

The Essence of Entrepreneurship

- Challenges, Principles and Ventures with Carl Freer



DATE

Friday, September 12th

TIME

7.15am registration

7.30am breakfast

LOCATION

Grand Hyatt, 10 Scotts Road, Singapore

TICKETS

Members: \$25

Non-members: \$40

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Carl Freer, the founder of Singapore-based global medical devices company, Aluminaid, has over two decades experience as an entrepreneur, innovator and business leader across Asia, Europe and the US.

Aluminaid represents his latest success: a Singapore-headquartered medical device company providing burn treatment through non-surgical bandages as well as an expanding portfolio of first aid solutions for consumers, hospitals and businesses. Aluminaid's burn care technology represents the first significant technology-led disruption to this market category in a century.

Carl's extensive career includes the founding of Tiger Telematics in 2002 - the company that produced the Gizmondo handled gaming system and several pioneering console games. One of these games, 'Johnny Whatever' went on to become the billion dollar 'Guitar Hero' franchise, today recognised as one of the biggest selling video games of all time.

If that isn't enough, he is the progenitor of several breakthrough technology patents, including an innovative marketing platform that distributes highly targeted advertising across mobile platforms as well as a breakthrough visual search application for mobile, incorporating augmented reality. This latter innovation is the driving force behind another of his Singapore start-up ventures, iQNECT.

Aluminaid - where he works in partnership with Joe Marten - is on a path to become a global leader in burn care and first aid from Singapore, recognising the City State's status as a hub for global business growth and supportive incubator for high growth companies.

Carl will join the Irish Chamber of Commerce for breakfast on Friday morning, September 12th to share his views on the essence of entrepreneurship, its challenges and defining principles, as well as insight into his current venture.

For more information please contact the Irish Chamber of Commerce at ed@irishchamber.com.sg