

## App helps entrepreneurs network across Asia



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SINGAPORE - Start-ups and small and medium-sized enterprises (SMEs) can seek free business advice and expand their network across Asia using a new mobile app from DBS Bank.

The DBS BusinessClass app will connect entrepreneurs with industry experts, investors and fellow entrepreneurs, to help nurture the start-up community here. More than 650 users have signed on to the mobile community since its launch two weeks ago.

One key service offered by DBS BusinessClass is a panel of advisers comprising business experts, seasoned entrepreneurs and investors whom users can message directly for advice.

The app kicks off with a panel of more than 20 experts volunteering their services, including Mr Dennis Goh, the founder of food review portal HungryGoWhere. DBS expects to engage more advisers in the months to come.

Dr Alex Lin, who heads Infocomm Investments, the investment arm of the Infocomm Development Authority of Singapore, is one adviser users can consult.

"This is a good initiative to help bring the fragmented tech start-up community together," said Dr Lin. He hopes that start-ups here will tap on the experience of successful entrepreneurs to "shorten their learning curve".

In a statement yesterday, Mr Lim Chu Chong, head of SME Banking at DBS, said fast-growing SMEs need help connecting with investors before they can scale 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," said Mr Lim.

SMEs looking to expand their operations regionally can also use the app to meet entrepreneurs from DBS' other key markets of China, India, Indonesia, Hong Kong and Taiwan.

The free app will also keep users up to date on news and events relevant to the start-up scene, including exclusive networking events.

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