

Press Dossier



January - 2010

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Welcome to
eRepublik!



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eRepublik Labs mission statement:

**To transform the way strategy games
are created, distributed and played
by leveraging the power
of communities and the Internet.**



Intro

- eRepublik is a mirror version of the real world in which you can interact with other citizens, create original content, get a job, start a company, a political party or get your friends together and invade another country, all in just 15 minutes daily.

History

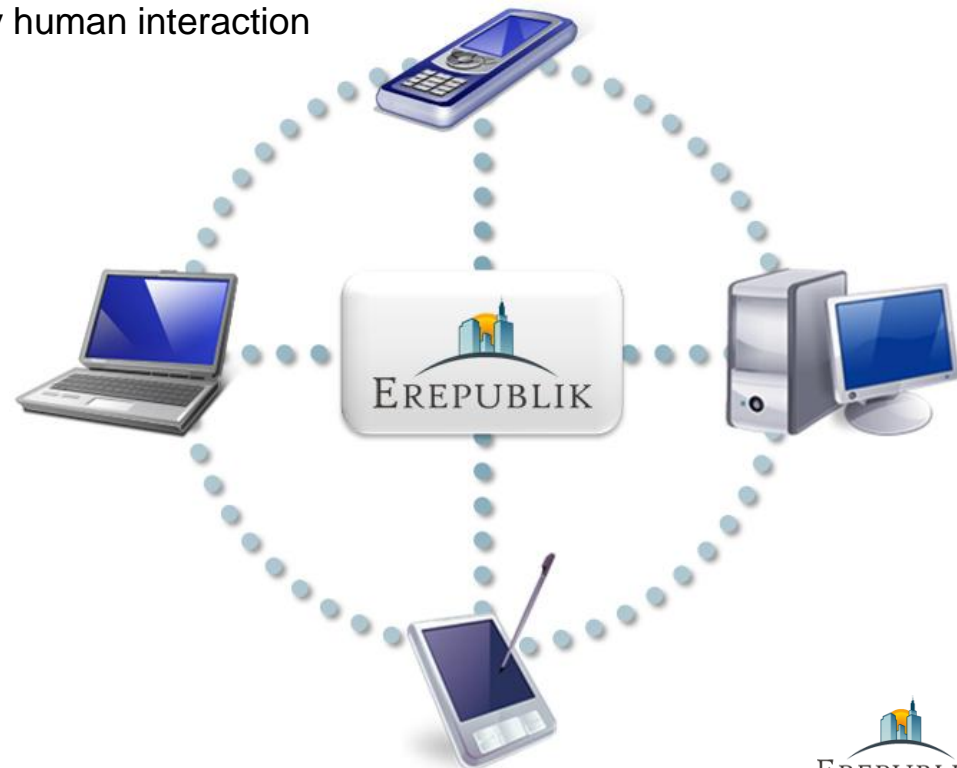
- eRepublik leverages the use of the Internet:

- Free to play
- User-friendly and browser based
- No download or installation of any programs or files
- Not time consuming (15 min./day average)
- Playable anywhere from any device with an Internet connection
- No Artificial Intelligence, only human interaction

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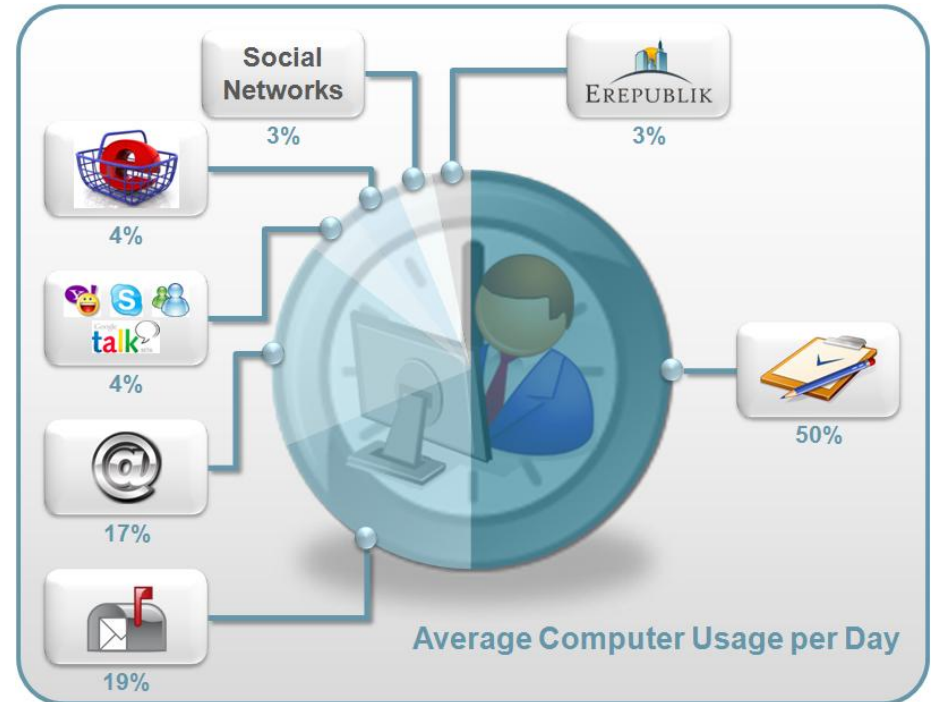
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- eRepublik is built around the concept of a daily social experience. One of its advantages over other strategy games is that it demands a small fraction of users' free time (15 minutes), while providing them a much deeper experience for that time.

Average Computer Usage/Day in Minutes	
Office Applications	240
Email	90
Internet Browsing	80
Instant Messaging	20
E-Commerce	20
Social Networks	15
eRepublik	15



• eRepublik today:

- Over one million citizens created
- Over 310,000 active citizens (those players that keep their citizens alive and well)
- Average age of 24 to 34 years and 90% male

FOUNDERS

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- **Alexis Bonte, the CEO of eRepublik, is an entrepreneur and a member of the boards of several companies. His responsibilities with eRepublik include developing the company, marketing, public relations, financing and strategy. He previously worked as the managing director of lastminute.com in Italy and of livra.com.**



- **George Lemnaru brings ample professional experience to the post of Chief Operating Officer at eRepublik. He is responsible for product development and operations. Before joining eRepublik, George worked for Tevin solutions.**



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TEAM

- eRepublik consists of a team of almost 40 people based in Spain, Romania and Ireland, headed up by Alexis Bonte and George Lemnaru. During its beta phase, it had help from volunteers and received input from many active citizens who provided their comments and ideas.



