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## EOIN MCGLOUGHLIN

### Memfies



**E**oin McGloughlin returned to his native Sligo from Australia to set up Memfies, his crowdsourced video content company.

Eoin had been away for almost 12 years, working in a variety of roles in Indonesia, South Korea, New Zealand and Australia. He spent much of that time as a commercial diver and enjoyed getting to see a lot of the world, but he and his wife ultimately decided that they wanted their daughter to have some time with their families as she grew up.

Memfies creates videos using crowdsourced content from weddings and events. “We are mainly focused on the wedding industry as we get started although we have a number of bigger projects for different events also coming up,” Eoin says.

With Memfies, Eoin saw an opportunity to take advantage of the unprecedented amount and quality of content being taken by guests using their smartphones at weddings and other events.

“By making it easy to gather the individual videos, we could produce a finished product

which would represent any event very well. It’s a very simple concept matching the public as the ‘social videographer’ with our editing team,” he says.

“We have put a platform in place which means that we always have editors available to meet the demand. We can create authentic videos of these events using this method which makes our offering extremely interesting to brands as well as brides and grooms!

“The fact that 95 percent of people now carry a very good camera in their pocket means that a lot of parts of the wedding day which might be missed otherwise are now captured by your friends and family. It also means that we can create a very personal view of a wedding day from start to finish.”

Memfies also operates as an editing platform for clients whether they are wedding videographers who want to complete same day edits or brands creating content for their social media channels.

Eoin says the main challenge he and his wife faced when starting again in Ireland

was that they were both launching businesses simultaneously. “My wife had an established business in Melbourne, but she was really starting out again when we arrived back to Ireland,” he says. “She now has a very successful business, Morgan Bonel Photography, which is based here in Sligo.”

He notes that tax structures in Ireland do not make it an attractive place in which to start a business. “This needs to be updated in order to make it more attractive to more people. We need to be encouraging entrepreneurship, we want to create an atmosphere where risk taking is rewarded, not just for returning emigrants but for everyone,” he says.

As to plans for the future, Eoin says Memfies will be hiring an additional editor soon with further recruitment to follow. “We will also be looking for another developer before the end of the year as we get the next stages built out,” he says. “We are still just getting going, the momentum is building. We have only been operating for a few months now and we are learning all the time.”



#### POSITION

Managing Director

#### WHAT WE DO

We make videos drawn from the content generated by guests at weddings and other events.

#### CONTACT US

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