



# Creative Enterprise



## REFRAME

business support programme for ambitious, forward-thinking screen-based companies ready to break away from outdated models and build a future-fit business

# REFRAME

Creative Enterprise Reframe is a dedicated business support programme for ambitious, agile and enterprising screen-based companies. Recent studies show that traditional business models need to change within the screen industries. With the introduction of new technology in gaming and production, funding and commissioning models changing, and the future of linear television unclear, screen businesses need to adapt to these changes in order to grow.

This programme is tailored for screen-based companies across film, TV, gaming, immersive, and Createch that are ready to move past stagnation and unlock new opportunities for growth.

Through the programme we will expand knowledge on the following key areas:

- **Exploring New Revenue Models:** Discover untapped income streams and reshape your business approach.
- **Exploiting Existing IP:** Learn how to better leverage the content and IP you already own to maximise profits.
- **Navigating and Embedding New Technology:** Stay ahead by integrating the latest technologies into your business operations.

[Find out more on our website.](#)

**Participants will take part in:**

- 3 x day long in person sessions
- Opportunities to join online workshops on particular niche areas of your business
- 10x one-to-one mentoring sessions

# MEET OUR MENTORS



**Juliette  
Otterburn  
Hall**

*Founder and  
Managing Partner of  
Value Squared*



**Rishi Kapoor**

*CEO - North AI  
and Founder of  
Paus TV*



**Sarah Brin**

*Futurist &  
Consultant;  
Specializing in  
Immersive,  
Creative Tech &  
Audience  
Engagement*



**Sophie  
Morgan**

*Multi-platform  
development consultant  
and Founder of Portopia  
Productions and Pontariva  
Consultancy*



**Stephen Green**

*Multi-Platform IP  
and licensing  
consultant*

# MEET OUR MENTORS



## Juliette Otterburn Hall

[Juliette's LinkedIn](#)

Juliette has been working in media for over 25 years, initially as a programme maker for Prime time TV, before becoming Controller of Digital for ITV studios and then Group Head of Digital for the Shed Media Group.

She pivoted and took second screen TV start up Zeebox to acquisition by an FMCG. Juliette launched Value Squared to help entrepreneurs and senior leaders to scale their screen businesses through business and moral value, building compelling business and financial narratives to excite internal and external stakeholders, investors and acquirers across media, data and technology. She is a regular panellist, host and speaker across a range of verticals.

Accomplished and innovative C-level Exec with strong track record in transforming businesses and bringing new concepts and ideas to life, often in challenging environments and landscapes. Decisive, disruptive and strategic with a proven track record in working in both large corporations and small start ups, identifying creative and innovative solutions and opportunities, devising and managing effective operations, empowering people through the development of strong and welcoming company culture and values. Launching and running companies at the cutting edge, where tech and data meet.



# MEET OUR MENTORS



## Rishi Kapoor

[Rishi's LinkedIn](#)

Rishi Kapoor is a 2x entrepreneur and leader in AI, neuroscience, and the media industry. As co-founder of North AI, Rishi leads a new VC-backed venture that combines cognitive science and AI to predict video engagement and optimise creative content. North AI has secured 4 consecutive Innovate UK grants, back by 2 of the largest VC's in the UK and has won multiple awards. As a result, Rishi continues to consult on AI-augmented decision support, creative intelligence, and audience behaviour forecasting. His mission is to empower media companies and creatives with predictive intelligence that takes the guess-work out of content creation to enable more meaningful and engaging content production.

Prior to founding North AI, Rishi worked at Sony Pictures, Universal Studios and Warner Bros. Discovery, and also advised Disney and BBC Worldwide. After his corporate career, he founded and successfully exited VC-backed [Paus.tv](#), a global media startup that championed independent filmmakers and reshaped digital distribution, which was acquired by one of the largest media companies in LATAM.

Rishi is passionate about using technology to bridge the gap between artistic vision and audience reception—helping creators and investors alike to de-risk and enhance their production decisions.

# MEET OUR MENTORS



## Sarah Brin

[Sarah's LinkedIn](#)

Sarah Brin is a futurist and creative industries consultant who specializes in immersive experiences, audience impact and technological infrastructure. Some of her clients and collaborators include Sony Interactive Entertainment, Superflux, Meow Wolf, Rolls Royce, Watershed and more.

Sarah's practice is inherently interdisciplinary; she combines critical cultural perspectives with practical knowledge of how to get things done. Her clients come to her with juicy problems that range from building creative teams, connecting with audiences, creating new business models and more.

Sarah has an MA in Art and Curatorial Practice in the Public Sphere from the University of California. She is a voting member of BAFTA and a recipient of the Creative Producers International Fellowship supported by Watershed and British Council. Her writing has been published by Routledge, SFMOMA, Vice, Digital Works and elsewhere.

Sarah lives in London and works internationally. You can learn more about her work at [www.sarahbrin.com](http://www.sarahbrin.com).

# MEET OUR MENTORS



## Sophie Morgan

[Sophie's LinkedIn](#)

**Multi-platform development consultant and Founder and Creative Director of Pontariva and Go Girl Games**

Sophie is an experienced TV and multi-platform content creator, screenwriter and development consultant with over twenty-years working as award-winning creative director, commissioning editor and BAFTA-nominated producer. She has worked in the UK and US to develop and exec produce hundreds of hours of content including Britain's Next Top Model, RuPaul's Drag Race, London Ink and Jade. Three years ago Sophie founded multi-platform consultancy Pontariva which provides creative and strategic support to production companies, content studios and broadcasters like Channel 4 and Sky.

Sophie also delivers industry training on topics from AI in development to emerging screen trends and runs regular workshops for organisations like ScreenSkills, the NFTS and Creative Enterprise. Sophie chairs several industry panels for Broadcast's AI summits and is a neurodiversity advocate and mentor. Sophie has also written two novels and screenplays for Sky and the BBC.

# MEET OUR MENTORS



## Stephen Green

[Stephen's LinkedIn](#)

Stephen Toye Green has 20+ years in building global businesses on entertainment brands across all mediums including content and product. Expertise in P&L management, IP creation, content production, licensing, strategic partnerships, new business modelling and scale up.

Previously, Stephen was Executive Vice-President of Kids & Family at ITV Studios, and is skilled in scaling entertainment based businesses particularly 360 IP development, global ancillary rights exploitation (particularly Toy), funding and co productions, strategic partnerships, content production and distribution. Experience across multiple industries, including TV, film, digital, gaming, licensing and manufacturing on a global basis, with particular experience in operations in China.





# Creative Enterprise



**GET IN TOUCH:**

**[creativeenterprise@wearecreative.uk](mailto:creativeenterprise@wearecreative.uk)**

**SUBSCRIBE TO OUR NEWSLETTER**