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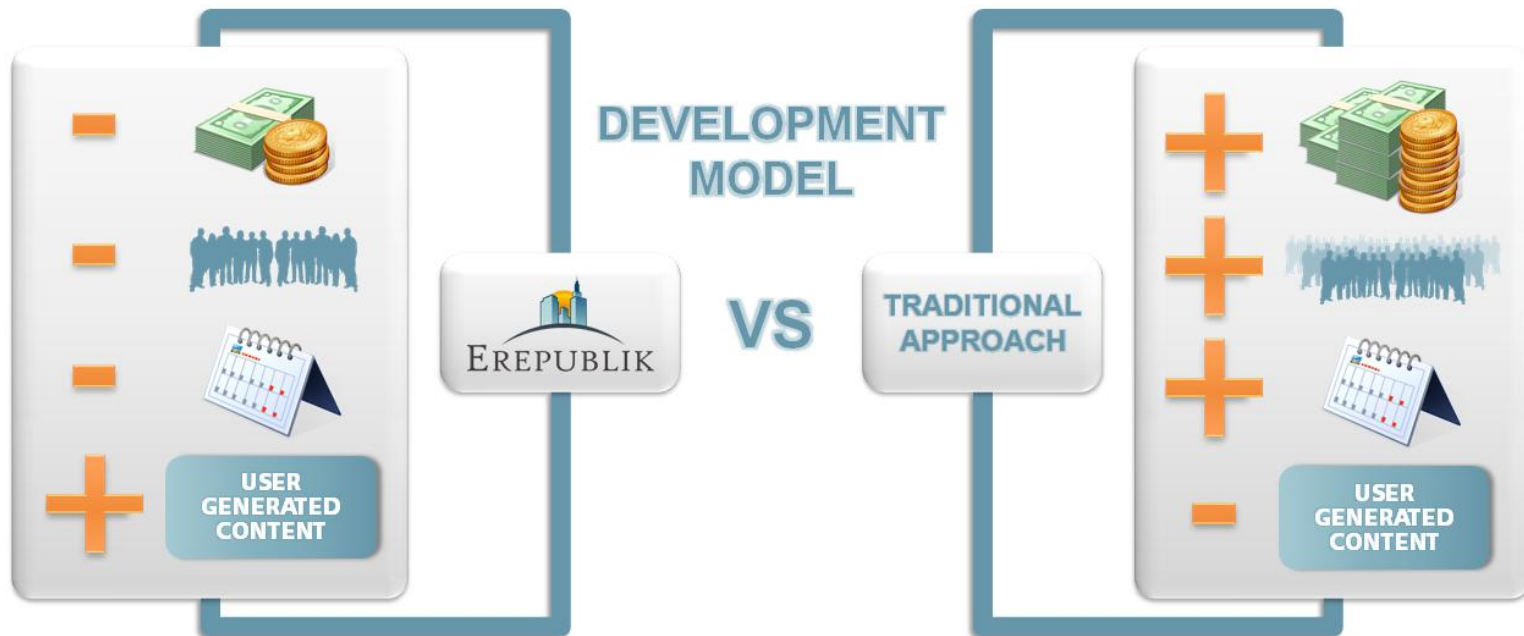
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- eRepublik takes a reverse approach to game and virtual world development by starting only with what is really necessary for user enjoyment, and building from there based on user input. This means that the existing game really only represents 25% of what the final product will be. You can watch a [video](#) that explains this approach.
- As a result, by using the Internet start up model, development tools, and the growing power of user generated content (UGC), Alexis and George created eRepublik faster and for less money than could have been done with the traditional development studio approach that is still used for most online games and virtual worlds.



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INVESTMENTS

- The initial investment for production of the beta version of eRepublik was €200,000 during 2007. In 2008, the French venture capital firm AGF Private Equity, and several Business Angels with broad Internet experience, invested an additional €550,000 for the development of Version 1.
- In June of 2009, a further €2m was raised in a series A round from AGF Private Equity.

AWARDS AND NOMINATIONS

- Alexis and George's project received the Special Jury prize for the best European Start-up at the LeWeb3 2007 awards.
 - LeWeb is the #1 Internet event and conference in Europe. The 07 Edition gathered in Paris and had 1,800 participants from 40 countries, including names such as Shimon Peres and Philippe Starck.



AWARDS AND NOMINATIONS

Intro

- **October 2008, eRepublik won the TechCrunch Pitch! Competition for startups at FOWA (Future of Web Apps) 08. See [eRepublik video](#).**



- TechCrunch is an industry renowned blog that profiles and reviews the Internet products and companies that are transforming the Web.

History

- **April 2009, eRepublik was selected as an Official Honoree of the 13th Annual Webby Awards.**



- The Webby Awards are one of the most respected symbols of success on the Internet. Entries for the 2009 awards were received from nearly 10,000 companies from over 60 countries.

About eRepublik

- **July 2009, eRepublik earned the title of "highly commended" (2nd place) for the TechCrunch Europa award of Best Entertainment Application or Service (EMEA).**



- "The Europas" - The TechCrunch Europe Awards 2009 – honored the best tech companies and startups across the web and mobile scene from across the continent of Europe. Over 400 entrants were voted on by the industry, expert advisors and the public.

FAQ

- **January 2010, eRepublik chosen by AlwaysOn as one of the OnMedia Top 100 winners.**



- Inclusion in the OnMedia 100 signifies leadership amongst its peers and game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players.

