

**NEW**



# Dialogues with Entrepreneurs

**Organizer:**  
Graduate School, The University of Hong Kong

**Speaker:**  
**Mr Florian Simmendinger**  
**CEO & Founder,**  
**Soundbrenner**

<https://www.soundbrenner.com/>

**Date:** January 19, 2018 (Friday)  
**Time:** 12:45 to 1:45 pm  
**Venue:** iDendron, 1/F Knowles Building



## About the Speaker:

Mr Florian Simmendinger is the Chief Executive Officer and Founder of Soundbrenner, makers of the world's first wearable device for musicians, the Soundbrenner Pulse. Born and raised in Germany, Florian obtained a degree in business administration in Germany and Mexico. He spent two years living and working throughout China before he set up his business in Hong Kong. In addition to his native German, Florian speaks English, Spanish and Mandarin. He was named in Forbes 30 Under 30 Asia list 2016.

## About the Company:

Founded by three entrepreneurial musicians in 2014, Soundbrenner has created a revolutionary platform that empowers musicians to master rhythm better and faster than ever before.

Soundbrenner is headquartered in Hong Kong and has an additional international office in Berlin. Thousands of their products were sold and shipped all over the world. Their apps are used by over 100,000 musicians every month. Funding of over US\$2 million has been raised from investors. They were featured in the New York Times, Techcrunch, Gizmodo and many other international press outlets.

## Online Registration:

[https://hkuems1.hku.hk/hkuems/ec\\_hdetail.aspx?UEID=53230](https://hkuems1.hku.hk/hkuems/ec_hdetail.aspx?UEID=53230)

