

## Nessa Duggan

*Rightify*



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Nessa Duggan had been working in the technology sector for 12 years when she noticed a gap in the market for a company providing technical writing services for businesses in the sector.

With two small children, Nessa took time off from working full time and studied an MSc in Business and Management.

As a former engineer, she had unmatched insight into how products worked and how to explain their features, so she examined ways to use her expertise to help companies with their communications.

After the birth of her third child, she enrolled in University of Limerick to complete a Graduate Certificate in Technical Writing.

During the course, Nessa realised she was the only person in the class with a background in technology. Seizing this opportunity, she set up her own company, Rightify, in October 2015.

Based in the Regional Development Centre in Dundalk, Rightify creates content — both words and graphics — for technical businesses to effectively convey the full value of their products and services. It provides: business plans, bid writing, funding applications, web content, user guides, and operational content.

Nessa enjoyed taking part in ACORNS as it gave her great insight into running a business, and there was constant support and encouragement.

At the moment, Nessa is running Rightify by herself, sub-contracting out some work to other writers, graphic designers and web developers. But as she is coming up to her first year in business, Nessa plans to expand her business by developing a suite of standardised services, and delivering training in technical writing and content development to other businesses.