



Life, Served in Full Course

Golf. Gastronomy. Global Lifestyle.

Full Course is the world's first **AI-powered golf & gastronomy lifestyle club**, blending **technology, network, and curated experiences** into one seamless membership.

It delivers **the complete round of life**: play the world's finest golf courses, savor the best dining, and belong to a global community of tastemakers — guided by AI agents and supported by human concierge.

Welcome To The Full Course

Our Mission

To deliver the “*Full Course of Life*” — where technology enhances human connection, and where golf, gastronomy, and global lifestyle are served seamlessly in one membership.

Our Differentiator

Unlike fragmented golf apps, dining platforms, or travel concierges, Full Course integrates all three into a **single ecosystem** — powered by AI, enriched by brand partnerships, and brought to life through community experiences.

Our Promise

For members: *Play the world. Taste the world. Live life in Full Course.*

For partners: A gateway to a highly targeted, affluent, and engaged audience that values quality, exclusivity, and experience.

Our Three Course Methodology

Full Course combines **three pillars**:

1. **Technology** – A proprietary AI-powered Members App that serves as a “clubhouse in your pocket.”
 - AI agents personalize golf, dining, and travel recommendations.
 - Human concierge ensures white-glove service for bookings and access.
 - The platform integrates tee times, Michelin-starred dining reservations, curated retreats, and member networking.
2. **Network** – A curated community of members, ambassadors, and brand partners.
 - Members: Executives, HNWIs, tastemakers, and lifestyle enthusiasts who share passions for golf and gastronomy.
 - Ambassadors: Cultural icons across sport, music, dining, and luxury
 - Brand Partners: Global luxury leaders across hospitality, finance, automotive, fashion, and spirits (e.g., Amex, Emirates, Porsche, Nobu, Moët Hennessy).
3. **Lifestyle Services** – The physical and experiential layer that elevates the brand.
 - **Clubhouses**: Flagship destinations in Algarve (HQ), Miami, Barbados, Dubai, and Tokyo.
 - **Club Dinners**: Monthly ambassador-hosted networking dinners, creating a “physical social network.”
 - **Global Golf Access**: From St. Andrews and Pebble Beach to Monte Rei and Sandy Lane, members unlock exclusive courses worldwide.
 - **Culinary & Travel Experiences**: Chef’s tables, wine and rum pairings, vineyard tours, cultural retreats, and signature journeys blending play, dining, and discovery.

Technology Layer – AI + Human Hybrid

Full Course Members App *(Clubhouse in your pocket)*

- **Golf Booking** → Tee times across partner courses, tournaments, and retreats.
- **Dining Reservations** → Priority access to Michelin-starred and curated restaurants.
- **Travel Concierge** → Book retreats, curated journeys, and luxury add-ons (yachts, spas, cultural events).
- **Community Networking** → Member directory, event RSVPs, messaging, and private groups.
- **Membership Management** → Digital membership card, tier benefits, billing, loyalty rewards.



Exclusive Members Network

Member Network

- Affluent travelers, executives, and HNWIs who share passions for golf, gastronomy, and global lifestyle.
- Profiles inside the app highlight play history, dining tastes, and personal interests → powering smarter connections.
- Community activations: Club Dinners, retreats, and member tournaments.



Lifestyle Service Offerings – The Member Journey

Global Golf Access

- **Algarve:** Monte Rei, Quinta do Lago, Vale do Lobo, Palmares.
- **Miami:** Trump National Doral, Crandon, Miami Beach GC.
- **Barbados:** Sandy Lane Green Monkey, Apes Hill, Royal Westmoreland.
- **Dubai:** Emirates Golf Club, Jumeirah Golf Estates, The Els Club.
- **Tokyo:** Kasumigaseki, Kawana, Taiheiyo Gotemba.
- **Extended network:** St. Andrews, Pebble Beach, Tuscany, Cape Town, Sydney, Rio, Monaco, Mauritius, Iceland.

Unrivaled Experiences

The Best Dining Experiences

- Michelin-starred partnerships (Ocean, Vila Joya, Den, Narisawa).
- Chef's tables, vineyard pairings, distillery immersions.
- Regional gastronomy festivals: Wine & Fairways (Algarve), Rum & Fairways (Barbados), Midnight Sun Golf & Nordic Dining (Iceland).

Travel & Retreats

- Signature packages (e.g., *Algarve Wine & Fairways*, *Dubai Desert Links & Fine Dining*, *Tokyo Precision Tour*).
- Integrated travel services: private jets, villas, yacht charters, wellness add-ons.
- Event-driven journeys: attend the Masters, DP World Tour, or Tokyo cherry blossom season.

