



Damien McCleane, Garbh Software Solutions

Garbh Software Solutions developed the “Garbh Sport” service which is a complete administrative and management system for governing bodies of sporting organisations. It is a collection of web, PC, mobile and cloud applications that manages all the requirements of a sporting organisation in a secure place. By using the Garbh Sport service, a governing body can organise and manage the administration aspects of tournaments, results, leagues, rankings, grades, memberships, subscriptions, internal communications and policies in one secure internet environment. All levels within the organisation benefit from up to date software applications provided by Garbh Software Solutions, thereby reducing the need for different software packages and the disconnected data they sometimes provide.

“The New Frontiers Programme has truly had a positive impact on the way our company operates. I would highly recommend any business, whether they are a fresh, exciting, start up or a well-established operation to participate.

It opened our eyes to the real world of business and the obstacles that need to be addressed. The mix of valuable academia and the even more valuable tangible experiences delivered by the facilitators was well balanced and well delivered. The classroom environment for each session wasn't everyone's cup of tea at the start of the programme but it quickly became evident that it was a great place to voice ideas and get feedback from other participants. It was interesting to hear the tough times and the good times that everyone else was going through. Although there was a diverse range of businesses, we were all experiencing the same challenges in developing our products and services and ultimately getting someone to pay for them.

The importance of the business plan became evident early on and the process behind developing one that is fit for an investor is easy but takes a lot of hard work. The opportunity to show the various business plan drafts to people who deal with them on a daily basis was invaluable. It not only focussed our plan for the business but helped our vision become one that could be easily understood by others. “It's not about the product, it's all about the business” were the words that we heard from day one. It is a difficult theme to grasp at first but ultimately everyone has a great idea that will be the next big thing but how to make that idea become a viable business is what the bank, an investor, or indeed anyone who is going to put any of their time and effort into the business needs to know. It is also a great tool to push the business in the right direction.”