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Entertainment GmbH

## **Factsheet Bumrise (January 2010)**

### **Numbers and Facts**

- Bumrise is the US version of Pennergame, one of the biggest online browser games in Germany
- Operated and developed by Farbflut Entertainment GmbH, based in Hamburg, Germany
- Over 3 million players worldwide
- Alexa, an Amazon company, has placed Pennergame in the top 200 websites in Germany
- Start date of the first version: June 2007
- Founders and managing directors of Farbflut Entertainment GmbH: Marius Follert (21) and Niels Wildung (21)
- Investors: Investment company ICS GmbH of the Internet Entrepreneurs Sven Schmidt and Daniel Grözinger
- Currently 30 employees
- Versions of the game: Hamburg ([www.pennergame.de](http://www.pennergame.de)), Berlin ([www.berlin.pennergame.de](http://www.berlin.pennergame.de)), Warsaw ([www.menelgame.pl](http://www.menelgame.pl)), London ([www.dossergame.co.uk](http://www.dossergame.co.uk)), Paris ([www.clodogame.fr](http://www.clodogame.fr)), Madrid ([www.mendigogame.es](http://www.mendigogame.es)) and Istanbul ([www.serserionlone.com](http://www.serserionlone.com))

### **Company**

Farbflut Entertainment GmbH, located in Hamburg, Germany, currently operates the browser game Bumrise (USA) as well as Pennergame (GER), Dossergame (UK), Menelgame (Poland), Clodogame (France), Mendigogame (Spain) and Serserionline (Turkey). Founders and managing directors are 21 year olds Marius Follert and Niels Wildung. They have partnered with investors and successful internet entrepreneurs Daniel Grözinger und Sven Schmidt ([verwandt.de](http://verwandt.de), [getgo.de](http://getgo.de), [dialo.de](http://dialo.de)). Farbflut Entertainment GmbH currently employs 30 people.

### **Bumrise and Pennergame**

Bumrise is a satirical strategy-based game. The player's goal is to progress the virtual character from a homeless person to a castle owner and bring it to fame and glory. Along with collecting bottles from the streets and receiving virtual donations, players can also earn money by learning musical instruments. Players are then able to invest the money, for example, into



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improving one's ability to concentrate or to live in a more lucrative place of residence. Even the formation of ties with other players is an important part of the game, as players are supported by a strong community within the game.

Through the theme of homelessness and poverty, Pennergame separates itself from all other games that mostly take place in the middle-ages or in space. Pennergame is constructed so that friends and acquaintances can play the game together. Through the establishment of community elements, Pennergame benefits from a word-of-mouth effect – not a single cent has been invested into advertising and it is spreading through schools, universities and offices. Pennergame is also successful outside of Germany. Only a couple of weeks after the French and Spanish versions were released, more than 100,000 players were registered. The Polish Menelgame.pl counts more than 700.000 users.

### **Homelessness**

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 middle 5 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.

### **Press contact**

Rick Thomas, Spokesperson

Farbflut Entertainment GmbH  
Heimhuder Straße 72  
20148 Hamburg

email: [rick@farbflut.de](mailto:rick@farbflut.de)