

Why Ireland for SportsTech

2021



Sports & Technology in Ireland

- + There are **80+ SportsTech companies** in Ireland. Many of these companies are already selling to international markets including the US, UK, Canada, Australia, Germany, Spain and France.
- + In 2021 leading Sports and Well Tech companies **Thrive Global** and **WHOOP** opened international hubs in Ireland.
- + Ireland's dedicated steering body is called **SportsTech Ireland**. The initiative builds connections between commercial bodies, start-ups, entrepreneurs, research facilities and VC's.
- + The Croke Park **Smart Stadium project** is a collaboration between the GAA, Dublin City University, Intel and Microsoft. The Stadium has a crowd capacity of **82,300** and is a test bed for some of the most cutting edge internet of things (IoT) technologies.
- + **Orreco**, an Irish SME, in collaboration with IBM built the world's first cognitive solution for sports that helps athletes predict injury risk and readiness to perform.
- + **World Rugby**, the international sports federation for rugby is headquartered in Dublin, Ireland.
- + European SportsTech has seen a strong year in funding with **€348 million** invested in 2020.
- + Dublin is ranked **#6** in European cities for **SportsTech funding** in 2020.¹
- + In 2021 **SportX**, a new SportsTech pre-accelerator programme was launched in Ireland.



















Did you know

- + The **top 5** global software companies have operations in Ireland.
- + Ireland has the **highest ratio** of AI talent per capita in the EU.²
- + Ireland has the **4th highest** international workforce in Europe.³
- + Ireland ranks in the **Top 10** Countries in Europe for SportsTech investment.¹
- + Ireland has market access to **447m** people living in the EU and a labour force of approx. **210m**.⁴
- + Ireland ranks **number 5** in Europe for its supportive environment for start-ups 2020.⁵
- + The Irish Government invests **c. €800m** annually in R&D in strategic areas including Software, Data Analytics, Machine Learning and Telecomms.¹
- + Innovation and software development thrive in Ireland supported by an attractive **25% R&D tax credit**.

World leading research including



The Insight Centre for Data Analytics is one of Europe's largest data analytics research organisations, with 450+ researchers, more than 80 industry partners and €150 million in funding. Research spans Health and Human Performance, Enterprise and Services, Smart Communities and IoT, Sustainability and Operations.



CONNECT brings together world class expertise from 10 Irish academic institutes. With €90 million of funding, its 300+ researchers focus on the internet of Things, 5G/6G networks and future communications services.



Lero has raised the level and profile of Irish software research with such effect that it is now one of the best known and highly regarded software-related research centres in the world, with its team of 300+ researchers. Health Wellbeing and Human Performance are two of the Centre's research pillars and Lero is home to Ireland's first esports science research lab.



ADAPT is Ireland's national research centre for AI-Driven Digital Content Technology. Its 300+ researchers collaborate with industry to pioneer next-generation digital technologies that aim to enhance people's lives by helping to analyse, personalise and deliver digital data more effectively for businesses and individuals.

Source: ¹European SportsTech Report 2021, SportsTechX. ²LinkedIn 2019 survey. ³CSO Labour Force Survey, Q3 2020, Eurostat 2020. ⁴Eurostat. ⁵NimbleFins 2020