

The Innovation & Collaboration Centre (ICC) is the University of South Australia's startup incubator.

The ICC engages with the community through the delivery of community events, workshops and programs which draw on the research and professional expertise of UniSA and our partners, to support the generation of new startups and the growth of existing companies.

The ICC is headquartered in Adelaide and has a regional centre in Whyalla, South Australia.

[icc.unisa.edu.au](http://icc.unisa.edu.au)

## VENTURE CATALYST

The ICC's flagship program is designed to develop and grow founders with innovative or disruptive ideas. It targets early stage ventures and works to make their journey more achievable, accessible and focused.

## FURTHER INFORMATION

### Jasmine Vreugdenburg

Associate Director

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# THEATRIX

A specialised online platform delivering music, arts and entertainment



## BENEFITS

- On demand content
- Available on multiple devices
- New revenue stream for creative artists.

## BACKGROUND

Theatrix streams on-demand (2D, VR and live) the best music, arts and entertainment over the Internet to televisions, computers, set top boxes, mobile and virtual reality devices.

Theatrix was founded by theatre director and producer Jamie Harding not long after he created the world's first theatre and virtual reality experience and continued exploring what would be the next big thing in the arts industry.

The Australian arts industry operates on a knife-edge at the best of times but in recent years, the pressure has reached boiling point; local creators have faced millions in funding cuts, with draconian laws decimating once thriving scenes. The COVID-19 pandemic and its repercussions have been extensive, having a devastating effect on countless numbers whose livelihood depends on the performing arts and live sectors.

Jamie has spent six months working overseas with investors and international entertainment heavyweights to secure content.



**Jamie Harding**  
Founder, Chief Executive  
Officer



**Giftson Selladurai**  
Chief Technology Officer



**Peter Kalendra**  
Chief of Operations



**Dr Diane Kalendra**  
Chief Marketing Officer



**David Wolpert**  
Chief Financial Officer



**Nimrod Vromen**  
Chief Legal Officer



**Ariel Vromen**  
Hollywood Director/  
Producer

Theatrix is disruptive:

- Unique delivery model: on demand (2D), live, and VR
- Advanced AI algorithm: matches user with content they like based on activity and tokenizing the revenue split to users through crypto rewards based on consumption and reviews
- Private and public profile, making users influencers on socials
- SPOTLIGHT tech: lets users scan the screen to discover more.

## POTENTIAL MARKETS

Australia and New Zealand and rapidly scale to the United States, Canada, followed by the rest of the world.

## PARTNERING OPPORTUNITIES

Theatrix is seeking angel investors, VC's and funding to take the product to launch.