

Flutter's Alpha Hub Supports Paddy Power's Retail Innovation Call

Can your start-up provide the next big thing in retail technology?

LONDON, – May 10, 2022 – Alpha Hub, Flutter Entertainment's global innovation community, is searching for emerging tech start-ups to help Paddy Power shape the future of retail betting.

Paddy Power has been in the business of entertaining customers since 1988 and is one of the most distinctive brands in the industry, serving hundreds of thousands of customers from 625 retail betting shops across the UK and Ireland that are packed with innovative multi-media tech and broadcast tens of thousands of sporting events every month.

As part of '[Paddy's Start-up Showcase](#)', Alpha Hub is looking to partner with start-ups who can provide bold and tenacious ideas to a brief focused on three main areas:

Data & Analytics

- How do we improve data collection and analysis from shop activity?
- How do we create customer insights to help improve the shop experience?
- How do we ensure we gather and process the right data to best protect our players?

In-Store Experience

- How can we improve in-store betting engagement and experience for customers?
- How can we provide better customer support and engagement in shops?
- How can we attract more customers into shops with novel, immersive viewing experiences that can't be replicated online?

Future of Self-Service Terminals

- How can we enhance the customer experience and empower customers with the next generation of frictionless, intuitive self-service functionality?
- How do we ensure we're building our solutions on the most reliable and innovative self-service hardware and software?

For start-ups that can provide interesting ideas that don't quite fit the brief, there is also a wildcard option for companies to submit their ideas and solutions on how Paddy Power can create safe, entertaining experiences for our customers now and in the future.

The successful start-ups will receive support from both the Paddy Power and Alpha Hub teams in the form of paid proof of concept trials across Paddy Power's UK and Irish retail estate as well as insight into the Paddy Power retail business, product feedback, and tailored mentoring sessions with Paddy Power Retail executives. Companies will also receive introductions to other Flutter Entertainment brands and Alpha Hub's extended network of partners.

Rob Smith, Head of Emerging Technologies at Flutter, said:

“If you follow the world of retail, there’s a very good chance you’ve heard of Paddy Power. The brand is one of the most eye-catching and popular in the industry, with a huge retail footprint that spans 625 retail outlets managed by thousands of colleagues who provide an outstanding service to customers all over the UK and Ireland. But we never rest on our laurels. Although we have the scale of a leader, we maintain the mindset of a challenger, so we’re constantly innovating in a race to the top for our customers. If your company can help us do that, we’d love to hear from you. In return, you’ll get the chance to run a paid proof of concept in our retail estate with the support of a global network powered by Flutter Entertainment.”

Paddy Power is part of the UK&I division of Flutter Entertainment, the parent company for some of the world’s biggest and most popular betting and gaming brands. Flutter has operations in more than 20 regulated markets and brings entertainment to life for more than 18 million customers worldwide in a safe, responsible and sustainable way.

The Paddy’s Start-up Showcase innovation call takes place in three stages:

Stage 1: Applications, which close on **20th May 2022** and can be submitted online [here](#).

Stage 2: Pitch to Retail, where select start-ups will be invited for an initial conversation with the Paddy Power Retail team over zoom.

Stage 3: Workshops, Demos and a Final Presentation, an action-packed day of focused discussions, workshops and discussions with a variety of Flutter stakeholders

To learn more about Paddy’s Start-up Showcase and to apply, visit: <https://alphahub.tech/paddys-start-up-showcase/>

For further information, please contact: communications@flutter.com

About Alpha Hub

Founded in 2018 and powered by Flutter Entertainment plc, Alpha Hub is a global virtual community of start-ups, academics, investors and corporate partners with technologies and ideas that have the potential to positively enhance the betting and gaming industry. Alpha Hub finds and cultivates start-ups, and unifies these resources into a dynamic platform of support.

In 2018, Alpha Hub launched a programme to identify promising new companies to support Flutter’s responsible gambling strategy. An extended application and live pitching process resulted in Mindway AI partnering with multiple Flutter divisions for consultancy work and a number of pilots, making a valuable contribution to Flutter’s overall responsible gambling strategy.

Learn more at alphahub.tech

About Flutter Entertainment plc:

Flutter Entertainment plc (the “Group”) is a global sports-betting and gaming company reporting as four divisions:

- UK & Ireland: includes Sky Betting and Gaming, Paddy Power, Betfair and Tombola brands offering a diverse range of sportsbook, exchange and gaming services across the UK and Ireland, along with over 600 Paddy Power betting shops.
- Australia: the Sportsbet brand offers online sport betting and is the Australian market leader.
- International: includes PokerStars, Adjarabet, Betfair and Junglee operating in multiple jurisdictions around the world offering a diverse range of sportsbook, exchange and gaming services.
- US: includes FanDuel, TVG, Stardust, FOX Bet and PokerStars brands, offering regulated real money and free-to-play sports betting, online gaming, daily fantasy sports and online racing wagering products to customers across various states in the US.