

27 inspiring WOMEN ENTREPRENEURS and their stories for BUSINESS SUCCESS



MILENA GEORGEIVA 's story:

Milena (27) has grown into a family of entrepreneurs, and since she has developed a kind of thinking having a strong family role model. The decision to create and develop her own business was born during her Bachelor's degree at the Varna Economic University when she had to make the important decision whether to develop a career or develop her own project to be useful to society and to have the freedom to make own decisions in a way she wants to.

She recommends:

"The digital form of globalization opens doors for small businesses and start-ups. Even the smallest companies can be present on the global market and compete with the largest multinationals."

Challenges:

Her sphere of activity is related to the creation and development of online training platforms – CUBE. In order to achieve success, the first important thing is to be innovative. Milena constantly followed success stories in the same field and aimed for constant improvement.

At the beginning, the difficulties she had encountered were mainly linked to interactions with state institutions. All types of information to solve a problem is available on the Internet, with the exception of clear rules and procedures, deadlines and fees, necessary documents and steps in procedures when interacting with state institutions. There is a lack of information and control in Bulgarian institutions. The procedures of work are obsolete and not working in the realities of the 4th Industrial Revolution.