

Siobhán Stack

Ulluv



CONTACT DETAILS

T: +353 86 332 1533
E: hello@ulluv.com
W: www.ulluv.com
Instagram: @ulluvdotcom



Siobhán Stack, who is originally from Cork but moved to Tralee with her husband, a native of Kerry, after working in financial services in Dublin for many years, had no intention of becoming an entrepreneur until shortly before she founded her company, Ulluv, in May 2017.

With three small children each born only a year apart, Siobhán had taken a career break from her financial services compliance role in October 2016 to manage the demands of family life when the entrepreneurial bug bit.

Ulluv, which comes from the Irish word *ullamh* meaning ready or prepared, provides online retail solutions for significant events in a woman's life. Siobhán says the fundamental aim of the business is to help women be ready or prepared for anything.

The inspiration for the business came when she found it difficult to put together her own maternity bag when coping with the demands of small children and was surprised to see that there was no pre-packed bag available online.

Siobhán started the company in her garage and launched with a line of pre-packed maternity bags. She has since expanded her product range to include items that make hospital visits more manageable and comfortable for women going through chemotherapy.

Her biggest business milestones have been hiring two part-time staff, moving into a commercial premises in 2020 and the remarkable achievement of winning Ireland's best pregnancy product for three years in a row from the Pregnancy and Baby Fair Products Awards.

Siobhán found that the support of the ACORNS community of participants and Lead Entrepreneurs was a great benefit to her and her business because they understood what a solo entrepreneur was going through and could give very practical advice.

Siobhán's future plans for the business include breaking into the UK market and creating an off-the-shelf product for pharmacies.

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