



True innovation
starts here.

**DesignThinking.bg is the leading innovation
and customer experience agency in Bulgaria.**

We provide training and consulting services
to ambitious companies and organizations
eager to make change happen.

**design
thinking.bg**



Acquire new skills and tools for creativity and innovation.

Our workshops are engaging and dynamic introductions to the basics of design thinking. They are suitable for various employee profiles and are great for breaking down internal barriers to innovation or energizing a team prior to launching a project.

Key takeaways for participants:

- Knowledge of the design thinking method
- A set of problem-solving skills and tools
- Confidence in creativity and innovation
- Better teamwork and collaboration

Write to us at hello@designthinking.bg for more information or directly fill in our inquiry form at <http://bit.ly/dtbginquiryform>.





Engage your best employees and work on real-life challenges.

Our master classes are personalized, in-depth trainings. They are based on real-life challenges in your business with specially prepared examples and case studies. They are suitable for managers and leading employees dealing with complex problems.

Key takeaways for participants:

- Mastery of the design thinking method
- Enhanced problem-solving skills and tools
- Actionable ideas and prototypes
- Cross-disciplinary collaboration

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Design new products, services and experiences or rethink existing ones.

Our consulting services provide a follow-up to our trainings. We offer our knowledge and expertise to help you design and implement products and services, create customer experiences, enhance employee engagement or improve your customer service.

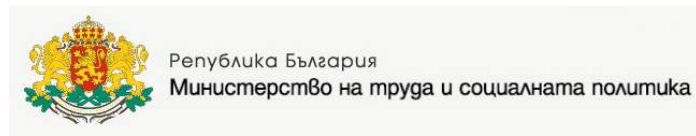
Key takeaways for clients:

- Implementing design thinking in practice
- Coaching teams in the project management stage
- Improved products and services, new customer experiences
- Customer-oriented company culture

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varna
candidate
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2019



EYEFOCUS
accelerator





Inspire and motivate your team or audience.

Our power talks are inspirational lectures and presentations designed to fire up the audience and challenge it to explore new possibilities. Great for corporate events, team building and conferences, they are delivered by our recognized team of speakers with experience in TEDx, SxSW and many others.

Key takeaways for participants:

- Motivation and inspiration
- A different point of view on a variety of topics
- Passion for change

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Upgrade your individual skills.

Our open trainings attract all kinds of participants and are held in various creative hubs and venues. We train employees, businesspeople and freelancers on topics such as "How to know your customers better", "How to come up with good ideas" and "How to move from ideas to action". We also host quirky formats such as Drink Design and Design Potluck.

Key takeaways for participants:

- Practical tools for creative problem solving
- Step-by-step process for creating change
- A mindset for creativity and innovation

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Why choose us?

- 1.** You want to motivate your employees and stimulate engagement.
- 2.** You want to acquire new skills for innovation and creativity.
- 3.** You want to foster better teamwork and collaboration between various teams.
- 4.** You want to kick-off a new and ambitious project in your organization.
- 5.** You want to develop new products and services to attract customers.
- 6.** You want to raise your customer service to a whole new level.

