

Patent Business Translation

Auto Adjusting Ranging Red Dot Optic

Patent Pending

Christopher Brown, John Schneider



Naval Surface Warfare Center, Crane Division

Prepared by



University of Southern Indiana

College of Business

Translation Team

Jonathan Rietman

Angela Miller

The WOW

Identify UNIQUE FEATURES of the Innovation. “If you’re not meaningfully unique, you better be cheap!”

1. In one sentence what is the innovation?

The invention is an auto-adjusting targeting system that utilizes red dot optic technology to accurately and quickly acquire and engage targets from weapon systems with projectiles such as rifles.

The technology concept can also be adapted for other considerations where hitting a target based on projectile motion and distance is greatly increased.

2. Technically, what is the most exciting thing about the innovation?

The most exciting aspect of the invention is the integration of being able to quickly acquire a target while still maintaining a high level of accuracy and precision. The utilization of proven technologies will greatly increase center of mass targeting accuracy to provide a competitive edge in the use of rifles and other projectile type weapons when it is imperative to have an on center target strike.

Additionally, the ability to accurately calculate the necessary considerations for engaging a target can be automatically determined for situations where projectile objects will be required to hit a desired target.

3. Technically, what is novel and not obvious about the innovation?

The novel aspect of the invention lets a user acquire the center of mass on a target without having to manually adjust the weapon system based on external inputs. This invention now makes it possible to have a “SMART” optical targeting system that provides quick target acquisition and precision aiming.

The technology concept can also be adapted for other considerations where hitting a target based on projectile motion and distance is greatly increased.

4. What product or service does your innovation enable that wasn’t possible before?

The innovation enables users to simply point and fire the weapon with greater confidence that they will hit the intended target at the desired point of impact. This enables the user to engage smaller targets with increased confidence. The auto-adjusting targeting system reduces the need for user inputs and adjustments while engaging a desired target effectively. It also gives the user the ability to acquire the target faster, increasing their first pass yield rate.

The concept can also be adapted for other uses such as hitting a target based on projectile motion and body position in relation to the object being struck.

5. What does your innovation enable that will most frustrate the competition?

The competition will be most frustrated by the integration of speed and accuracy within the targeting system. The system's ability to automatically adjust the optical sights for parameters previously manually inputted or accounted eliminates the time and speculation needed to do so, essentially reducing time to fire while increasing confidence.

Additionally, the competition will be frustrated by the increased accuracy and confidence a user has when hitting a target given the correct projectile motion and body position in relation to the object.

6. What are you most proud of?

The most proud part of inventing a targeting system is the increase in speed of target acquisition while maintaining the precision required for smaller targeting areas. Previously, the attributes of speed and accuracy were considered to be mutually exclusive with respect to targeting systems. One attribute would have to be sacrificed for the other. Instead of trading off for either speed or accuracy, the user can have both with this unique targeting system. As a result, the likelihood of the first pass yield is greatly increased.

7. What have you spent the most time on?

The most time on this invention was spent developing the technology required to process and automatically adjust the optical sight.

8. How does your innovation enable GREEN ECONOMY opportunities? (i.e. sustainability, efficiency, recycle, reusable, etc...)

The innovation enables green economy opportunities by increasing accuracy leading to less wasted ammunition or other projectile weapons such as arrows.

Features to Benefits

Turn Features into Overt Benefits.

