

This Graduation Thesis is about a software company start-up from a software development team created during a Project at the Faculty of Mathematics and Physics of the Charles University (MFF UK), to an operating software company which introduces its own products to the European mass market. The author then takes a think about the future of this company. The Thesis describes this process from the side of finances, negotiations with potential investors, company management, project management, software developers' team, human resources, and behavior towards clients, marketing, and other necessary activities which had to be managed during the process. Each chapter corresponds to one phase of the company startup process and consists from a solved project description, history of that project, management, financing and human resources issues during that phase. Each chapter ends with the evaluation of the phase and shows the possibilities for a follow-up. The Thesis attempts to evaluate the knowledge learned during the study at MFF UK and confronts it with the practical experiences from the view of a company manager. The Thesis tries to indicate possible shortcomings in education of managing officers and to find ways how these shortcomings could be eliminated. The author pretends to make this confrontation with five years' distance between his studies and writing down this Thesis.