

Estonia E-Residency Country as a Service

Canada

USA

Belgium

France

Germany



“citizen of the world”



GLOBAL LABOR TRENDS

1. Work shifts from full-time to
free agent employment

2. Remote and cross-border
employment increases

40%

of US workforce
will be
freelancers by
2020

100M

new online workers
(global) by 2020

Global online
freelancing is
growing

45%

Sources: * Intuit 2020 report

** The Global Opportunity in Online Outsourcing (World Bank)

Typically “citizens” have rights

**But what rights do I have as a
citizen of “the world”?**

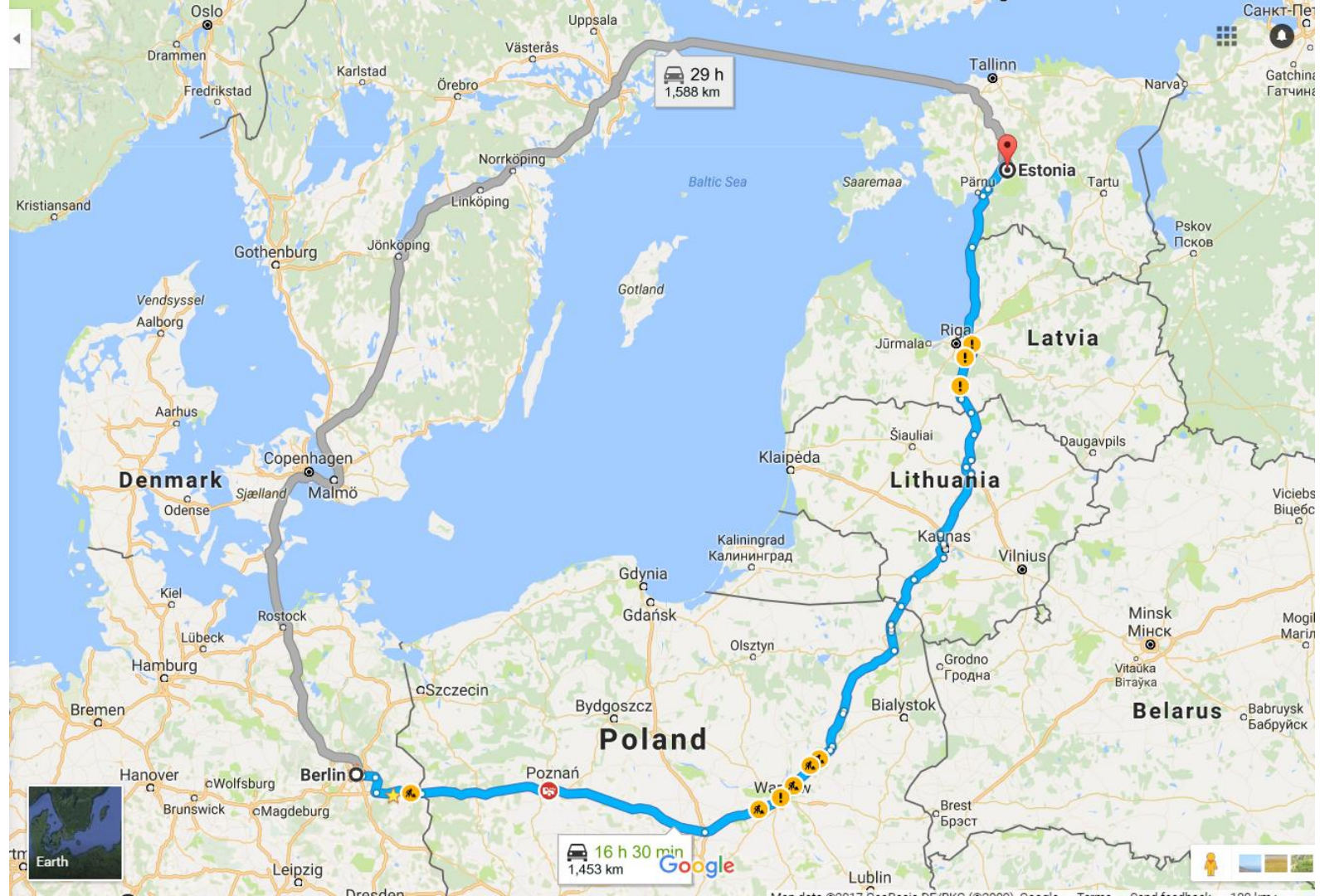


**Could a country step up
and create a virtual
home for global
businesses?**



On Estonia





History of Estonia

- 16th century – both Sweden and Russian wanted Estonia
 - 1561 – the Swedes captured Tallinn
 - 1721 – Russians took over
 - 1940 – Many Jewish and Estonians were deported to Siberia
 - 1991 – Confirmation of independence from Soviet Union.
Communism was dismantled
 - 1992 – new constitution
 - 1994 – last Russian troops leave
 - 2002 – access to digital ID & signatures
 - 2005 – Joined EU
 - 2011 – using the Euro
-
- Population 1.26 million
 - Capital is Tallinn

Estonia is super-digital



DigiDoc

DigiDoc is a system that's widely-used in Estonia for storing, sharing and digitally signing documents.



Digital Signature

Digital signature enables secure, legally-binding, electronic document signing



e-Business Register

Enables entrepreneurs to register their new business online in minutes



e-Cabinet

A powerful tool used by the Estonian government to streamline its decision-making process



Electronic Land Register

A one-of-a-kind information system for storing real estate and land data



i-Voting