Explore potential Benefit promises

What is most unique about the Innovation is ...	Why should I (the Customer) care?
Auto-Adjusting Red Dot Optic	This patented technology will increase the customer's likelihood of a kill shot on the first instance of target acquisition.
No manual adjustment or guess work	Sighting is made quicker and more precise by eliminating time and guesswork needed to do so manually giving you added confidence.
	Paintball players will be able to play tight with pinpoint precision and faster target acquisition. Transform paintball from a game of sheer shooting volume to a game of increased precision and selectivity.
	Airsoft players will dominate the battlefield with pinpoint precision and faster target acquisition.
	Golfers will be able to focus on the hole, not on ball position or club selection.
Ease of use	The customer will have a better experience with less speculation and frustration.
	Customers will be able to focus on the shot, not on adjusting their sight based on assumptions and external inputs.
Higher first pass yield	Players can keep more paintballs in the hopper due to the increased chance of hitting their mark the first time. As a result there will be less paintballs wasted.
	You may only get one shot at the target, so increase the probability of being dead on the first time.
	Conservation of ammunition due to increased target hits on the first try.
Pinpoint precision	In times when you only get one shot, increase your confidence in getting a kill shot on your first try. Spend less time wondering whether the target was hit.
	When there is no room for error, hit the target exactly where you're aiming with confidence.
	Achieve better accuracy on every swing.
Faster target acquisition	Do not lose a chance at a shot due to target acquisition timing issues. Be confident in every shot.

Connect the Dots

Write overt benefits to a final decision maker.

Explore all potential final decision maker options.

The most exciting overt benefit of the innovation is ...	Final decision maker who will find this benefit most valuable is ... (Customer, Consumer, Buyer)
This patented technology will increase the customer's likelihood of a kill shot on the first instance of target acquisition.	Gun Hunter
	Bow Hunter
	War Fighter
	Weapons Supply Wholesaler
	Optical Scope and Range Finding System Manufacturers
	Law Enforcement
Increases the accuracy of the optical targeting system	Optical Scope and Range Finding System Manufacturers
	Law Enforcement
Increases speed of target acquisition	Optical Scope and Range Finding System Manufacturers
	Law Enforcement
Accurate and fast targeting system (increase product line offerings or reduce multiple product lines that are made obsolete by this product)	Weapons Supply Wholesaler
	Optical Scope and Range Finding System Manufacturers
Sighting is made quicker and more precise by eliminating time and guesswork needed to do so manually giving you added confidence.	Gun Hunter
	Bow Hunter
	Paintball Player
	Airsoft Player
	War Fighter
	Weapons Supply Wholesaler
	Optical Scope and Range Finding System Manufacturers
Law Enforcement	
Paintball players will be able to play tight with pinpoint precision and faster target acquisition. Transform paintball from a game of sheer shooting volume to a game of increased precision and selectivity.	Paintball Player
Airsoft players will dominate the battlefield with pinpoint precision and faster target acquisition.	Airsoft Player
Golfers will be able to focus on the hole, not on ball position or club selection.	Golfers
	Golf Rangefinder Manufacturers and Retailers
	Instructional Golf Schools
The customer will have a better experience with less speculation and frustration.	Gun Hunter
	Bow Hunter
	Paintball Player
	Airsoft Player
	Weapons Supply Wholesaler
	Optical Scope and Range Finding System Manufacturers

	Law Enforcement
Customers will be able to focus on the shot, not on adjusting their sight based on assumptions and external inputs.	Gun Hunter
	Bow Hunter
	Paintball Player
	Airsoft Player
	War Fighter
	Law Enforcement
Players can keep more paintballs in the hopper due to the increased chance of hitting their mark the first time. As a result there will be less paintballs wasted.	Paintball Player
You may only get one shot at the target, so increase the probability of a kill shot the first time with this targeting system.	Airsoft Player
	Gun Hunter
	War Fighter
	Bow Hunter
	Law Enforcement
Conservation of ammunition due to increased target hits on the first try.	War Fighter
	Paintball Player
	Airsoft Player
	Bow Hunter
	Gun Hunter
In times when you only get one shot, increase your confidence in getting a kill shot on your first try. Spend less time wondering whether the target was hit.	Bow Hunter
Achieve better accuracy on every swing.	Golfers
	Golf Rangefinder Manufacturers and Retailers
	Instructional Golf Schools
Do not lose a chance at a shot due to target acquisition timing issues. Be confident in every shot.	Gun Hunter
	Bow Hunter
	Paintball Player
	Airsoft Player
	War Fighter
	Law Enforcement

Prove It!

Help potential final decision makers to believe.

Explore potential methods to help final decision maker to believe.

