

“Erply is a model example that to be successful one needs a good idea, an effective team and courage to take an idea to a large market such as the United States of America,” said the President, Toomas Hendrik Ilves, yesterday in New York, when visiting the office of Erply, a business software company that was established in Estonia.

Back in 2009, Erply took part in a business idea competition, organised by Seedcamp, to test the value of their economic software model with the assistance of top international specialists, and they won. IT specialists are now describing Erply as the “Skype of economic software”.

Kristjan Hiiemaa, founder and CEO of Erply, who introduced his office to the Estonian Head of State, described entering the US market as the best possible step they could have taken, as it has turned out to be a business success.

According to President Ilves, young and also more experienced entrepreneurs who want to test the competitiveness their business ideas should attempt to implement their ideas in places other than Estonia. “Tough competition in the markets of the United States will quickly determine whether the efforts made are worth the trouble – in other words, whether you’ll sink or swim.”

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