

The aim of this thesis was to design and implement a web system for organization of crowdfunding campaigns that are based on the sale of items with custom imprint. The implemented system automates and facilitates the whole campaign lifecycle from the design of the imprint in an integrated editor through campaign evaluation up to the distribution of final products to customers. Therefore, there is a minimum number of points where the administrator's action is required. Part of the implementation was also seamless integration with external services like on-line payments, printing house, and social networks.