Fun Facts

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December

2007



October

2008



April



July

2009



January

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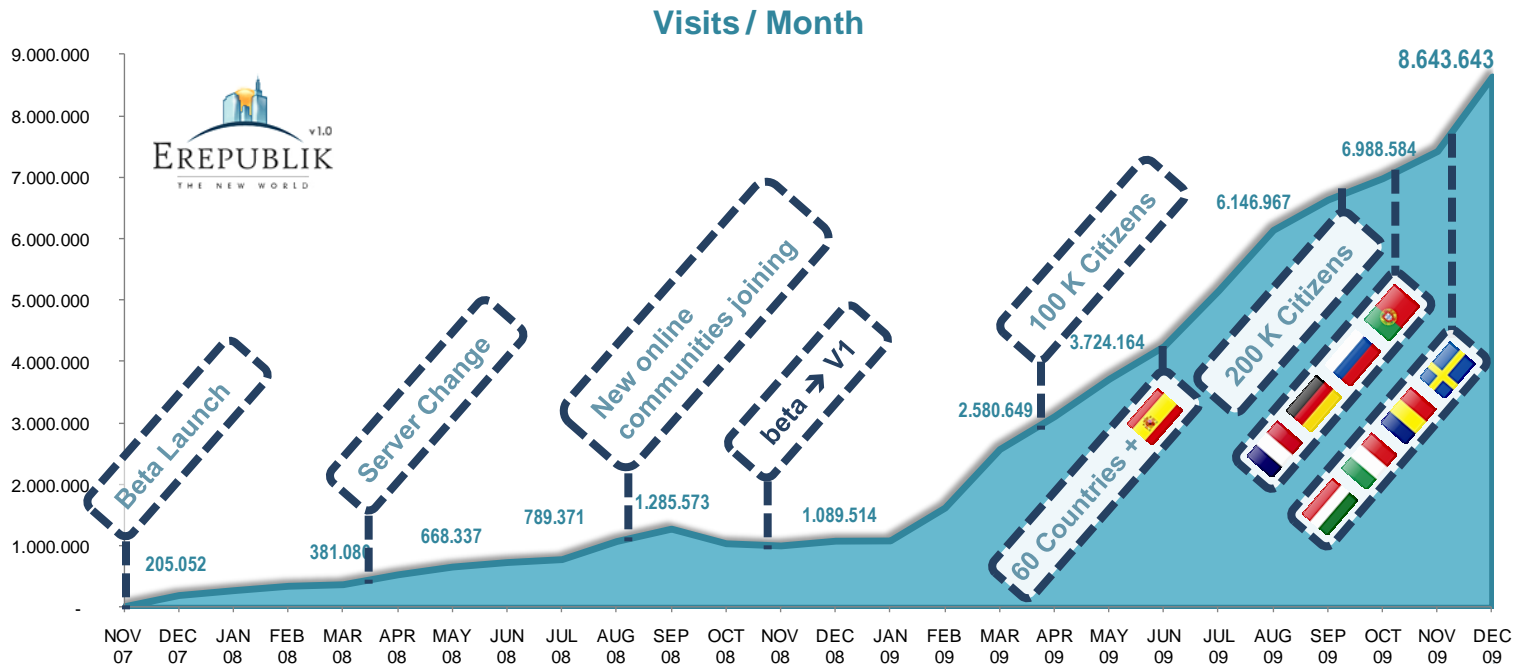
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● User profile:

- Strategy games fans, videogame players, bloggers, members of online social networks and various online gaming communities
- Ex-videogame players who want something new - people who have the money but do not have the time to play the online games currently available

eRepublik	
20 th November 2007 (First 30 Days)	31 st December 2009
> 138,317 visits	> 66,918,019 visits
> 4,000 eRepublik citizens	> 310,000 eRepublik citizens
> 2,816,385 pageviews	> 1,559,847,277 pageviews



Data from eRepublik (Nov. 20th, 2007 – Dec.31st, 2009 obtained through Google Analytics™

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- New citizens will find that the eRepublik advisor, Plato, is the best guide to help them get started in the New World.



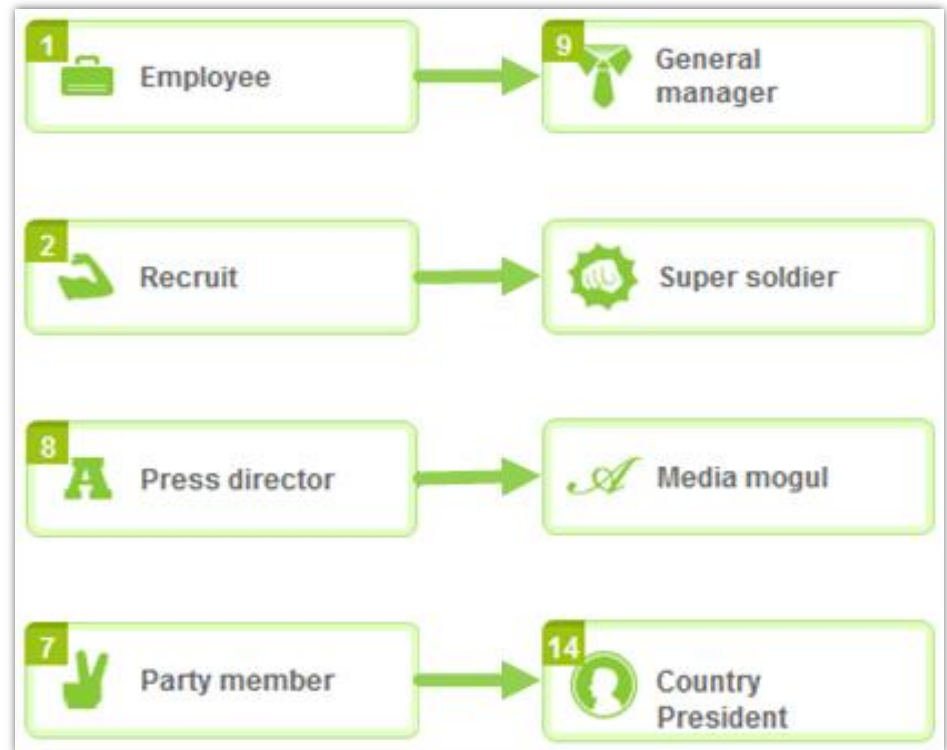
Find a job

Earn some money and work your way up to the top.

[No thanks, next tip](#)



- There are many careers that players can pursue in eRepublik. Citizens can be employees or start their own business, create newspapers, begin political parties, run for president of their country, join the military and more.



