

Hacker's Guide Reaches out to Golf Community to Create and Launch the Mobile Golfer Mobile App

/EINPresswire.com/ The Hacker's Guide, a Minneapolis-based golf course rating organization and publisher of regional golf rating guides, has recently launched a [golf fundraising project](#) through Indiegogo.com, to develop an exciting smartphone application called the Mobile Golfer, 'the mobile app that does everything for the golfer except swing the club'.

To extend its unique position in the market, the Hacker's Guide is planning to develop the Mobile Golfer with more than a dozen integrated golf-centric functions. "We are extremely excited about this project. Since we began publishing our guidebooks in 2008, we've seen how technology has evolved from print, to the web, and now mobile," said publisher Bruce Stasch. "With our new app we will bring our directory, reviews, ratings, photos, and another dozen functions into the palm of a golfer's hand. No longer will they need to fire up multiple apps to get the golf tools they need. We will create a seamlessly-integrated tool that anticipates a golfer's every need and makes planning and playing golf a stress-free activity."

To build the first version of the [Mobile Golfer \(1.0\)](#), the Hacker's Guide has partnered with the second largest crowdsourcing website Indiegogo.com to raise funds from the golfing community. These funds will be earmarked for the coding, beta-testing and launch of the iPhone version and very shortly after, the Android version. "Once we have an established install base of mobile phone users, we will launch the Android version as well as future version updates at least twice a year," commented Stasch.

For start-ups and small companies, crowdsourcing has become the Internet's hottest way to seed fund exciting new projects and innovations. Indiegogo.com along with Kickstarter.com, have raised close to \$500 million dollars for tens of thousands of companies and ideas. It is a community-based effort where those interested in the organization's idea or product can contribute money to the entrepreneurs to see it happen. In return, a donor would receive the first product (or app) and can often be involved from the beginning as a tester, user or advisor. See Indiegogo.com for the Mobile Golfer campaign here www.indiegogo.com/themobilegolfer?a=1158375.

"We are hoping that we get hundreds of golfers that want to support what we are doing. Everyone that contributes will get their choice of the iPhone or Android version of the Mobile Golfer, but we'd like to see them more involved as beta-testers, advertising partners or advisors,"

said Stasch. "When we launch the Mobile Golfer it won't just be the Hacker's Guide launching it but the entire golf community."

Unique to the golf industry, the Hacker's Guide rates a golf course on 60 different factors in 6 different categories, taking into account how the average golfer would experience each course. These factors are weighted and each score is compared on an equal basis. PGA tournament-worthy courses are treated the same as a local muni. "By making our reviews available on mobile devices through the Mobile Golfer, anyone with a smartphone can access our content," stated Stasch.

The Mobile Golfer expects to launch the beta-version in late November with the public launch occurring in late January, 2013.

About the Hacker's Guide & Hacker's Central

The Hacker's Guide(R) is the Midwest's largest and most complete golf course rating platform with over 2,000 listed courses and more than 600 course ratings. In 2008, Hacker's Central™ was launched with a proprietary rating algorithm that rates a course on 60 weighted factors across 6 categories. No one in the golf industry currently has a golf course ratings system which includes in-depth narratives on the overall golf course experience. The Hacker's Guide has rated courses in 17 states including Minnesota, Wisconsin, Iowa, Illinois, Arizona, California and Nevada. www.hackerscentralonline.com or www.hackersguides.com

About the Mobile Golfer

The Mobile Golfer is a [mobile golf app](#) for both iPhone and Android devices that will bring together the best golf-centric functions under one roof. With a suite of tools like a course directory, ratings, reviews, photos and video (all powered by the Hacker's Guide), as well as a dozen other integrated functions like tee time integration, scorecard, social media, USGA handicap and a storefront, it will be the most robust and intuitive app for golf available anywhere. Currently in development by the Hacker's Guide, it is expected to launch January, 2013. www.hackerscentralonline.com/mobile-golfer

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