

Shot Scope
V2



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David Hunter, CEO/Founder Shot Scope SE Funded RSE Enterprise Fellow 2014-15

David Hunter saw a gap in the market when he recognised that the available performance tracking technology in golf was outdated, with many players using pen and paper or manually inputting data into performance apps. A former secondary school teacher, David decided on a career change and quickly set about combining his love of golf with his electronic design experience. He developed Shot Scope; a wearable technology that automatically collects data to enable uninterrupted play.

During his RSE Enterprise Fellowship, David built on his knowledge of sales and marketing, raising finance, building a team and understanding IP. Shortly after completing his Fellowship, with a small team in place, David launched his first product in January 2016.

With headquarters in Edinburgh, Shot Scope now employs over 25 staff and the company have now launched their second generation product; Shot Scope V2. This device is now available in hundreds of pro shops throughout the UK, has amassed thousands of users globally and sells in over 38 countries worldwide.

The business has raised over £4.5M since it first launched, with investors including Old College Capital, the University of Edinburgh's investment arm, Scottish Investment Bank, Equity Gap and high-net-worth individuals. With the launch of Shot Scope V2 and their traction in the US, the company are expecting to grow their revenue to well over £5M.

At the end of 2017, David spoke at an event to celebrate the 20 Year Anniversary of the Enterprise Fellowship programme. He said that the Fellowship gave him global ambition, allowed him to network with the right people and develop himself. Lastly, but most importantly, he said the Fellowship gave him belief in himself and the company.

For more information on RSE Enterprise Fellowships see:
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