

ABOUT STARTUP:

Hipstersaurus Rex Apps (HRAI) is a Slovak startup focused on development of mobile apps, specifically games available on Android and iOS platforms. The games are designed for different types of players, from regular/casual to experienced ones. So far, the startup has released three games: Shape Hunt, L€arn and their latest project VIP Trip Trivia. The startup is based in eastern Slovakia and its team consists of in-house developers and game designers. It outsources the graphics design and audio production to various experienced Slovak companies, thus trying to support the development of the Slovak gaming community and culture.

DESCRIPTION:

Hipstersaurus Rex Apps is a Slovak startup founded on September 6, 2015. It focuses on the development of games primarily for mobile devices, but the future does not rule out extending the scope to other platforms.

MISSION:

Hipstersaurus Rex Apps is aware that there are many indie game startups on the market, but the passion and enthusiasm for games and gaming business were motivating enough to try and establish itself in this competitive environment. The strategy of the startup is to gradually differentiate itself with an innovative approach to games. In their games, in addition to the classic game elements, they also try to incorporate deeper ideas and use a concept of gamification. The game design effort is also focused on covering essential topics of general education, which should provide added value for the final product. Games are a great medium to shine new light on different topics, people are more open to this approach and HRAI is aware of this and wants to take advantage of this virtue.

The mission of the startup is: "To provide the best way to not waste time while playing a game."

The motto of the startup is: "Just the way you have fun."

STARTUP HISTORY:

HRAI went through various historical stages, from a quick start and releasing the first game Shape Hunt, through designing the VIP Trip Trivia project, thanks to which it has won several awards, to the stage when the founders had to postpone company matters for a while due to finishing their university studies.

Despite all of this, they managed to establish a working cooperation with the Agency for the Support of Regional Development in Košice, which approached them with an offer to develop an educational game focused on social entrepreneurship. The year of work resulted in a product available on iOS and Android in five languages as a form of cooperation not only with the Agency for Regional Development in Košice, but also with 4 other organizations in Poland, Hungary, Italy and Slovakia.

The completion of L€arn rekindled the motivation of the startup for other projects and especially for the finalization of VIP Trip Trivia. The year 2021 is a new beginning after a difficult period, which also affected HRAI. The startup believes that this year their efforts will result into establishing a private legal business entity.

FUTURE:

The future belongs to the brave and this holds true for this startup as well. The ultimate goal is not only to become a local leader, but also to establish itself on the market abroad, to launch several new projects and to build a company whose driving force will be innovation and creative thinking.

The plans also aim at expanding already-developed relations with other companies in the field as well as reaching new potential partners. Startup also sees a great opportunity in using the possibilities of the Arts Support Fund and certainly does not exclude participation in various startup competitions.

One of the main goals for the future is to get a nomination Game of the Year in Slovakia and also Google Game of the Year.