

Gain Line Analytics

Game Changing Analytics

Gain Line, a sports analytics business, has been developed from the experiences of founder and ex Wallaby Ben Darwin. It is an operations and management consultancy with a unique perspective on success in professional sport and potentially business. Central to the analytical measures is the Team Work Index (TWI) a measure that reflects and weights the 'cohesion' of a set of players based on their shared experiences over various time periods. Gain Line analytics measures, analyses, predicts and creates cohesion.

Team Work Index (TWI)

The TWI measures the quantity and intensity of linkages within a team and is based on three measures – long term, medium term and in-season cohesion. The measurement is designed to encapsulate the understanding between people. Ben Darwin claims that his TWI is different from other initiatives such as Moneyball *"If analytics and GPS tracking and all that deliver a 1 per cent differential we are saying 'cohesion' is 40 per cent."*

Products

Products offered by the consultancy include:

- Speaking engagements
- Workshops
- Performance audits
- Squad builder
- Predictive analysis
- Research

Founders

The two founders are CEO Ben Darwin and COO Simon Strachan. Ben spent a decade in professional sport both as a player (ACT Brumbies and Wallabies) and as a coach in Australia and Japan. Simon began his professional career as a designer with GM Holden then became an educator which allowed him more time to pursue his interest in rugby including periods coaching and working as a video analyst with the Wallabies and Melbourne Rebels

Share details

Investment to date
Number of shareholders

Capital raising timetable

Upside Case

- Unique product offering
- Possibility to expand the analytics beyond sport into business
- Passionate driven founders

Downside Case

- Challenging conventional wisdom

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