Why the golf ball Is about to change forever

Monday 21 July, 2025

Buffalo, NY / Antwerp, BE — For over 600 years, the golf ball hasn't changed much. Dimpled. White. Passive. But this year, that changes — forever.

OnCore Innovations, the U.S. company behind the GENIUS smart ball, has just acquired WAMP, a fast-growing golf app born in Belgium. The goal? To launch a connected golf experience that turns the ball into a real-time coach, a scorekeeper, and a gateway to global competitions — all from your pocket.

The GENIUS ball is packed with a wireless-charging sensor stack: accelerometer, gyroscope, magnetometer, antenna — all embedded in OnCore's patented hollow-core design. It tracks every putt, drive, and spin in real time. But hardware alone doesn't create a revolution. Software does. That's where WAMP comes in.

Built by brothers — pro golfer Thomas Pieters and tech entrepreneur Pieter-Jan Pieters — WAMP is a platform that gamified golf. It helped over 10,000 players in Europe organize tournaments, compete in challenges, and track progress — together. With this acquisition, WAMP's platform becomes the user experience behind GENIUS.

With WAMP's software and product team now onboard, OnCore gains a battle-tested platform to bring GENIUS to life. The **OWOW** studio (the venture & software team behind WAMP) will continue to lead development of OnCore's player experience software.

"OnCore didn't just acquire an app — they acquired a platform, a brand, and a European launchpad" said **Lode Roovers**, partner at New Game Plan and strategic investor in WAMP

"WAMP's technology is the perfect complement to our hardware," said **Keith Blakely**, CEO of OnCore Golf. "We're not just creating a smart ball — we're creating a smart game. That means community, competitions, coaching insights, and data-driven fun. WAMP gives us a head start."

The first launch of GENIUS, focused on **putting accuracy and analytics**, is scheduled for **Q4 2025**. Later iterations will extend to full-course play, gamified scoring, and simulator-like experiences — all enabled by WAMP's community infrastructure.

This acquisition also strengthens OnCore's footprint in Europe, with Thomas Pieters joining as a global ambassador and strategic voice for the brand.

"Putting is 40% of golf, yet it's where technology has lagged the most," said Thomas Pieters. "GENIUS will change how players train, compete, and improve — from amateurs to tour players."

Backed by investors including **Charles Schwab**, **Josh Allen**, and **Harold Varner III**, OnCore is now raising an additional $10–20 million to scale production, distribution, and adoption of the GENIUS ecosystem.

See Investment opportunities: https://geniusball.golf/regd

About OnCore Innovations

OnCore is a Buffalo-based golf technology company best known for its patented hollow-core ball design and relentless innovation. With GENIUS, OnCore is unlocking the next chapter in golf performance and community engagement.

https://www.oncoregolf.com/

About WAMP

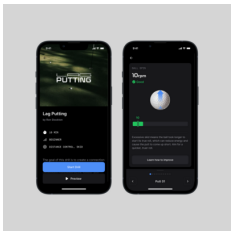
WAMP is a golf community platform founded in Belgium, designed to make the game more social, gamified, and data-driven. With over 10,000 users, it enables friendly tournaments, performance sharing, and skill-based challenges.

https://wamp.app/

Media:

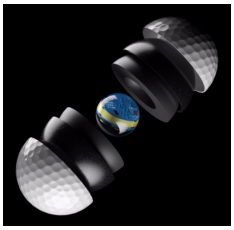












Related Sectors:

Business & Finance :: Consumer Technology :: Men's Interest :: Sport ::

Related Keywords:

About OWOW

OWOW is a 35-person digital product & venture studio based in Eindhoven. It helps founders, brands, and corporates build and launch breakthrough software — from zero to scale. OWOW developed WAMP from the ground up and will continue as OnCore's product partner for the GENIUS ecosystem.

https://owow.io/

About New Game Plan

New Game Plan is a Belgian strategic investment firm specializing in mergers, growth-stage exits, and strategic roadmap execution. Focused on sports, tech, and consumer ventures, New Game Plan helps founders unlock full strategic value at the right moment.

https://www.newgameplan.com/

Smart Golf Ball :: GENIUS Golf Ball :: OnCore Innovations :: WAMP Golf App :: Connected Golf Experience :: Golf Ball With Sensors :: Thomas Pieters Golf :: Golf ::

Scan Me:

Company Contact:

_

WAMP

T. 0642459081
E. marketing@owow.io
W. https://wamp.app/

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wamp.pressat.co.uk