

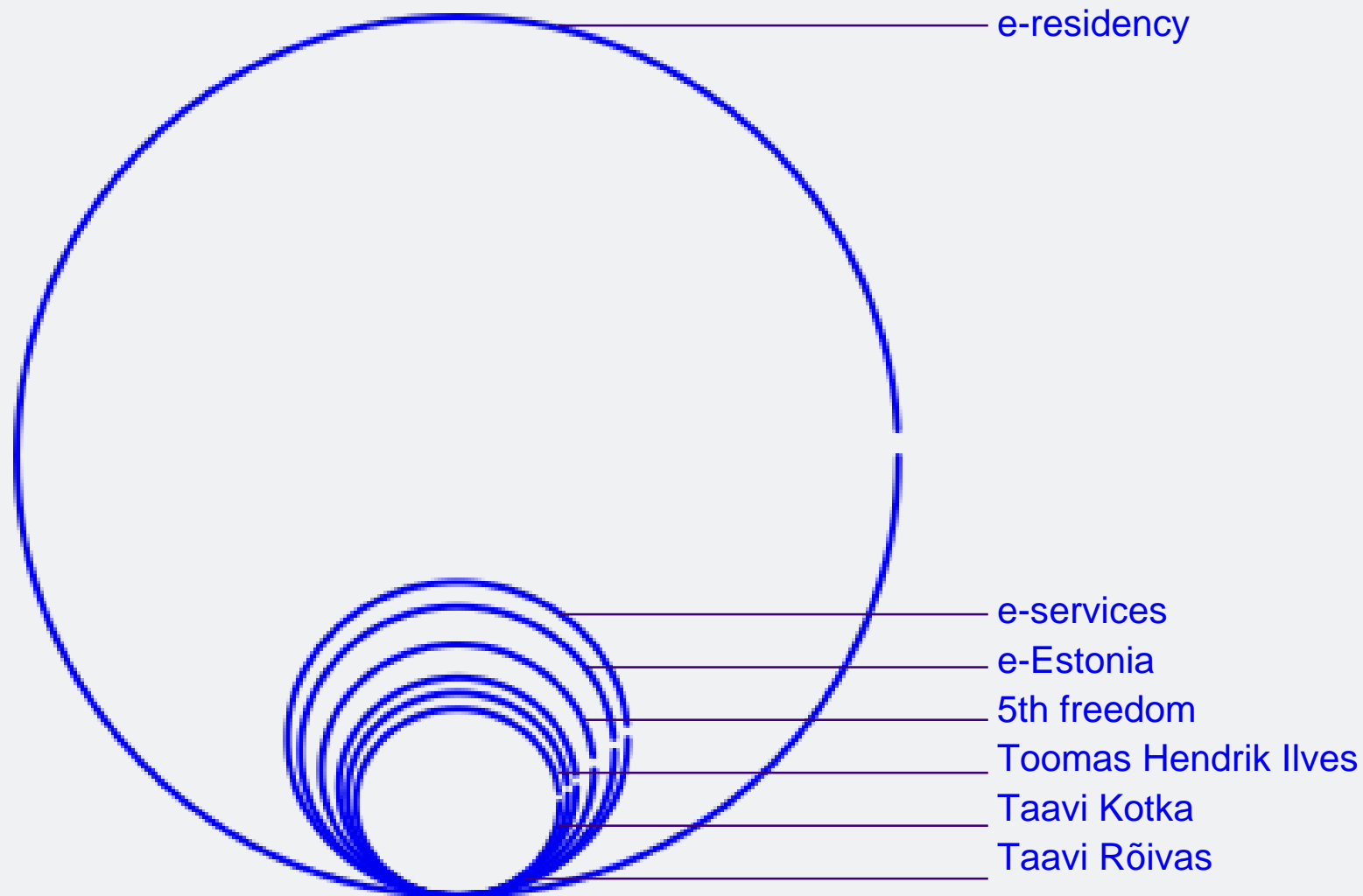
# e-Residency

A satellite-style aerial photograph of a coastal region. The image shows a large, dark bay or inlet on the left side, surrounded by brownish, textured land. To the right, there's a lighter, more rugged terrain with some white patches, possibly snow or ice. The overall scene is a mix of natural and possibly developed areas.

