

Insightful Session by Mr. Jimmy Yeoh, Co-Founder of FreeUp and Professor of Practice at The ICFAI University, Sikkim

Date: 13th May 2025



An enriching and interactive session was held at The ICFAI University, Sikkim by Mr. ***Jimmy Yeoh, the Co-Founder of FreeUp and Professor of Practice at ICFAI University, Sikkim.*** The session was graced by the presence of Ms. Sandhya R. Pant, Deputy Registrar; Dr. Khina Maya Rimal, Dean Academic; and Dr. Adarsh Rai, along with enthusiastic participation from students across various departments.

FreeUp, co-founded by Mr. Yeoh, is a platform focused on empowering freelancers and businesses by streamlining hiring processes and creating opportunities in the global remote work economy. As a passionate entrepreneur and mentor, Mr. Yeoh brought with him a wealth of knowledge and experience.

During the session, Mr. Yeoh discussed the core concept of entrepreneurship, delving into real-life case studies that showcased both the challenges and triumphs faced by start-ups founders. He guided the students through the process of idea generation to validation, explaining how crucial it is to assess the viability of a business concept before launching.

A significant part of the session was dedicated to digital marketing and start-ups, where he explained how the digital world offers dynamic tools for growth, outreach, and branding. He also shared valuable insights into developing the right mind-set of an entrepreneur—resilience, adaptability, and learning from failure.

One of the most engaging segments of the talk was on the realities of building a start-up in your 20s, where Mr. Yeoh emphasized the importance of risk-taking, networking, and continuous learning. His real-world examples and practical tips resonated strongly with the young audience.

Overall, the event was highly motivating and informative, leaving the attendees inspired to explore innovative paths and embrace the entrepreneurial journey with confidence and clarity.