



Snooker & Billiards Ireland



# Information for potential Innovation Exchange partners - March 2025

# Who are Snooker & Billiards Ireland (SBI)?



- A group of volunteers acting as the National Governing body for both sports in the Republic of Ireland.
- Based in state of the art headquarters in Carlow.
- We coordinate and manage national competitions for all age groups, genders and standards of players.
- We manage general administration and governance relating to the sports within ROI.
- We select national teams to represent ROI and handle all logistics in regard to travel and accommodation.
- We provide coaching to national level players.
- We represent Irish clubs and players within the World Association.
- We promote the game throughout ROI, especially for potential new players in schools.



# Problem Statement



## Participation decline

- Membership numbers have decreased significantly over the past 2 decades.
- Feedback from clubs is that footfall has also dropped drastically, especially among younger age groups.
- Inter-club competitions have fallen away and most clubs operate in silos.
- No standardised handicap system for registered players.

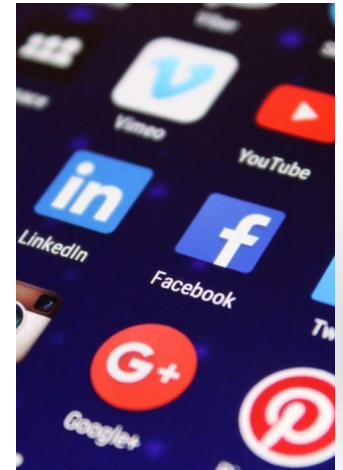


# Proposed Solution (but we're open to suggestions!)



## Utilising Sports Tech to increase engagement and simplify administration

We wish to create an online and app-based platform that **centralises membership, communication, competition management, payments & performance tracking** for players of all ages and standards.



It will reduce administration time for SBI and **create an interconnected network** of clubs and players, allowing for the creation of regional competitions.

The platform will integrate a player handicap system based on past and current performance, which **allows for standard based competitions**, e.g. junior, intermediate & senior, and ensures fair matches between players who have not played each other before.



# Rationale



The management of SBI is handled by a small number of volunteers. The majority of their available time is focused on the administration, governance and competition management of national competitions and our successful international teams. However, as a consequence little time is left to manage and grow participation levels within the Irish club snooker scene. **We believe a technology solution will address that.**

We've seen other Irish sports benefit recently by using such technology solutions to manage their administration, e.g. rugby, whilst others have **experienced huge participation growth** with solutions that provide performance tracking, e.g. cycling with Strava, running with Runkeeper, etc.

We believe we can use a technology solution to simplify administration and management, whilst also making the game more attractive to new and existing players of all demographics. This will **give our sport a strong foundation** for the future.





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# Thank You



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