Tell the Truth...	<p>The system greatly increases speed by taking the guess work out of target acquisition and instantly adjusts the targeting system for added confidence in the kill shot at any distance.</p> <p>The system increases accuracy by taking the speculation out of club selection and ball position, resulting in more confidence and lower scores.</p>
Guarantee	<p>Guaranteed to reduce the time needed to acquire the target and take a shot no matter the sport.</p> <p>Guaranteed to use less ammunition.</p> <p>Guaranteed to increase shooting confidence.</p> <p>Guaranteed to increase the fun.</p> <p>Guaranteed to give you a better golf experience.</p>
Pedigree	<p>Professional Engineers, Chris Brown and John Schneider of NSW Crane Division, have a combined 20+ years in developing military arms solutions and 12+ years of field experience.</p>

Name Game

Identify brand names and product/services descriptions. Successful Brand Names are suggestive of the benefit

Explore other potential names and product/services.

Product/Service Name (Suggestive of Benefit)	Product/Service Descriptor
Sure Shot	Superior Targeting System
Quick Aim	Auto Adjusting Ranging Red Dot Optic
Quick Sight	Automated Targeting System
TruSight	Auto Adjusting Targeting System
TruAim	Reliable Targeting System
One Shot	Auto Adjusting Optical Targeting System
Exact Mark	Reliable Optical Targeting System
AutoAim	Auto Adjusting Ranging Red Dot Optic
Quick Kill	Automated Optical Scope Targeting System
First Kill	All-Inclusive Targeting System
EZ Sight	Easy to use Targeting System
Sure Swing	Swing Improvement Device
Sure Shot	Reliable Swing Guide
Pro Swing	Swing Development for Competitive Golfers
Swing Aid	Improved Ball Address
Pin High	Improved Ball Targeting
PinPro	Accurate Pin Targeting Aid

Keywords

Identify keywords that will help a stranger find the innovation when searching.

Explore other potential keywords.

Adjective/Verb (Improvement)	Noun (Name of Innovation)	Final Decision Maker (Use)
Easy to use	Targeting system	Gun Hunter
		Bow Hunter
		War Fighter
		Paintball Player
		Airsoft Player
		Weapons Accessories Wholesaler
		Optics Manufacturer
		Law Enforcement
Faster	Target Acquisition	Gun Hunter
		Bow Hunter
		War Fighter
		Paintball Player
		Airsoft Player
		Weapons Accessories Wholesaler
		Optics Manufacturer
		Law Enforcement
More accurate	Aim	Gun Hunter
		Bow Hunter
		War Fighter
		Weapons Accessories Wholesaler
		Optics Manufacturer
		Law Enforcement
More precise	Sight	Gun Hunter
		Bow Hunter
		War Fighter
		Airsoft Player
		Weapons Accessories Wholesaler
		Optics Manufacturer
		Law Enforcement
Smart	Scope	Gun Hunter
		Bow Hunter
		War Fighter
		Weapons Accessories Wholesaler
		Optics Manufacturer
		Law Enforcement
More Confident	Shot	Gun Hunter
		Bow Hunter
		War Fighter
		Paintball Player
		Airsoft Player

		Law Enforcement
Reliable	Targeting system	Gun Hunter
		Bow Hunter
		War Fighter
		Weapons Accessories Wholesaler
		Optics Manufacturer
		Law Enforcement
Auto Adjusting Ranging	Red Dot Optic	Gun Hunter
		Bow Hunter
		War Fighter
		Paintball Player
		Airsoft Player
		Weapons Accessories Wholesaler
		Optics Manufacturer
		Law Enforcement
Automated	Targeting system	Gun Hunter
		Bow Hunter
		War Fighter
		Paintball Player
		Airsoft Player
		Weapons Accessories Wholesaler
		Optics Manufacturer
		Law Enforcement
Comprehensive	Targeting system	Gun Hunter
		Bow Hunter
		War Fighter
		Paintball Player
		Airsoft Player
		Weapons Accessories Wholesaler
		Optics Manufacturer
		Law Enforcement
Integrated	Optic Scope and Range Finder	Gun Hunter
		Bow Hunter
		War Fighter
		Paintball Player
		Airsoft Player
		Weapons Accessories Wholesaler
		Optics Manufacturer
		Law Enforcement
Tactical	Accessory	Gun Hunter
		Bow Hunter
		War Fighter
		Paintball Player
		Airsoft Player
		Weapons Accessories Wholesaler
		Optics Manufacturer

