

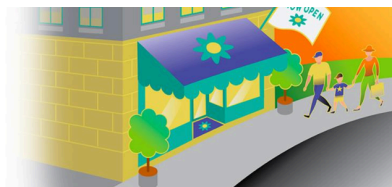
Tamashii Wellness

Introduction

Tamashii Wellness, led by Karen McGivern, is a holistic wellness business offering a range of experiences rooted in Celtic and lunar traditions. Through the InnovateUs programme, SRC provided mentoring support. This focused on innovation in customer engagement, product development, and long-term learning opportunities.

Challenge

Tamashii Wellness offers a rich mix of wellness experiences, but customers struggle to clearly understand the full range of services available. This limits opportunities for cross-selling and for positioning Tamashii as a distinctive, experience-led brand. In addition, the business wanted to explore how to grow beyond one-to-one sessions, including how to use digital tools, storytelling, and structured planning to scale and diversify its offer.



Solution

SRC supported Tamashii Wellness to develop an interactive leaflet using QR codes and AR features, enabling customers to access videos, enhanced service information and immersive storytelling. Support was also provided to explore Google Earth mapping for Celtic Wheel Experiences, helping customers visualise locations and key seasonal points, and to use WKI DYB design thinking tools to create a three-year growth roadmap, including plans for a Tamashii Wellness Learning Academy.

Impact

Tamashii Wellness has recorded a 5% increase in business year-to-date compared with 2025, alongside a stronger platform for future growth and product development.



1

WHAT'S YOUR
IDEA?



2

WHERE DOES
YOUR IDEA FIT?



3

WHO'S YOUR
CUSTOMER?



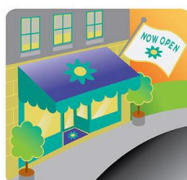
4

WHAT'S YOUR
SOLUTION?



5

WHERE'S THE
MONEY?



6

WHAT'S YOUR
LAUNCH PLAN?