

Abstract

This bachelor thesis deals with the issue of public relations in startups. The aim of the thesis is to identify the specifics of public relations for startups, especially in comparison with public relations for traditional corporations. This thesis begins to fill a gap in this topic, which has not yet been dealt with by almost anyone, not only in the Czech Republic.

The thesis can be divided into two parts. In the first, theoretical one, the author searches for the basic defining features of startups, describes their functioning and briefly presents the historical development of this business segment in the Czech Republic. At the same time, he briefly introduces the field of public relations, especially their definition and possible divisions. At the end of the theoretical part, the author presents foreign literature on the topic of public relations in startups. While in the Czech Republic there is no literature on this topic at all, there is not much of it abroad either.

The second part of the thesis, the practical part, focuses on a case study of Twisto, one of the first successful Czech startups. The case study first presents background information about the company, followed by a quantitative analysis of its media mentions, and most space is devoted to an in-depth interview with Jan Husták, PR manager of Twisto and owner of a PR agency focusing on startups, whose subject is the public relations activities of Twisto and startups in general.

The thesis concludes with a discussion of the findings from the theoretical and practical part, identifying the key specifics of public relations for startups and drawing up basic recommendations.

Keywords

public relations, marketing, communication, media relations, venture capital, startup

Title

Public Relations in Czech Startup Environment: Case Study of the Company Twisto