

Innovation as Critical Aspect for Success in Global Economy

e-FRACTAL – e-business driven company

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Where we live?

Czech Republic

- ✓ Small country
- ✓ Limited market
- ✓ Limited buying power
- ✓ Limited financial resources

Succeed means to be global !!



Our advantages?

- ✓ Great technical background
- ✓ Skilled and well educated staff
- ✓ Creativity
- ✓ Innovativeness
- ✓ Flexibility
- ✓ ICT infrastructure

Just to use it !

How to succeed?

- ✓ Creativity, creativity, creativity ☺
- ✓ Faster innovation than Big players!
- ✓ Local team, global touch
- ✓ Alternative plan has to be ready!
- ✓ Competition never sleeps!
- ✓ More money doesn't equal bigger success – costs are crucial!

Our way to success

- ✓ Private investment
- ✓ Research and Development Center in Prague
- ✓ Reinvesting profits from successful projects
- ✓ Building global presence (UK, US, planing Asia)
- ✓ Strong relation with academic
- ✓ Focus to high added value projects
- ✓ Smart costs approach



Who is e-FRACTAL

Place where projects grow

- ✓ Prague based innovative software house since 1995
- ✓ Several times ranked in Fast50 CEE
- ✓ Several times ranked in Fast500 Europe
- ✓ Twice received Creative Mobile Award
- ✓ 2005 – Nomination to European IST-Prize
- ✓ 2002 – project LOMA sold to Microsoft International
- ✓ Presence in Prague, London and California
- ✓ One project running in Silicon Valley, US

