

Entrepreneur scores with golf

Training club a success for Burlington inventor

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Burlington's Kelly Curry is getting the swing of running a business.

With a course still to go in his engineering entrepreneurship and innovation program at McMaster, Curry has developed and refined the Swingnature, a training club for golfers.

Swingnature helps golfers develop proper swing mechanics and increase club head speed to hit the ball farther and drive straighter off the tee and from the fairway. It sells for \$99.99.

Curry has also managed to drive home a supply chain and, more importantly, a customer in Golf Town, the national chain of stores.

It's all happened at a fairly rapid rate, far exceeding the 39-year-old's expectations.

And all because of an article he read years ago about the importance of golf.

"I read this article just before I graduated in '93 or '94 about how much business is done on the golf course," he said. "That's the reason why I got into golf. After playing it and having a bit of an athletic background, I just fell in love with the sport.

"Now I've combined technology and golf and I'm starting to see product take off. It's a perfect world."

Curry launched a previous business while completing his civil engineering degree at McMaster. He started off doing AutoCAD drawings at school, then expanded to selling computers before selling the business a few years later. He then worked as a consultant for a few years before embarking on the program at McMaster.

Once he had the idea for the Swingnature, he contacted golf specialists such as Henry Brunton, a well-known Canadian golf instructor, to get feedback on the product.

Curry's previous business experience and his belief in the product propelled marketing.

"I knew it worked. My golf game improved to the point where I placed first in my first tournament.

"I just kept knocking on doors. You knock on enough, you're going to find one that's going to make a difference."

The program at Mac helped him refine development and marketing plans, and access startup grants.

Now that the Swingnature is in Canada, with some local investors on board, the next step is the world.

Curry has already sent two clubs to Scotland to a key retailer there for testing and he's heading to the PGA show in Orlando.

As for manufacturing, Curry aims to keep everything in Canada.

"The cost structure is such that it should be able to be made here," he said. "There's nothing I could be more proud of to say everything is made in Canada."

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