

From:

ma.rs – Innovative Solutions

PSTech (for ma.rs)
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For immediate release

ma.rs, an IT startup, enters first private incubator in Serbia.

ma.rs startup, headed by young entrepreneurs working on a marketing solutions enter incubator programme organized by a local IT company PSTech, EBRD, Docklands innovation park and Bolton Trust.

ma.rs specializes in marketing solutions in the realm of mobile communications and is currently building a service that allows quick and easy transitioning from traditional offline marketing into mobile web based marketing. Additional benefit is the feedback on return of investment through detailed statistics.

In total, three startups are participating in the first private incubator programme in Serbia. The program is headed by a local IT company PSTech aided by European Bank for Reconstruction and Development through TAM-BAS programme and by Irish based Bolton Trust and Docklands Innovation Park.

Dragan Stefanov, founder and product manager at ma.rs, has extensive experience in developing and managing innovative web services. Starting from 2005 Dragan have been involved in dozen of successful web projects such as ukusno.com in Serbia and mygiftguide.co.uk in UK. Also Dragan created and ran Brziposlovi.com, Osvojinagrade.com, TwitButtons.com services that were subsequently sold. In 2009 Dragan, with his university colleague Vladimir Živadinović started itFabrika.com, blog whose propose was to reanimate regional web and IT scene.

PSTech has been judged the "Exporter of the Year 2009" by SIEPA (Serbian Investment and Export Promotion Agency) for overall annual achievements in segment of small and medium business.

Visit <http://ma.rs> to get more information.