



Inspiring Entrepreneurs
The need to think differently

beActive
10th anniversary



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Introduction

Triona Campbell – who am I ?

- Entrepreneur
- Award winning producer
- EU Ambassador of the European Network of Female entrepreneurship Ambassadors
- Co-Founder of beActive International

I'd like to introduce you to the 'beActive' story and how an idea became a business and the lessons we can take from that

beActive short video



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The Old Business Model for the EU entertainment sector

- TV series and Movies were developed for years without any connection between creators and audiences.
- Movies demanded significant financial investments upfront without any proof of consumer demand or prototyping.
- Distribution of these entertainment products was not guaranteed before the production started.

The shrinking entertainment business in the EU

- The majority of European movies don't get distribution or have limited distribution and don't cross borders.
- Only a small percentage of European entertainment products get wider distribution and are able to conquer an audience.
- Why is this? How can we change it?

Our Solution –

think outside the traditional models

- Our TV series and Movies are developed in direct connection with our audiences, using Digital Platforms and Social Media.
- Story, characters and the full experience are tested and validated with an audience before significant investments are made.
- Production only starts when we have a consumer demand and distribution is guaranteed.

Our achievements so far

- First TV series to Cross from Internet to TV in the UK (Sofia's Diary, 2008).
- First Drama series on Pinterest. 8th most influential profile on Pinterest in 2012.
- Our productions are sold do 4 continents and +30 territories, including TV Series, Movies, Videogames, Books, Digital downloads.
- First Irish company to sell a scripted format to Hollywood.

Our two-cents for Entrepreneurs-

- Focus on the consumer - Involve the consumer at all steps of the product chain, from development, to marketing and distribution.
- Use all available resources to implement the business plan – for us ‘Enterprise Ireland’ were very beneficial in terms of support & advice.
- Entrepreneurs need support – its Ok to fail (We did)

Technology

- We use digital platforms and social media to engage audiences – our consumers – as early as possible in the development.
- An All-Digital workflow is used to reduce costs and allow faster transfer of content.
- Technology is used to distribute content at a global scale: eBooks, Digital Downloads, Video Downloads, Games.

Our belief – Entrepreneurs will lead the change

- Using technology entrepreneurs are leading the change in European businesses.
- Technology and digital platforms allow niche local businesses to scale up to global businesses.
- We are in a consumer driven market
- Service is becoming key in consumers buying decisions.



Entrepreneurs do not grow in a vacuum

- We believe in creative clusters, competition pushes us to do better
- We believe that business is give and take (and we wanted to give something back).
- beActive launched BeBusiness TV in Jan. 2013.
- A YouTube channel with advice to Entrepreneurs, featuring dozens of successful Irish CEOs and entrepreneurs from a variety of sectors.
- New Ideas and inspirational stories about people with drive who can inspire the next generation.

BeBusiness short video

