

Karina Kelly

mypicdrop



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Karina Kelly is something of a serial entrepreneur. The Roscommon native who now lives just outside Donegal town with her husband and two children recently set up her third business while the other two are still going concerns.

Karina started her first business in Roscommon, when she was 28, and soon after launched www.theradiatorshop.ie which her husband ran while Karina joined Elavon Merchant Services as a business development manager.

Though she loved working with Elavon, Karina wanted to run her own business again and, having spotted a gap in the market for high-quality ecommerce photography, she set up an ecommerce product photography studio called 360 Crew in 2016.

Through 360 Crew, Karina realised that one of the biggest burdens her clients faced was editing and preparing product images for their websites. This realisation coincided with Karina starting ACORNS and her third business, mypicdrop, was born within the ACORNS programme.

mypicdrop, which provides image editing and workflow support services to retailers such as Elverys and Aurivo, is now Karina's main focus. She is currently participating in New Frontiers Phase 2 to develop the business further.

Karina says ACORNS was one of the biggest lightbulb moments for her new business and provided an excellent support network of likeminded entrepreneurs. It also gave birth to the '5am club' – Karina and a group of other ACORNS participants start work at five each morning!

Karina expects to take ten retailers through a pilot process in early 2019. Her goal for 2019 is to grow the business within the Irish and UK markets.

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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