

# DBS connects SMEs and startups across Asia with experts

Business

News

Singapore

Oct 11, 2014

By Min Jie Yaw

It has launched DBS BusinessClass programme for startups and SMEs to seek expert advice, discuss problems, and be abreast of market trends



Startups and small and medium enterprises (SMEs) have a cause to rejoice as they can connect to industry experts, investors and fellow entrepreneurs with the DBS BusinessClass, a programme launched by the Development Bank of Singapore (DBS).

One can seek business advice and opportunities, and also access news on topics related to starting and running their businesses through its mobile application of the same name.

“By building a mobile platform which allows SMEs to access business advice, insights and exclusive networking opportunities, we hope to help SME owners build a social capital and sharpen their competitive edge,” said DBS in an official statement.

## **What the DBS BusinessClass app offers**

### *Community wisdom and expertise*

Entrepreneurs can send a chat message to a panel of over 20 business experts, entrepreneurs and investors. They can also start a topic, tag the relevant advisors and have an online discussion. Some names on the panel

include Mohan Belani, e27's very own CEO and Co-founder; Dr Alex Lin, Head of Infocomm Investments and Dennis Goh, Founder of HungryGoWhere.

***Also Read: DBS Bank launches fully automated online account service for companies***

### *Networking opportunities*

DBS BusinessClass members will be offered opportunities to attend exclusive roundtables and seminars where solutions to the challenges faced by SMEs and startups will be discussed. The key points will be published on the DBS BusinessClass mobile app.

### *DBS SME banking solutions on the go*

Through the app's chat functions, one can also instantly reach the bank's relationship managers and get their banking queries answered on the go. Business tools such as a loan calculator will be available. A working capital tool is also available via the app, which allows companies to calculate their cash conversion cycles instantly. The tool also offers tips on how these firms can obtain more operating cash flow.

### *Market trends*

Relevant news and articles will be made available daily to DBS BusinessClass members.

The app is available for free on iOS and Google Play. Every new member gets a S\$20 (US\$16) Uber voucher.

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## Min Jie Yaw

Min Jie is one of those people you see cuddling bowls of soba and rhapsodizing over ramen. A true blue nerd, she wishes she could attend Hogwarts, battle titans with 3D maneuver gear and as Sailor Neptune. She also believes that as long as people love Freddie Mercury, rock and roll will never die. Writing is a skill she picked up after she realized she was incompetent with a bow and arrow.

