

Maureen Hoey

mojo&co



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Maureen Hoey, who is from Dundalk in Co Louth, started her business from her home in October 2021 after taking redundancy from her role as a Global Sales Support Manager with a call centre in 2020. Maureen approached redundancy with a positive frame of mind, but when her father passed away at around the same time, she turned to journaling to support her wellbeing.

Sometimes finding a blank page daunting, Maureen was inspired to create a guided approach to journaling and mojo&co journals were born.

The journals use prompts to help users navigate their days, stay organised, and plan self-care activities. Maureen's goal with mojo&co was to develop a straightforward journaling style that promotes personal development and goal achievement but also prioritises self-care and wellbeing.

Maureen got the business up and running with the help of mentoring and a trading online voucher from Louth LEO.

She started with online sales and has since expanded into retail, with mojo&co products now available nationwide in stores like Meadows & Byrne, Dubray Books, Foxford, Arboretum, and numerous independent shops.

Maureen also supports corporate wellbeing programmes for major companies such as PayPal, Meta, Zoetis, and Kepak and offers customised workshops focused on journaling and wellbeing, as well as co-branding options for mojo&co products.

She found that the ACORNS programme helped her to think more strategically, focus on specific business areas and prioritise key tasks. She says ACORNS also provided an invaluable network of likeminded women in business, offering a supportive community where she can seek advice and support whenever needed.

Maureen's plans for the business include exporting her product range globally, targeting both retail markets and corporate wellbeing programmes. She is also expanding her range of wellbeing products and tools, envisioning mojo&co as a globally recognised brand for high-quality wellbeing support tools. She is working with the World Trade Centre Dublin to help achieve this milestone.

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