Career paths in eRepublik

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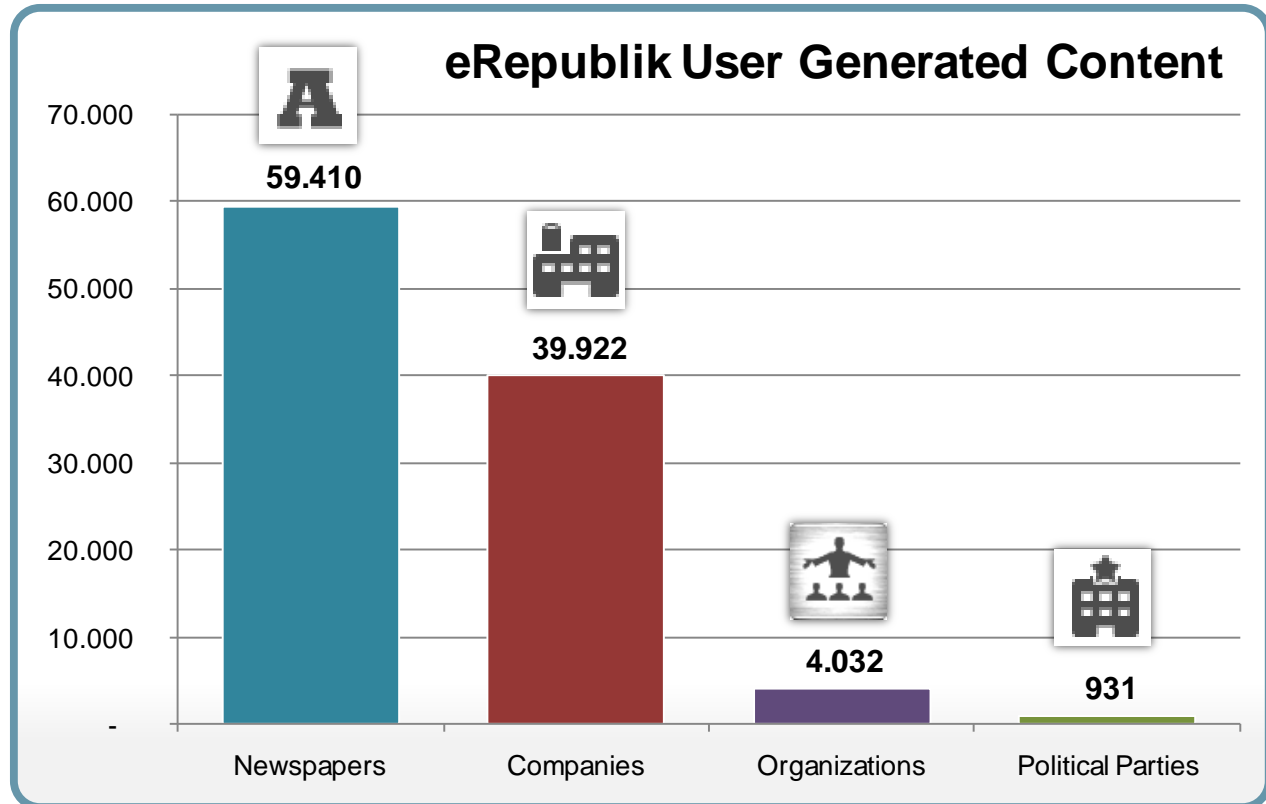
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- Over 95% of the eRepublik world has been created by its citizens; its social based game play allows it to spread virally in terms of content and users, with almost no distribution and development costs.
- eRepublik keeps growing and evolving rapidly thanks to an active community of citizens and to an experienced team capable of making things come true in the New World.



- In December of 2009, www.erepublik.com received over 8.6 million visits and 206 million page views. In addition, citizens spent over 132 million minutes navigating the eRepublik world. (Source: Google Analytics™)

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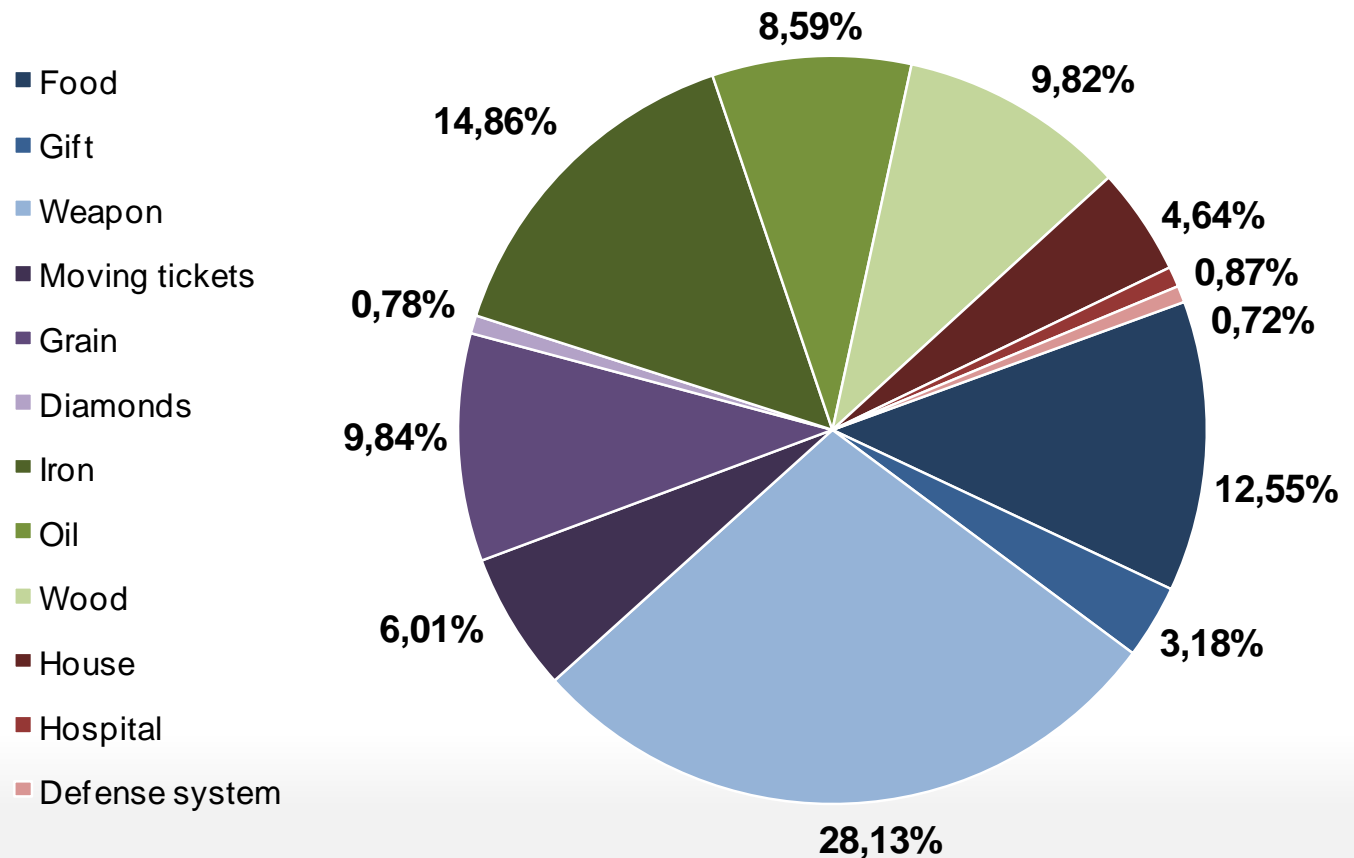
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- The economy in eRepublik is based on three basic fields: Raw materials, construction and manufacturing. Each of them has different related industries in which companies compete against each other at a national level. Companies can also export their products and sell them abroad.

