



START A PUNTERS CLUB & BET WITH YOUR MATES

Punters Clubs are famous for turning betting into a social event that typically includes beer, banter, improved social skills (claimed, but not proven), and money saved for a group goal – usually the end of season trip or even a share in a horse.

TOUR

START



Welcome to The Distillery.

Art, meet Science.



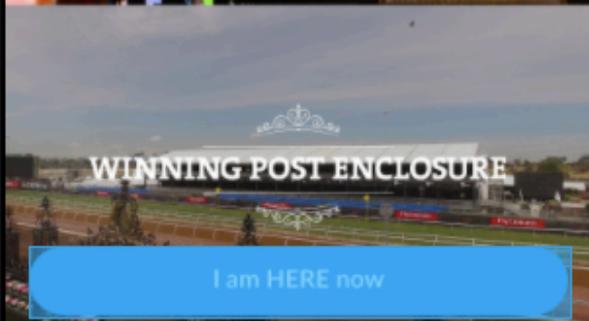
A NEW BREED OF INCUBATOR

THE MOONSHINE LAB IS A TECH STARTUP CO-FOUNDER THAT CAN
HELP MAKE YOUR VISION A REALITY. TAKE A LOOK AROUND, YOU
MIGHT JUST SEE YOUR FUTURE.





PHOTOS



YOUR PROFILE



SEAN NICHOLAS SAVAGE
MONTREAL, CANADA

59287
POINTS

234 RACES ATTENDED

452 KILOMETRES TRAVELLED

WISH LIST

SEE LIST





**How a Social Experience Layer
Can Drive Innovation & Engagement in
Racing and Wagering.**

**BEER, BETTING, BANTER.
MIX. REPEAT.**

A short story...

1 punters club

20 friends

\$20 a week

30 months

50 grand

West Indies Cricket World Cup





OUTCOMES AND UPSIDE

- Low cost customer acquisition
- Low value but high yield
- New owners, new race-goers, new turnover
- Sports & Racing tourism
- Sporting & Racing clubs member engagement
- Hospitality pre-sales

But our racing industry is facing the same challenges...





INSANITY (*defn*):

Doing the same thing every time
& expecting a different result.



New Customers

The diagram consists of five horizontal layers. The top layer is yellow and labeled 'New Customers'. Below it is a light blue layer labeled 'Social Layer'. The third layer is red and labeled 'Wagering Operator/ License'. Below that is another light blue layer labeled 'Social Layer'. The bottom layer is yellow and labeled 'Existing Customers'. The top and bottom layers have interlocking shapes with the middle layers, suggesting a flow or interaction between the customer groups and the social layers.

Social Layer

Wagering Operator/ License

Social Layer

Existing Customers











Making Innovation Pay

- Making mistakes is OK, not trying isn't
- Leverage your assets – license and customers
- Encourage innovation internally, embrace it externally
- Invest in APIs, open up to the developer community
- Be a platform, not just a service provider
- Hypothesize, pilot, feedback, iterate, repeat

Taking ~~Bets~~ Questions

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Live it. Breathe it. Back it.