Victoria Saue  
Head of Legal and compliance



# Estonian's brand is e-Residency



[e-resident.gov.ee](http://e-resident.gov.ee)

Mission

Earth is the country of everybody

Vision

10 million digital citizens by 2025

Definition

e-Residency is a new digital  
nation for global citizens

powered by the Republic of Estonia

# Longer explanation

e-Residency – a new digital nation for global citizens

Estonia is creating a new digital nation for global citizens by offering e-Residency. Anybody in the world can apply for a government-issued digital identity and have access a platform built on inclusion, legitimacy and transparency.

The core reason why people join this community is to run a location independent EU business online. With e-Residency, you can establish the company within a day, manage it online from anywhere in the world, open a bank account, have access to online payment providers (like Paypal, Braintree, etc.), digitally sign documents and contracts, and declare taxes online.

[e-resident.gov.ee](http://e-resident.gov.ee)

e-Residency gives every world citizen the opportunity to run a trusted company online, thus helping to unleash the world's entrepreneurial potential.

# Positioning – why is Estonia doing it?

On the one hand, e-Residency is undoubtedly a business venture for Estonia. In today's world of technology, the profits of a country are not limited to payments from the people who live in that particular country. A digital society has helped us shed national borders and instead of the previous 1.2 million clients, Estonia can now provide services to all citizens of the world. In addition to tax profits, 'a country as a service' allows for other business models as well, such a monthly membership fee.

On the other hand, e-Residency allows Estonia to do something much greater. Even the smallest country in the world can grow bigger through a contribution to others. This contribution does not have to be measured in kilogrammes or working hours. Vatican City, for example, is one of the smallest countries in the world, but it is also one of the largest, as it provides hope to billions of people through religion. Switzerland

is the centre of international diplomacy and Iceland keeps alive mythical legends of the north.

e-Residency is Estonia's contribution to the world – it helps democratize entrepreneurship for the masses and bring new participants to the international business arena, doing so in an honest, transparent and inclusive way. e-Residency is a great opportunity for our nation and country to contribute to the development of the world within our means. We can do this simply by sharing the standards of our daily life with the rest of humankind and thereby transforming the world into a more integrated, open and overall better place. This is the Estonia we want to live in. A caring and contributing Estonia.

# Product:

gateway to:

