

## Anna Carmody

### *Little Red Edu Ltd*



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Product design graduate Anna Carmody always wanted to start her own business and in 2018 she did just that at her Co. Offaly family home.

Anna started Little Red Design Studio in 2018, but two years later she pivoted and launched Little Red Edu, with a focus on e-learning for children, now primarily targeting the Asian language market. Little Red Edu is a digital learning platform that enables early learners (3-6 year olds) to learn and speak English as a second language.

Little Red Edu partnered with Soapbox Labs to combine their top class speech recognition software with Little Red's augmented reality, creating a fun learning experience for children.

Teamwork has helped Anna to move the business forward and she says that during the pandemic she and her co-workers reached crucial milestones that have helped to make the company a success.

Being an ACORNS participant has also been a positive benefit. Anna credits the community aspect of ACORNS with significantly helping the business in its early days.

After graduating in 2016 from The National College of Art and Design, her final year project was an interactive book that taught children about farm safety called "Hazard Farm". The book earned Anna a National Start-up Award in 2019. As well as stints as a tour guide, freelance designer and even busking, Anna says it was inevitable that she would end up being her own boss.

Anna intends to raise the company's seed round of investment to grow the business and expand partnerships with preschool chains in Asia.

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



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