

## Beat Your Manager! Fantasy Games Ltd. – DCU’s latest start-up



**Beat Your Manager! Fantasy Games Ltd.** is DCU’s latest start-up company, operating out of Invent, DCU’s Innovation & Enterprise Centre. The company’s focus is online fantasy gaming, with an initial smartphone app-based product targeted specifically at fantasy football. Most traditional fantasy football games use crude scoring methods and are far removed from the fan’s experience of following their team. Beat Your Manager! Fantasy Football will offer users the opportunity to manage their favourite team and compare their performance to that of the real-life manager. The game will be available for free and will be monetised via the sale of advertising, merchandising and “white-labelling” the technology for sale to key stakeholders in the sports industry, including Television and Radio sports providers, betting companies, sporting associations and football clubs/franchises.

Fantasy football is big business, with roughly 5.5 million game users in the UK and Irish market and an estimated value of €600 million. The number of fantasy sports players in the US and Canada is approximately 35 million, with a market value of \$5 billion. Mobile gaming is the fastest growing segment of the video gaming market with a forecasted CAGR of 14.4% over the period 2009-14, to increase from \$3bn to \$5.5bn, with EMEA (40%) the largest revenue-generating region.

The founder and CEO, Dr. Pdraig Doolan, is a former research scientist, with over 16 years experience and 30 peer-reviewed publications in the areas of bioinformatics, cancer and biostatistics. Pdraig was previously Program Leader of Expression Profiling, Bioinformatics and Biostatistics at the National Institute for Cellular Biotechnology (NICB), a position he developed over several years.

Pdraig has been working full-time on developing this business since July 2012. He was also a participant in the Enterprise Ireland funded New Frontiers Entrepreneur Development Programme (NFP) which is run by Invent DCU in conjunction with the Dundalk Institute of technology. This programme incorporated a six-month scholarship, with 2 days of mentoring sessions every fortnight and covering in-depth all aspects relevant to composing an investor-ready business plan.

Pdraig is also a lifelong football fan and has played fantasy football for almost 20 years (when it was run exclusively by newspapers and you had to phone in changes to your team, and then only twice a season). This current enterprise has resulted from a combination of his own fantasy football customer needs, recent developments in sports statistics (best captured by the books “*Moneyball*”, “*Why England Lose*” and “*Soccernomics*”), as well as his unique insight into how available player/game user data may be manipulated to create a new way of playing and using, fantasy football.

DCU wishes Pdraig and his team every success with this exciting venture!