



# Sioned Young

**Age:** 25

**Location:** Caernaerfon

**Business Name:** Mwydro

 info@mwydro.com

## Why did you decided to set up a business?

I chose to start my business Cardiau Mwydro in order to have a creative outlet in the evenings and on weekends when I wasn't at work. I also had the opportunity to sell my cards at a local Christmas Market, and received positive feedback on how unique my cards were as they were created entirely by hand. I saw a gap in the market and chose to go for it! When the pandemic hit a year into running my business, I switched from selling at Craft Fairs across Wales to selling online - and applied for a place on the Llwyddo'n Lleol scheme to further develop my business.

## How has Llwyddo'n Lleol/ Amser i Fentro helped you to develop?

Receiving a grant from Llwyddo'n Lleol as part of the scheme over the Summer of 2020 enabled me to order an iPad and Printer for my business - which had a huge impact on the development of the business. Not only did I get into the field of digital card design, but I also learned a new skill - creating animated GIFs for Instagram. Today I run a GIFs service for successful businesses as part of my business, serving businesses of all sizes across Wales! This would not have been possible without the help of Llwyddo'n Lleol. My personal and business confidence has grown immensely thanks to Llwyddo'n Lleol and Amser i Fentro and the social media challenges that pushed us to present ourselves and our businesses to the world with confidence and pride. Running your own business can be very lonely at times, especially running an online business - so Llwyddo'n Lleol has been great for putting me in touch with a strong network of young people who are following the same journey as me.

## What are your hopes for the business going forward?

I am very keen to further develop my GIFs service for businesses. This is a unique service to anything else out on the market, and it supports my passion for small businesses and helps them stand out from the crowd. I'm excited about the scope of the service to reach businesses from all kinds of sectors and from all over the world, and very open to receiving any support from anyone who can open doors to the wider market of businesses that are eager to improve their marketing efforts on social media. The cards continue to be very important to me, and allow me to express my creativity.

## If you had one sentence to tell another young person who's thinking of starting a business, what would that sentence be?

Believe in yourself and go for it!

@Mwydro