		Law Enforcement
Dependable	Setup Device	Golfers
		Golf Rangefinder Manufacturers and Retailers
		Instructional Golf Schools
Easy to use	Practice Device	Golfers
		Golf Rangefinder Manufacturers and Retailers
		Instructional Golf Schools

One Sentence

Describe the dramatic difference of the innovation in one sentence. (Use numbers and other overt benefits to describe innovation)

Explore other potential dramatic differences.

Dramatic Difference Sentence Statement
Dominate the Playing Field with confidence
Dominate the Battlefield with confidence
Get the upper hand on the Battlefield
Take the guess work out of shooting
Because no one hunts on a Football Field
Because hunting grounds are not Football Fields
Light them up, shoot them down
More time at home, less time in a stand
More time celebrating, less time behind the bunker
Gain an advantage over your adversary
There's no room for error, hit exactly where your aiming
You may only get one shot, so be dead on the first time
Focus on the shot, not on adjusting your scope
The innovation will enable your customers to simply point and shoot for a reliable shot.
Play tight with EZ Sight
Replace multiple product lines with one comprehensive targeting system.
Get your game on target.
Come within inches, not yards.
Trust your swing.
Spend more time on the green.
Engineered for competitive golfers.
Cut your strokes with Swing Aid.
Attack the pin like a Pro.

Successful Concepts - A

Final Decision Maker	War Fighter
Concept Name <i>Descriptor</i>	Quick Sight Automated Targeting System
Keyword Statement	Faster and more accurate targeting system for the War Fighter
Headline <i>One sentence to state the uniqueness of the offering</i>	Dominate the battlefield with confidence
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	This patented technology will increase the likelihood of hitting your mark. Sighting is made quicker and more precise by eliminating the time and guesswork needed to do so manually, giving you added confidence. Quick Sight will also save more ammunition because of its higher first pass yield.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	This product works by combining speed of target acquisition with accuracy in a unique way. The targeting system automatically adjusts the location of the red dot optic for improved target center of mass acquisition. This aspect of the auto-adjusting red dot optic means you do not have to perform any manual adjustments to the scope for improved accuracy or lack confidence in first pass yield. As a result you will be able to acquire the target faster with more accuracy, and your confidence in the shot will improve.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineers, Chris Brown and John Schneider of NSWC Crane Division, have a combined 20+ years in developing military arms solutions and 12+ years of field experience. This product is guaranteed to improve the speed of target acquisition and accuracy of the shot.
Abstract <i>Six sentences or less description of concept</i>	Quick Sight is a faster and more accurate targeting system for the War Fighter. The targeting system automatically adjusts the red dot optical scope during target acquisition. This eliminates the need for any manual adjustments, and lets the user acquire the target quicker with better precision. Dominate the battlefield with confidence.

Successful Concepts - B

Final Decision Maker	Gun Hunter
Concept Name <i>Descriptor</i>	Sure Shot Superior Targeting System
Keyword Statement	A more precise scope for guns
Headline <i>One sentence to state the uniqueness of the offering</i>	Focus on the target, not your equipment
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	This patented technology will increase the likelihood of a kill shot. Sighting is made quicker and more precise by eliminating the time and guesswork needed to do so manually, giving you added confidence. Sure Shot will give you a better experience with less speculation and frustration. You may only get one shot, so hit your target with confidence the first time.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	Sure Shot is a superior targeting system because it allows hunters to acquire the target quicker with better accuracy. The red dot optic is automatically adjusted eliminating the need to guess work and manual adjustments during target acquisition.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	The team of professional engineers who invented this product has over twenty combined years of experience in developing military arms solutions, and more than twelve combined years of field experience. This product is guaranteed to improve the speed of target acquisition and accuracy of the hit.
Abstract <i>Six sentences or less description of concept</i>	Sure Shot is a superior targeting system because it integrates speed and accuracy. The auto-adjusting targeting system automatically adjusts the scope eliminating the need for guess work and manual adjustments during target engagement. As a result, you can acquire the target quicker with better precision. With Sure Shot all you need to do is simply point and shoot for a reliable shot.

