



MY INVESTOR PROFILE AT **SEEDBLINK**



I'm happy to share
that I'm starting a
new position as

**Brand
Ambassador
at SeedBlink!**

After personally investing in 6 deals on SeedBlink, I actively promote and advocate for developing a healthy investing environment in Europe.

There are different obstacles to becoming an individual angel—and my vote goes for SeedBlink.

Reach out if you want to
make your first steps in
angel investing for as little
as 5K EUR starting ticket
(lower on a subscription)
**and join the
leading VCs
supporting
the same
startups in the
European area.**

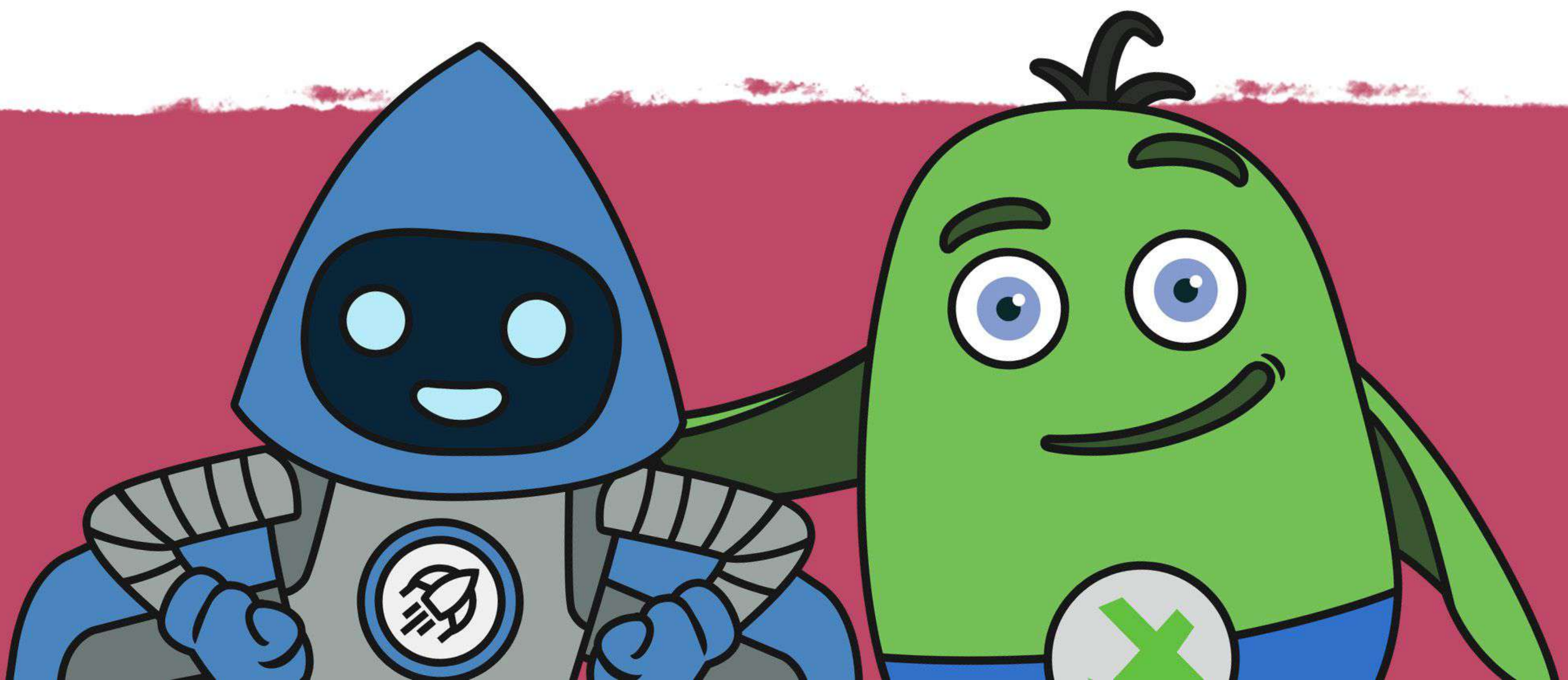


Meanwhile, let me share
my Investor Profile
published at SeedBlink
and get to know more of
my insights on investing in
startups, the importance
of diversification,
**and why I am
fully satisfied
as a member
of the SeedBlink
community >>>**

MARIO PESHEV
is a serial
entrepreneur and
prolific market
consultant who
created his first
website in 1999.



He runs DevriX—a top 20 WordPress agency in the world—and offers consulting services through Growth Shuttle, his business coaching firm for SMEs, scaleups, agencies, and companies undergoing digital transformation.



Peshev has spent more than 10,000 hours training and consulting since 2006,

working with companies such as VMware, SAP, Software AG, CERN, Saudi Aramco (to name a few). He is a featured contributor for Forbes, Entrepreneur, and Business2Community and published in dozens of international magazines.

