

BeRepublic prepares to make the leap

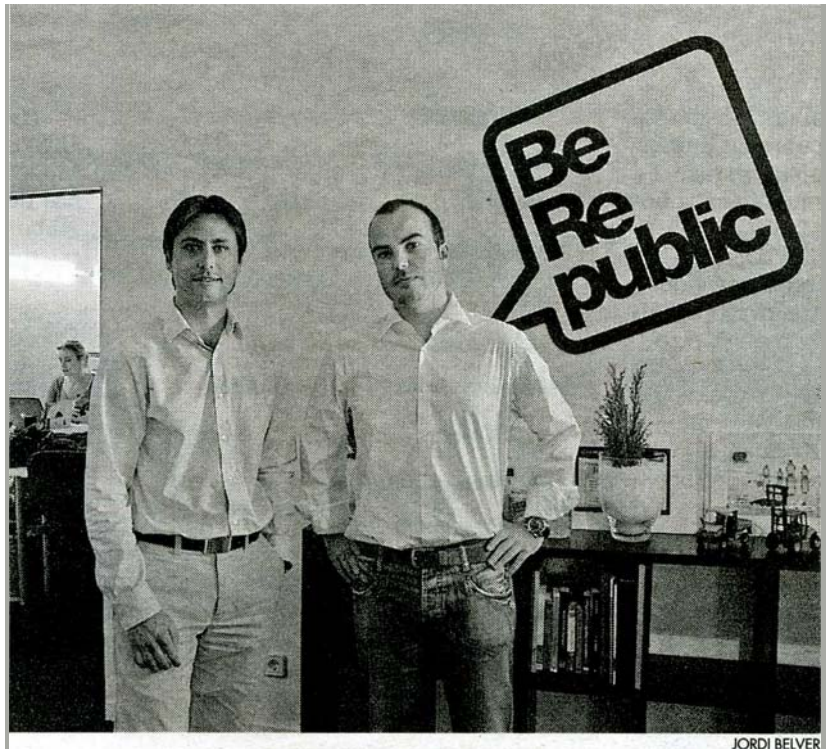
ARIADNA BOADA

Barcelona

Although Gerard Olivé's business project has been operating for years in parallel with work in other companies, it has only been just over a year that this young man decided to form an association and follow a path of his own, together with Jordi Sanllehí. The new project is BeRepublic, an advertising agency specialising in new media, such as mobile phones, online communication or the creation of corporate television channels.

In its second year of operations, BeRepublic is already preparing its international growth, which will involve, according to Olivé "collaborating with multinational clients or associating with other companies". The first step that BeRepublic has taken to turn this goal into reality was to sign an agreement with a content company to enable them to enter the Asian and African markets. "On these two continents, the growth of mobile telephony will be huge, and in the field of marketing, everything is still to be done," says Gerard Olivé. In 2006, the firm, which is headquartered in Barcelona's Eixample district, has already invoiced one million euros, and for 2008" they expect to reach €2.5 million.

But in addition to the creative area, this company, with a staff of 15 employees, also develops the technological side. Since the beginning of this year, BeRepublic has a development centre in the Philippines. Jordi Sanllehí, technical director of the firm, explains that shortly after starting they realised they lacked technology and chose to recruit their own team. "In



JORDI BELVER

Jordi Sanllehí and Gerard Olivé, BeRepublic managers

The company, with head offices in Barcelona's Eixample district, expects €2.5 million in revenue in 2008.

Barcelona, we design; in the Philippines, we develop," he added.

One of the company's latest operations, which is not directly related to its core business, is capital and knowledge injection, "as if we were *business angels*," Olivé stated. Both BeRepublic partners have invested in a new VoIP mobile telephony-related project.

"Sometimes, in addition to capital, it is possible to invest in how to help companies," explains Olivé. "When a company starts up, the most important thing is not the marketing, rather the knowledge and the ability to attract clients," he adds.

With over 30 active clients, its portfolio includes multinationals, innovative SMEs or advertising agencies. "Our gift is to carry out campaigns which integrate several media. We believe in a world connected wirelessly. We want to take mobility to the limit," states Olivé.*