

Maddie is online.

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“Maddie is Online’ is an education-based project that uses creative storytelling and co-production to produce learning and teaching material for everyone involved in children’s education, support and safeguarding. It focuses on the development of information, digital and media literacy skills through digital cartoon animated stories, in a way that is fun and engaging, linking to children’s and young peoples’ own online experiences within everyday life.”



“My academic teaching and research focuses mainly on information, digital and media literacy and it offered fundamental inspiration and insights for the business idea”

“My motivation for starting is to reach out to a wider audience, including schools and parents, and focus on activities that can have direct impact on the community of learners.”



“Finding time for academic work and entrepreneurial activity and how to combine both effectively is a bit challenging.”

“My advice would be to believe in your business/entrepreneurial idea and be committed to the values that drive its vision. Don’t be afraid to challenge yourself with something new, don’t be disappointed when things go wrong and slow down to critically reflect and celebrate what you have achieved.”