USA Companies / Sector



The US Economy sectors in eRepublik

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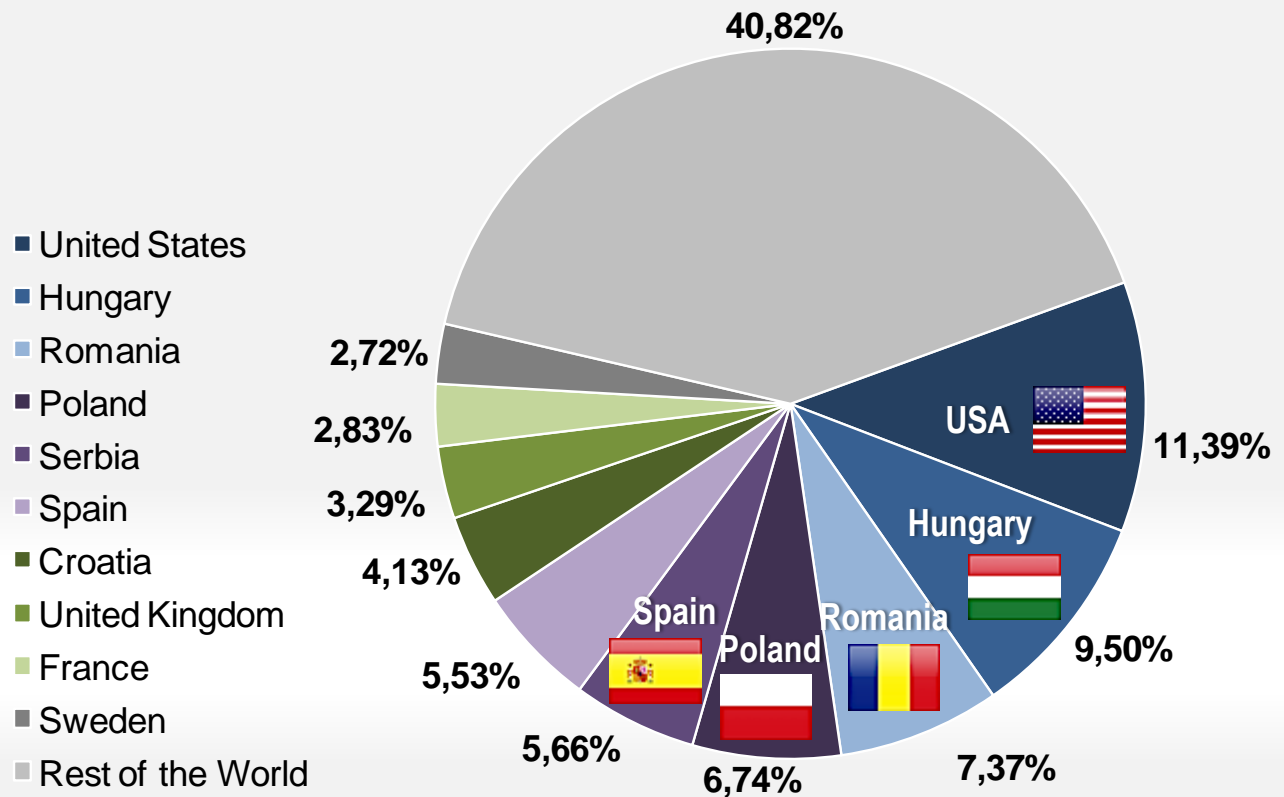
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- The majority of visits to eRepublik since its beta launch have come from the United States, Romania, Spain, Hungary, Sweden, Indonesia, Italy, United Kingdom, Portugal and Poland. As new countries are added to the game, however, the population sizes and traffic will continue to shift and grow.

Visits per Country



Data from eRepublik (Nov. 20th, 2007 – Dec. 31st, 2009) obtained through Google Analytics™

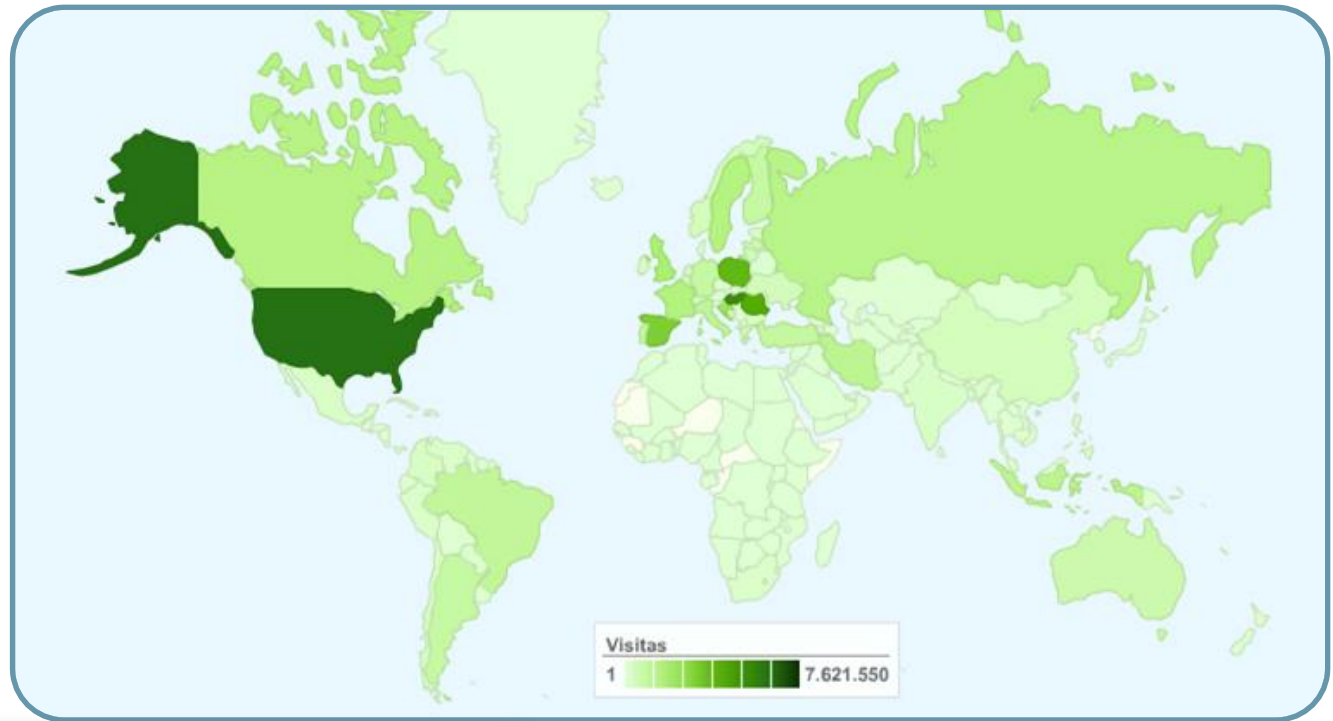
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No.	Name	Population number
1	 Poland	56322
2	 Spain	27488
3	 USA	24752
4	 Serbia	21865
5	 Romania	18770

