

Tech innovation and entrepreneurship film case study

Pamela Aculey: CEO and Founder of Just Like Me Books



Hi. My name's Pamela Aculey, and I'm the CEO and co-founder of both Just like me Books and Mixd Reality. I'm a mum of three boys of mixed heritage, and in 2017, my eldest son, Walter, was diagnosed with autism and he was non-speaking.

And at the age of three years old, we realised that he was absolutely in love with books. And as a mother I thought, well, I want to get loads of books where Walter can see himself represented.

But unfortunately, we couldn't find any books where a black, brown or mixed heritage child who was autistic was the hero of the story. And that's why I created Just like my books, which is a picture book series that champions diversity, inclusiveness, acceptance and kindness.

So, after creating my picture book, I showed it to Walter. He absolutely loved it, but he struggled to understand the text. So, I sat there and I thought, How can I get him to have more engagement? And that's when I started to research augmented reality technology.

AR technology allows you to enter another world without actually changing your physical surroundings. So, with our book, we have an app where you download for free, you open the book and place your screen over the top of the pages and see that the characters come to life.

Walter absolutely loved it. Not only did it help him with his communication, it allowed him to really immerse himself into the story. I am so passionate about digital technology. It is what connects us, enables us to reach new heights, enables us to spread our message, and our products globally.

Really important skills for entrepreneurship, I would say communication. So, I raised a child who has struggled with his communication verbally, but he found a different way of expressing his needs in the world.

And I think we could all take a lesson from that. Another important skill for entrepreneurship is leadership. As a founder, you have to wear so many different hats marketing, finance, sales. That doesn't mean that you're an expert. It means that you give it your best shot. But then you use your leadership skills to find those who are better suited in those roles to help you with your mission.

It took me a long time to realize that I am actually an entrepreneur, and I just thought that, you know, I was a mum who was trying to solve a problem for that child when in reality, yes, I am an entrepreneur, I am a problem solving, I am purpose driven.

I'm passionate about changing the world for the better. Entrepreneurship is about trying and not being scared to fail. My advice would be to create the things that you wish existed. If you want to make a difference in this world and it has to start with you.