



Dear Friends,

What if starting a business wasn't driven solely by profit—but was also about making something better?

In this issue, we highlight people who didn't wait for someone else to come up with a solution. They stepped in. From a grocery delivery company that puts social causes on every shopping list to educators rethinking how we learn through play, these are entrepreneurs who saw a need and moved toward it.

We also meet four graduates of BASE—Business Academy for Starting Entrepreneurs—who turned deeply personal challenges into ventures that help others.

They may not call themselves heroes. But each of them is building something that didn't exist before—and proving that business, at its best, can be part of the solution.

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## Entrepreneurship with purpose



### Ivan Alexandrov: Real Change Is When Doing Good Is the Default

eBag CEO Ivan Alexandrov shares how a weekend frustration led to a business that now supports thousands of households—and dozens of social causes.

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### Alos Is Rethinking Learning Through Play. Here's Why It Matters

Rositsa Marinova and the Alos team are turning ancient games and hands-on art into powerful tools for learning, connection, and imagination across Bulgaria.

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## From the BASE line

Meet four entrepreneurs who turned deeply personal experiences into meaningful ventures—with the support of Business Academy for Starting Entrepreneurs (BASE). Whether it's a woman rewriting the story of endometriosis, a candle-maker bringing joy in a jar, a traveling bookstore bridging cultures, or a designer helping people reconnect with their hands, each story proves that business can start with purpose.

Read their stories below and [take a look at the energy](#) and color of the June 15 BASE Bazaar on Slaveykov Square, where 40+ graduate-run businesses came to life.



### A Candle's Journey: Stanka's Path to Handmade Warmth and Joy

From mustard jars to handmade magic, Stanka turned a quiet passion for candles into a business that brings warmth, beauty, and meaning into people's homes.

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### Being a Woman & Feeling Good in Your Body Shouldn't Be a Luxury

Vanya channeled her personal struggle into Women Academy, where knowledge and community help women reclaim their health and confidence.

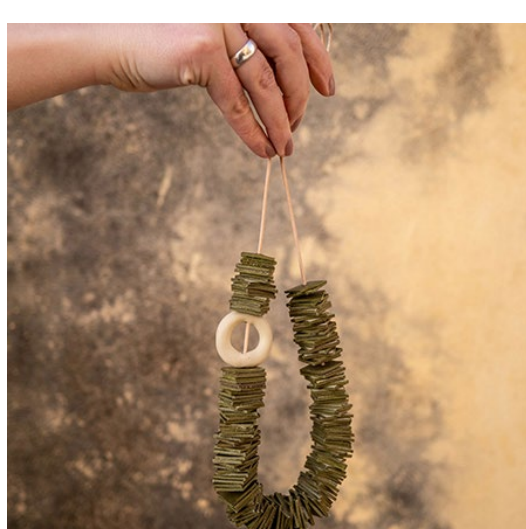
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### Bookstore in a Suitcase: A Bridge of Words That Brings People Together

With a suitcase full of books and a gift for creating connection, Rayna Dimitrova is building a traveling bookstore that turns every encounter into a shared story.

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### Semplice Collection: A Story about the Simple Things that Change Your Life

Vera Georgieva left the fast lane to create a quiet studio where handmade notebooks and jewelry help others reconnect with their creativity—and themselves.

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Sending warmest regards,

Your friends at the America for Bulgaria Foundation

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