

BRINGING TECHNOLOGY TO THE FORE! NIMBUS PARTNERS WITH POWERTHRU GOLF TO DESIGN AND DEVELOP A GOLFING PLATFORM



BACKGROUND

PowerThru Golf is a Cork-based start-up, founded by Aidan Power in January 2020 while he was a participant of the IGNITE enterprise development programme in UCC.

THE NEED

PowerThru Golf, like many start-ups, had a great idea, but little technology expertise. Their concept of providing a platform to golf clubs and golfers has the potential to transform the game of golf on a global scale. This platform would allow clubs to track golfers and monitor the speed of play for each group of players and couple it with a digital scorecard system. PowerThru Golf required a full technology development roadmap and platform design to bring this business idea forward.



**AIDAN POWER, FOUNDER OF
POWERTHRU GOLF**

THE SOLUTION

PowerThru Golf availed of Enterprise Ireland's €5,000 Innovation Voucher funding initiative, open to all small and medium-sized limited companies registered in Ireland, to utilise the expertise of the Nimbus Research Centre at CIT. Nimbus is one of fifteen Enterprise Ireland Technology Gateways, providing businesses with innovative software, hardware technical research and development capabilities. Aidan worked closely with the Nimbus team to design, roadmap and develop the beta platform for the product. This consisted of multiple core features including the integration of Google GPS for slow play tracking.

BENEFITS OF THE ENGAGEMENT

As the development progressed, Nimbus was able to assist in integrating the platform with leading third-party systems. This integration not only enhances the offering to golf clubs and players but also puts PowerThru Golf in a very strong position to gain market traction. PowerThru Golf's collaboration with Nimbus has enabled the company to accelerate its development process. Their development of a beta application has put the company in a position to trial their software with paying customers. The development expertise within Nimbus has made the integration process with leading third-party platforms seamless and straightforward. Multiple new features are now in the pipeline to be added to the platform and these will ensure a continued relationship between PowerThru Golf and Nimbus.

"NIMBUS HAVE BEEN VERY INSTRUMENTAL IN DEVELOPING AN MVP FOR POWERTHRU GOLF. SENIOR RESEARCHER, STEPHEN COLLINS, HAS BEEN EXTREMELY HELPFUL, COMBINING HIS SKILLS IN SOFTWARE DEVELOPMENT AND COMMERCIAL EXPERTISE WITH HIS LOVE AND KNOWLEDGE OF GOLF, TO PUT US IN A POSITION TO RELEASE A PRODUCT THAT OUR CLIENTS WILL BENEFIT FROM."

- Aidan Power, Founder of PowerThru Golf

Contact us to connect your Enterprise with MTU. Email us at extended.campusCork@mtu.ie to discuss a collaboration to suit your needs!