**Baby breathing monitor to be a ‘VITAL’ success**

When his wife announced that she was pregnant with twins, inspiration struck Drogheda inventor and Product Design Engineer, Paddy Healy:

*“I knew that a baby monitor was an essential piece of kit for new parents – and with two babies it was even more important! However, as an inventor, I noticed some inadequacies in the models which were then available on the market, so I decided to create my own.”*

The baby breathing monitor which Paddy came up with makes use of wearable technology in conjunction with a monitoring device. It can monitor essential factors for a baby’s health such as breathing, temperature and a medical grade electrocardiogram (ECG). Over time, the monitor’s advanced software becomes familiar with baby’s unique habits and patterns, in order to eliminate false alarms.

Fast forward three years and the next challenge with such an innovative product was how to bring it to market. Paddy, who works as a Clinical Engineer in Drogheda Hospital by day, got in touch with ‘VITAL - Ideas Connected to Business’, a €2.56m initiative funded by the EU’s INTERREG IVA Programme.

VITAL was designed to link innovative business ideas to SMEs and entrepreneurs in the hope of sustaining more innovative start-up projects in Northern Ireland and across the Border Region. Project Director Kieran Fegan found a ready match for Paddy and his product in Shnuggle, an internationally successful, award-winning baby products business based in Newtownards.

Adam Murphy, Managing Director of Shnuggle, takes up the story:

*“We were very impressed with Paddy’s invention and it’s a perfect fit for our brand and the customer base which we have established. We have signed a licensing agreement and are currently in the midst of an extensive testing period, with the aim of launching the final product within the next two years.”*

**For further information on the INTERREG VA Programme and the funding opportunities which will be available, visit** [**www.seupb.eu**](http://www.seupb.eu)