

Why Ireland for SportsTech

2019



Sports & Technology in Ireland

- + The top 5 global software companies have operations in Ireland.
- + Ireland has the 4th highest international workforce in Europe.
- + Access to over 500m EU customers.
- + Access to a European labour force of 250m people.
- + Ireland ranks number 3 in Europe for its supportive environment for start-ups 2019.
- + Ireland scores 8th out of 20 countries in Europe for SportsTech start-ups.
- + The Irish Government invests €700m annually in R&D in strategic areas including Software, Data Analytics, Machine Learning and Telecomms.
- + 12.5% corporate tax rate, a 25% R&D tax credit and extensive tax treaty networks.
- + Ireland has a 6.25% preferential tax rate on income arising from intellectual property with the new Knowledge Development Box.

Did you know

- + There are more than 40 SportsTech companies in Ireland. Many of these companies are already selling to international markets including the US, UK, Canada, Australia, Germany, Spain and France.
- + 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 another record year in funding with €364 million invested in 2018, a 27% increase over 2017. Average ticket sizes are growing, leading to a record high €3 million per deal in 2018.



World leading research including



The Insight Centre for Data Analytics is one of Europe's largest data analytics research organisations, with 400+ researchers, more than 80 industry partners and over €100 million of funding.



CONNECT brings together world-class expertise from ten Irish academic institutes to create a one-stop-shop for telecommunications research, development and innovation.



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.



The ADAPT research centre focuses on developing next generation digital technologies that transform how people communicate by helping to analyse, personalise and deliver digital data more effectively for businesses and individuals.