

mediadeals



Juliane Schulze is Member of the Board of Media Deals, a pan-European investor network being constituted of business angels and early-stage venture capital funds focusing on creative industries and digital media. Since its creation in 2008, Media Deals has been promoting and encouraging early-stage equity investment in high-growth startup companies at the crossings of the audiovisual sector and digital technology as well as cutting-edge media content technologies. Media Deals is a member of EBAN, EBN and NEM.

As Executive Advisor Juliane holds an extensive cross-industrial knowledge, specialising in financing and business consulting for entrepreneurs in the creative and cultural industries. and expert, coach, and moderator at investment and innovation forums, at business training programmes, as well as at leading business incubators where she holds workshops on access to finance and entrepreneurship for creatives.

She is a strategic advisor for funding institutions and media regulatory authorities and has been working on numerous projects for the European Commission and MEDIA and developed several international media positioning strategies for countries and regions e.g. in Asia, Europe and in the United Arab Emirates.

Juliane is founder and director of the professional business network for Indian and European content producers, euriniadiamedia. She lectured at the Media Business School, taught at the Binger and Torino Filmlabs and Maia Workshops, Cartoon Movie and Cartoon Finance and at various international film markets and business summits. She is Director of the investor training programmes ENTER EUROPE and ENTER UK and manages among others the EU-projects 'European Investor Gate' and 'CINetwork', as well as '3C 4 Incubators' that focuses on the Creative Industries.



Alessandra Meloni is specialised in Cultural Management and Creative Innovation Strategy. She works as Consultant and Communication Coordinator at Media Deals where she is also involved in the Project management of different EU initiatives for the Creative sector.

Italian born, Alessandra has gained experience as assistant and researcher for creative entrepreneurship in London and Milan before moving to Germany where she was trained as creative consultant and cultural specialist at Brennerei Next

Generation Lab, the think-tank for innovation based in Bremen. There, she worked for different projects in the field of Fine Arts, Design, Brand Strategy, and Media and Communication.

Very experienced and talented in both quantitative and qualitative methods of research, Alessandra has been actively working in academic contexts and as a freelance consultant over the last two years in the Design Thinking and Creative Strategy for Innovation: a discipline at the crossroads of Social science, Art & Design and Business.

Alessandra holds a BA in Literature and Philosophy with Honours from University of Milan and an MA in Creative and Cultural Entrepreneurship from Goldsmiths College, University of London.