i-Voting allows voters to cast their ballots over the internet, from anywhere in the world.



Keyless Signature Infrastructure

Estonian digital society ensures the integrity of its systems and data by using the KSI technology.



Location-Based Services

A positioning service that detects device location & provides location information



e-Law

Allows public access to every piece of draft law that has been submitted since February 2003



e-Police

Revolutionizes police communication and coordination, maximizing effective policing.



e-Prescription

A centralized, paperless system for issuing and handling medical prescriptions



e-Residency

Estonian e-Residency is a digital identity that allows everyone in the world to do business online with ease.



m-Parking

Allows drivers to pay for city parking using a mobile phone



Mobile-ID

Allows a client to use a mobile phone as a form of secure electronic ID



Mobile Payment

Enables payment for goods and services using mobile phones



Population Register

The state database for basic information about each person living in Estonia



e-School

Allow students, teachers and parents to collaborate in the learning process



e-Tax

e-Tax has drastically reduced the time spent by individuals and entrepreneurs on filing taxes



Electronic Health Record

Integrates data from healthcare providers into a national record for each patient



Electronic ID Card

e-ID acts as definitive proof of ID in secure electronic environments



Smart Grid in Energy Sector

Estonian-developed innovation a number of cutting-edge solutions in the energy sector on the top of Smart Grid



Social Welfare e-Services

The social welfare benefit system is accessible by a convenient, online environment



