



# Yvonne Comer

## RugbySmarts

Yvonne Comer is the co-founder of Perfici Intelligence better known as RugbySmarts. Prior to starting RugbySmarts, she worked as a multi-departmental manager in the UK gaining experience in implementing enterprise-wide IT projects. To further broaden her knowledge, she obtained a first-class honours Executive MBA from University of Galway and followed that with a BioInnovate Fellowship to allow her to pursue her passion for innovation.

Yvonne is a former Irish rugby International so she became involved with her local club when she returned to Galway. It was as Director of Women's Rugby where she met her co-founder William Johnstone. They developed the 'Smarts' technology to revolutionise video analysis, allowing coaches to make better decisions and improve the performance of their athletes. Not only is it an all-in-one coaching tool, it also opens up new revenue generating opportunities for clubs in fan engagement and sponsorship. The self-learning AI means the more it is used the more intuitive it becomes.

RugbySmarts has won the iTAG Emerging Technology Award and has been shortlisted for the Federation of Irish Sport Best New Business of the Year Award and the Tech Excellence Awards in the Start-Up category. Yvonne has won the Businesswoman of the Year Award for STEM and was a finalist in the Diversity in Tech Awards Entrepreneur category.

RugbySmarts has participated in the New Frontiers Programme, became an Enterprise Ireland and JETRO client, validated the MVP with Connacht Rugby, and now has customers across 3 continents. The team have recently been selected to be part of the IRFU Innovation Programme. The next step is launching GaaSSmarts and expansion into soccer and American Football.

[www.rugbysmarts.com](http://www.rugbysmarts.com)

