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TITLE: An app to help start-ups across Asia

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The DBS BusinessClass app will let entrepreneurs consult and connect with industry experts and investors, and access news on topics pertinent to starting and running their businesses.

SINGAPORE: Start-ups and Small and Medium Enterprises (SMEs) can now seek business advice and opportunities across Asia with DBS BusinessClass, a new programme delivered through a mobile app, said DBS on Tuesday (Oct 7).

The mobile app will allow entrepreneurs to consult and connect with industry experts and investors, access news on topics pertinent to starting and running their businesses, and also attend exclusive networking events, the bank said.

Said Mr Lim Chu Chong, Head of SME Banking in DBS Bank: "We found that fast-growing SMEs need help connecting with investors and experts when they are scaling up their business. By building a mobile platform which allows SMEs to access business advice, insights and exclusive networking opportunities, we hope to help SME owners build social capital and sharpen their competitive edge."

DBS said that it has more than 20 business experts on DBS BusinessClass' panel of advisors, with more due to join in the coming months.

HOW DOES THE APP WORK?

Entrepreneurs can reach out to any advisor by sending them a chat message on the app, said DBS. The bank's relationship managers will also answer banking questions on-the-go through the app's functions.

Community managers will also curate, select and tag relevant news for DBS BusinessClass members every day.

Other tools on the app include a loan calculator which calculates monthly instalments and interest paid for a variety of business loans, and a working capital tool which allows companies to calculate their cash conversion cycles.

The app can be downloaded for free on iOS and on Google Play.

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