

## Media Release

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# Tomorrow's digital consulting ready to use today: BDO launches HelloNina

**Start-up tips powered by chatbot technology: the digital platform HelloNina makes day-to-day work easier for young entrepreneurs by providing consulting and detailed business information online. Start-ups can access online videos and chatbot support 24/7, backed up by BDO offline consulting, before and after founding a company. This is just one more way accounting firm BDO is extending its online services for SMEs.**

There are many websites offering information for start-ups. But HelloNina ([www.hellonina.ch](http://www.hellonina.ch)), the new digital platform from BDO, goes one step further. HelloNina offers start-up founders the chance to ask business questions 24/7 and to get an immediate answer - all thanks to bot technology. «Today consulting must be efficient, customised and also constantly available,» says Markus Helbling, Chairman of the Board of HelloNina Ltd. «HelloNina offers exactly that, at prices that are affordable for start-ups.» Young entrepreneurs can ask Nina about legal issues, accounting or social insurance and get customised answers straight away, through an online chatbot. But if they need more detailed information and consulting, they can contact BDO's team of professionals. «This allows us to combine the advantages of bots and people,» says Markus Helbling.

HelloNina also offers a large number of «how to» videos including interviews with company founders talking about their experiences and tips for success. More videos are continually being added to the site. The website also offers a wealth of written information on subjects such as hiring, payments, patents etc as well useful links to events and other key start-up tips.

BDO plans to team up with additional partners to keep developing HelloNina and make the site even more customised, fun to use and accessible. «We want to exploit all the digital potential in start-up consulting,» says Markus Helbling.

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