WHAT DOES INVESTING MEAN TO YOU?

Investing is a broad term that addresses several of my aspirations—from financial stability and risk management to continuous learning, to an element of philanthropy that helps businesses and supports families.

Due to my entrepreneurial background, I'm invested in several companies and sit on a number of boards. It's an incredible opportunity to bring passionate leaders together, facilitate omnichannel marketing, and expand my professional network by creating new opportunities.



**WHEN DID YOU
START INVESTING
IN STARTUPS AND
HOW MANY COMPANIES
DO YOU HAVE IN
YOUR PORTFOLIO?**

**I joined a tech
startup in 2010 as
CTO and retained a
minority stake after
leaving the role.**

As an advisor and angel investor, I am invested in 8 other companies. My broader portfolio includes everything from ETFs and individual stocks in the S&P500 to licensing fees and royalties.



WHAT MOTIVATES YOU TO INVEST IN STARTUPS?

I believe the best
investments are
your own skills
and outstanding
entrepreneurs.

Working with smart, driven, and determined founders and leadership teams is inspiring. The growth of the startup ecosystem is rewriting the old rules of business management. Startups are often the pioneers of innovation, and it's an honor to be part of this movement.



HOW WOULD YOU DESCRIBE YOUR INVESTOR PROFILE?

I review every
opportunity,
but there are a
few factors that
I prioritize higher
myself:

Industry knowledge - the better I understand the field, the more confidence I have in the viability or success of the startup.

Founder team - there are great niche experts, but running a company is a different dynamic. Great founders have unique skills, the ability to passionately present the business idea, a unique selling point in their bio (professional experience or awards), and an existing (or easily built) network or scaling channel.

Proven business model - investing in "business before revenue" is a wild card, but I am actively looking for \$500K - \$3M in ARR. Proven business model that offers the opportunity to grow 100x or more.

Total addressable market - great ideas have the potential to scale sufficiently. The "blue ocean" paradigm in general—a large market with little competition - is more likely to succeed without having to invest tens of millions before you break even.

**WHAT HAS BEEN
ONE OF THE BEST
OR MOST IMPACTFUL
INVESTMENTS YOU
HAVE MADE TO DATE?**

**Knowledge
and my skills!**

**I am a learning
fanatic—the love
of learning keeps
me up at night.**

Learning and hard work have helped me advance my career, grow my network, grow my businesses, discover great business opportunities to acquire or invest in, and reinvest the profits in a diversified portfolio.



HOW INVOLVED ARE YOU IN THE DEVELOPMENT OF A STARTUP (AND HOW)?

There are
three startups in
which I am more
actively involved
for various
reasons.

Some deals are purely or mainly financial, especially when the number of employees grows to more than 100 and key positions have been newly filled.



**I like to take a
more active role
in smaller startups
where I can
help fill gaps—**

**strong positions in my
network, technical
leadership, marketing
strategy, operational
optimization,
accountability oversight
and onboarding plans.**

HOW IMPORTANT DO YOU THINK IT IS TO HAVE A DIVERSIFIED INVESTMENT PORTFOLIO?

I spent a few years in IT security - including when I taught security and certification courses for Saudi Aramco or CERN.

**I tend to be risk averse,
which is always a good
balance for an
entrepreneur and
investor. In any case,
diversification is the
key to financial
stability.**



Although I have gradually diversified across multiple channels, the current recession has affected most areas of investing: Cash was wiped out by hyperinflation, the stock market crashed, crypto went under. U.S. dollar hedging and real estate were in flux here.

Art and bonds were the preferred investments for some this year, and as always, investing in great companies is a good strategy.

WHICH TREND OR TECHNOLOGY VERTICAL APPEALS TO YOU AND WHY?

**Bringing technology
to more conservative
industries
undergoing digital
transformation -
both hardware and
software.**

Consolidating and/or dramatically improving access to healthcare, government and legal services through automation, Big Data, digital services, home delivery and e-governance.



And niche solutions that are quick to adopt (low learning curve) and difficult to replicate (intellectual property or access to certain data).

**WHAT IS YOUR
GREATEST PERSONAL
SATISFACTION SINCE
BECOMING A MEMBER
OF THE SEEDBLINK
COMMUNITY?**

**I love the SeedBlink
ecosystem and the
opportunities that
are available to the
broader community.**

The angel investing ecosystem in Europe is quite immature—finding great deals or dealing with the paperwork for equity investments is expensive and time-consuming.



Creating a marketplace for great deals and making crowdfunding available with little effort is getting more people to invest in startups.

The lower requirements (minimum requirements) make this accessible to first-time investors as well.