LOCATION INDEPENDENT EU BUSINESS ENVIRONMENT

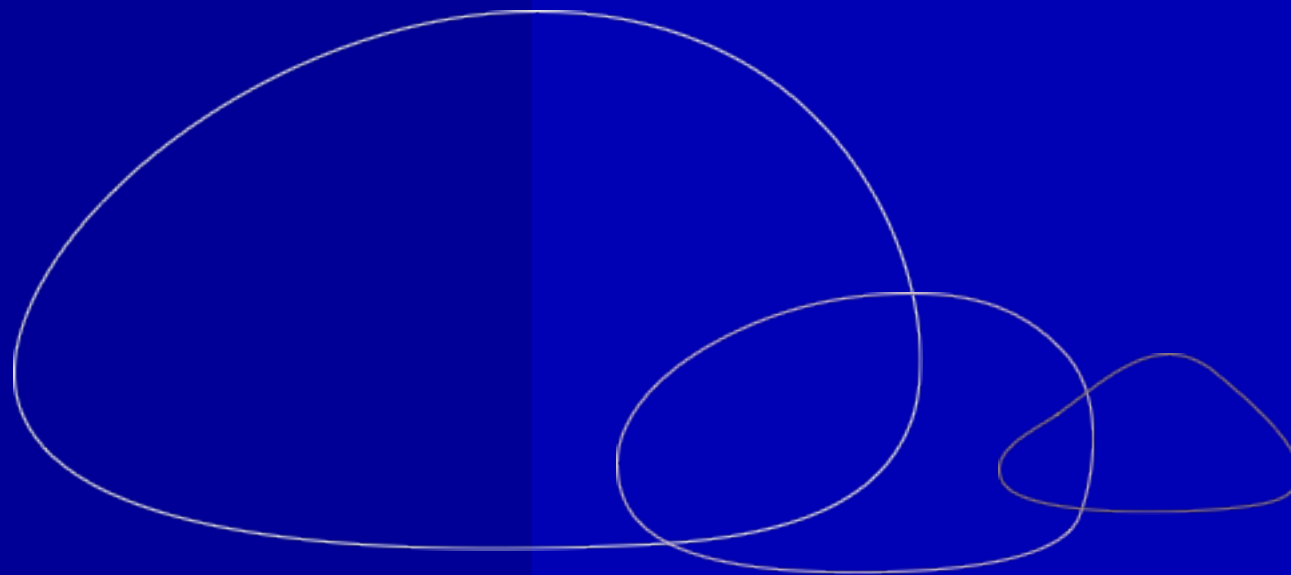
eResidents can:

1. Establish and administer a company 100% online
2. Apply for a business bank account and credit card
3. Access online payment service providers
4. Digitally sign documents
5. Declare taxes online

How to access business environment:

1. Become an e-resident
2. Start a company
3. Run and administer a company remotely

# Product setup process





# 1. become an e-resident

Application steps. Cost 100€ (state fee)

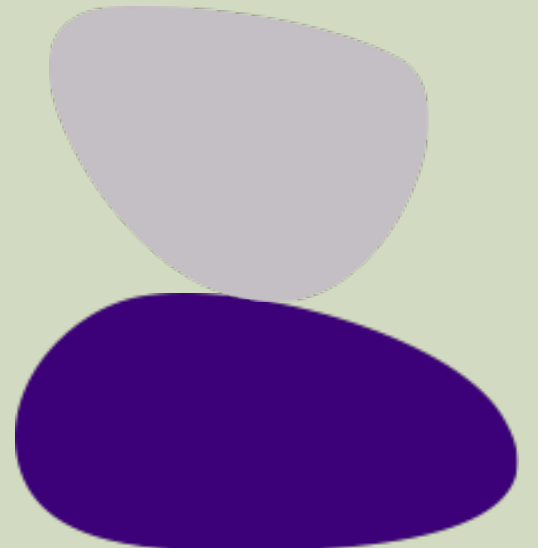
1. Require documents for application (id, photo, master-visa card)
2. Submit online application and pay state fee
3. Application validation by PPA
4. Collect ID card from your selected embassy (34 locations) or in Estonia (ID, biometrics)
5. Test your ID card (insert ID number and authenticate)
6. Install ID card software and start using services



# 2. start a company

Company registration online.

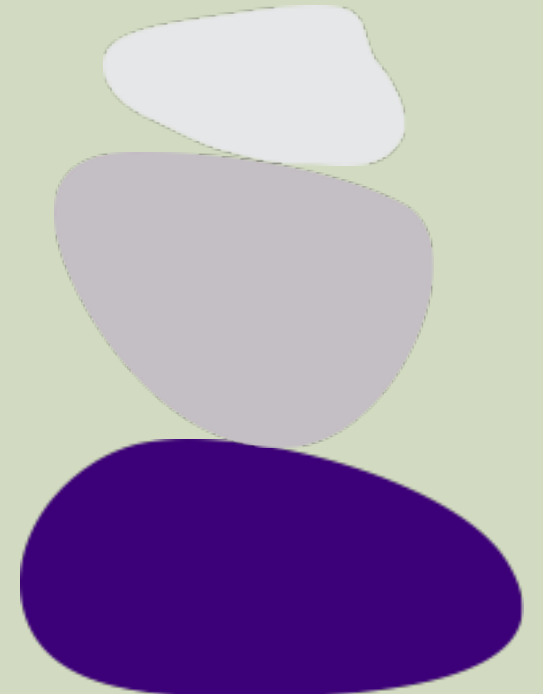
1. Choose and check your business entity name
2. Office registration - contact Virtual Office provider for physical address  
(choose service provider)
3. Register a company online and pay state fee 190€
4. In case a private limited company is registered pay 2500€ as company share capital (payment can be postponed)
5. Open bank account (choose bank) – (must travel to Estonia to have f2f meeting with bank)
6. Registration of the company as a VAT payer at the ETCB
7. Registration of the employees in the employee registry at the ETCB



