



Farbflut
Entertainment GmbH

FAQs (January 2010)

What is Bumrise?

Bumrise is a browser-based online game. This means that the users don't need to install any software onto their computer. The game can be accessed and played from any internet connection world-wide. Bumrise is free to play.

How long has Bumrise been around?

Pennergam (Original German version of Bumrise) was created in 2007 as a hobby project by then 18 year old friends Marius Follert and Niels Wildung. After the success of the games concept, the two founders concentrated on further development of the games and decided to disrupt their school. In June 2008, today's version of the game started. Currently pennergam is one of the biggest browser-based games in all of Germany. Since 2009 there has been English (dossergame.co.uk), Polish (Menelgame.pl), Spanish (Mendigogame.es), French (Clodogame.fr, and Turkish (Serserionline.com) versions.

What happens in Bumrise.com?

The goal of the game is to make the player's figure (avatar) a millionaire through character development starting as poor bum on the streets, collecting bottles, and learning musical instruments. Bumrise is not a depiction of reality, but rather aims to bring awareness to the issue through satire. Characteristics such as owning an elephant as a pet, or utilizing a black hole as a defense weapon are clearly not depictions of real life, but are elements that have helped successfully bring the issue to the limelight in a playful way.

How and when did you come to the idea for the game?

As native Hamburgers, Marius Follert and Niels Wildung are regularly confronted with the theme of Homelessness. For example, when walking through Saint Pauli (district), one can encounter a number of socially disadvantaged people who are dependent on the money they get for turning in deposit bottles. Thus the idea emerged spontaneously and the idea was implemented accordingly.

What is the target market for Bumrise?

The typical Bumrise player is about 20 years old, however all age groups and backgrounds are represented, from high school kids to people working in office buildings. It is relevant that the player understands the satirical nature of the game, and therefore on the start page, we advise that the minimum age to play Bumrise should be 14 years old.

How can you explain the success from Pennergam?

Through the theme of homelessness and poverty, Pennergam separates itself from all other games that mostly take place in the middle-ages or in space. Pennergam (and of course, Bumrise) is constructed so that friends and acquaintances can play the game together. Through the establishment of community elements, Pennergam benefits from mouth-to-mouth promotion. What is special, is that Pennergam has exclusively virally grown without any advertising costs. It has spread through school yards, universities, and offices.

How many people are behind the project?



Farbflut Entertainment GmbH currently employs 30 people.

What do you do for the Homeless?

From the beginning, a part of the earnings from the game have been regularly donated to organizations that help the homeless. Since the beginning of 2009, Farbflut has organized donation campaigns through the transparent online foundation of betterplace.org. Alone in 2009 a mid-five figure amount was given to different projects, such as the homeless day center Café mit Herz in Hamburg, and the GEBEWO – Social Service – mbh in Berlin. Farbflut places a particular value on involving the two million plus players of the game, and getting them to take part in the donation campaigns.

How do you deal with the criticism that Bumrise violates human dignity and discriminates against homelessness?

We deal with the criticism head on, and we are aware that we are talking about sensitive issues. However, we do not make the game with the intention to represent reality, but rather bring awareness to the problem of homelessness. Although Bumrise holds many cliches and stereotypes, it is set upon a satirical and exaggerated context. With help from our users, we assist the homeless people in Hamburg, and soon New York, with a portion of our revenues, thus bringing attention to their situation. The high participation of our users towards regular fund raising efforts which we have established through www.betterplce.org/groups/pennerggame, shows us that we are able to raise awareness to the issue of homelessness, and create actions against it.

Where does Farbflut Entertainment see itself in the next 2 years?

In two years, Farbflut plans to bring not only more successful versions of Pennerggame to the world markets, but also to have created many more successful browser-based games. Our vision is to be the biggest gaming company in Germany behind Gameforge.

About Bumrise.com

The original version Pennerggame.de is controlled by Farbflut Entertainment GmbH. Co founders and managing directors are 21 year olds Marius Follert and Niels Wildung. They have partnered with investors and successful internet entrepreneurs Daniel Grözinger and Sven Schmidt (verwandt.de, getgo.de, dialo.de). Farbflut Entertainment GmbH currently employs 30 people.

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