

BESCO

Bulgarian Startup Association

July 2020
Sofia, Bulgaria

BULGARIA IS AN EUROPEAN STARTUP RISING STAR...

Currently 1500 – 2000 active high-tech startups powered by:

- Plenty of VCs
- Strong IT talent pool
- Some of the best coworking spaces in CEE
- Vibrant and collaborative startup community

...WITH POTENTIAL TO TURN IN THE EU STARTUP INCUBATOR

Potential to become a European leader via:

- Leading industry regulations and trade legislation
- Attracting top entrepreneurial talent globally
- Growing local talent
- Fostering technology transfer
- Increasing further the access to capital
- Nurturing sustainable entrepreneurial culture



Requires an industry-wide collaboration



WHY DO WE EXIST AND WHAT ARE WE TRYING TO ACHIEVE?

BESCO was founded with the aim to help Bulgaria reach it's potential



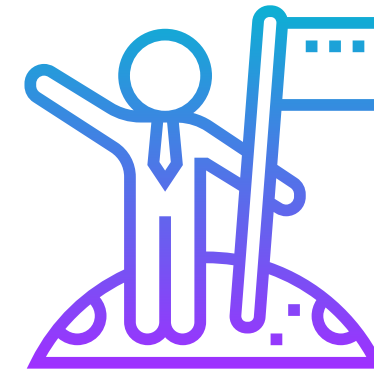
Vision

Make Bulgaria the
European Startup
Incubator



Mission

Transform the
economy of
Bulgaria and the
region through
knowledge-based
and higher value-
added incentives,
while fostering
innovation through
Research and
Development



Goals

Upgrade the
current Bulgarian
legislation and
propose
contemporary
market driven
policies based on
innovation and
progressive
thinking

We aim for concrete and impactful changes in the Bulgarian legislation along 5 major themes...



Financing



- Pension funds invest in VCs
- Attracting angel investors

- Social security incentives, etc.



Technology transfer



- Tech transfer officers
- Legal entity in educ. instit.

- Research database, etc.



People



- Incentive schemes
- Mgmt. skills build-up

- Talent attraction, etc.

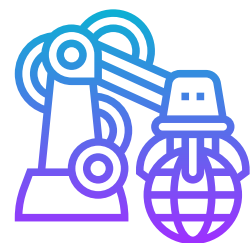


Failure acceptance



- Liquidation process
- Personal bankruptcy

- Soft measures (culture), etc.



Industry-specific



- Drones
- Shared economy

- Biotech etc.

... achieving some important first results:

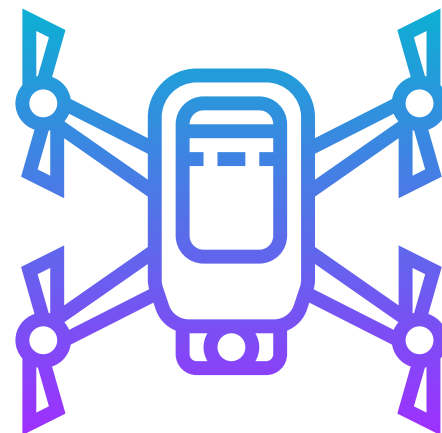
New type of legal entity – in parliament within 6 mo's

- Inspired by French SAS
- Vesting
- Convertible debt
- Option pools
- Tag along, drag along, etc
- No min. capital
- No monetary limitation of shares
- Flexible governance
- Fast & easy trading of shares
- Easier and faster liquidation
- Variable capital
- Protection of investors
- Protection of employees

