



Describe your business and the sector in which it operates in no more than 500 words:

Based in Nyon, Switzerland, Chronologica takes care of all aspects of private and household administration, enabling our clients to focus on the things that matter to them; their family, their work and their lifestyle. Founded in 2010 by Lizzie Gent and three fellow British shareholders, Chronologica provides a reliable solution to time-challenged professionals in a world where work, family and leisure all have their competing demands. Chronologica's private administration management service gives its clients a virtual full-time personal assistant at a fraction of the cost. It means the days of receiving mail, paying bills, managing paperwork, deliberating insurances, sourcing good tradesmen and frustrating calls with service providers are things of the past. Clients have a professional, personable, multi-lingual personal assistant to manage their personal office throughout the year, and the support of a company whose expertise is administration.

Chronologica is an attractive solution as the majority of adults spend (on average) ten hours a month dealing with their domestic affairs. Our clients are busy professionals maximising their quality time and reducing stress, families that require support post relocation, property owners who need help to manage their homes, and businesses that want their employees to be productive at work. Add to these motivations local knowledge and language skills, and Chronologica's service becomes highly justifiable.

The concept of private administration management is new to the service sector in Switzerland (and the UK). Before Chronologica a year-round personal assistant for your private life was only possible through employment or as an extension from a family office managing your wealth; by contrast it was possible to buy time by the hour of which a handful of companies exist. Chronologica fills the wide gap between these two very different options by delivering a year round support system at affordable rates, without the responsibility of employment.

Why should your business win the New Business/ Entrepreneur Award?:

We believe Chronologica should be considered as the most promising business as it is a unique product delivering a truly valuable service whilst having serious potential to grow internationally.

'Private Administration Management' (a term coined by Chronologica) is a new concept to Switzerland as well as to the UK. We have designed a service able to manage our client's personal and household administration portfolio as a whole, as opposed to task-by-task. Our bespoke IT system gives us a clear overview of our client's portfolio so we can achieve results in the most efficient manner. Whether our client is single with one property in Switzerland or has a family with numerous properties internationally, we have the structure in place to maintain the highest standards of service.

Whilst Chronologica's technology enhanced approach provides an unrivalled quality of service, it also ensures that it is affordable. There is not the responsibility or cost of employment, there is no need to create office space within the home, and there is a clear separation between one's private and professional life. Take in to consideration the time we save our clients, the cost-savings we highlight, the improvements to their lifestyle, and joining Chronologica becomes an intelligent decision as well as a practical one.

As with every successful business, our reputation is built on the excellence of our team. Each personal assistant is professional and discreet with a shared passion to help their clients achieve the results they desire. Whether new to Switzerland or here for years, the combination of Chronologica's network and strong relationship with their personal assistant means our clients can extract the most out of Swiss life.

The demand for Chronologica has enabled us to develop into a team of five over two years, with a fast growing portfolio of both private and corporate clients. We offer different levels of membership through our 'dedicated personal assistant' service, and ad hoc solutions for individuals and companies that appreciate help during pivotal stages in their lives.



Our long-term goal to be a national (and international) organisation sets us apart from many new businesses. Our software has been developed to be scalable and transportable; our service has been created with large numbers of clients in mind. Our goal is to be the leading solution for Swiss and expatriates living in Switzerland who would prefer to have more time for the things they love, than managing their administration.

What do you regard as being particularly innovative in your business?:

Our highly secure bespoke management system embodies innovation and forms the platform from which our client's affairs are managed. The system gives us a clear overview of our client's portfolio and lifestyle, enabling us to be effective right from the start and identify areas we can improve their wellbeing.

The system enables our personal assistant to familiarise herself with the client's family and household set up, compile all essential documentation required to look after their administration and records how each aspect of their portfolio will be managed.

Only accessible by the client's personal assistant, the system identifies missing needs, alerts us to important dates and highlights potential cost savings.

It also produces a year-end financial breakdown so our clients can see the cost of each area within their life.

During these tougher financial times knowing the annual cost of their properties, cars and insurances is valuable information with which money saving opportunities can be seized and key decisions made.

This attention to detail reassures our clients their affairs are in the very best hands and gives Chronologica the insight to negotiate beneficial rates for our clients due to economies of scale.

This technological approach to our service is truly innovative and genuinely improves our client's daily life.

Once clients have experienced the benefits of Chronologica they no longer consider the cost to be discretionary spending.