FameLab competition was developed in 2004 by Cheltenham Festivals in an effort to find new science communicators with participating countries ranging from Hong Kong to South Africa and the Czech Republic.

FameLab was brought to the Czech Republic in 2011 by the British Council and it was an instant success. The 2011 national winner Michal Babič went on to win the Audience Prize at the International Final in Cheltenham, England. Since 2022 Fame Lab is realized by Charles University.