

Laura Cavanagh

Be Our Guest



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Laura Cavanagh was studying for her Psychology degree in UCD when she became interested in computer programming.

And what started out as a hobby ended up becoming her future career. She worked full-time as a computer programmer in Dublin before moving to work in Australia for five years.

Laura always had a desire to set up her own business and, in fact, had established one when she was in her 20s before her career took off. On returning home to Buncrana, Co.Donegal, Laura decided to go it alone again and set up an app development company called Glitterbug, with her partner Colin Vaughan.

While working on Glitterbug, Laura and Colin developed their own eco-friendly wedding app, called Be Our Guest, which they decided to work on full-time.

Be Our Guest is a one-stop shop for weddings. It is a mobile platform where couples, suppliers and guests can communicate with each other. It allows couples to design digital invitations and build a community through a microblog, while guests can RSVP through the app – and even choose their meals.

The app was launched in a beta format in 2019 and the couple have spent 2020 – when it was quiet with weddings as a result of the Covid-19 lockdown – building the product and focusing on strategy.

Being a participant on ACORNS has been particularly useful as it helped Laura consider competitive advantage and pivot the business from B2C to B2B. She also found it helped her to push herself and set high standards for the business.

As we emerge from the pandemic restrictions, sales are increasing and Laura is in talks with a contact in the weddings industry in the UK, with an aim to launching in that market. Once the app launches in the UK, Laura is hoping to expand further and hire technical, sales and customer service staff.

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
Department of Agriculture,
Food and the Marine