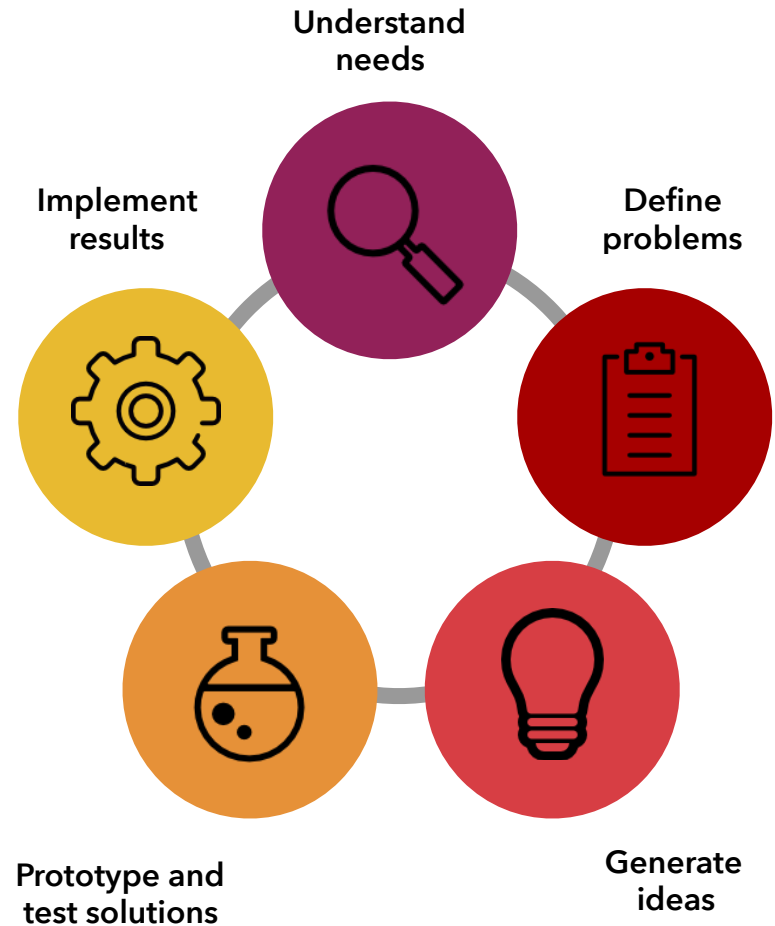
Method

Design thinking makes innovation easier. It is a proven human-centered method with clear steps to develop creative problem solving, innovation and collaboration. It is used in all industries by multinational corporations, successful small & medium businesses, state institutions, social enterprises and non-profit organizations.

Design thinking includes 5 phases:

- ➔ **Understanding needs** - gathering uncovered needs with great potential and applying empathy
- ➔ **Defining problems** - finding out the right challenges to solve and choosing a direction for ideas
- ➔ **Generating ideas** - going through a multitude of possibilities in order to choose the best ones
- ➔ **Prototyping and testing solutions** - creating actual representations of possible solutions
- ➔ **Implementing results** - bringing solutions out in the open and gathering feedback from all stakeholders

The end result is products and services that demonstrate innovation and are desired by customers, going beyond their expectations and current market offerings.



Core team



Elina Zheleva

Design thinking, service design

Elina is a design thinking coach and consultant trained at the two leading institutions - the HPI School of Design Thinking in Potsdam and Stanford d.school. She holds an Executive MBA from SKEMA Business School - the biggest French University - and has more than 10 years of colourful work experience in strategic management, finance and communications.



Georgi Kamov

Innovation, customer experience

Georgi is a motivational speaker, innovation consultant and writer. He has worked with a wide range of companies on innovation and customer experience projects. He is an expert in social innovation, public service innovation, quality of life and wellbeing. Georgi is also a TEDx speaker, founder of [Bagra Foundation](#) and author of "[Destination Number One](#)".



Tsvetelina Kamova

Project management, education

Tsvetelina Kamova is a mother of two and a project management specialist with more than 8 years of experience. She is the creator of [Red Paper Plane](#) - a new type of learning game for 3-6 year old kids and their curious parents. She has a strong portfolio in the energy sector and holds a MA degree in Advanced European and International Studies.

