

IMMEDIATE RELEASE

THIS PR-BASED STARTUP FOUND A SMART WAY TO SOLVE THE "MUST SPEAK ENGLISH" BARRIER PREVENTING NON-ENGLISH LOCALS & IMMIGRANT WORKERS FROM ACCESSING ON-DEMAND JOBS

[Lisbon, Portugal] [Hallo Helper](#), one of the Startups to showcase and pitch at this year's [Web Summit](#) in Lisbon, Portugal, will take to the stage on November 2nd to showcase their app technology democratizing on-demand work opportunities. Based in San Juan, Puerto Rico, the app-based startup will be the island's representation for its innovation and technology ecosystem.

One of the main highlights of the Hallo Helper tech showcase is its dual-sided platform's SmartChat messaging system. An in-app feature that allows app users to communicate in their native language with other users who speak a different language. Enabling a seamless conversation that cuts through the copying and pasting of messages to translate it. It's not a new product, as many apps already utilize translation technology. However, the genius lies in the startup's use of it— applying it to connect on-demand workers to on-demand consumers.

Here's how the feature works: when a customer is looking for an on-demand service, the app shows them options based on their search location. These are all top-rated and vetted experts for the service, but might not necessarily speak the same language as the customer. Using SmartChat, customers can send chat messages in their own language, receive messages in a different language, and simply tap on the SmartChat translate button underneath the message to translate it. The same tech applies to the service expert or gig worker.

"The level of talent or expertise a person has is not based on how well they can speak English." says Jan Reese Rondina, CEO and Co-Founder of Hallo Helper. "We created SmartChat to allow our users to be able to have more options, surpassing language barrier limitations."

Launched in 2021, this peer-to-peer marketplace has proven to stay true to their mission of equalizing access to opportunities in the On-demand Gig Economy. By removing limitations set by other platform's on what the on-demand gig work can be, Hallo Helper has achieved to give more service options to the post-pandemic on-demand consumer. Now, with SmartChat, users will be able to have even more options. Effectively connecting different types of communities to carve out new opportunities in the On-demand Economy.

For more information contact admin@hallopr.com

###

About Web Summit

A company from Dublin, Ireland, that holds events across the world: Web Summit in Lisbon, Web Summit Rio in Rio de Janeiro, Collision in Toronto, and RISE in Hong Kong. Politico has said we run "the world's premier tech conference", the Atlantic that Web Summit is "where the future goes to be born", and the New York Times that we assemble "a grand conclave of the tech industry's high priests."

At a time of great uncertainty for many industries and, indeed, the world itself, we gather the founders and CEOs of technology companies, fast-growing startups, policymakers, and heads of state to ask a simple question: Where to next?, visit www.websummit.com.

About Hallo Helper

Hallo Helper is a peer-to-peer marketplace that's democratizing access to on-demand services and on-demand work in every locale. Launched amidst the Pandemic in Puerto Rico, the app-based social platform's mission is to make an equal and sustainable system of supplying and getting on-demand services. Specially designed service provider app, named Helper App, allows local workers to maximize their earning potential. Making it easy for them to manage and respond to bookings, while gamifying the way they work. Hallo removes the limitations for on-demand work. As a result, it gives the consumer more options. This startup is registered under Hallo Technologies, a Delaware limited liability company. To learn more, visit www.joinhallo.com/.

About SmartChat

Hallo Helper's in-app messaging system enables seamless conversations between people who don't speak the same language. Allowing non-English speaking local workers to be booked by English speaking customers for on-demand jobs and services. hallopr.com/smartchat for more.