*Data from eRepublik (Nov. 20th, 2007 – Dec. 31st, 2009)
obtained through Google Analytics™*

- 66,918,019 visits have come from 224 countries / territories.
- At this time, the top countries in eRepublik (per population) are the Poland, Spain, USA, Serbia, Romania, Russia, Hungary, Croatia, Brazil and Greece.

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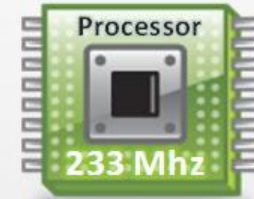
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- **What are the technical requirements for playing eRepublik?**
 - Internet connection and browser
 - No downloads or installation files
- **How many accounts can I open?**
 - A single user may create/administrate a single eRepublik account
- **How much does eRepublik cost?**
 - It's absolutely free to register your citizen in eRepublik and start playing. Additionally, you have the option to buy eRepublik Gold with real money, once every seven days

MINIMUM REQUIREMENTS



+

JavaScript

ACTIVATED

+

ANY BROWSER



Intro

- **After I've registered in eRepublik, what should I do next?**
 - Follow Plato's suggestions. He is the official eRepublik advisor and will help you out with navigating the New World.



History

- **How does my citizen eat?**
 - Once a day the highest quality food unit from your inventory is automatically consumed. Food can be purchased from the marketplace. Remember that in order to survive in eRepublik, you need to eat, and that you should always have food units in your inventory as it will influence your wellness level.



About eRepublik

- **What is wellness and what is it good for?**
 - Wellness represents your citizen's health and happiness indicator. It helps you reach a higher productivity when you work and also increases your level of damage in a fight. If your wellness is zero, soon your citizen will die.



FAQ

- **What are the experience points and how can I earn them?**
 - Experience points (EP) represent the knowledge level a citizen reaches in eRepublik. One experience point is received each time you train, work or eat. So a regular user can receive three experience points per day with minimal effort. As a citizen gains experience points he/she will be able to unlock new features and things to do.



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• What is Gold and why do I need it?

- Regardless of the terminology used, eRepublik Gold represents a limited license right and is not redeemable for any sum of money or monetary value at any time.
- eRepublik Gold is required for:
 - Create a newspaper (cost: 2 Gold)
 - Create a party (cost: 40 Gold)
 - Create a company (cost: 20 Gold)
 - Buy export licenses for your company (cost: 20 Gold)
 - Upgrade your company production quality (cost: minimum 20 Gold)
 - Create an organization (cost: 5 Gold)
 - Improve your wellness (cost: 2 Gold)
 - Start an official war or a resistance war (cost: from 200 or 50 Gold, respectively)
 - Obtain local currency from the monetary market (cost: depends on the exchange rate)



• How do I get a job?

- The first step is to visit the Jobs market. Here you will be able to browse through all the job offers posted by companies in eRepublik and pick the one that fits you best. Be careful as there is a minimum skill requirement for each offer.

Company	Industry	Minimum skill	Daily salary	
Royal Chinookery Iron 2 9s90w ★★★★☆		7	30 ⁰⁰ FRF	Apply
Black House Q5 ★★★★★		7	26 ⁰¹ FRF	Apply
Hogwarts Food ★★★★★		7	26 ⁰⁰ FRF	Apply

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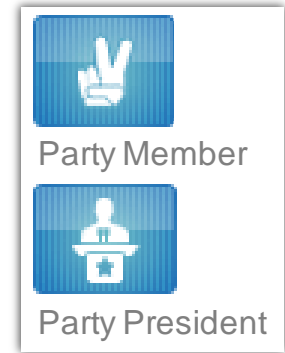
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● How can I join and lead a political party?

- You can start your own party if you have enough Gold. If not you can join one of the existing parties. Taking part in the internal debates, giving ideas and helping to organize things might eventually allow you to be among the candidates to lead your party.



● How can I become president of a country?

- Upon reaching experience level 14, you will need to gain support from one of the top 5 parties in your countries in order to run for presidency.
- On the 5th of each month, in every country, the winner of the general elections becomes the country president.



● What are the shouts in eRepublik?

- Shouts are used in eRepublik as a way to communicate with the community. You can see the shoutbox on the homepage with three types of tabs: friends, official and everyone. Keep in touch with your friends and update them about any recent events in eRepublik that you are involved in (e.g.: "I've created a new company" or "I am now a member of the Yellow party in Argentina").



