

Iniciativa na podporu rozvoje činnosti mladých inovátorů a startup firem a komercializace výzkumu a vývoje.  
Initiative aimed at support for innovative entrepreneurs, start-up companies and commercialization of research and development.

# Generify



# adVENTURE



**AmCham**   
American Chamber of Commerce  
in the Czech Republic



## Generify

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**Generify is a project providing a solution for easy creation of mobile applications via a web interface. Smaller players on the market – i.e. those that do not have sufficient finances to have applications made to order – will be able to purchase mobile applications.**

The initial target group comprises organisers of music festivals and their marketers as well as providers of software solutions. We are further focusing on applications for conferences and trade fairs. For the future we are planning to offer the possibility of creating applications to everyone who wants to present themselves on mobile platforms and markets but does not have sufficient finances and experience for proprietary development, e.g. restaurants, educational institutions, companies and individuals.

The basic difference from ordinary development of mobile applications is the high level of preparedness. The only thing required from the customer is the

data that is to appear in the application. The customer receives a finished application that he or she modifies only to the required visual style, enters data and, in only a few minutes, the application is prepared for deployment on mobile markets.

Thanks to this system, there is a reduction of the high financial burden of the standard solution for creating applications, when it is necessary to undergo a lengthy development phase often involving several months of work in teams comprising several people.

Our team is composed of people with the enthusiasm to push things forward and to find new technological solutions.

All team members have extensive experience in the development of mobile and web applications and are devoted to the issue of modern technologies.

For more detailed information about our solution, it is possible to visit our website: [www.generify.io](http://www.generify.io)

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