

Baby You're My Inspiration

Mumpreneur,
Riona Myers,
discusses the
ups and downs
of setting up her
baby-inspired
business,
Trolleychums

By UNA RICE

The business: Trolleychum
Find them: www.trolleychum.com;
info@trolleychum.com;
087 1133553
The inspiration: Caleb, aged 2

How did you get your 'lightbulb' moment?

I love to browse around shops, but loathed putting my little boy in dirty, cold shopping trolley seats. I used to wrap blankets around him, he had nothing to play with and I wished to make the shopping trip and the ride in the trolley more fun for him. I was horrified to see other peoples' little ones licking filthy handles and chains so I began my research.

How was motherhood in inspiration?

I was inspired by necessity! The Trolleychum is suitable for all little ones who are able to sit up unaided up to the age of three. My little boy loves his one. Practical and fun, this lively playzone keeps him warm and comfortable. The cushion has toy loops so I attach his favourite playthings to keep him distracted and a bottle holder on both sides, although I often use one of these for my keys and phone. It can be set up in seconds and packs away neatly into a travel bag.

What was your first step to create your product and get it out there?

I began by conducting market research and speaking to parents. I agreed on the three types of fabric with our manufacturer. After that I contacted the Patents Office and arranged our trademark and registered the company with the CRO. I then worked closely with our website designer and we had fun trying a number of styles before we settled on our 'yellow bubbles' logo and website background.



Where did you get funding?

I funded the launch myself.

What was the worst moment early on?

As I was not familiar with it, I found the most difficult aspect was trying to make sure that all the company registration, accounts, and so on, were completed correctly and on time.

And the best?

The highlights include when the website first went 'live' and when the first order of cushions arrived to Trolleychum HQ!

Your top three tips for budding business mothers?

- 1) Go for it! There are loads of brilliant 'mumpreneurs' out there who will offer help, advice and support
- 2) Network. Family, Friends, Facebook, Forums - use everything
- 3) Create and implement a plan to act upon this knowledge.

Feature Your Business In Pregnancy & Parenting

If you would like to profile your baby-inspired business in Pregnancy & Parenting magazine, just drop us a line at parenting@ireland.com