If you have seen Shark Tank or Dragons' Den and want to follow in the investors' footsteps, **join SeedBlink and search for deals to back.**

**SeedBlink is a
full-service investment
platform that enables
everyday and
accredited investors
to access
curated
European
tech startups.**

To learn more about
startup investing and tech
opportunities, **sign up now!**

Startup Investing Platform

Access pre-vetted tech
startups, portfolio
diversification tools and
strong network of investors.

€ 156,9M

Total mobilized amount

€ 59,3M

From our investors

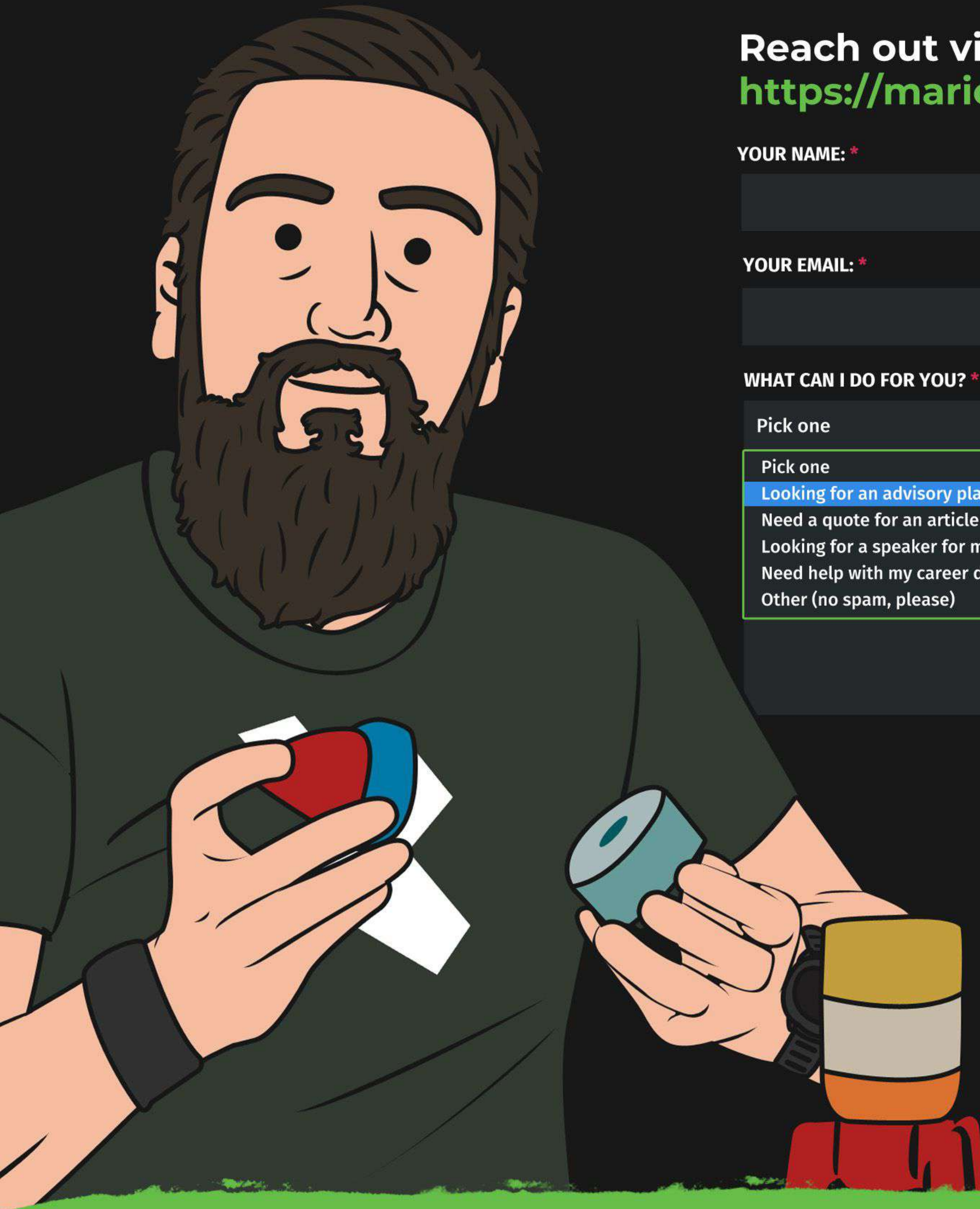
70.900+

Investors from 86
countries

€ 5.300

Average ticket size

Sign up now on my **FREE** **business accelerator email course:** *mariopeshev.com/business-accelerator*



Reach out via
<https://mariopeshev.com/>

YOUR NAME: *

YOUR EMAIL: *

WHAT CAN I DO FOR YOU? *

Pick one

Pick one

Looking for an advisory plan

Need a quote for an article

Looking for a speaker for my event

Need help with my career development

Other (no spam, please)

SUBMIT



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