

Innovate, Impact, Invest 2026

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This event is held in association with the **British Business Bank**, who offer smaller businesses across the UK access the finance they need to grow by working with partners, offering guidance, and supporting a stronger, more inclusive finance market.

 british-business-bank.co.uk

We would also like to thank our Create South East Partners for their continued support throughout our programme.

- Kent County Council
- South East Creative Economy Network (SECEN)
- Screen South
- Creative UK
- Creative Estuary/ University of Kent Institute of Cultural and Creative Industries (ICCI)
- Angels@Essex / University of Essex Innovation Centre Knowledge Gateway
- West Sussex County Council
- East Sussex County Council
- Brighton and Hove City Council
- Medway Council
- Basildon Council

Event Programme

Date & Time

Tuesday 20th February, 2pm to 8pm

Location

Towner Eastbourne, Devonshire Park, College Road
Eastbourne, BN21 4JJ

Schedule

- 3:00pm – 3:30pm** Welcome by Joe Hill
Keynote by Stephen Welton CBE
- 3:30pm – 4:30pm** Session 1 – Inspiration, exits and enablers
- Talks by Arjo Ghosh, Sarah Dance and Jeremy Dalton
 - Panel discussion hosted by Susan Elliott
- 4:45pm – 5:45pm** Session 2 – Business Showcase
- Hosted by Tim McSweeney
 - Pitch Panel with Arjo Ghosh, Susan Elliott and Steve Rimmer
- 5:45pm – 6:00pm** Closing Remarks by Caroline Norbury OBE
- 6:00pm – 8:00pm** Business Exhibition and Networking

CALMR[®]

CALMR

CALMR[®] is a Brighton-based wellness brand designing wearable tools for mental and physical health. Their flagship 'Hug' garments use deep pressure stimulation (DPS)—the power of touch—to calm the nervous system and support emotional regulation.



calmrpeople.com



[CALMR LTD](#)



[@calmr.clothing](#)

COOLIT

Coolit

Coolit transforms personal cooling for injectable medicines into beautiful lifestyle objects. Coolit 'One' is a portable case designed to safely carry injection pens and needles at the optimal temperature with no need for freezing or batteries.



[@coolitdesign](#)

MildBury

Mildbury

Co-founded by fashion designer Lucy and AI engineer Jason, Mildbury offers an AI-driven SaaS platform that automates garment pattern making. The tool transforms design drawings directly into production-ready patterns, significantly speeding up fashion design development.



mildbury.com



[Mildbury](#)



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GAME WORKS

Gameworks

Gameworks is a production and publishing platform that uses both human resource and AI to tackle core inefficiencies across the entire workflow, enabling studios to bring better games to market, faster and more reliably, the first holistic, end-to-end platform for managing video game production.



gameworks.tech



Gameworks

Business Expo



NeoViews

NeoViews, a deep-tech startup in sports analytics, revolutionises the industry by providing football clubs and broadcast media with an affordable, AI-driven platform for real-time performance, tactical, and game analysis.



neoviews.io



Playtest Games

Playtest Games

Playtest Games specialises in playtesting products with kids and families. They regularly test products for some of the biggest kids' brands (CoComelon, Bluey, Teenage Mutant Hero Turtles, Barbie); these include apps, games, TV games and web-based experiences for Paramount, BBC and Sky Kids.



playtestgames.co.uk



[Playtest Games](#)



Say More Studios

Say More Studios is a female-led creative company specialising in Impactful Content Production, Original IP Development, and Behaviour-Change Consultancy. Their work disrupts, connects and reframes.



saymorestudios.com



[Say More Studios](#)



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Strictly Immersive

Strictly Immersive is a micro-company, founded by award-winning BBC Radio playwright Avin Shah, to make virtual/mixed reality narrative games. In 2023 they published a free app for the Meta Quest – This Is Your Country Too: an interactive comedy about navigating the pitfalls of airport immigration.



strictlyimmersive.com

Event Speakers



Stephen Welton CBE

Non-Exec Chair of British Business Bank and Chair of Towner Eastbourne

Stephen Welton was appointed Non-Executive Chair of the British Business Bank in October 2023.

Stephen has extensive experience as an investor in private capital markets around the world. He was the founder CEO of the Business Growth Fund plc (BGF) from 2011 to 2020, then Executive Chair between 2020 and 2022, and later Non-Executive Chair until July 2023.



Joe Hill

Director and CEO of Towner Eastbourne and Chair of Culture East Sussex

Joe works across the cultural and creative sector in Sussex, having previously been Co-Chair of the South East Creative Economy Network.



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Caroline Norbury OBE

Founder and CEO of Creative UK

Caroline is the founder and CEO of Creative UK. We connect, invest in and support great ideas, champion brilliance and fight for the opportunity for all to thrive creatively.

Caroline has extensive experience of working at a senior level with industry leaders, government ministers, large corporates and senior civil servants in both the UK and abroad.



Susan Elliott

Senior Manager, UK Network (South East), British Business Bank

As the British Business Bank's representative in the field, Susan is working with key organisations in the South East involved with SMEs. BBB is driving economic recovery and growth by making finance markets for smaller businesses work more effectively, enabling those businesses to survive, prosper, grow and build UK economic activity.



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Arjo Ghosh

Spannerworks/iCrossing, Chair Audio Active, Advisor and Investor

Chair of the board at AudioActive, a UK charity that does vital work through the provision of youth and young adult music skills, experience and talent development. Arjo is also an Independent Member of Council and Vice Chair at the University of Sussex, offering his expertise across the region.



Sarah Dance

Newhaven Creative Opportunity Zone

A strategic consultant for the culture and creative industries, with over 25 years' experience in the sector. Sarah has led a wide range of cultural organisations and set up a successful arts consultancy in 2002. Sarah is Co-Chair of the South East Creative Economy Network and was Chair of Creative Estuary and co-led the visioning of Thames Estuary Production Corridor.



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Jeremy Dalton

Founder of XTHQ.com

From artificial intelligence to virtual reality, Jeremy helps organizations deliver meaningful business impact from emerging technologies. Jeremy's work has been cited by the World Economic Forum, The Economist, The Financial Times, and other global institutions.



Tim McSweeney

Lead Mentor Create South East and
Founder of Interstate 3X

Tim works at the intersection of entrepreneurs, larger organisations, investors and policymakers. He subscribes to the belief that the best innovators are knowledge brokers - helping translate the value of innovation and early-stage technology to all stakeholders.



Steve Rimmer

Non-Executive Director, executive coach, M&A and human capital specialist, angel investor and advisor

Steve is a retired partner of PwC New York, where he had a highly successful career supporting Private Equity and Financial Services clients with their M&A activity. Steve is an actuary by training and has deep knowledge of human capital issues, including culture, payroll, benefits, pensions and compensation.



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Create South East is a business support programme aiming to bring together a community of creative businesses and founders across Kent, Essex and Sussex. Through various workshops, programme mentoring, and events, we offer business support to founders trying to grow their creative businesses in a challenging landscape.

Formed by a consortium of businesses, agencies and local government bodies, we hope to grow the creative economy in the South East through this support.



Don't forget to sign up to our newsletter to stay up to date with all of our news, activity, and events. Scan the QR code to join our mailing list.



createsoutheast.org.uk



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