**StartupColumbia Closing Keynote   
*will.i.am***

This year, Startup Columbia is excited to welcome global music artist, entrepreneur, and philanthropist will.i.am as its keynote speaker.

will.i.am, multi-faceted entertainer and front man of the Black Eyed Peas,is a producer and creative innovator who has been recognized by seven Grammy Awards, an Emmy Award, a CLIO Award, and the World Economic Forum’s Crystal Award. During BritWeek 2015, UK Trade and Investment named him Entrepreneur of the Year for his leadership as Founder & Chief Executive Officer of i.am+.

i.am+ is the developer of the first smart band device with an onboard, untethered mobile phone. Fusing the worlds of technology and fashion, will.i.am and team also developed i.am+ BUTTONS Bluetooth Wireless Headphone, which transforms the listening device into a stylish necklace made of spun metal and woven fabric and allows the wearer to make calls and find music hands-free.