

## For Immediate Release

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### **InnerLoop Sports Debuts First AI Mental Game Analysis Tool for Golfers at 2026 PGA Show**

*AI-powered voice analysis brings data-driven measurement to golf's mental game*

**ORLANDO, FL - January 21 - 23, 2026** - While golfers invest thousands in launch monitors and equipment, the mental game remains immeasurable and untrainable at scale. InnerLoop Sports is changing that.

Debuting at the 2026 PGA Show (Booth #3817), InnerLoop Sports is the first platform to capture and analyze golfers' real-time self-talk during rounds. Using AI-powered voice analysis through a discrete Bluetooth microphone, the app measures positive and negative self-talk frequency, key words and phrases, and more. The platform combines this real-time data with a structured training system that teaches golfers how to optimize their self-talk for performance, transforming awareness into measurable improvement on the course.

"10 years of working with elite performers has proved that athletes know their mental game holds them back, but they have no way to measure or train it systematically," said Trevor Tellin, founder and sport psychology coach who studied under renowned performance coach Trevor Moawad. "We're bringing the data to the mental game like TrackMan did for the swing."

Dante, a 3-handicap competitive amateur, reported: "If you're serious about competing, you gotta check this out. The mental side is such a differentiator, and this is the first thing I've used that actually moves the needle."

InnerLoop users get:

- A mini Bluetooth mic + transmitter for your phone
- Full access to the InnerLoop app with unlimited voice analysis
- Foundations of Self-Talk four-week online course
- Foundations of Self-Talk reflections notebook
- Priority access to coaching services

InnerLoop is \$79 the first month (including Bluetooth mic) and \$24.99 monthly thereafter. **Media members please mention your publication at Booth #3817 to receive your InnerLoop gift.** Live in-booth demonstrations will showcase InnerLoop throughout the show.

**About:** InnerLoop Sports makes elite-level mental training accessible to competitive golfers through AI-powered voice analysis. Founded by sport psychology coach Trevor Tellin, InnerLoop helps golfers train their mental game with the same rigor they apply to their physical game. Learn more at [InnerLoopSports.com](https://InnerLoopSports.com).