New startup visa law – in parliament within 6 mo's



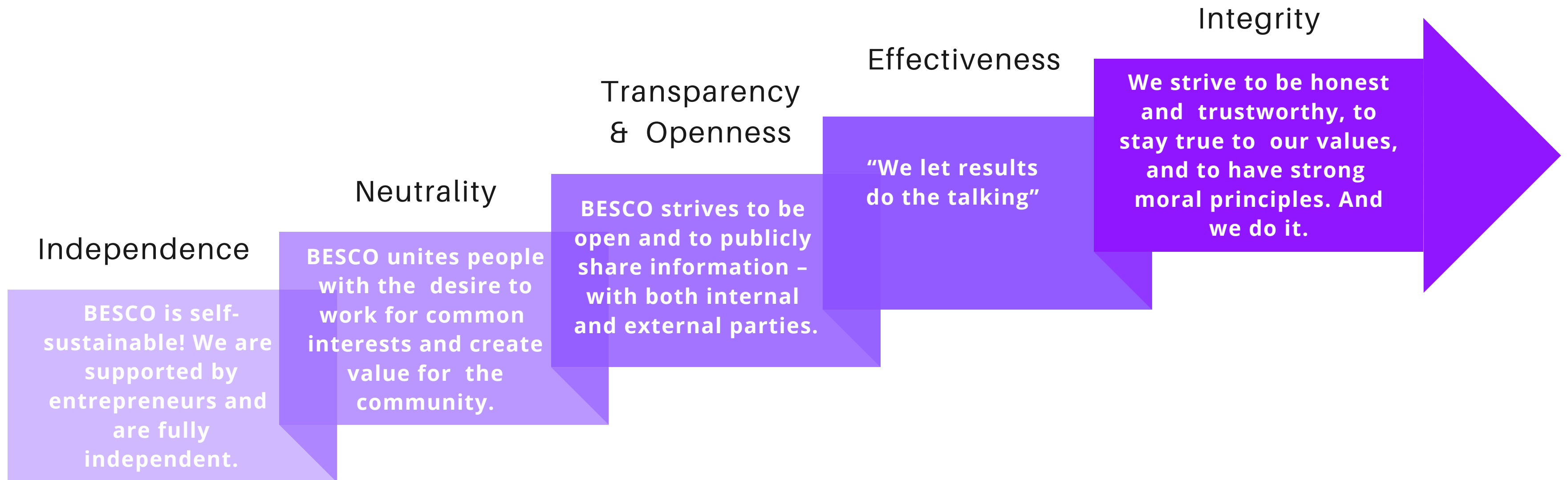
New regulations for food delivery via drones



Bulgarian Honorary Council in the Silicon Valley



5 key values define our entire existence – any adherence to the organisation requires adherence to our Startup Bushido



Who is BESCO?

Founded in 2017, we have grown to 500+ organisations, representing 40+ industries



Check all [here](#)

Coordinated by a team of ex-entrepreneurs with a passion for the community



Dobromir Ivanov
