

Mašta

MAŠTA

Imagination Can Do Anything

Sailing through the new reality, with the restrictions of movement that are very difficult for us, we nostalgically remember the time when it was safe to organize family gatherings, various fairs, concerts, ceremonies and other smaller and larger scale events. We would now so appreciate the view of the crowd in front of a venue as we scan it for familiar faces. The cold interface of online meetings, no matter how practical, can never replace the joy of looking around the building we are in, casual conversations with acquaintances or strangers in the hallways and seeking a free seat in the conference room.

Social Business Mašta (Imagination) is a marketing agency from Sarajevo which, together with the startup Beyond42 from Belgrade, managed to take a step forward and design a platform for virtual events in which all those little pleasures we miss can be felt in virtual reality.



Switching priorities

They tell us this step was inevitable, because all their plans for marketing activities came to a halt when our whole planet did, back in March 2020. Everything that was planned through the end of the year was canceled. Plans for events and conferences were suspended. They could choose: either stop all activities, or think of a way to help themselves and others in doing business in times of pandemic, with everything shut down. Although for many years, even before any signs of this plague, they worked on developing an idea of a virtual parallel for business processes, the dynamics of the work of the agency, the tasks and the ever pending deadlines never allowed them to tackle it more seriously.

“Surely that would have come up for realization in three to four years,” says Irma Bečar, director of Mašta, with a smile, “however, once we were suddenly left with nothing, the only options were to either hang up the cleats or come up with a solution. Fortunately, our great partner, Beyond, shared the same beliefs.”

At the beginning of May, their first fair was already behind them. The response time and their reaction to unforeseen circumstances was swift. The platform established was named CollectiVibe Virtual Fair and has so far been used by companies and organizations spread around five continents.



Fields of work

The first area this agency is actively working on is the said implementation of online events and business fairs, which enables them to reorganize the complete business concept. However, this is only one segment within the wide range of its activities.

Techsoup Balkans, part of the Techsoup Global initiative, sells and donates licensed software and used hardware to nonprofits, public libraries and museums. It is also possible to arrange for staff education on the use of downloaded software.

The third important field of work is the provision of financial and accounting services to small, medium and micro enterprises. Mašta FIN provides flexible service packages at the lowest prices on the market, tailor-made to match the business operations of each company. This proved to be a lifeline for numerous businesses in the year of the pandemic, as they all lost clients and were forced to cut costs. The premium aspect of the service is reflected in the cloud-based architecture, available anytime and anywhere, so users can always access information related to their accounting.

Unique in every sense

Mašta is the first and only marketing agency that deals with event organization, visual communications, PR activities and other promotional engagements, as well as being a social enterprise. What distinguishes it from all other agencies in the domestic and even regional market is that Mašta's profit does not go into the hands of an individual, but flows into the Mozaik Foundation, which is the 100% owner of the agency. This means that the agency, through its profit and work, provides other social projects or enterprises with opportunities to get on their feet and start their own entrepreneurial stories.

"What gives us satisfaction in everything we do is the fact that, if we make a profit, someone else will benefit greatly from it. I think the very important link is the fact that we are owned by the Mozaik Foundation. Mozaik creates an ecosystem of support for entrepreneurship and activism, and thus creates for us a base of businesses, companies and non-governmental organizations to do business with" - explains Irma.

There are no boundaries

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Following everything that happened to them, which they overcame, they realized that the future of the business will, in part, forever remain virtual. Regardless of what happens with the pandemic and its aftermath, clients wish for their events to take place online, for all those unable to attend live.

Why Mašta?

„Mašta is an inexhaustible source of creative ideas to improve the business models of our clients. It has no boundaries and anything a client

imagines can be implemented. It is a guide for creating a better and healthier environment. Mašta thinks differently! Mašta thinks of future generations. We aim to show that beautiful things and amazing stories can be found in Bosnia and Herzegovina, that we are not a third-world society, and we have many smart and capable people who know what they are doing. Profit runs deep by encouraging others to engage and that creates the exceptional social responsibility that we are so proud of" - Irma concludes enthusiastically.

How do they succeed? By possessing a driving force that pushes beyond the boundaries of the known, forcing them to be open-minded and always optimistic. After all, anything is possible if you believe long enough and your belief is strong enough.

For more information on "Mašta" d.o.o see: masta.ba.

Sara Kljajić