

Jennifer Davidson

Heartfelt Drama



CONTACT DETAILS

T: 087 2281497

E: info@heartfeltdrama.com

Instagram: [@heartfelt_drama](https://www.instagram.com/heartfelt_drama)

W: www.heartfeltdrama.com



Jennifer Davidson had been living in Dublin for almost 25 years when the Covid-19 pandemic and sky-rocketing property prices sent the screenwriter back to her native Mayo in search of a more affordable way of life.

Chair of the Writers' Guild of Ireland and a writer on RTE soap opera Fair City for more than 10 years, Jennifer had always dreamed of setting up her own production company, one that places an emphasis on talent development and stories for TV and film that are female-led and carry a commercial focus. Her move to the West of Ireland provided the perfect opportunity to make good on those ambitions.

"I've worked a lot in production and development for documentaries and dramas and I used to write a lot of funding applications for other companies to help get their projects over the line. I thought, 'Why not do that for myself?'" she says.

Jennifer's company, Heartfelt Drama, has been operating for a year. She admits that the past 12 months have been a steep learning curve, with her transition from artist to businesswoman smoothed somewhat by learnings gleaned from both ACORNS and a postgraduate course in creative entrepreneurship from the Atlantic Technological University.

"The support from ACORNS was crucial to getting the business up and running. I was lucky that my Lead Entrepreneur, Larissa Feeney, is an accountant. She was great at examining the numbers and granular details of the business," says Jennifer, who hopes to get a number of TV and film projects into development in the next 18 months.

"The roundtables were a safe space in which to test out ideas, get feedback and set goals and deadlines. Setting up my own company was always something I'd wanted to do but I never felt like I was ready. I'd always considered myself a creative rather than a businessperson. ACORNS gave me the confidence to change my perception of myself."

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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