

## Myvoxsongs

Emma Drew  
www.myvoxsongs.com



When Emma had her first baby she realised there wasn't much on offer for visually stimulating and musically enjoyable nursery rhymes films/ cartoons. As an illustrator and with the help of her musician husband, Olly, she decided to create her own online nursery rhyme videos for her now popular YouTube channel. She then created the website myvoxsongs.com to enable a child-friendly environment to view the videos. The website is an entertaining and educational facility for children. The myvoxsongs nursery rhymes app is fantastic for on-the-go kids' entertainment.

### What makes myvoxsongs unique?

We wanted our visuals to be how we remembered our first images which were child-like, fun and bright rather than the increasingly used CGI style. We also wanted a sound that was contemporary and enjoyable for parents to hear. You don't need to log in or register at www.myvoxsongs.com, just 'watch and go'.

### How does running a business fit around family life?

I try to plan work around the kids' naps and school time as I want to spend as much time as possible with them while they are young. I watch very little TV and work once they are asleep, usually until midnight.

### What plans have you got for the future?

We are releasing a DVD/MP3 and new mobile app, planning to expand the website to include stories, games and some early learning aids like phonics. We are also planning to integrate our videos into the UK's early years learning curriculum.

## Hand Knit Baby Wear

Catherine Latheron  
www.handknitbabywear.com



When Catherine was made redundant in 2008 she persuaded another knitaholic to join her in setting up Hand Knit Baby Wear. They started off with traditional patterns in white and cream, gradually adding pink and blue. They soon realised they couldn't make enough themselves so advertised for qualified hand knitters. At one stage they had 27 ladies knitting for them! Because everything is hand made the length of time it took varied with each knitter – they weren't 'employing' them so they would knit whenever it suited them. Eventually they decided they had enough stock and the website went live May 2009.

### What makes Hand Knit Baby Wear unique?

Apart from the unusual Japanese range everything is hand made in the UK so it is very unlikely you will ever see another baby wearing the same clothes! We offer a wide choice of yarns, from easy wash acrylic to organic cottons and soya wool. Hopefully this pleases mums who want something they can throw in the wash, our 'green' families and babies with delicate or problem skin.

### How does running a business fit around your personal life?

I enjoy searching the internet and charity shops for vintage patterns that give me ideas for new outfits. One of our most popular blankets is made to a 'recipe' from the 50's.

### What plans have you got for the future?

We try to add new styles every month or two. At Hand Knit Baby Wear we feel a unique, hand made present is the perfect way to celebrate a birth.

## Boob Baby

Sarah Appleton  
www.boobbaby.co.uk



Boob Baby came about after Sarah's experience trying to establish breastfeeding with her son, Oliver. Sarah had a traumatic birth and Oliver lost too much weight after birth, shattering what confidence she had in her ability to feed him. She was offered little support to continue breastfeeding. Thankfully, Oliver is still breastfed, but as a result of her experience, she wanted to not only provide good quality breastfeeding products, but also reliable advice and information, to help other mothers.

### What makes Boob Baby unique?

We provide fantastic customer service, along with ongoing support and information, something that the larger companies don't provide. The information on the website is from reliable, trustworthy sources. It covers the main issues experienced by breastfeeding mothers and aims to complement information from breastfeeding charities and organisations. There are also links to other reliable sites that offer more in-depth information.

### How does running a business fit around family life?

We both work, but luckily we arrange it so that Oliver has one of us around at all times. It can be tough juggling everything, but we seem to be coping well.

### What plans have you got for the future?

Our aim is to be the first place breastfeeding mums look if they want to buy any products and if they are looking for straightforward information. We also plan to expand our product range so that we can be a one-stop-shop for breastfeeding mums.