Business Model & Growth

Membership Tiers: Local (€250/mo), Regional (€500/mo), Global (€1,000+/mo).

House Member

€250/month. Includes House access with on demand booking and dinning services

Regional Member

€500/month. Includes Regional access, dedictaed booking and dinning services

Global Member

€1,000/month. Includes global services with premium travel, booking, and dinning.

Revenue Streams: Membership, partner commissions, events/dinners, retreats, sponsorships, brand collabs.

Growth Flywheel:

1. **Technology** (AI + app) attracts members.
2. **Network** (ambassadors, partners) adds cultural & commercial gravity.
3. **Lifestyle Services** (clubhouses, dinners, retreats) create retention + revenue.
4. New members fuel further brand/partner interest.

Full Course Financials

Company Projects

- Year 1 → 500 members = €3M ARR.
- Year 2 → 5,000 members = €30M ARR.
- Year 3 → 20,000 members = €120M ARR.

Gross Margin: ~60% (subscription-driven, high leverage from tech).



Full Course — Launch Roadmap

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Q4 2025 — Oct 1–Dec 31, 2025

Launch Algarve HQ · Prove the hybrid (AI + concierge) model

Objectives

- Open **Algarve HQ Clubhouse**; deliver flawless founding-member experience.
- Ship **Members App v1.0** (Golf/Dine/Travel core + payments).
- Activate **Club Dinners** as a physical social network and lead funnel.

Product & AI

- App v1.0: tee-time booking (EU integrations), dining reservations, concierge chat, digital membership card, billing, notifications.
- AI Agents (MVP): Golf & Dining recommendations, itinerary drafts; human-in-the-loop handoff.
- Data & CX: baseline analytics (events, funnel), NPS in-app, error alerting.

Supply & Partnerships

- Finalize Algarve core: **Quinta do Lago, Vale do Lobo, Monte Rei, Palmares, Dom Pedro**; 10–15 dining partners (incl. Michelin).
- Activate payment rails (EUR), KYC/compliance, and partner rev-share contracts.

Community & Marketing

- **Founding Members Launch (Oct 10–12)**: opening weekend + “Wine & Fairways”.
- **Club Dinners**: Algarve (Oct), Lisbon (Nov), London (Dec) with chef/ambassador hosts.
- PR kit: founder story, ambassador quotes, image library; always-on paid retargeting.

People & Ops

- Concierge shift model (EU hours), playbooks, SLA dashboard (response <3 min, resolution <2h).
- Member care protocols; incident & refund guidelines.

KPIs (Quarter)

- **500** founding members live · **>70%** 30-day activation · **NPS ≥ 60**
- **Booking success ≥ 85%** (requested → confirmed) · **First-contact SLA ≤ 3 min**

Go/No-Go Gate to Q1 2026

- App crash-free sessions ≥ **98%**, refunds <2% of GMV, partner NPS ≥ **50**

Full Course Investment Fund

*We are raising **€5M** Seed Round to build the world's first AI-powered golf & gastronomy lifestyle platform.*

Funding Allocation (Visual: Pie Chart / Bar Split)

- **40% – Technology & App Development**
 - Build & scale the AI-powered Members App (Golf, Dining, Travel agents).
 - Enhance AI + human concierge platform (multi-language, multi-currency).
 - Infrastructure: integrations (golf booking, dining APIs, travel partners).
- **30% – Expansion into Miami & Barbados**
 - Secure and activate flagship courses, Michelin restaurants, and luxury hotels.
 - Launch two new **Clubhouses** as international anchors.
 - Local concierge hiring, partner contracts, legal/compliance.
- **20% – Marketing & Ambassador Network**
 - Strategic campaigns (PR, digital, lifestyle media).
 - **Club Dinners** activations in London, Lisbon, Miami, Barbados.
 - Ambassador partnerships to amplify global credibility (sport, gastronomy, culture).
- **10% – Operations & Staffing**
 - Concierge training & expansion (24/7 coverage).
 - Finance, compliance, and member services.
 - Member experience teams at physical Clubhouses.

Target Outcomes (Visual: Icons / Checklist)

- 🎯 **2,000+ Members** across Algarve, Miami, and Barbados.
- 🏌️ **3 Operating Clubhouses** live and profitable.
- 📱 **App v2.0** fully deployed with loyalty, referrals, and multi-region coverage.
- 🚀 **Series A readiness** by late 2026 (scaling to Dubai & Tokyo).

Closing Line

“This raise will allow us to prove our model in three global hubs, refine the technology, and establish Full Course as the category-defining lifestyle club for the next generation.”