

# PAVLINA DESHEVA

Co-Founder & CEO at Doglar

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## EXPERIENCE

### Co-Founder & CEO

#### Doglar

May 2015 - ongoing Location

DOGLAR is a mobile application, which connects dog owners. Its main purpose is to help you discover buddies for your walks, playmate for your dog, and other people sharing the same passion. With an easy to use interface, you can swipe all dog breeds, dogs, and dog owners around you.

- Established a team of 3 people covering every key role in an early-stage startup.
- Ready iOS beta and 1200 people requested an early invite and are waiting for the launch
- www.doglar.me

### VP, Start It Smart | Events Leader

#### Start It Smart

Sept 2014 - ongoing Location

Start It Smart is the biggest entrepreneurship organization in Bulgaria, supporting and inspiring young people in starting successful businesses.

One of the four main directions of the organization is Start It Smart | Events. They are startup events organized to inspire young entrepreneurs and provide useful knowledge and Start It Smart organizes around 20 a year in Sofia and around 6 a year in each city: Burgas, Veliko Tarnovo, Plovdiv and more to come soon.

- Coordination, yearly and monthly planning and organization of the events
- Finding new and inspiring lecturers and communicating with them the purpose of these events
- Keep track of metrics and feedback in order to improve the events
- Strategic thinking about new formats, international partnerships and spreading the brand image
- www.startitsmart.com

## ACHIEVEMENTS



#### Doglar

For 6 months we gathered as a team, had clear concept of the product, had 1300 subscribers only from Sofia and launched a public beta with over 1000 users for the first 2 weeks (iOS only)



#### Founding startup organizations

Being responsible for the foundation of 3 startup organizations in Bulgaria



#### Franchise of a NGO

Created the first Social Franchise of an NGO

## LANGUAGES

#### English

Proficient



#### Bulgarian

Native



#### German

Beginner



## CERTIFICATES

#### Mini-MBA from Babson College

Summer Entrepreneurship Program 2014 in Babson College, Boston and San Francisco

## EXPERIENCE

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### Co-founder & Managing Partner

#### Manager in Residence (MIR)

📅 Apr 2015 - ongoing

📍 Location

Manager In Residence is a startup consulting company that creates management tools and workshops. The Founder's Toolkit is a unique set of online tools and on-site workshops that will boost your startup like nothing else. The tools have everything you need to set the infrastructure of your business and at the same time they are simple to let you focus on the most important elements. The Founder's

- <http://www.managerinresidence.com/>
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### Start It Smart | Pre-Accelerator Leader Season 4

#### Start It Smart | Pre-Accelerator

📅 from - to

📍 Location

Start It Smart | Pre-Accelerator is an intensive 10-week training and mentorship program for first-time entrepreneurs. It provides all necessary knowledge and skills to make a startup ready for early product launch, joining an accelerator, or finding initial investment.

- <http://pre.startitSMART.com/>
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### Member

#### Start It Smart | Pre-Accelerator

📅 Feb 2013 - ongoing

📍 Location

Start It Smart | Pre-Accelerator is an intensive 10-week training and mentorship program for first-time entrepreneurs. It provides all necessary knowledge and skills to make a startup ready for early product launch, joining an accelerator, or finding initial investment.

- [pre.startitSMART.com](http://pre.startitSMART.com)
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### Organizer

#### Leancamp

📅 May 2014 - ongoing

📍 Location

Leancamp is an open event which brings together the world's Lean, Agile and design-led business leaders. Leancamp has a multi-disciplinary format which brings together different communities and industries in a learning-focused environment, which sparks new tools and partnerships.

- [www.leancamp.co](http://www.leancamp.co)
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## VOLUNTEER

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### Vice President & Project Manager

#### Start It Smart

📅 Dec 2011 - ongoing

Start It Smart is the biggest entrepreneurship organization in Bulgaria and one of the biggest on the Balkans, organizing the first Pre-Accelerator program in Bulgaria, in partnership with Startup Next powered by Google for Entrepreneurs.

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### Member

#### ABLE - Organization of Bulgarian Young Leaders

📅 Aug 2014 - ongoing

Organization supporting leadership and entrepreneurship.

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## STRENGTHS

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### ★ Management & Organizational Skills

Start It Smart, Manager In Residence

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### ★ Community Building & Building a Team & Talent Management

Start It Smart, ABLE, Doglar, Manager In Residence

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# EXPERIENCE

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## VP, Start It Smart | Social Franchise Leader

### Start It Smart

📅 July 2013 - ongoing

📍 Location

The goal of Start It Smart | Social Franchise is to create local entrepreneurship organizations in different cities, where members of the organization are supporting each other, developing the local entrepreneurship ecosystem and helping other people grow their businesses.

Creation, development and application of Start It Smart franchising model  
Coordinating processes of founding new local Start It Smart organizations  
Supporting and educating founders of new local clubs the fundamentals of the organization  
Help founders build team, apply best practices and the principles of the organization in their new local clubs

- [www.startitsmart.com](http://www.startitsmart.com)
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## Organizations Leader

### Start It Smart

📅 Feb 2012 - Aug 2015

📍 Location

Start It Smart is an entrepreneurship organization created to spread and develop the entrepreneurial way of thinking, while supporting young people to start their own business.

- Organizational structure
  - Management of resources and processes
  - Event organization
  - Updating and supporting documentation
  - Maintenance of the project management software
  - What was an example of a successful outcome of this activity? (e.g. Made 30+ partnerships)
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