

Interview

Tom Ilube - Garlik

What it is about Garlik that makes it so special?

Garlik is a consumer company and we are online identity experts. Our purpose is to help individuals and their families gain real power over their personal information and we are probably the only company in the world that is dedicated to doing this. The way we do that is by using next generation semantic web technology and our platform is probably the largest and most sophisticated example of semantic web technology in the world today. What we have done is to dramatise the whole area of personal identity by creating a concept called QDOS, it's your on-line identity, it's your status on-line, and we have created and calculated the QDOS scores of over 30 million Britains and made those available on our website at qdos.com. That is the first step to enable consumers really to start to take ownership of their identity in the on-line world.

What country best facilitates starting a technology company?

The country that best facilitates starting a technology company is not actually a country at all, it is the internet itself and if you have got broadband access, you have got servers, you have got a team that you can gain access to, you can create an amazing technology company and that is what we have done with Garlik. Having said that, basing it in the UK is a great place to be; the regulatory environment, the tax environment, the people that are available mean that you can really build a solid foundation but the important thing to remember is that you are building your company on the internet and you want to take it global as quickly as you possibly can and that is what we are doing with Garlik.

What makes an innovator?

The first thing that makes an innovator is the ability to ask questions, you have got to look at the status quo and ask yourself is that the way we have to do things? Is there a different way to do things? And constantly ask those questions. The second thing is to make sure you ask those questions from the perspective of the customer. What does the customer need? What does the customer want? And the answers that you come up with should meet a customer need. But the third and most important is to take those answers and implement them in the real world.

How does your company contribute to improving the state of the world?

Garlik contributes to improving the state of the world by shifting power firmly back into the hands of the consumer. There is a huge amount of consumer personal information out there on the internet, in social networking groups, on the internet itself and companies are making use of it and fraudsters are even trying to get hold of consumers' personal information. What Garlik does is to shift that power back to millions of consumers worldwide so that they have real power and real control over their personal information.