



## Ajaz Ahmed

**Founder of Freeserve and Entrepreneur**

*"One of the UK's most successful entrepreneurs"*

Ajaz Ahmed is best known for being the founder of Freeserve, the UK's largest ever Internet Company. By March 2000 it had a market cap of £9bn. Freeserve was sold to France Telecom for £1.6bn in 2001, just three short years after its launch.

### TOPICS:

- Start Ups
- Business Trends
- IT/ Web / E-Commerce
- Entrepreneurship

### LANGUAGES:

He presents in English.

### IN DETAIL:

Ajaz was named "number one" in the e-commerce Hall of Fame by *Business Age Magazine*. *Internet Magazine* placed him in the top 50 movers and shakers in the UK Internet industry, the Asian community also recognised him with a Special Achievement Award. He has had the ability to take complicated propositions and make them easy for customers to understand. His motto has been "to do the obvious before it becomes obvious to everyone else" and to "keep it simple" and his latest venture, Legal365.com is doing just that by revolutionising the legal industry. His eureka moment came when he bought a PC and nobody in the store could tell him how to get onto the Internet. After much persuasion by him, Dixons launched Freeserve in September 1998 and became the UK's largest ISP in just three months. It floated just nine months later at Stock Exchange with a market capitalisation of £1.5bn, it entered the FTSE-100 soon after.

### WHAT HE OFFERS YOU:

Ajaz uses his experience in business and powers of observations to pass on common sense advice to his audience. He talks about the lessons that he has learnt and how anybody can apply them to their business through stories and humour that people often then share on social media. Both employees and the self-employed can relate to his messages and will not forget his message.

### HOW HE PRESENTS:

Ajaz Ahmed is an outstanding storyteller whose speeches are a combination of raconteur timing and invaluable business insight which make him a highly sought after speaker.