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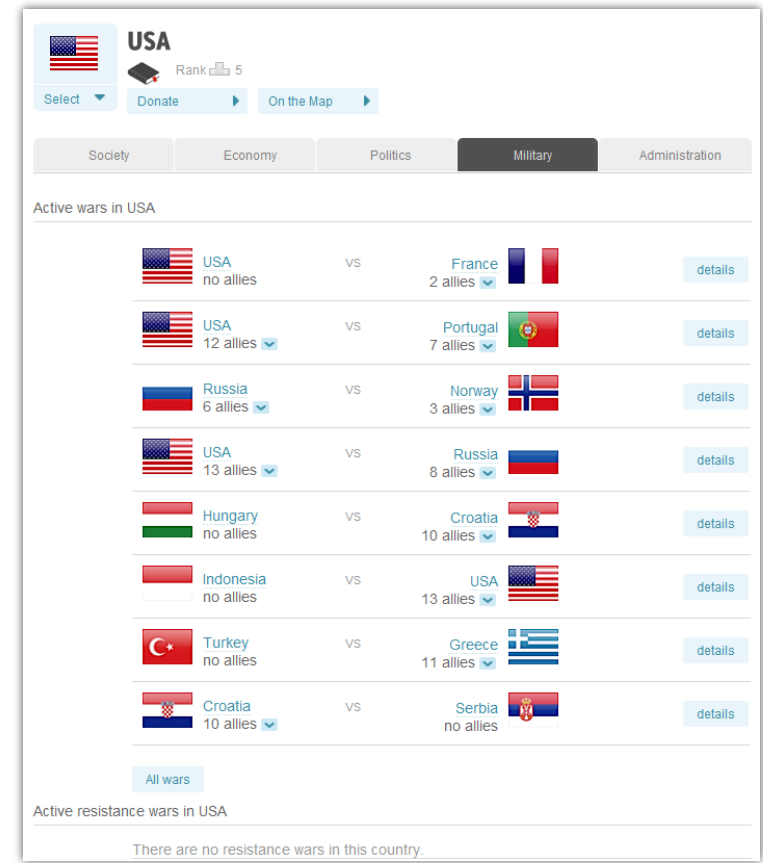
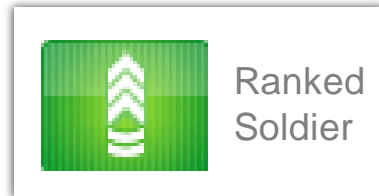
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• How can I fight in eRepublik?

- You can see if your country is involved in a war (a resistance war too) by viewing the war list in the Military stats section, accessible from the Info menu. After you decide which battle you should fight in, you simply click the 'Fight' button on that page.
- By taking part in battles, your strength and fighting ability will increase and you'll earn a higher rank in the army.



USA Rank 5

Select Donate On the Map

Society Economy Politics **Military** Administration

Active wars in USA

USA no allies	vs	France 2 allies	details
USA 12 allies	vs	Portugal 7 allies	details
Russia 6 allies	vs	Norway 3 allies	details
USA 13 allies	vs	Russia 8 allies	details
Hungary no allies	vs	Croatia 10 allies	details
Indonesia no allies	vs	USA 13 allies	details
Turkey no allies	vs	Greece 11 allies	details
Croatia 10 allies	vs	Serbia no allies	details

All wars

Active resistance wars in USA

There are no resistance wars in this country.

• How can I quickly learn the basics of the game?

- All the information can be found on the eRepublik official Wiki. You can also access and use our forums, specifically the Help board. It is there that you can contact the administration team, as well as other citizens, in order to solve any doubts you may have. The basics can be learned in this [Official Tutorial Video](#)

• More questions answered in the [eRepublik Wiki](#)



Intro

- Only 28 days after the launch of the beta version of the game, there were already more than 100,000 visits to the site and more than 2 million page views.

History

- The record number of visits to eRepublik in one day is 320,599. Since the beta launch there have been over 1.5 billion page views (as of December 31st, 2009).

About eRepublik

- Over 35,000 active citizens joined eRepublik during beta without any promotional effort or campaigns.
- Over 39,000 companies, over 59,000 newspapers and over 900 political parties exist in eRepublik.

FAQ

- After six months, the eRepublik official Wiki reached over 1,000 articles (more than 90% of them being written by eRepublik citizens). It currently contains more than 8,900 articles.

Fun Facts

- There is at least one external community site (most of them are forums) for each country in eRepublik. These [websites](#) are created and administrated by the citizens.

Intro

- Alexis Bonte was having lunch with a friend when someone called his friend's cell phone to remind him to vote in eRepublik.

History

- eRepublik in-person community meetings have been held in different countries such as Spain, France, Iran, Indonesia and Sweden. Such events are also held monthly in Romania and Hungary.
- Last November's community meeting in Bucharest, Romania gathered more than 50 eRepublik citizens from different cities.

About eRepublik

- In the middle of war, the presidents of Hungary and Romania decided to meet at the border for a beer.
- The Spanish community sent an eRepublik t-shirt, with the logo of a major party in Spain, to the headquarters in Bucharest.

FAQ

- User generated videos are continually uploaded to YouTube.
- Propaganda material is created every day for parties, countries and companies (often posted to the eRepublik official Wiki and YouTube).

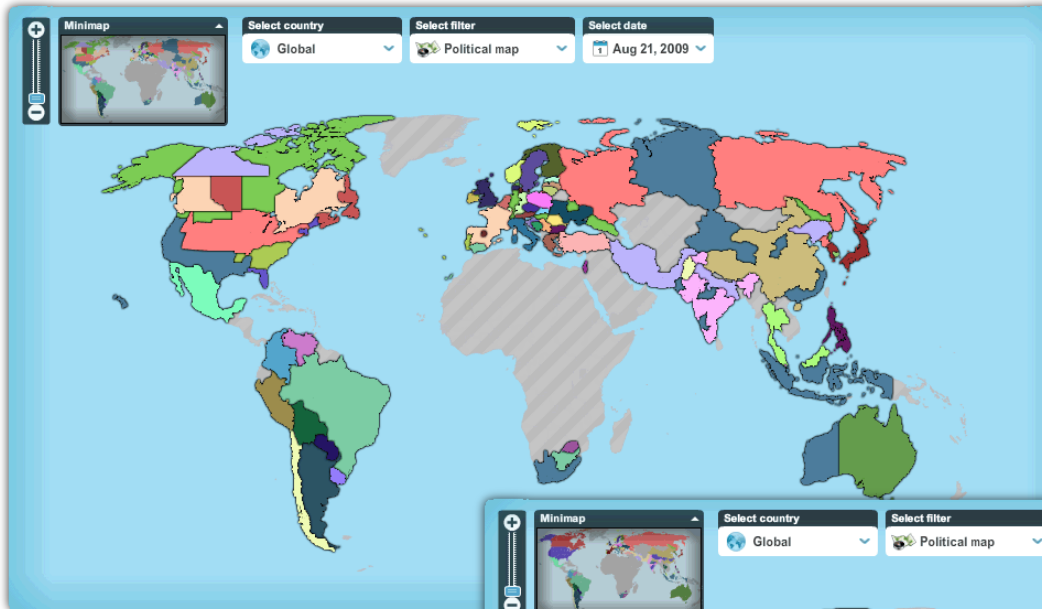
Fun Facts

- Citizens in the game have created several entities, such as the Chamber of Commerce and national banks, to help them manage the country economy more efficiently.

