

## Maryrose Simpson

### *MyLadyBug*



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Maryrose Simpson had the idea for her award-winning business in her head for a while. But it was only when she was working as a graphic designer for a number of start-ups that she decided to go out on her own.

Working with other early-stage entrepreneurs gave her the knowledge and inspiration to start her own business. In July 2015, she launched MyLadyBug, Ireland's first monthly period subscription service.

MyLadyBug delivers monthly customised care boxes with feminine care products, including sweets and treats directly to the subscriber.

Setting up a business around a taboo subject had its challenges, but reaction has been positive with subscribers sharing pictures of their monthly care boxes on social media.

MyLadyBug ships worldwide with subscribers in Europe, New Zealand, Australia, Canada and the United States. Subscriptions cost €9.99 a month which includes post and packaging, but discounted rates are also available.

The company was awarded the 'Best New Business Idea' title for County Laois in Ireland's Best Young Entrepreneur competition and went on to reach the regional final in the overall national award. In September 2016, MyLadyBug was listed in the Sunday Business Post's Top 100 Start-ups.

Maryrose still regularly meets up with a number of her fellow ACORNS, some of whom she has teamed up with to include their own products in the monthly care boxes.

While she currently runs the business by herself, Maryrose is hoping to employ a marketing manager soon. She also has ambitious plans for the website and her aim is for it to develop into a platform for discussing women's health.