

Lisa Marie Clinton

Avail Support



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It was working with children who had intellectual and developmental disabilities that inspired Lisa Marie Clinton to research ways to help them gain more independence.

During her eight years as an Applied Behavioural Analysis (ABA) tutor, she saw the potential of applying an evidence-based teaching approach into a technology aid, that could act like a virtual assistance reducing the reliance on family members or care staff.

Already having a degree in Applied Social Studies, she went back to complete a Masters in Child, Family and Community Studies and began researching the underpinning data for her idea.

She set up Avail Support in 2015 which has created an e-Learning app and web portal for children and adults with intellectual or developmental disabilities. The app — called 'avail' — uses step-by-step prompts to promote learning and independence.

The aim is that the app would help users carry out day-to-day activities which they are unable to do without assistance. It is hoped that the user would eventually be able to carry out these tasks on their own, without the app's help.

A prototype was created in June 2016 and test users include St Michael's House and Rehab Care. She has also partnered with Trinity College Dublin to conduct research on the effectiveness of the app.

With a monthly subscription of €20, Lisa Marie already has sales ahead of its official launch in October 2016.

In 2015, Lisa Marie, who is based in Carrickmacross, won Monaghan's Best Start-up Business in Ireland's Best Young Entrepreneur competition. A driven businesswoman, Lisa Marie found that networking through ACORNS has kept her motivated.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.