

## Sports Geek Nation AMA with Simon Murphy

Simon Murphy is the Founder and CEO of RefLive. RefLive is a software platform that allows soccer referees, leagues and associations to digitise match day administration and improve referee retention and performance.

Prior to RefLive, Simon worked in the corporate environment which he eventually left to pursue a Masters degree on Entrepreneurship and Innovation. Through the course of graduate school, he developed the idea of having a simplified, accurate and efficient system to digitise the match day administration process for soccer games.

Simon is a self-confessed obsessive problem solver and a lover of sports, technology and business that led him to build startups.

Connect with Simon Murphy on Twitter [@sjmurphy31](#), [LinkedIn](#) and Slack [@simon](#)

Find out more about RefLive at [reflive.com](https://reflive.com)

Here's the full transcript:

Links to names will link you into Slack community, if you are not a member [please sign up here](#).

**Q. [seancallanan](#):** @simon I know the RefLive backstory can you tell everyone else how you got here and how the platform has evolved?

**A. [@simon](#):** Thanks @seancallanan. RefLIVE started with us creating a smartwatch app for football (soccer) referees enabling them to digitise time tracking and recording of goals, cards and subs which was previously completed with a stopwatch notepad and pen. We then take this data and make it available for parents, fans etc in real-time, effectively automating the match data and scoring process for all levels of football. We've had around 30,000 referees download the app in over 110 countries.

As we progressed, we learnt the most severe problems with officiating stem from high levels of referee turnover (minimum 35% and up to 80% for officials years 1-3), abuse of referees and achieving a consistent level of performance. We designed and developed a SAAS data analytics system whereby a referee rates the behaviour of a team after every match, self-assesses their performance and indicates their overall well-being. This data gets neatly presented on a dashboard showing the league the current number of 'at-risk referees', an overview of the behaviour of each team and the top performing referees. Leagues can also manage assessments, mentoring programs and match reporting using our SAAS platform. We've had high demand from a range of leagues in Aus and overseas in roughly 12 months since releasing the first version and have quickly expanded into additional sports.

On a more personal level, I'm an obsessed sports fan who is genuinely curious about all things in tech and startups and spend a fair bit of time in the US after going to college in the Midwest (Iowa) a few years back. Bulls, Bombers, Packers and Cubs are my teams. Ask me anything!

**Q. jase:** Hi @simon - how do you monetise the system, and do you plan to allow integration of your data into streaming/broadcast products?

**A. simon:** Hi @jase. With the smartwatch tech, we're focused on continuing to develop the product and achieve a critical mass with our user base. We're already working on streaming/broadcasting scores using our API. Our plan is to power all scores for broadcast, live scoring apps and social media channels all non-pro teams using the data from referees. As we scale, we'll charge for access to our API for real time scores and updates, enabling leagues to commercialise their own data.

**Q. dgmackay:** Hi @simon - just football or do you cater for other sports?

**A. simon:** Hi @dgmackay Our smartwatch tech is currently only available for football. However, we're currently in the early stages of building a similar solution for rugby and plan to add field hockey. We have referees in Europe using the app for handball.

The Referee Management System is available for any sport, and we're currently working with football and rugby leagues and are close to working with basketball and Australian Rules Football.

**Q. joliegee:** Hi @simon how does RefLive smartwatch app work?

**A. simon:** Hi @joliegee. Any referee can start using our smartwatch app to track time and record match goals, cards and subs. This process has traditionally been completed using a stopwatch notepad and pen. Using our app also enables referees to track fitness metrics and heatmap on the pitch and results can be submitted digitally. We'll soon be releasing an update so that referees can stream the scores straight from their watch for parents and supporters who can't make games. You can see screenshots and info here <https://reflive.com/referee-watch-app/>

Thanks @seancallanan and @joliegee for the opportunity to participate in the AMA. For anyone wanting to get in touch, my email is [simon@reflive.com](mailto:simon@reflive.com) (as per every startup founder), my LinkedIn is <https://www.linkedin.com/in/simon-j-murphy/> and our website is [www.reflive.com](https://www.reflive.com)

If you have any referee or umpiring managers in your organisation or your network, I would be very thankful to be put in touch to see if we can help solve some of their problems.

## What is Sports Geek Nation?

Been forwarded this from a colleague? That's great we love seeing our members get credit for sharing their knowledge. Sports Geek Nation is a curated sports business community in Slack and Facebook which will help you learn from the very best in the world. Sports Geek Nation was founded by Sean Callanan in 2015 (as #SportsBiz Slack), it connects sports executives who work in digital, data and technology.

Sports Geek Nation has members from (in alphabetical order) Australia, Canada, Denmark, India, Lithuania, New Zealand, Sweden, United Kingdom and United States working in sports such as basketball, football, ice hockey, baseball, AFL, horse racing, golf, rugby league, netball and more.

You can join Sports Geek Nation by going to [SportsGeekNation.com](https://SportsGeekNation.com)