Intro

- eRepublik history has already changed the geopolitical configuration as we know it in the real world. The map below represents how the eRepublik world currently looks, or you can view it more closely by clicking on the map or the link below it.

History



eRepublik World Map as of August 21st, 2009

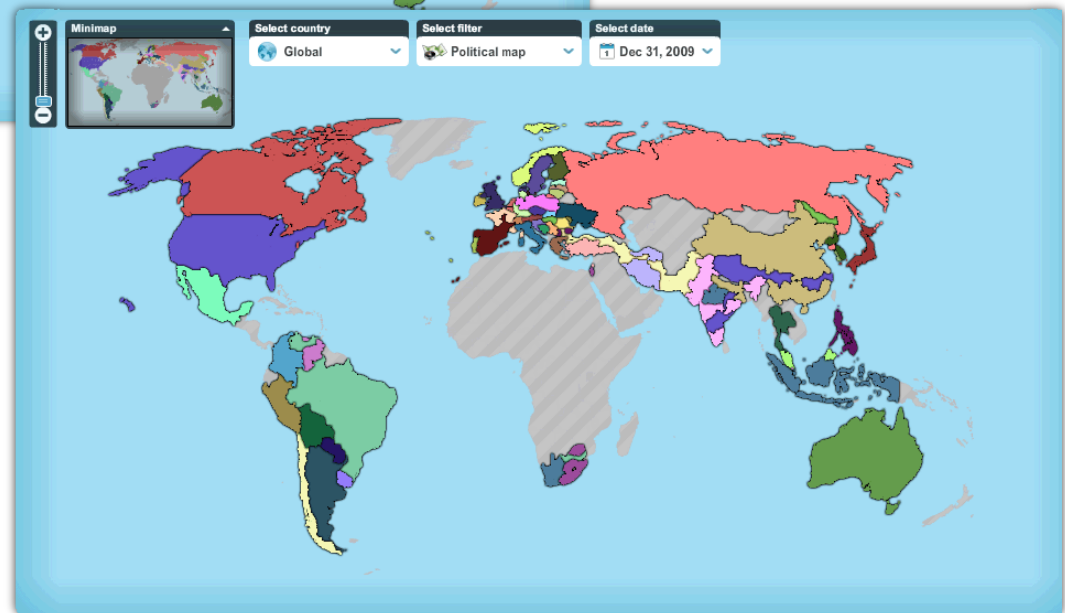
The USA and Spain territories reduced to a few regions by enemy countries

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eRepublik World Map as of December 31st, 2009

France and Indonesia have suffered the loss of many of their previously conquered territories



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- You can become whatever you want in eRepublik. [Nikk S](#) an eRepublik citizen revealed what were the New World's country presidents doing in their real life in a series of articles in his newspaper "[The RL Express](#)"
 - [Jewitt](#), the President of **USA**, is 19 years old. He is a college student studying Secondary Education for Government and History from Norfolk, Virginia, USA.
 - [Durruti](#), the President of **Spain**, is 20 years old and lives in Granada, Spain. He is presently studying fourth year of medicine.
 - [Luke Magitem](#), the President of **France**, is 18 years old guy living near Caen, in Normandy, France. He has a graphic communication diploma. He works as an illustrator in a communication agency in Caen. He adds, "When I'll save enough money, I'll resume my studies in a high school of illustration and design and later become a comic artist."
 - [aliao](#), the President of **China**, is a lady, who wishes to keep her age secret. She is from Yunnan, China.
 - [ArjaaAine](#), the President of **India**, is 21 years old guy living in Pomona, California. He is a senior student in Bachelors in Computer Engineering and currently working as a Private Tutor and a Sales Person. He was born in Hisar (Haryana), India and moved to USA when he was 18.
 - [Adiemus](#), the President of **Romania**, is 32 years old guy living in Timisoara, Romania. He works as a civil society activist in the field of participatory democracy and public integrity (anti-corruption).
 - [Feherlofia Koppany](#), the President of **Hungary**, is 27 years old. He lives in Budapest, Hungary and is a horticulturist.
 - [Vigil Vox](#), the President of **Ukraine**, is 23. He lives in the center of Kyiv, Ukraine. He graduated a year ago from the National Technical University of Ukraine and currently works as a journalist and a section editor in a major Ukrainian newspaper. He adds, "From time to time I also do some work in copywriting and translation as a freelancer. Oh, and I'm planning on becoming the President of Ukraine (in real life)."
 - [Ines Schumacher](#), the President of **South Africa**, is a 23-year-old female player living in Johannesburg, South Africa. She is a financial journalist, but recently changed jobs to pursue her real passion - sub-editing (i.e. correcting other people's writing). She adds, "Maybe that's why I'm so bossy. ;)"

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- eRepublik had a theocracy (Pakistan) and several state-controlled "communist-like" economies.
- We had two New World Wars (more than 20 countries involved), with zero casualties, and instead thousands of wounded citizens.
- The most powerful countries of today's eRepublik were almost inexistent one year ago, while the former super-powers lost most of their influence. This shows the dynamism of the New World, and how dreams can come to reality, no matter how impossible it might seem.
- A former president of the US accepted a bribe to cancel a military treaty with Greece.
- Some citizens have found love in eRepublik and several marriages have taken place.
- In eRepublik the International Community is reacting incredible fast and altruistic. For example, when there was a sudden 400 % increase in Poland`s population, almost all the new citizens would have been condemned to death by starvation, had the allied friends failed to provide Poland with tens of thousands of food products as a humanitarian aid.
- The pets seen everywhere in eRepublik are the Hungarian "Sun" (hedgehog) and the Romanian "Matza" (kitty), which are some sort of national symbols and even have their own parties in eRepublik, like the Matza Party.
- One of the most important regions of eRepublik, Heilongjiang (China) is widely called "HelloKitty".

Media Contact

- If you would like more information or to set up an interview, please contact us at:

pr@erepublik.com



- Check our [Video Tutorial](#)
- Follow us and keep up to date via:

- The eRepublik [Blog](#)

- eRepublik on  & 

- Alexis Bonte's [video blog](#)



- Alexis Bonte on [Twitter](#)