Successful Concepts - C

Final Decision Maker	Bow Hunter
Concept Name <i>Descriptor</i>	TruAim Reliable Targeting System
Keyword Statement	A more confident shot for Bow Hunters
Headline <i>One sentence to state the uniqueness of the offering</i>	Take the guess work out of shooting
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	This patented technology will increase the likelihood of a kill shot. Sighting is made quicker and more precise by eliminating the time and guesswork needed to do so manually, giving you added confidence. TruAim will give you a better hunting experience because you will spend less time looking for arrows and more time enjoying the hunt. You may only get one shot, hit your target with confidence the first time.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	TruAim is reliable because it guarantees a higher first pass yield. It combines the benefits of both speed and accuracy. The red dot optic automatically adjusted during target acquisition so you do not have to make adjustments yourself.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	This product was invented by a team of professional engineers, Chris Brown and John Schneider of NSW Crane Division, who have a combined 20+ years in developing military arms solutions and 12+ years of field experience.
Abstract <i>Six sentences or less description of concept</i>	TruAim is a reliable targeting system that will give you a more confident shot. The targeting system automatically adjusts the red dot optical scope eliminating the need to make manual adjustments yourself, letting you acquire the target quicker with better precision. Take the guess work out of shooting with TruAim.

Successful Concepts - D

Final Decision Maker	Airsoft Player
Concept Name <i>Descriptor</i>	AutoAim Auto Adjusting Ranging Red Dot Optic
Keyword Statement	A tactical accessory for Airsoft guns
Headline <i>One sentence to state the uniqueness of the offering</i>	Get the upper hand on the Battlefield
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	This difference maker will give you a tactical advantage over your opponents by increasing the likelihood of a hit. You will dominate the battlefield by being able to acquiring your opponent faster with pinpoint precision. Change the game with AutoAim.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	AutoAim is guaranteed to help Airsoft Players locate their adversary quicker with better accuracy. The red dot optical scope automatically adjusted for improved target acquisition eliminating the need to make manual adjustments during battle.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	This product was invented by a team of professional engineers who have over 20 combined years in developing military arms solutions and more than 12 combined years of field experience. The inventors are so confident in their work that this targeting system is guaranteed to give you both speed and accuracy.
Abstract <i>Six sentences or less description of concept</i>	AutoAim is a tactical accessory for Airsoft guns. The red dot optical scope automatically adjusted eliminating the requirement for manual adjustments during target acquisition. This difference maker will give you a tactical advantage over your foes by increasing the likelihood of a successful target hit. You will dominate the battlefield by acquiring your opponent faster with pinpoint precision. Change the game with AutoAim.

Successful Concepts - E

Final Decision Maker	Paintball Player
Concept Name <i>Descriptor</i>	EZ Sight Easy to use Targeting System
Keyword Statement	A simple automated targeting system for Paintball guns
Headline <i>One sentence to state the uniqueness of the offering</i>	Play tight with EZ Sight
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	This game changer will give you an edge over your opponents by increasing the likelihood of a mark. Transform paintball from a game of sheer shooting volume to a game of increased precision and selectivity. Dominate the playing field by locating your opponent faster with pinpoint precision. Better accuracy means more in the hopper with less wasted paintballs. Play tight with EZ Sight.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	This easy to use targeting system helps you the Paintball Players locate your opponent quicker with better accuracy thanks to the automatically adjusting scope. The red dot optical scope is automatically adjusted taking the guess work out of engaging your adversary so you do not have to make manual adjustments on the fly.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineers, Chris Brown and John Schneider of NSWC Crane Division, have a combined 20+ years in developing military arms solutions and 12+ years of field experience. Their expertise in developing this product gives it a guaranteed higher first pass yield.
Abstract <i>Six sentences or less description of concept</i>	EZ Sight is a simple, automated targeting system for Paintball guns. The red dot optical scope is automatically adjusted itself for increased accuracy and confidence during target acquisition. This game changer will give you an edge over your challengers by increasing the likelihood of a target hit. Dominate the battle field by acquiring the target faster with pinpoint precision. Better accuracy means more in the hopper with less waste. Play tight with EZ Sight.

