



From Human Connection to Digital Impact: The Story of Ivaylo Georgiev and a Living Entrepreneurial Narrative



In the age of algorithms and endless content, stories often travel faster than people—but rarely as deeply. This is where *digital storytelling* finds its true purpose: not just to inform, but to connect, empower, and amplify real human experiences.

The story of Ivaylo Georgiev, creator of *Entrepreneurs Night Out*, is one such example—a story that lives both offline and online, shaped by people, carried through conversations, and extended through digital narratives.

Where the Story Begins: Offline, Human, Real



Long before hashtags and online reach, the story started with something simple—people meeting people.

In 2016, Ivaylo Georgiev gathered a small group of entrepreneurs. No stage, no spotlight—just shared ideas and honest conversations. What followed was not just a series of events, but the beginning of a living story—one that continues to evolve with every new participant.

Each meeting became a moment worth telling. Each connection—a story worth sharing.

And this is where digital storytelling naturally emerges—not as a marketing tool, but as a reflection of real experiences.



From Moments to Narratives

Every edition of *Entrepreneurs Night Out* generates dozens, sometimes hundreds, of personal stories:

- a new partnership formed over a casual разговор
- a startup idea born during an informal exchange
- a career path changed through a single introduction

These are not isolated moments. They are narrative fragments—pieces of a much larger story about collaboration, resilience, and growth.

Through digital platforms, these fragments gain a second life.

Photos, short videos, testimonials, and posts transform real-life encounters into shareable stories. The physical event becomes a digital narrative ecosystem—one that continues to inspire even beyond the room.

Digital Storytelling as Community Memory



One of the most powerful aspects of Ivaylo's work is how it creates *collective memory*.

The community doesn't just meet—it remembers, documents, and shares.

Digital storytelling plays a key role here:

- capturing authentic experiences instead of staged content
- highlighting real people rather than abstract success
- preserving the evolution of a community over time

In this sense, *Entrepreneurs Night Out* is not just a series of events—it is an ongoing story archive, co-created by everyone involved.



Amplifying Voices That Matter

Projects like Digi-Story.org exist to give visibility to stories that might otherwise remain local or unnoticed.

Ivaylo Georgiev's initiative fits naturally into this mission.

His work amplifies voices—not through mass media, but through meaningful encounters that later become digital narratives. Participants become storytellers. Experiences become content. Community becomes message.

And the impact grows.

A conversation in Sofia can inspire someone in another city.

A shared story can reach someone who has never attended an event.

A single post can spark a chain of new connections.

The Role of the Storyteller



Ivaylo himself represents a different kind of storyteller.

He does not tell stories through words alone—but through *creating the conditions for stories to happen*.

His role is subtle yet powerful:

- he brings people together
- he creates the environment
- he enables the narrative

The community writes the rest.

This is storytelling in its most organic form.

From Local Initiative to Digital Movement

What started as a small gathering has grown into a nationwide network—and through digital storytelling, its reach extends even further.

The story no longer belongs only to those who attend. It belongs to everyone who engages with it online, who resonates with it, who becomes part of it in their own way.

This is the true power of combining community-building with digital storytelling: a local initiative becomes a scalable narrative.

Why This Story Matters

At its core, this is not just a story about entrepreneurship.

It is a story about:

- connection in a disconnected world
- authenticity in an age of curated content
- people as the center of every meaningful narrative

Ivaylo Georgiev's journey reminds us that behind every successful community lies a series of untold stories—and behind every story, a chance to inspire change.

Through projects like Digi-Story.org, these stories gain visibility, continuity, and impact.

Because in the end, digital storytelling is not about technology.

It is about people—and the stories that bring them together.