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.
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.
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.
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

Twitter @puntclub
Skype: jason.neave
jason.neave@puntclub.com

PuntClub.com
Live it. Breathe it. Back it.