Successful Concepts - F

Final Decision Maker	Weapons Accessories Wholesaler
Concept Name <i>Descriptor</i>	TruSight Auto Adjusting Targeting System
Keyword Statement	A smart targeting system for weapons
Headline <i>One sentence to state the uniqueness of the offering</i>	The innovation will enable your customers to simply point and shoot for a reliable shot.
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	Gain an edge over your competitors by setting the standard with this state of the art targeting system. Sighting is made quicker and more precise by eliminating the time and guesswork needed to adjust the scope manually, giving your customers added confidence. Provide a better experience due to less speculation and frustration. Increase sales with this one of a kind targeting system.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	TruSight is reliable and necessary because it guarantees a higher first pass yield. The red dot optic is automatically adjusted eliminating the need for manual adjustments during target acquisition so customers do not have to do it themselves, integrating both speed and accuracy in to acquiring the target.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineers, Chris Brown and John Schneider of NSWC Crane Division, have a combined 20+ years in developing military arms solutions and 12+ years of field experience. This product will guarantee faster target acquisition and better precision.
Abstract <i>Six sentences or less description of concept</i>	TruSight is a smart targeting system for a variety of weapons. The red dot optic is automatically adjusted itself so customers do not have to manually adjust their shot themselves, providing both speed and accuracy. This innovation will enable your customers to simply point and shoot for a reliable shot. Increase sales with this one of a kind targeting system.

Successful Concepts - G

Final Decision Maker	Optics Manufacturer
Concept Name <i>Descriptor</i>	Quick Aim Auto Adjusting Ranging Red Dot Optic
Keyword Statement	A comprehensive targeting system
Headline <i>One sentence to state the uniqueness of the offering</i>	Gain an edge over your competitors with this comprehensive targeting system.
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	Gain an edge over your competitors by setting the standard with this state of the art targeting system. Be the first to offer a red dot optic that automatically adjusts itself, guaranteeing a higher first pass yield for your customers. Watch your sales increase with this one of a kind targeting system.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	Customers will want to use the Quick Aim targeting system because target acquisition is quicker and more precise by eliminating the time and guess work typically needed during target acquisition. With Quick Aim there is less speculation and frustration, giving them added confidence.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineers, Chris Brown and John Schneider of NSWC Crane Division, have a combined 20+ years in developing military arms solutions and 12+ years of field experience.
Abstract <i>Six sentences or less description of concept</i>	Gain an edge over your competitors by being the first to offer the Quick Aim, a comprehensive targeting system. Guarantee a higher first pass yield for your customers by selling them a red dot optical scope that automatically adjusts itself during target acquisition. Customers will want to use Quick Aim because sighting is made easy, quicker and more precise by eliminating the time and guesswork needed to make manual adjustments typically required during target acquisition. This comprehensive targeting system will give your customers less speculation and frustration, increasing their confidence. Boost sales with Quick Aim.