CEO and Board Member



Ned Dervenkov
Vice Chairman



Ivan Vassilev
Board Member



Natanail Stefanov
Chairman



Thibaut Taittinger
Board Member



Maria Dimitrova
COO

Supported by a network of proven entrepreneurs

Advisory Board



Lyubomir Minchev
Telerik



Pressian Karakostov
Titan Gate



Vassil Terziev
Eleven Ventures



Daniel Lorer
Brightcap Ventures



Milen Ivanov
Founder Institute



Emil Shekerdzhiski
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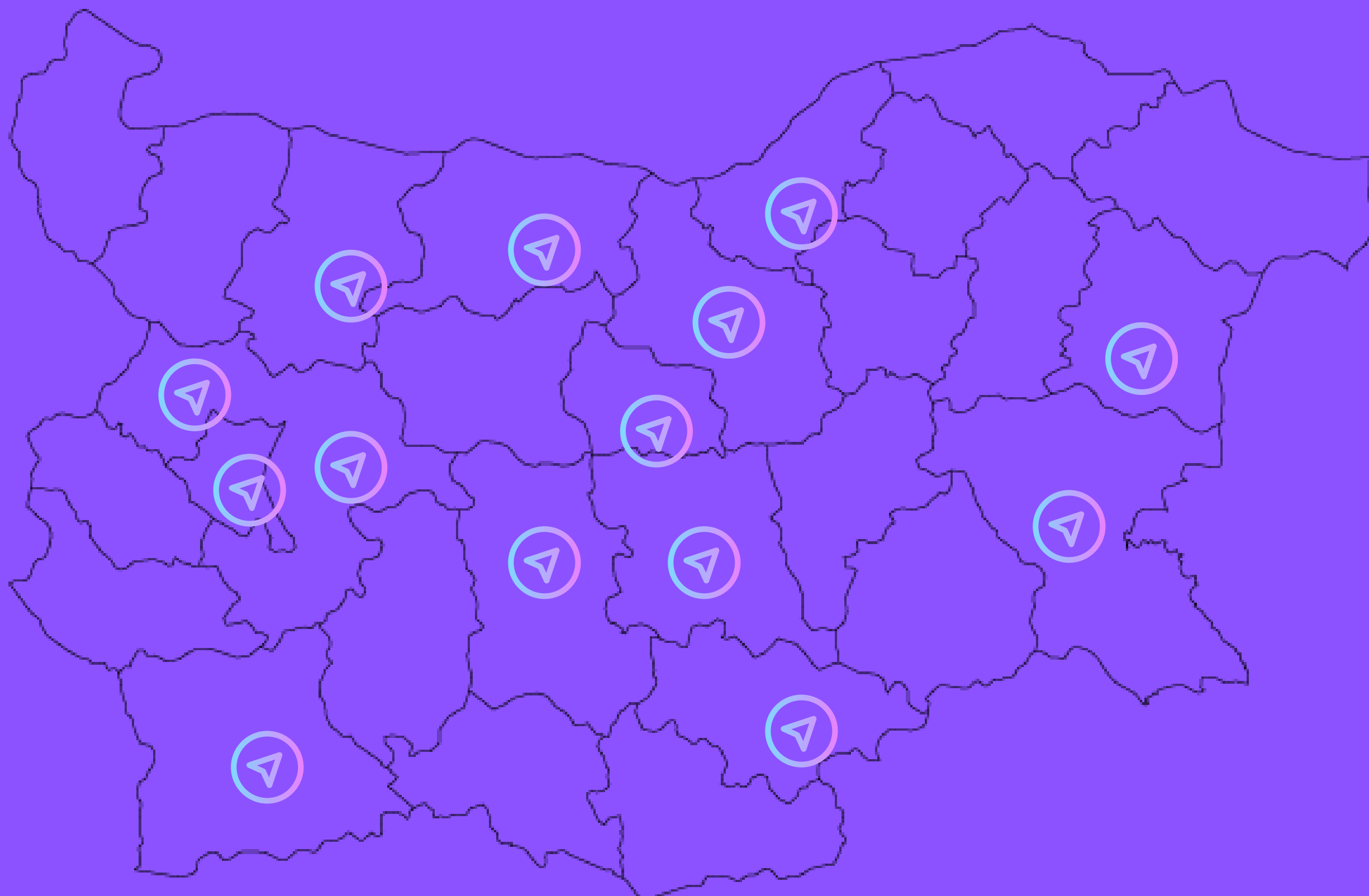


