

Martina Walsh

KnitAnything.com



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Heading back 'out to work' after spending time at home with the kids is not always a smooth path. Martina found that she wanted something different from her original career as a Software Developer. Flexibility had become important to her. When her youngest child started secondary school, she returned to college for a year to upskill on the latest computer systems.

As a knitter by hobby, she often found it difficult to source just the right knitting pattern. And so, the idea of creating an easy-to-use knitting-pattern-generator was born. This was the start of her business - just perfect for a Software Developer!

She designed the software for KnitAnything.com; a website which designs knitting patterns that allow the knitter to knit practically any jumper or dress. In a couple of steps, the knitter selects their style, size, and yarn type; their own measurements and stitch; and finally, Martina's software gets to work in the background and calculates that unique knitting pattern!

KnitAnything.com went live in February 2017 and Martina is currently running the business herself in Limerick. She has plans to expand the website's offering by including more patterns such as cardigans, hats, tea cosies, and more. While her software can be used worldwide, Martina is finding the US - with its 9 million knitters - her main target market.

Taking part in ACORNS was a real confidence boost for Martina as networking with other women also starting their own businesses encouraged her to step outside her boundaries. The honest opinions of her fellow ACORNS helped Martina see her own strengths and weaknesses. Running a business can have its challenges but the support she received from ACORNS and the Local Enterprise Office has helped motivate Martina.

And while she may be busy running her own business, Martina still finds the time to relax and enjoy knitting new projects — all patterns from KnitAnything.com of course!

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