

Name of the Case

WEE SEEDS

Abstract

Wee Seeds is a start-up social venture that create tools for parents and children to share the benefits of mindfulness.

Wee Seeds is working towards a society where pre-schoolers' emotional literacy, mental well-being and inner strength are considered as important as learning to read and write.

The business is a graduate of the 2017 cohort of the Good Ideas incubator, by The Melting Pot, Edinburgh.

Website

<https://www.weeseeds.co.uk/>

Contacts (SIKE team)

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SECTION 2: Case description

WEE SEEDS

Objectives

Vision

A society where pre-schoolers' emotional literacy, mental well-being and inner strength are considered as important as learning to read and write.

Mission

Wee Seeds will innovate and inspire by developing fun, easy, practical tools for busy families and professionals to plant the seeds of mindfulness, meditation and movement into children at an early age, nurturing their focus, attention, calmness and their breath.

Wee Seeds was created to:

- Be at the forefront of a drive to mainstream mindfulness and meditation for pre-schoolers by developing innovative, inspiring and practical tools for busy families to help them grow and nurture strong healthy young minds
- Give parents tools to turn fun day-to-day activities into lifelong skills
- Work with professionals to deliver mindfulness and meditation in pre-schools
- Lead a campaign, working with academics and professionals, to research the impact of age-appropriate
- mindfulness and meditation practices for pre-schoolers.

Clients, audience

Parents with children aged 2-5 years old, especially those families where one member is suffering from a physical or mental illness.

Position along the SI Spiral

- Making the case

Wee Seeds have prototyped some resources and services and are now seeking investment in order to bring these services to market.

Relationship with HEI(s) (High Education Institutions)

Wee Seeds was part of the 2017 Good Ideas incubator where the venture received 8 months of intensive support.

Good Ideas is delivered in partnership with Glasgow Caledonian University who provide concept oversight and monitoring & evaluation support.

Wee Seeds received specialist input, peer connections with fellow start-up social innovators and connections to potential supporters.

No funding or equity was exchanged between Good Ideas and Wee Seeds.

Wee Seeds started as an idea of the founder and was developed, tested and prototyped as a result of the Good Ideas incubation process.

Finance model and resources

Wee Seeds currently has no funding in place and has not started trading.

Methodology

Wee Seeds are a social enterprise with a Community Interest Company governance structure.

Products, results

Wee Seeds deliver workshops for schools and parent groups; produce tools and resources; and plan to create an app.

Impact and results

Because the venture is still in the start-up phase there has been no direct social impact yet.

Overall impact

Because the venture is still in the start-up phase there has been no direct social impact yet.

Images



<https://www.facebook.com/weeseeds/>