State e-Services Portal

A one-stop-shop for the hundreds of e-services offered by government



X-Road

Allows databases to interact, making integrated e-services possible

e-estonia.com
The digital society

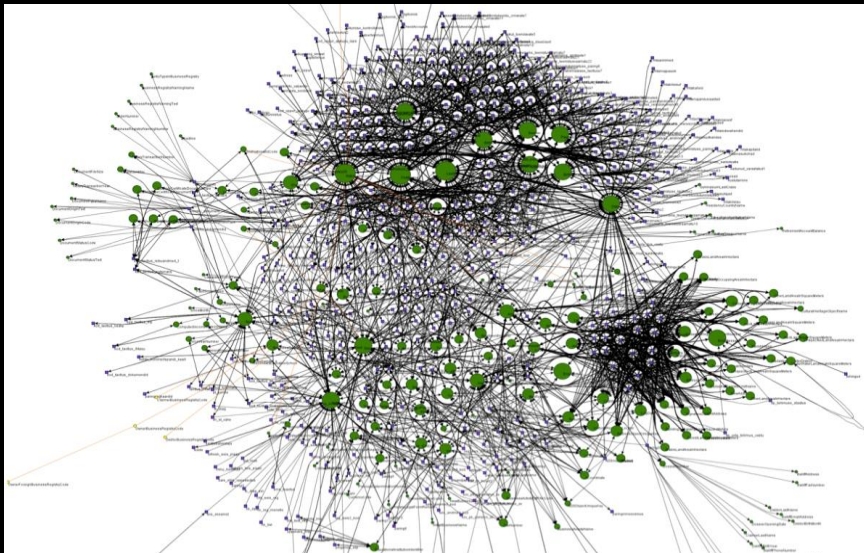


**What does e-residency
offer?**



digital identity

+




digital services

a virtual business environment



For a new generation of internet entrepreneurs

- 
- ✓ 1. Incorporation and administration
 - ✓ 2. Bank account and credit card
 - ✓ 3. Online payment provider
 - ✓ 4. Automated accounting and taxes
 - ✓ 5. Legal and business guidance



Country-as-a-Service

APIs:

Authentication

Digital Signing

Tax returns

Incorporation

Company profile

Personal profile

About - e-Estonia

Securehttps://e-estonia.com/e-residents/about/

☆

...

🔍

APP

🌐

Apply to e-Residency

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ABOUT

SERVICES & BENEFITS

APPLY

FOR DEVELOPERS

PRESS KIT

CONTACTS

HELP

iD

Entrance

Due to increased demand, there have been recent changes to the way e-residents can open a bank account for their business in Estonia. Please visit the [services and benefits](#) page for more information.


What is e-Residency?

"e-Residency offers to every world citizen a government-issued digital identity and the opportunity to run a trusted company online, unleashing the world's entrepreneurial potential."

The Republic of Estonia is the first country to offer e-Residency — a transnational digital identity available to anyone in the world interested in administering a location-independent business online. e-Residency additionally enables secure and convenient digital services that facilitate credibility and trust online.

e-Residents can:

- ◆ Digitally sign documents and contracts
- ◆ Verify the authenticity of signed documents
- ◆ Encrypt and transmit documents securely
- ◆ Establish an Estonian company online. A physical address in Estonia is required to establish an Estonian company. An Estonian address may be obtained via an external



?

Support

Who are the early adopters?

(and why?)

STARTUP

DEEPAK SOLANKI from India

#Access to cross-border capital

PROBLEM

- Find investment in India
- Fast company creation in EU
- Difficult to collaborate with investors internationally
- Access to EU market and clients

VALUE

- Access to EU capital
- Easy to collaborate with investors using digital signature
- Easy to collaborate with other company members around the world
- While traveling between continents you can run company remotely
- Access to European market and clients
- Open bank account to make transactions, receive funds and payments from clients, manage company online.



Deepak has been interested in science for long time which led him to come up with new Li-Fi Technology.

The company needed investment for research and Deepak was offered seed fund from BuildIt in Estonia (and later from Airbus in Berlin). This is how Deepak became e-resident. Today the company operates in Delhi, Berlin and in Estonia.



DIGITAL NOMAD

SEBASTIAN KUEHN from Germany

#Peace of mind while travelling

PROBLEM

- Every time need to adjust to local environment
- Business administration is still at origin country – requires travelling to sign documents
- High cost and not efficient company administration
- Status for tax residency is not clear

VALUE

- No need to extra travel to manage a company
- Non bureaucratic, fast and online way to open and run a company
- Reasonable cost for establishing a company
- Less time spent on learning local regulations
- Modern online banking with various currencies and investment opportunities

Since May 2015 Sebastian became one of the first e-Residents, simply out of curiosity. At the beginning of 2016 he founded an Estonian company together with a partner.

Now Sebastian can offer consultancy services while travelling around the world without worrying about local regulations.

BUSINESSMAN OUTSIDE EU

ARVIND KUMAR from India

#Export to the EU market

PROBLEM

- Difficult to open a company in origin country
- Hassle and expensive to do International transfers
- EU customers don't trust easily outside EU companies
- More difficult to Access financial service providers

VALUE

- Export access to European market
- Cost efficient and hassle free company administration
- Location independent business
- SEPA payments in the EU



Arvind left his 30 year career in the steel industry to start his own business. This was enhanced and made possible by the e-residency program.

