

Brosna O'Donovan

Mighty Grays Studio



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Brosna O'Donovan decided to set up her own 3-D animation company after she had grown accustomed to living in her native Sligo during the pandemic.

The call to return to work in Dublin after the pandemic was the catalyst for her to strike out on her own – which is something she had always wanted to do.

Now based in Sligo town, where she is originally from, Brosna had been working in tv operations and production in Dublin for RTÉ and then Vodafone before setting up her company, Mighty Grays Studio, in October 2023.

Mighty Grays Studio is a 3-D animation company specialising in creating short explainer videos for businesses and government agencies.

Brosna knew there was a gap in the market for good quality 3-D animation – having attempted to source specialists in the area in her previous roles.

While still in Dublin, she undertook a course in Drawing and Visual Investigation at NCAD to refresh her skills. Then, in Sligo, she did a Start Your Own Business course with LEO Sligo and launched the company.

She got her first two clients – Ardán and CÚRAM – through a successful tendering process.

When she joined the ACORNS programme, Brosna was apprehensive because she had yet to set up her business whereas other participants were further along. However, she says that turned out to be a good pressure, because it made her feel she had to earn her place, and she learned a lot from the group.

As the business develops, Brosna wants to continue creating explainer videos for business clients and to do idents work for tv stations. Idents are the short series of animations tv stations use to promote their channels.

Over the next couple of years, she expects to hire staff on a project basis and rent a space in a premises.

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
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