

Digital Single Market

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The success story of the Slovakian startup Martinus



A book on computer programming changed Michal Meško's life. It turned him into a computer fanatic and into the co-founder of what is today Slovakia's best online bookshop, www.martinus.sk [1]. Not necessarily the biggest but the best, focused on quality of service and providing a user-friendly experience.

Achieving this goal took patience and endurance but the team's belief in their venture won through. *"Doing business should not just be about the money" says Michal. "We want to sell stories. Any book that sells online can have the same positive impact on someone as that programming book had on me."*

The excellent reputation of the website has helped ensure immediate success for Martinus's next project: a series of modern, welcoming cafés where everyone can expect the same quality of service.

The virtual and real worlds co-existing in perfect harmony.

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