ACORNS
Accelerating the Creation Of Rural Nascent Start-ups

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KnitAnything

Ever since she first learned how to cast on in primary school, Martina Walsh has been an avid knitter. And it was the combination of this life-long hobby with her career in software development that sparked the clever idea for KnitAnything.com.

After working as a software developer for 20 years, Martina always wanted to be her own boss. So, when her youngest child started secondary school, she returned to college for a year to upskill on the latest computer systems.

Starting in 2014, she designed the software for KnitAnything.com; a website which designs knitting patterns that allow the knitter to knit practically any jumper or dress. In three steps the knitter selects their style, size, and yarn type; their own measurements and stitch; and finally, they purchase the pattern for just $12 (€11) to knit their jumper or dress.

KnitAnything.com went live in February 2017 and Martina is currently running the business herself in Limerick. She has plans to expand the website's offering by including more patterns such as cardigans, hats, tea cosies, and more. While her software can be used worldwide, Martina is finding the US — with its 9 million knitters — her main target market.

Taking part in ACORNS was a real confidence boost for Martina as networking with other women also starting their own businesses encouraged her to push her own boundaries. The honest opinions of her fellow ACORNS helped Martina see her own strengths and weaknesses.

And while she's busy with her new business, Martina still finds the time to relax and enjoy knitting new projects —all patterns from KnitAnything.com of course!