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KAYLEIGH BREEN

The Wedding Wizard



Organising their wedding from Dubai inspired Kayleigh and Mike Breen to create The Wedding Wizard – a wedding planning platform that eases the stress of planning a wedding.

“Planning our own wedding from abroad was a challenge,” explains Kayleigh. “There was no one place that could do everything we wanted.

“This gave us the idea to set up our platform. Initially, we came at it from a couple’s point of view and created a wedding planning solution for couples. After joining Back for Business in 2019, we discovered that wedding suppliers were having similar issues to couples, so we decided to add suppliers to the platform as well.

“We use a commission-based model to make the service more attainable for suppliers, which is new for the Wedding Industry. As a result, couples get access to a full marketplace of suppliers. They can shortlist, hire and pay them all in one place.”

Kayleigh and Mike lived in Dubai for four

years before deciding it was time to move back home and be closer to their families.

“Once our son (Shay now four) turned one it was make or break time, so we packed up and came back to Glenbeigh, Co. Kerry.”

From Glenbeigh originally, they’ve had lots of family support since making the move home and have since added a daughter (Amelia) to their family.

“Coming back home and starting a business from scratch wouldn’t have been possible without the family and business support,” says Kayleigh.

“Back for Business has been a phenomenal help, especially when we first arrived back to Ireland as new entrepreneurs, with a battered network and no one to share the challenges with. Back for Business created a very positive environment for everyone. I really appreciate the support I got from my Lead Entrepreneur and the other entrepreneurs in the group. It really helped me to stay motivated and to continue on the journey.

“I’m still in contact with members from my original group. I also participated in

the Further Development phase in 2020. We worked together remotely during lockdown and having that support from each other really kept us going through the dark days.”

The Wedding Wizard released a basic level wedding planning platform in May 2020, after a year of work behind the scenes. Despite the Covid-19 lockdown and the reduced number of weddings this year, they have had lots of couples and suppliers sign up to use the platform.

“With the reduced numbers of weddings this year, we have decided to focus on building our users and developing new features,” says Kayleigh. “We are in the process of getting feedback from couples and suppliers, so that we improve our services to give people what they want.”

As well as developing new features, they are partnering with The Kerry Wedding Show in a virtual format in January 2021. Kayleigh and Mike are also hoping to expand their business in 2021 and grow their team.



POSITION

Co-Founder

WHAT WE DO

We use technology to remove stress from wedding planning and connect couples with wedding-service providers, so they can plan their perfect day.

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