# 3. run remotely and digitally administer a company

Utilise our service providers and save time. Our partners provide all the services needed to operate efficiently your company. Partners have set the conditions and prices.

1. Company registration
2. Accounting companies
3. Government
4. Recruitment companies
5. Corporate finance
6. Financial institutions
7. Real estate services
8. Consulting companies
9. Chambers of commerce
10. Law offices
11. Industrial parks
12. Industry associations
13. Relocation services



# Value proposition:

e-Residency offers the freedom for anyone in the world to easily start and run a global business in a trusted EU environment

Customer profile:

- Micro-company
- Male, between 30-40 years old
- Can speak and read in English
- Early adopter of technology
- Operates a business in computer programming, IT services, consultancy, or e-commerce
- Clients from international markets
- Transient
- Expects public services to match convenience of private services
- Seeking the simplest solution to deal with company administration and taxes
- Often finds public services in his own state to be burdensome, expensive, and limiting
- Desires to be part of the EU single market

# 3 core customer values



Remote  
management



Access to fintech  
services enabling  
global business

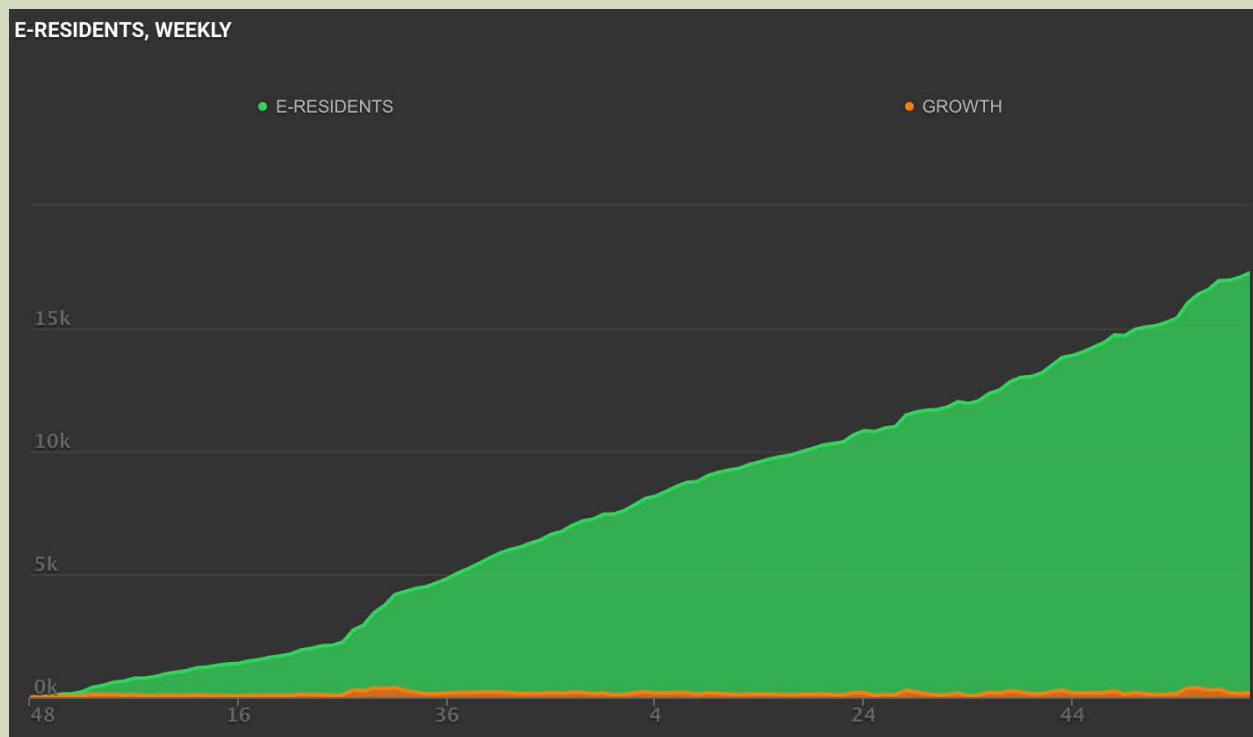


Hassle-free  
administration

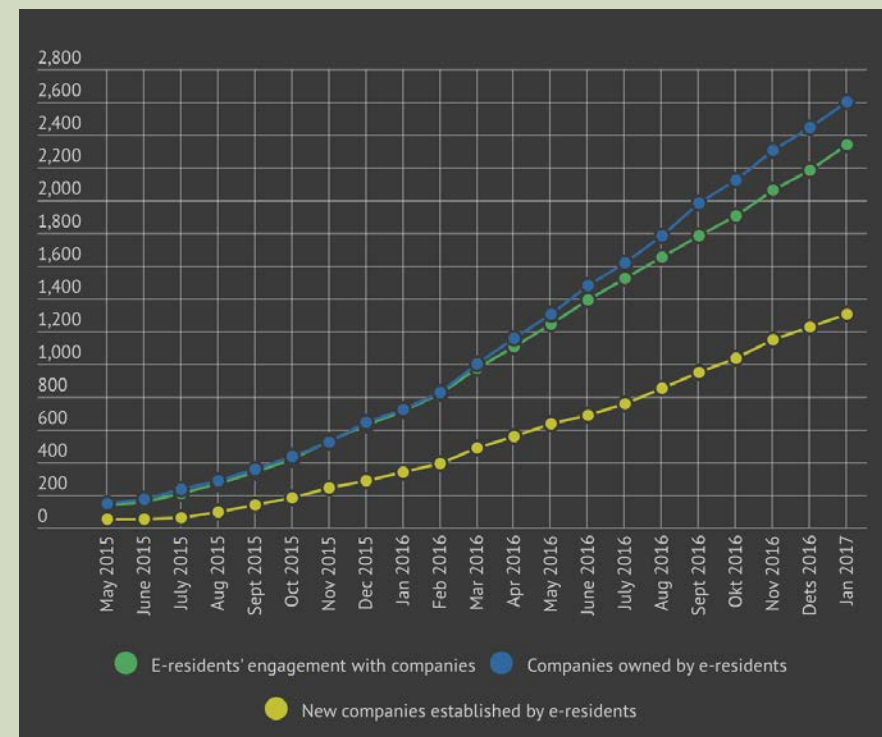


# Statistics

18 000 e-resident applications from 136 countries



1400 new companies established



# Local laws and EU legislation

- 2014 Identity Documents Act
- 2015-2016 Money Laundering and Terrorist Financing Prevention Act
- 2017-2018 Commercial Code
- 2018 eIDAS

# Thank you!

- **Blog:** <https://medium.com/e-residency-blog>
- **Twitter:** [https://twitter.com/e\\_Residents](https://twitter.com/e_Residents)
- **Facebook:**  
<https://www.facebook.com/eResidents>
- **Web site:** <http://e-resident.gov.ee>
- **Application site:** <https://apply.gov.ee>
- **E-mail:** [e-resident@gov.ee](mailto:e-resident@gov.ee)