Zoya Todorova
Dimitrov Petrov & Co

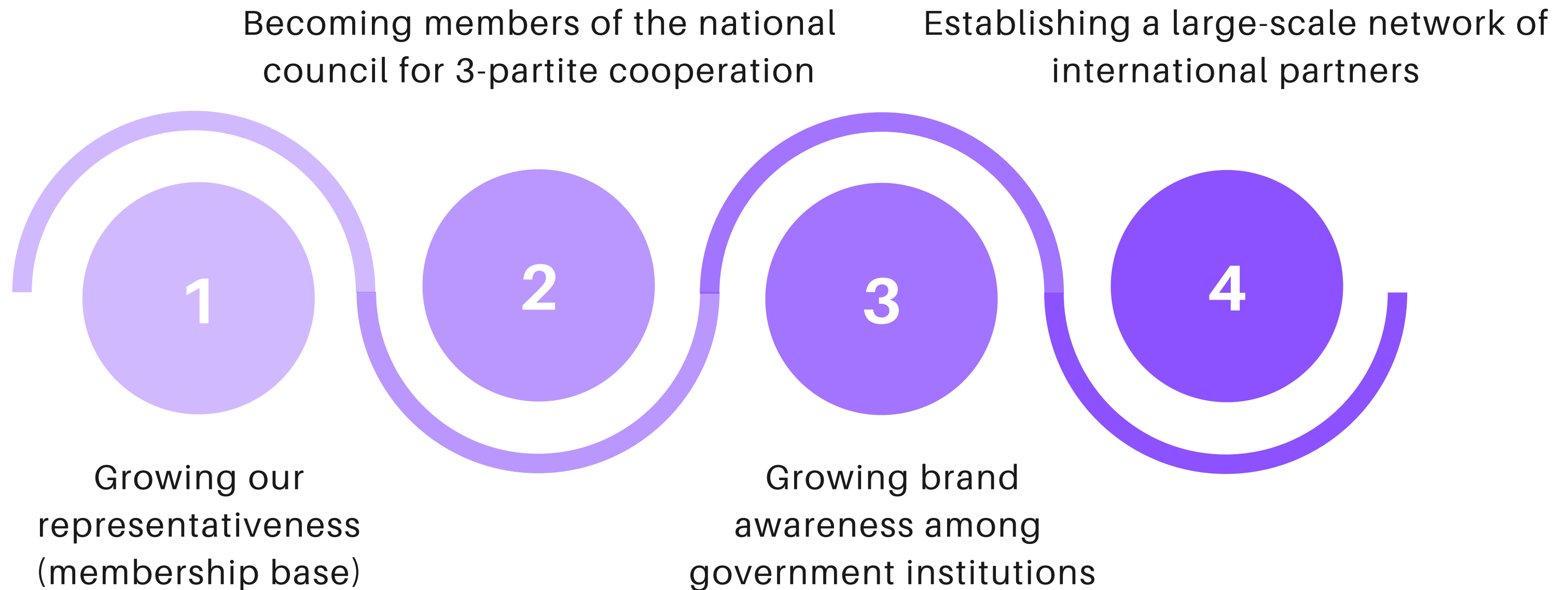


Emiliyan Enev
Re-Check & Startup Factory

**With representatives increasingly covering
the entire country**



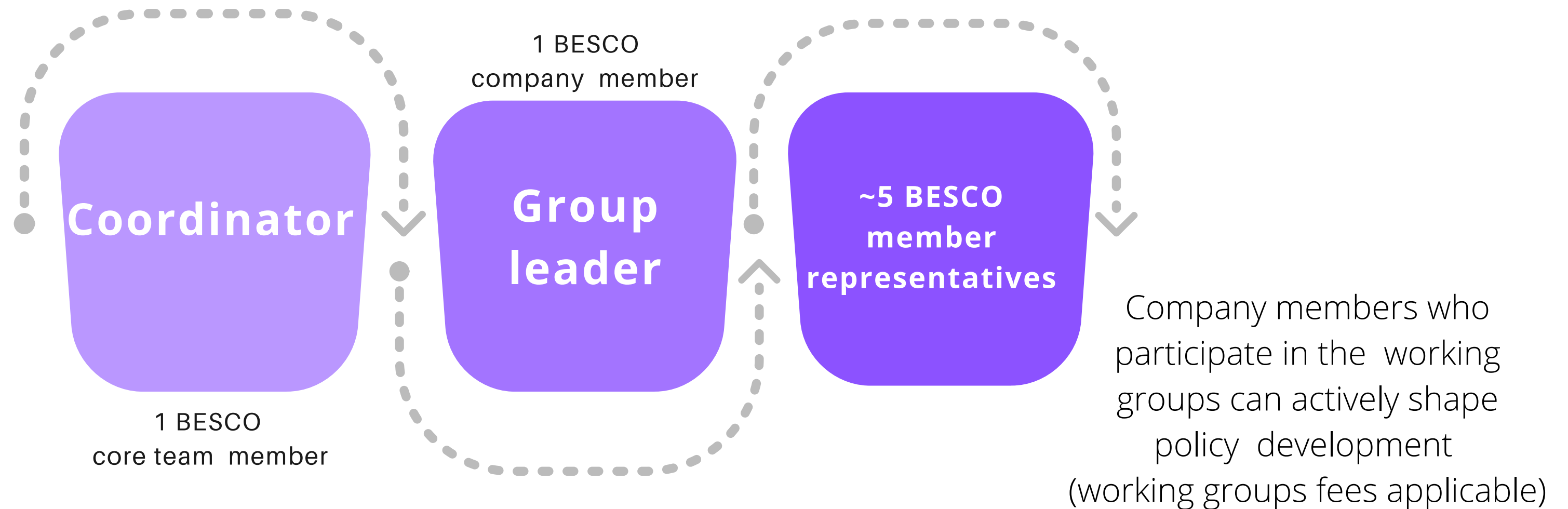
WE RELY ON 4 LEVERS TO ENSURE THAT OUR VOICE GETS HEARD



We empower our own members to shape the content which interests them most

Working groups setup

We develop the content/ formulate policy proposals in working groups consisting of:





**WHY AND HOW CAN YOU JOIN BESCO
AND SUPPORT THE CAUSE?**

BESCO membership provides you access to our resources and empowers you to vote for our annual policy agenda

- Shape the annual agenda of the organisation (vote in annual General Assembly)
- Get backing from the organisation for the policies that affect your business
- Get access to information about legal procedures and policy stakeholder maps
- Establish international and national contacts
- Be part of the BESCO 2.0 marketplace (the only catalogue of all Bulgarian startups)

<u>Startups</u>	<u>Scaleups</u>	<u>Big "A" Players</u>
300 BGN (annual)	600 BGN (annual)	1 500 BGN (annual)
Number of employees: 0-20 Revenue (BGN): 0-500K Raised Investment (up to date in BGN): 0-1M	Number of employees: 20-40 Revenue (BGN): 500K – 3M Raised Investment (up to date in BGN): 1M – 5M	Number of employees: 40+ Revenue (BGN): 3M+ Raised Investment (up to date in BGN): 5M+

HOW CAN YOU JOIN US?



[APPLY HERE](#)



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