

## Erica Hargaden

### *Babogue*



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Trying to get a baby into a sleeping routine is challenging for all new parents, whether it's their first time or their fourth time. When Erica Hargaden found a sleeping routine that worked for her own three kids, she found friends coming to her for advice. This led her to train as a Paediatric Sleep Consultant and set up her own practice, Babogue.

Erica, who had worked in the hospitality sector 10 years prior, spent several months researching how to become a certified sleep consultant. Upon completing an online training course in the US, by one of the first sleep consultants in the States, she set up Babogue in 2017.

Babogue offers one to one consultations & support services to parents experiencing sleep issues with their children. In November 2019 Babogue launched an online programme called The Sleep Series. This programme has been very successful to date and is now being used by over 5,000 customers in 36 countries. Through her 7 Steps to Better Sleep and the programme's video content, parents are guided on how to get closer to their family sleep goals.

In October 2021 Babogue was delighted to be awarded the Competitive Start Fund by Enterprise Ireland which saw the government body commit and invest in Babogue to support its global growth. 2023 saw Babogue focus on the growth of its B2B services and is now working with some of Irelands largest enterprises in their Employee support programs.

Erica runs Babogue herself in Naas, Co Kildare and works with families both Nationally & Internationally. Babogue now has a following of over 30,000 followers on social media and continues to use those channels for marketing and advertising purposes.

Erica comes from a family who ran their own business, so setting up her own has been a dream come true. To get to do something she loves every day and help people is hugely rewarding.

Taking part in ACORNS helped her to look at ways to make the business more viable and from it The Sleep Series was born.

***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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