

Abstract

The Bachelor thesis is dealing with description of online business, concretely of the Content creators business model. The description is based on a community of online businessmen. The crucial part of the thesis is dedicated to an analysis of observations and interviews with members of the community. The goal of the paper is to reveal the functioning of the community of online businessmen within The Content creators business model in a constantly growing online world about which there is still not enough comprehensive information. The paper provides an analysis of relations in community, accepting of new members, interactions, competition and women position in the online business world etc. The goal is to find out about the success influencing factors. In addition, the paper is trying to define patterns in behavior which may lead to earlier success. The analysis showed that in the community may exist an artificial identity based on requirements for a so called good businessman which majority of the community is trying to embody. Furthermore, it came out that certain external factors which influence success rate may exist including e. g. financial crisis, family support, help of a mentor etc. The community itself is a very important factor which probably substitutes intimate relations to the businessmen. A big plus of the Content creators business model is a possibility of a zero start up investment. The outcomes can't be generalized to all communities within the online world, sample was not big or representative enough.