Golf Technique Improvement Aid Trains for Proper Club Alignment Throughout the Swing

INVENTORS • Samuel Hunt

Wisys: T170043US02
View U.S. Patent #10,589,160 at Google Patents

WiSys is currently seeking strategic partners in the golf training aid and accessories market that are interested in further developing this golf swing improvement tool for production-scale manufacturing, ultimately providing a path to market for commercialization.

OVERVIEW

To improve their game, many golfers seek the assistance of professional instructors and training tools with emphasis often focused on the golf swing. During the swing, an important skill is the ability to control the relationship between the golf club and the golfer’s leading arm. Variations in this relationship result in different ball velocities and trajectories but are very difficult for the golfer to perceive during practice strokes. While there are many aids on the market that attempt to address this problem, they do not provide precise and continuous feedback for indicating correct and incorrect form. Additional drawbacks include designs that are restrictive, uncomfortable and do not accommodate varied forearm shapes and grip techniques.

THE INVENTION

A former professional golfer and University of Wisconsin-Green Bay graduate has developed a novel training aid that improves golf performance by keeping a golfer’s arms and club aligned properly throughout the swing. This innovative tool attaches to a golf club and can be adjusted to fit users with varied grip styles and forearm sizes. It is designed with a unique offset hinge system that enables the golfer to experiment with a continuous range of variations in the arm-to-club relationship during the swing and gives feedback when incorrect motion occurs.

BUSINESS OPPORTUNITY

WiSys Technology Foundation serves the University of Wisconsin System comprehensive campuses by patenting and licensing discoveries to leading companies in Wisconsin, the United States and worldwide. Established in 2000 by the Wisconsin Alumni Research Foundation (WARF) and the UW System, WiSys is building the next generation of patent and licensing opportunities by fostering collaborations among campuses, private research organizations and industry, facilitating high-tech research with grant programs, and promoting student training for employment in a knowledge-based economy. WiSys's income is distributed to the UW campuses, the inventors and their departments to grow future discoveries and educational opportunities.
In 2018, there were an estimated 60 million golfers in the world, and the global golf equipment market is projected to reach over USD 9 billion by 2023. Key drivers for growth include development of new golf courses, gains in golf tourism, a rise in the number of female golfers and an increase in the middle-class population.

**APPLICATIONS**

- Golf training tool used by golf instructors and golfers;
- Possible adaptation of concept for other sports such as baseball and tennis.

**KEY BENEFITS**

- Provides continuous feedback throughout golf swing;
- Accomodates individual grip styles and forearm shapes;
- Reinforces proper club alignment habits.

**STAGE OF DEVELOPMENT**

A prototype demonstrating the usefulness of the device has been developed and is shown in the video at this link: https://www.wbay.com/content/news/Local-Inventor-Aims-to-Help-Your-Golf-Swing-481670661.html.

**ADDITIONAL INFORMATION**

**Tech Fields**

Miscellaneous - Recreation

**CONTACT INFORMATION**

For current licensing status, please contact Jennifer Souter at jennifer@wisys.org or (608) 316-4131.