf, we've developed a solution that harnesses the power of artificial intelligence - delivering an **accurate** and **intuitive** learning experience straight to a device most golfers already own: their smartwatch.

What will be your tasks

We want to offer you engaging, hands-on tasks at the intersection of management and technology. The options below only serve as general blueprints for involvement - we're always open to your ideas!

Option A: Product development

- Help us in refining the user journey in the app
- Co-develop new features around gamification and self-learning
- Dive into technical details of AI application and motion capturing

Option B: Sales, marketing and finance

- Co-create a pricing strategy and support accessing additional sources of cashflow
- Develop a content strategy for social media, trade fairs and other outlets
- Help us in further understanding customer needs across different skill levels of golfers

What's in it for you

- First-hand involvement with an AI-powered product that tackles a real-world challenge
- Learn from skilled founders who have worked in product design, consulting, and private equity
- Benefit from the experience of > 15 previous project studies that the chair's supervisor already hosted

What we are looking for

- Dedicated team players who are eager to learn
- Entrepreneurial spirits willing to experiment, iterate and take ownership
- Ideally some previous experience in the world of golf (not mandatory)



Did we spark your interest? Then please reach out to hallo@deep-golf.de or marc.mehrer@tum.de

(applications are open year-round)