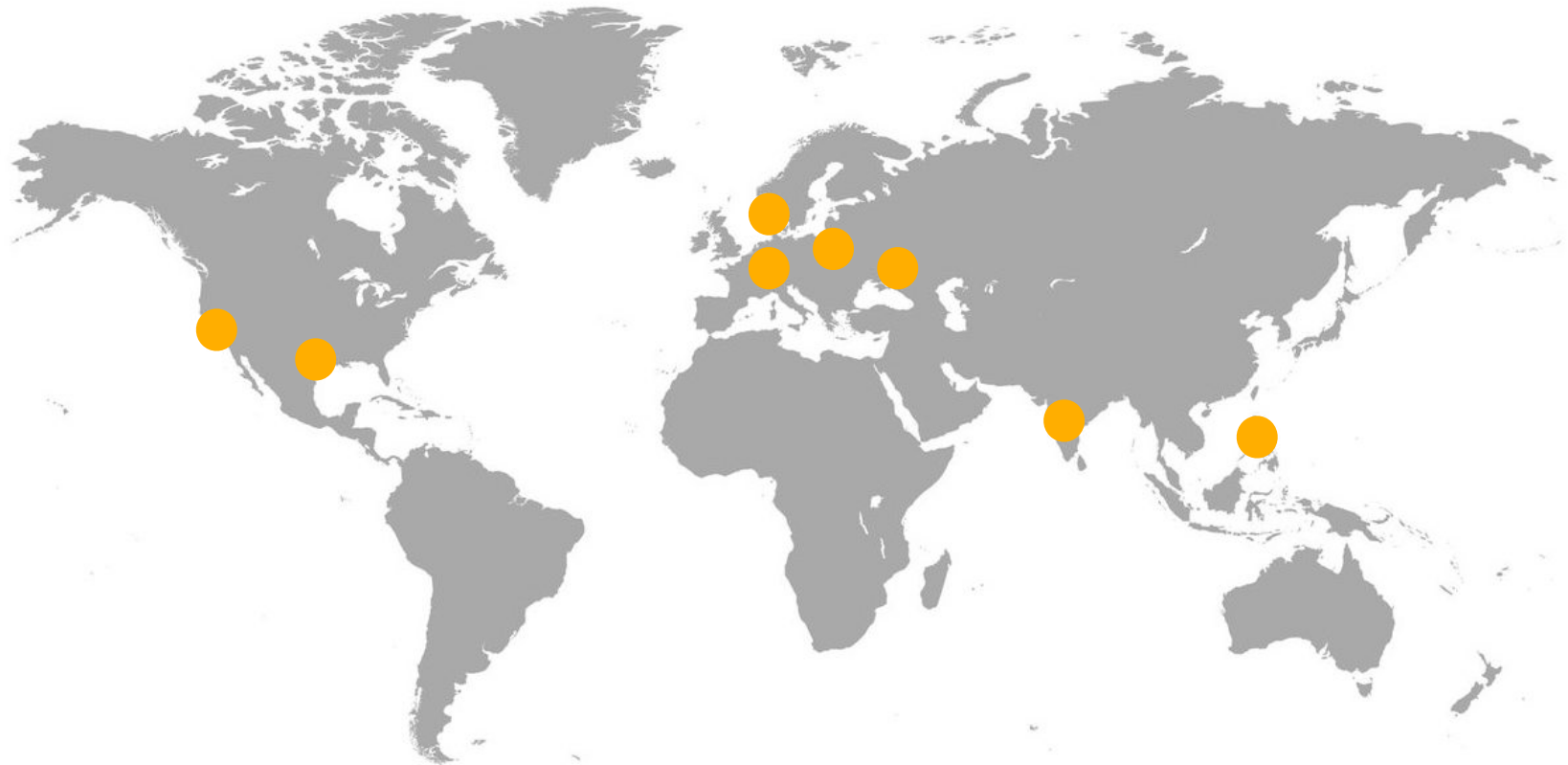


Mihalina Georgieva

Marketing, customer research

Mihalina is a graduate of the HPI School of Design Thinking in Potsdam. She is a design thinker with skills in market research, strategic management, marketing and communications. Her experience includes projects for technology startups, the financial services industry, government structures, social enterprises and marketing agencies.

International experience



We have led workshops and trainings around the world - in the **United States** (San Francisco, Palo Alto, Austin), **Europe** (Copenhagen, Berlin, Warsaw, Kiev) and **Asia** (Bangalore, Manilla).
Our team members are regularly contracted as consultants and coaches from renowned institutions, such as Luma Institute and LaunchLabs.

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