



Gail Condon

Writing for TiNY

Founded by Gail Condon in November 2014, Writing for TiNY is an innovative children's book publisher. They produce highly personalised children's books about changes, worries and milestones. Their ethos is to facilitate creative communication between adults and children to encourage the inclusion of children in big decisions and engage them in independent thoughts.

Gail trained as a paediatric and general nurse and is passionate about the health and well-being of children. She used her personalised drawings on the paediatric wards to explain procedures to children and alleviate their fears. Gail realised that communicating with children about difficult problems was a universal issue. She approached her Local Enterprise Office to help her develop software that would allow a great deal of personalisation, and the story of Writing for TiNY began.

The company now employs a team of four. Writing for TiNY has two main market opportunities - (i) the consumer market, where books are sold directly online, and (ii) the corporate market, where they work with hospitals, schools and pharmaceutical companies.

Gail took part in New Frontiers in DIT and is an Enterprise Ireland High Potential Start-Up. In October 2015, Writing for TiNY won Cork City's Best Start-Up and Gail was announced as Cork City's Best Young Entrepreneur.

The company's biggest project to date is the GlaxoSmithKlein and Sanofi Pharmaceuticals partnership. GSK vaccination department approached Gail to develop a specialised children's book. Writing for TiNY is designing, creating and distributing a book for 71,000 school-going children, explaining vaccines to them and to their parents. Health ministries in the UAE and a number of EU countries are lined up to use this book in 2018.

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