

Eimear Kelly

Darcy the Dingo



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Darcy the Dingo began life as a fun way for an uncle in Australia to connect with his nieces and nephews back in Ireland whom he had yet to meet. Before long, his sister realised how much her children loved Darcy and spotted a business opportunity.

Eimear Kelly, from Clane in Kildare, was working as a stay-at-home mother, after leaving behind a career in hospitality, recruitment and administration, when she decided that her children's enjoyment of Darcy and his exploits deserved to be shared by the wider world.

Darcy the Dingo is a fun, interactive and educational friend for children whose parents can select from a variety of personalised online subscriptions. The child then gets to follow Darcy's adventures through letters and postcards while Darcy recognises their achievements and encourages them to try new things – like eating their greens!

Eimear had been working on the concept for a time, with the assistance of Kildare Local Enterprise Office, before joining ACORNS in October last year, and the programme quickly helped her to make it a reality as she found that it boosted her confidence and encouraged her to dispel any doubts. She launched the business in December 2017.

Since then, Eimear has been very pleased with initial uptake as well as positive feedback and reviews from people who have purchased subscriptions.

Over time, she intends to introduce additional characters: friends of Darcy's with their own individual traits, so children know that it is OK to be different. In the longer term, she is also looking into developing a soft toy option that will be available in retail stores.

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



An Roinn Talmhaíochta,
Bia agus Mara
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