Today Arvind runs a company from near Mumbai that creates software models to improve manufacturing quality and efficiency for companies in the EU.



Damiano registered a company in Estonia because it's easier to operate when you have multiple team members around the world.

SpinUnit projects takes Damiano around the Europe. Thanks to e-residency SpinUnit can operate as Virtual Office company, try out different business models and operate cross borders.

BUSINESSMAN IN THE EU

DAMIANO CERRONE from Italy

#Low admin with multiple EU members

PROBLEM

- Challenge to run a office virtually (signing documents, hiring staff)
- Expensive to open a company in origin country (ownership initial capital payment for example)
- Operating in different countries is hassle and time consuming

VALUE

- Digital signature enables easy management with multiple members
- I can always take my company with me after moving to another EU country
- Reasonable cost to establish and manage an company
- Competitive tax environment

STARTUP ENTREPRENEUR



#Access to
cross-border
capital

DIGITAL NOMAD



#Peace of
mind while
travelling

BUSINESSMAN OUTSIDE THE EU



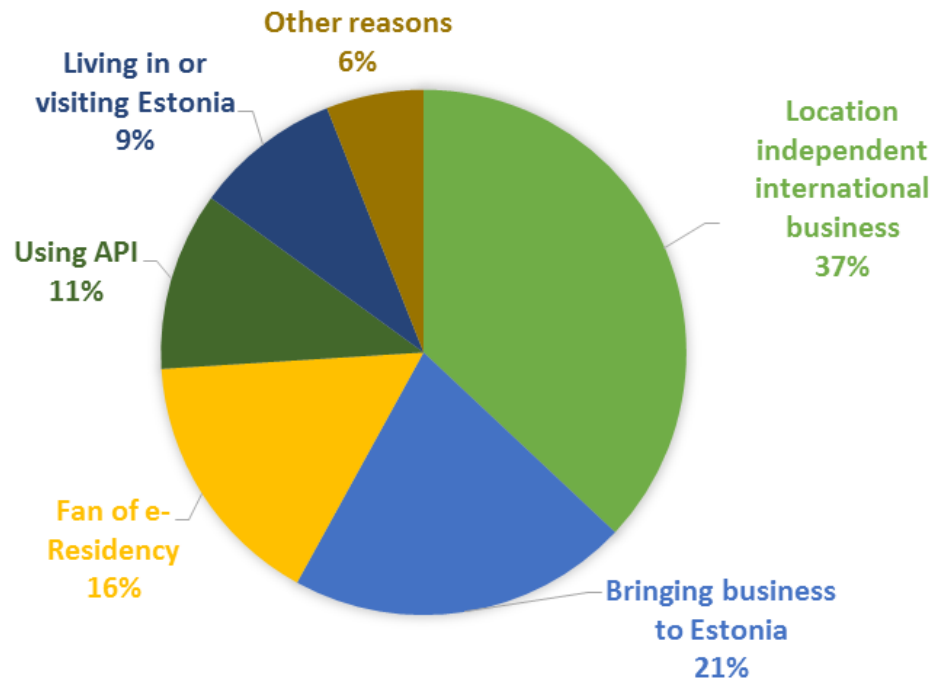
#Export to the
EU market

BUSINESSMAN IN THE EU

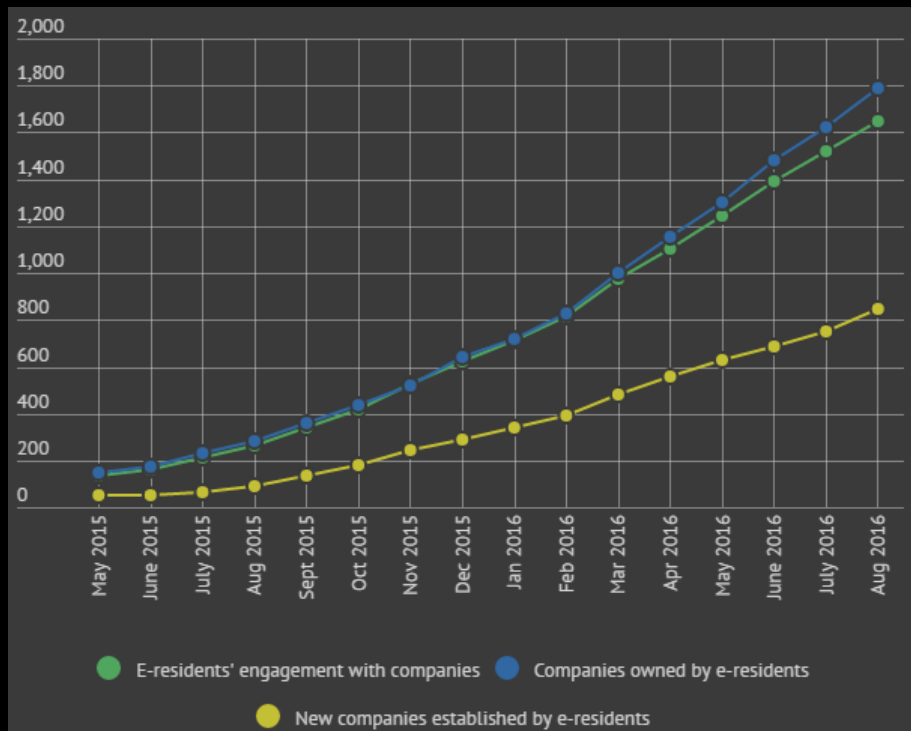


#Low admin
with multiple
EU members

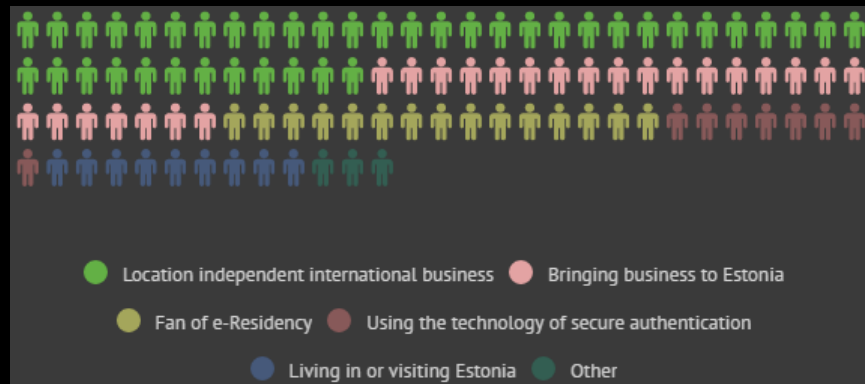
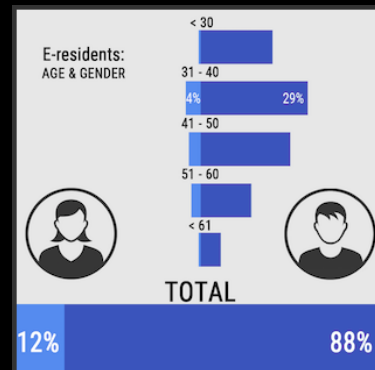
MOTIVATION BEHIND E-RESIDENCY



