Development of portable golf ball case to increase driving distance

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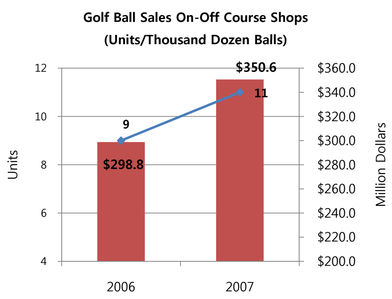
OBJECTIVES

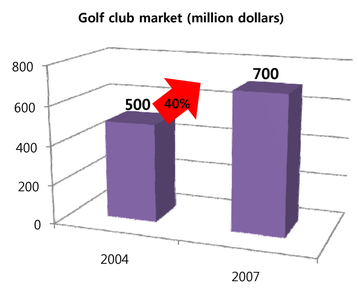
- Development of portable golf ball case to increase driving distance of golf ball

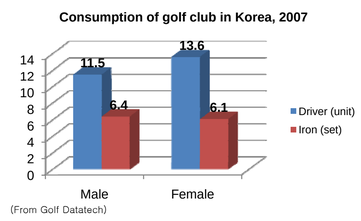
Key business goal	New, cheap method to increase driving distance
Target market for the product	US, Japan, and Korea golf clubs
Assumptions and constraints	Using same ball, same driver
Stakeholder	Golf ball manufacturing companies, golfers

MARKET ANALYSIS

- Enormous consumption in golf shaft and golf ball

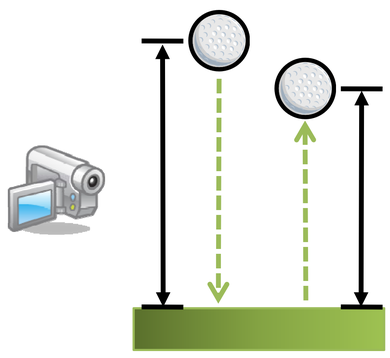


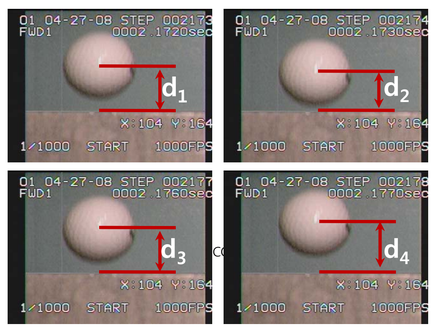




TARGET

DROP TEST





$$COR = \frac{v_2' - v_1'}{v_1 - v_2} = \frac{v_2'}{-v_2} = \frac{\frac{d_4 - d_3}{\Delta t}}{\frac{d_1 - d_2}{\Delta t}} = \frac{d_4 - d_3}{d_1 - d_2}$$

HITTING TEST

PROTOTYPE

- Survey
- Version 1.0
- Version 2.0

Cost estimation

Part	Detail	Unit	Quantity	Cost (KRW)
Inner Case	Soda can	EA	1	500
	Hot wire	Meter	2	2,000
	Glass fabric	Meter	0.5	~0
	Epoxy	Gram	70	9.1
	Hardener	Gram	30	5.7
	Bleader	Meter	0.5	~0
	Soda can (mold)	EA	1	1,000
	Wage	Hour	5	5,000
Base	Acryl plate & cutting	EA	2	16,000
	Wage	Hour	5	5,000
Temperature Controller	Temperature controller	EA	1	Donation from IDIM
	Tie-rod	EA	2	Donation from IDIM
			SUM	***88,308***

CONCLUSION

- Optimal condition to increase driving distance was found
- The prototype of product is manufactured

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