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Sports Retail Networks raises \$2.5M, Pottruck becomes chairman

San Francisco Business Times - by [Steven F.F. Brown](#)

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Video screen advertiser Sports Retail Networks raised \$2.5 million in its first venture funding round, which it will spend on its flagship brand, the **Golf Network**.

Former **Charles Schwab** CEO David Pottruck, whose **Red Eagle Ventures** led the round, becomes chairman of the board.

The Golf Network seeks to increase sales via digital signs and interactive displays at golf courses and shops. Some of its ideas include the use of radio ID tags on products, which will trigger a video demonstration of a product when someone picks it up in a store. The business will also use touchscreens at some locations.

Mark Biestman, who helped start San Francisco-based Sports Retail Networks with Alan Donahue, is its CEO. Donahue is executive vice president. Mark McGourty is chief operating officer.



SFBT file photo.
David Pottruck of Red Eagle Ventures.

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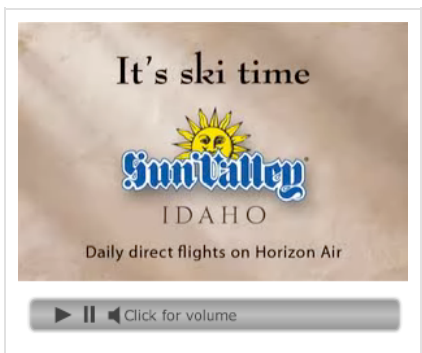
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