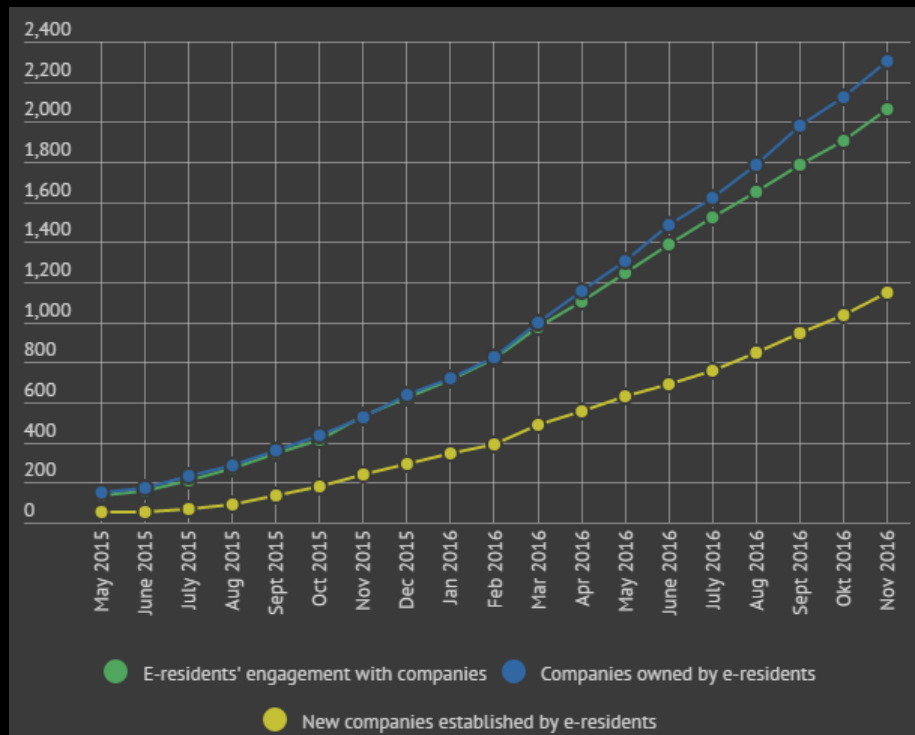
15,000+ eResidents



131 countries



1,147 new companies



15,000 e-residents from 135 countries

APPLICANTS BY COUNTRY

	COUNTRY	APPLICANTS	%
1	Finland	2,535	16.50%
2	Russia	1,216	7.92%
3	United States of America	946	6.16%
4	Ukraine	811	5.28%
5	United Kingdom	807	5.25%
6	Italy	708	4.61%
7	Germany	707	4.60%
8	Latvia	503	3.27%
9	India	471	3.07%
10	France	460	2.99%

Becoming an e-Resident

https://apply.gov.ee

Contact information

Country *

Street address *

City *

County

Postal code *

E-mail *

Confirm e-mail *

Telephone *

Pick-up location * ?

Japan, Tokyo
Kazakhstan, Astana
Latvia, Riga
Lithuania, Vilnius
Netherlands, The Hague
Norway, Oslo
Poland, Warsaw
Portugal, Lisbon
Russian Federation, Moscow
Russian Federation, Pskov
Russian Federation, St Petersburg
Singapore, Singapore
Spain, Madrid
Sweden, Stockholm
Turkey, Ankara
UK, London
Ukraine, Kiev
USA, New York City
USA, San Francisco
USA, Washington DC
Choose location...

Identification details

Please note that you will be required to present the same document when collecting the e-Residency smart ID-card at one of the 38 Estonian foreign representations or the Estonian Police and Border Guard Board service points. Diplomatic passport holders abroad need to apply via the nearest embassy. Local diplomatic corps needs to apply through the Estonian Ministry of Foreign Affairs.

Fees

- 100 € - State fee for eRes application & card
- ~ 190 € - State fee for company registration
- ~ 80 € - Company incorporation w/ vendor
- + bank account setup & transaction fees



History of E-Residency

“Governmental start-up”

- Live fast
- Fail fast, correct fast
- Agile and iterative development, based on user input/feedback
- Dedicated team and resourcing



Phase I: Validation

Sept 2014 – March 2015

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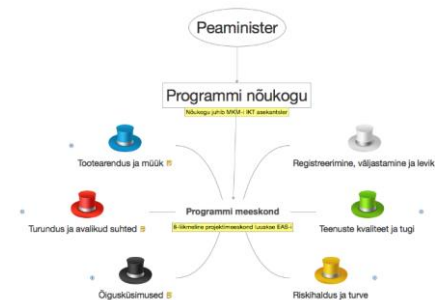
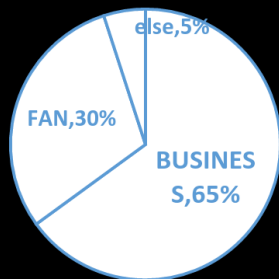
First Name *

Last Name *

Your country *

Email *

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Phase II: Building Minimum Viable Product

April 2015 – Aug 2016

Processes

online application

embassies

automated due diligence

...

Legal

losing „link to Estonia“

online bank account

visa centres

...

