



Mr Jeffrey Broer
Co-running the Biomedical Innovation Team Project
for Bachelor of Biomedical Sciences, HKUMed

Biography:

Jeffrey is a Hong Kong-based Dutch consultant / entrepreneur / startup investor, a strategist with a focus on technology innovation, working on bridging UX, business, stakeholders, user and design. He (co-)founded multiple businesses, the latest be SmartLoop.ai, which he exited at the end of 2017. He co-runs the Biomedical Innovation Team Project at HKUMed.

As a co-director of the Founder Institute Hong Kong, the World's largest pre-seed accelerator, he helped over 135 aspiring entrepreneurs to validate their business ideas in an intensive 14-week program.

With his common sense and his Dutch direct no-nonsense attitude, he has helped companies and startups prepared for investment, product launch and growth.

He also founded the Postmortem Conference, Hong Kong's very own conference about "Startup Failure: Lessons Learned" and the Mea Culpa podcast www.mcp.fm.

Jeffrey has been living and working in Hong Kong since 2011.