



*Rosey's Mark*

# Team



*Rosey's Mark*

## FOUNDERS & MANAGING PARTNERS

**Rositsa Paunova-Dlagnekova**  
Brand, marketing and design

**Ina Abadjieva**  
Business development and sales





# Broken equation



*Rosey's Mark*



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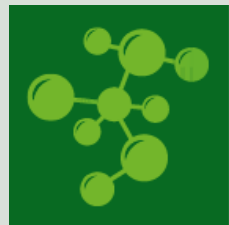
*Rosey's Mark*

**Holistic well-being for women  
powered by the Bulgarian rose**

# Proven functional benefits



*Rosey's Mark*



*biomolecules*

An Open Access Journal by MDPI

**JIM** Journal of  
Integrative Medicine



Scan for scientific articles list



# Products



*Rosey's Mark*



Jams  
*digestion*

*anti-stress*  
Tea



Chocolate  
*anti-aging & mood boost*



Flavouring  
& drinks  
*immune system*

# Testimonials



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Rosey's Mark products are real, natural, and it's visible. It's a true pleasure to work with them, to see every rose petal. We use the products through many different cooking techniques.

**Alex Tsekov, Cosmos restaurant**



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The first time we heard of Rosey's Mark and their project for floral gastronomy from Bulgaria, we said to ourselves: Well done, someone finally made it! We are proud to be their partners.

**Dimitar Yovchev,  
retail partner in Sofia, Bulgaria**



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Rosey's Mark milk chocolate is by far the best chocolate I have ever tried – I can easily say I am addicted.

**Slavyana, final consumer**





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**In 2023**

# Product redesign



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# Market positioning

premium rose flavour + functional benefits



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# New Key Clients



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Bulgaria



(organic healthy shops)



(duty free airport shops)



(highways gas stations)



(premium supermarkets)



(premium online supermarket from 10.2023)

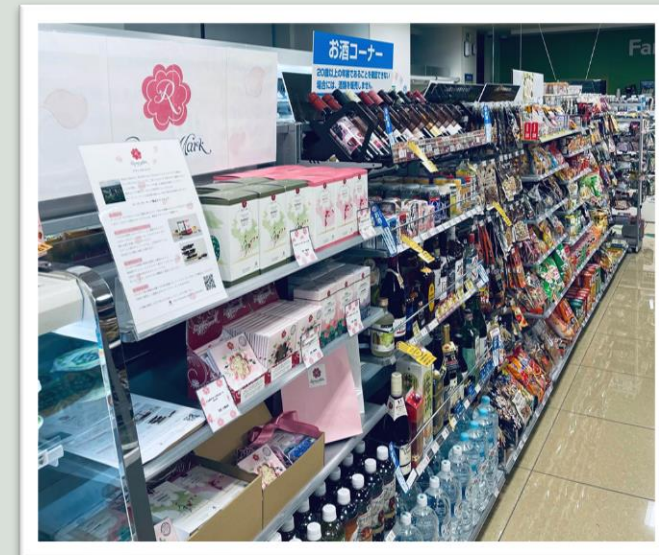


(selected stores from 10.2023)

Japan



(2<sup>nd</sup> biggest retailer)





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What's next?

# Business trip to Japan



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# Scale-up



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# New product



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soft drink



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**Our lessons learned**



# The time trap



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2011.....2023



# Entrepreneur's resources



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Loads of



Ideas  
Doubts  
"No"s  
Mistakes  
Stress  
Reasons to quit

Lack of



Product  
Business model  
Cash  
People  
Clients  
Security

# Building your network



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Future verticals accelerator program 2023





# Thank you

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