Services

in English

bank transfers

APIs to incorporate, auth, sign

...

Partners

business support

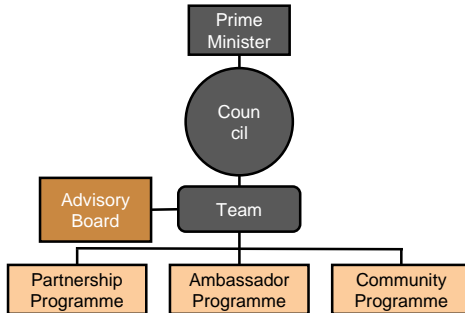
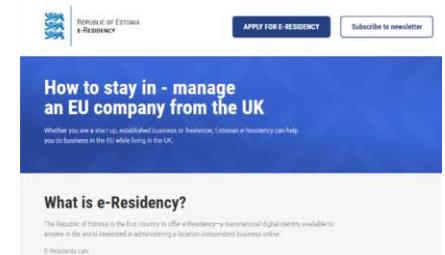
fintech services

IT & customer support

...

Phase III: Go-to-Market

Sept 2016 – ...



Partnerships with:

UN eTrade for All



ID2020 SDG16.9



LHV



eResNetwork
alpha



Swedbank



fundwise

1office
Teeme äri lihtsaks

funderbeam

First Conference on Identity Hosted by Estonian Govt




Surveillance & Privacy

Patrick Curry (Moderator)	Secure collaboration, cyber, IDm
Christian Haeckel	Lawyer - privacy, surveillance
Rob Liddle	200+ organizational ID
Garrett Hobbitt	CISO, data retention, intercept, cyber
Frank Place	Law enforcement, cyber forensics
Mark King	Cyber, ID, crypto, policy

ID Hackathon at Conference Hosted by BigchainDB & IPFS



E-Res Advisors



The visionary behind it: Kaspar Korjus



The visionary
behind it:
Kaspar Korjus
(+Alec + beer:)



The Future

Why Estonia Is Letting Entrepreneurs Become “E-Residents”

by Juan Pablo Vazquez Sampere

MARCH 09, 2016

Harvard
Business
Review

FOREIGN
AFFAIRS

E-STONIA AND THE FUTURE OF THE CYBERSTATE
Eric B. Schnurer

SNAPSHOT January 28, 2015

Eastern Europe & Caucasus Economics

E-Stonia and the Future of the Cyberstate

Virtual Governments Come Online

By Eric B. Schnurer

≡ WIRED.CO.UK

Why you should be an e-resident of Estonia

MAGAZINE / 04 FEBRUARY 15 / by BEN HAMMERSLEY

Why you should be an e-resident of Esto

CNN

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Last Look: E-residency in Estonia

Fareed takes a look at e-residency, a new mode of online verification, and hears from the world's first e-resident. Source: CNN

</>

theguardian

Estonia offers e-residency to foreigners

By the end of the year, people living anywhere in the world will be able to become 'digital citizens' without entering the physical country. But what does this mean? Nabeelah Shabbir reports



Endless opportunities

- Fintech companies: can go global faster
- Blockchain services: more legitimate
- International companies and organisations: optimized costs + new or more convenient services for existing users
- Healthcare providers: teleservices with better privacy
-

There is no single best place for everything -> COUNTRIES WITHOUT BORDERS



Uber

The world's largest
taxi company, owns
no vehicles.

The world's most
popular media owner,
creates no content.

Facebook

Alibaba

The most valuable
retailer, has no inventory.

The world's largest
accommodation provider,
owns no real estate.

Airbnb

Something interesting is happening.

TOM GOODWIN

Uber

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Airbnb

Estonia

The world's largest
country, has 1,3 million
physical residents

Something interesting is happening.

New models for state / public services?

- Country-as-a-platform?
- Country-as-a-service?
- White-label government services?
- Virtual citizenship?



Guy Kawasaki @GuyKawasaki · Oct 2

Just in case a Republican wins the presidency, I applied for e-residency in Estonia.



90



114





Earth is the country of everybody

@trentmc0

apply.gov.ee