Successful Concepts - H

Final Decision Maker	Golfers
Concept Name <i>Descriptor</i>	Sure Swing Swing Improvement Device
Keyword Statement	Get your game on target
Headline <i>One sentence to state the uniqueness of the offering</i>	Spend more time on the green with this swing improvement device.
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	Sure Swing will give you a better golfing experience by increasing your accuracy and confidence. You'll achieve lower scores by eliminating indecision and trusting your swing. Use Sure Swing to take your game to the next level.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	Sure Swing will give you the correct information on how to address each shot by accurately calculating the necessary considerations for engaging the golf ball based off each users unique swing. Increase your confidence by taking the speculation out of club selection and ball position, resulting in better accuracy and lower scores.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineers, Chris Brown and John Schneider of NSWC Crane Division, have a combined 20+ years in developing military arms solutions and 12+ years of field experience. This product will guarantee correct information for your ball address resulting in better accuracy and increased confidence.
Abstract <i>Six sentences or less description of concept</i>	Sure Swing is a swing improvement device. This device will give you the correct information on how to approach each shot by accurately calculating the necessary considerations for engaging the golf ball based off each users unique swing. Increase your confidence by taking the speculation out of club selection and ball position, resulting in better accuracy and lower scores. Take your game to the next level by using Sure Swing.

Successful Concepts - I

Final Decision Maker	Golf Rangefinder Manufacturers and Retailers
Concept Name <i>Descriptor</i>	Swing Aid Improved Ball Address
Keyword Statement	It's more than a rangefinder
Headline <i>One sentence to state the uniqueness of the offering</i>	Set yourself apart from the competition by offering a device that gives your customers more than just the distance to the hole.
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	Swing Aid will not only expand your company's product line, but will allow you to offer your customers the best training device for their golf game. This next generation device will increase your customers' accuracy and confidence, leading to a better golf experience.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	Swing Aid gives the golfer correct information on how to address the ball by accurately calculating the necessary considerations for engaging the golf ball based off each golfer's unique swing. Their confidence will increase by taking the speculation out of club selection and ball position, resulting in better accuracy and lower scores.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineers, Chris Brown and John Schneider of NSWC Crane Division, have a combined 20+ years in developing military arms solutions and 12+ years of field experience. This product is guaranteed to improve ball address resulting in better accuracy and an increase in confidence for your customers' golf swing.
Abstract <i>Six sentences or less description of concept</i>	Swing Aid is a device designed for improvement in ball address. It will give the customers the correct information on how to address each shot by accurately calculating the necessary considerations for engaging the golf ball based off each golfer's unique swing. Expand your company's product line by offering the best training device for their golf game. Increase their confidence by taking the speculation out of club selection and ball position, resulting in better accuracy and lower scores. Get the competitive edge with Swing Aid.

Successful Concepts - J

Final Decision Maker	Instructional Golf School
Concept Name <i>Descriptor</i>	Pro Swing Swing Development for Competitive Golfers
Keyword Statement	Engineered for Competitive Golfers.
Headline <i>One sentence to state the uniqueness of the offering</i>	Help your students gain an edge over the competition by having a consistent setup for their unique swing on each shot.
Benefit Paragraph <i>Description of what's in it for the final decision maker</i>	Pro Swing will allow you to give students the best training device for their golf game. This next generation device will increase your students' accuracy and confidence, leading to a better golf experience. The device not only sets you apart from other Golf Schools, but can be an important supplement to your training program.
Real Reason To Believe Paragraph <i>Explains how your offering can deliver on the promise</i>	Pro Swing will give your students correct information on how to address each shot by accurately calculating the necessary considerations for engaging the golf ball based off their unique swing. Their confidence will increase by taking the speculation out of club selection and ball position, resulting in better accuracy and lower scores. Use Pro Swing for beginners to pros.
Second Credibility Paragraph <i>Additional sources & information to backup the promise</i>	Professional Engineers, Chris Brown and John Schneider of NSWC Crane Division, have a combined 20+ years in developing military arms solutions and 12+ years of field experience. This product will guarantee correct information for your students' ball address resulting in better accuracy and increased confidence.
Abstract <i>Six sentences or less description of concept</i>	Pro Swing is an aid that was engineered for competitive golfers who want to get better. This device will help supplement your training program by giving your students a consistent setup for their unique swing on each shot. This next generation device will increase your students' accuracy and confidence by taking the speculation out of club selection and ball position.

