

HASITHA SUPUN JAYATHILAKA

Culture-Tech Founder · Fractional CMO / CGO · IP & Heritage Systems

Colombo, Sri Lanka · hasitha@theroifirm.com · hasithajayathilaka.com · linkedin.com/in/hsjayathilaka

PROFILE

Founder across a three-entity culture-tech group in Sri Lanka, building immersive XR reconstructions of cultural heritage, trust and attribution infrastructure for AI-generated content, and a fractional growth consultancy that bootstraps the group. Combines hands-on product and creative direction with institutional engagement across WIPO, academic research, and government cultural bodies. Personal ethical framework (ARRA) underpins the group's approach to AI-generated cultural content and attribution.

VENTURES

Yellow House Productions (Pvt) Ltd - Founder & CEO

Sri Lanka's first culture-tech XR studio

- Founded and lead the studio behind The Archivist, an immersive XR platform reconstructing historically significant cultural environments (TRL 6-7, 23+ institutional demonstrations, 90+ pitches).
- Founded Helixra, a free-to-play cultural preservation game franchise documenting and digitally archiving Sri Lanka's traditional games.
- Secured institutional licensing relationships with major publishers, with active licensing negotiations underway
- Co-designed two industrial design board games (filed with Sri Lanka's National Intellectual Property Office) with Prabha Hewage, Co-Founder & Creative Director.
- Selected for the WIPO IPMC 2026 programme (1 of 8 globally)

Linseed (Pvt) Ltd - Co-Founder

Trust-as-a-Service attribution and licensing infrastructure platform

- Co-founded a broader creator system for attribution and licensing infrastructure, with a core focus on cultural content; AI-generated content is one section within that system. Grounded in the ARRA Framework.
- Selected for the WIPO x ITU IPMC Workshop, From AI Innovation to Strategic IP Management (1 of 20 globally); positioned Linseed's B2B2C model with ARRA-based attribution and a dedicated Global South access programme.

The ROI Firm (Pvt) Ltd - Founder

Fractional CMO / CGO consultancy

- Operates a fractional growth consultancy supporting 25+ businesses across hospitality, finance, media, and creator brands, which bootstraps the broader group.

EDUCATION

BA (Hons) Motion Graphics and Animation - Currently reading

Academy of Design, Sri Lanka (AOD), affiliated awarding partner Northumbria University

Diploma in Translation and Interpretation

University of Kelaniya

ARRA FRAMEWORK

Founder, ARRA Framework

A personal ethical framework (Art, Right, Respect, Alignment) developed from 2012 to 2026, published openly under CC BY-NC-ND 4.0, and used as the ethical foundation across the ventures. arraframework.org

WIPO TRAINING AND CERTIFICATIONS

- WIPO Mediation and Arbitration Workshop for Intellectual Property and Technology Disputes, June 2026 (WIPO x WIPO Arbitration and Mediation Center)
- Specialized Course on Intellectual Property and Sports Entrepreneurship, July 2026 (WIPO x ITC)
- IP Panorama 2.0, April 2026 (WIPO x KIPA)
- WIPO Scale Up Your IP Program for Deep-Tech Ventures, 2025, representing Yellow House Productions
- WIPO IPMC, Advertising, 2026, representing Yellow House Productions
- WIPO x ITU IPMC Workshop, From AI Innovation to Strategic IP Management, 2026, representing Linseed

PUBLICATIONS

Playing Against Forgetting: Digital Archiving of Sri Lanka's Traditional Games as Living Cultural Heritage

Co-authored with Prabha Hewage. ITRA Book of Abstracts 2026, page 53. [Read the paper](#)

PRESS AND MEDIA FEATURES

- Daily News - Reimagining Heritage in the Digital Age
- Daily Mirror - Yellow House Productions unveils HELIXRA
- Ada Derana - Yellow House partners with Nanotek to advance Sri Lanka's culture-tech sector
- Ceylon Today - International Antarctica Expedition, 2013