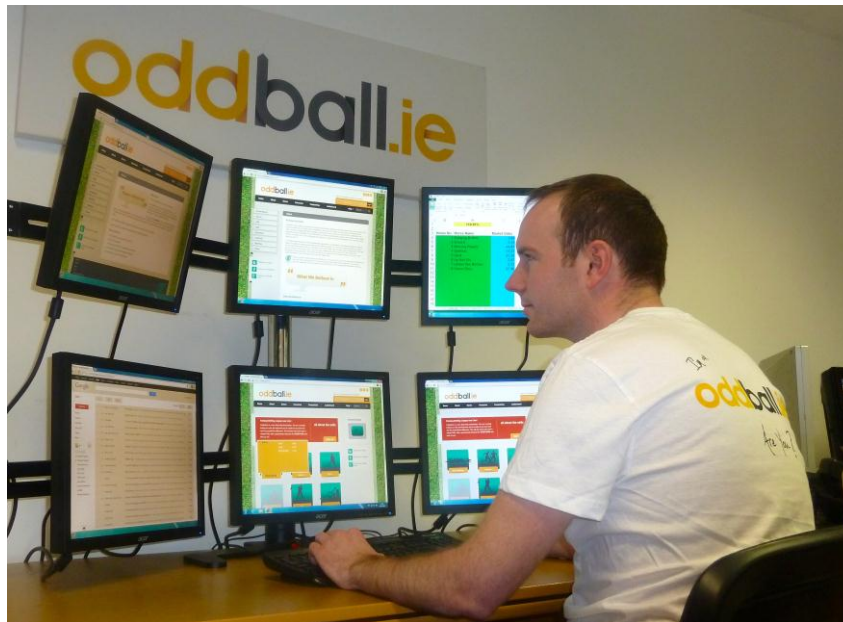



Oddball.ie to be pitched on Dragons Den



Éanna Ó hIorua a DCU graduate is soon to face the Dragons on the RTE show!

Éanna (pictured above) is the founder of Oddball.ie, a new bookmaking system which was developed using his own algorithm to create a fluid odds system. This system delivers better odds to the user while controlling the exposure of Oddball to any single adverse outcome. The algorithm also allows users to bet on a horse simply not to come in first place. This will be the first bookmaker to allow you to do this.

Éanna is no stranger to DCU having studied Manufacturing Engineering with Business Studies and Oddball.ie is currently based in Invent, DCU's Innovation and Enterprise Centre. As a maths enthusiast, he ironically does not believe it is all about the maths, "simplicity is key with us and we focused on simple navigation for all users. As you click from one page to another you can easily see their interface is not distracting but intuitive in every last aspect. The website is simple because it concentrates on events that are important to its target market i.e. it doesn't do Japanese soccer! "

In 2011 Oddball.ie received grant funding from Dublin City Enterprise Board. Another important step for the company was receiving the Guaranteed Irish Symbol  in 2012. Oddball will be licenced and will have its servers based in Ireland. Further funding has been received from other sources but the company is still keen to secure more investment to expedite their expansion plans.

What are the odds on Éanna winning over the Dragons?
Tune in to RTE at 9:30pm on the 21st of April 2013 to find out!

oddball.ie

Invent DCU, Collins Avenue, Glasnevin,
Dublin 11.
(01) 9030115