Miss Sunshine Media

Three ventures. One partner in Bulgaria.

IKIGAI NOW

BRANDSTART

GOELECTRIC

GOELECTRIC EXPO 2027

Three ventures. One accountable company.

Miss Sunshine Media is a Bulgarian company based in Varna. It operates Ikigai Now, runs the Brandstart studio and publishes GoElectric, and is the organiser of GoElectric Expo 2027 in Plovdiv.

3
ventures

3
books published

20+
digital projects delivered

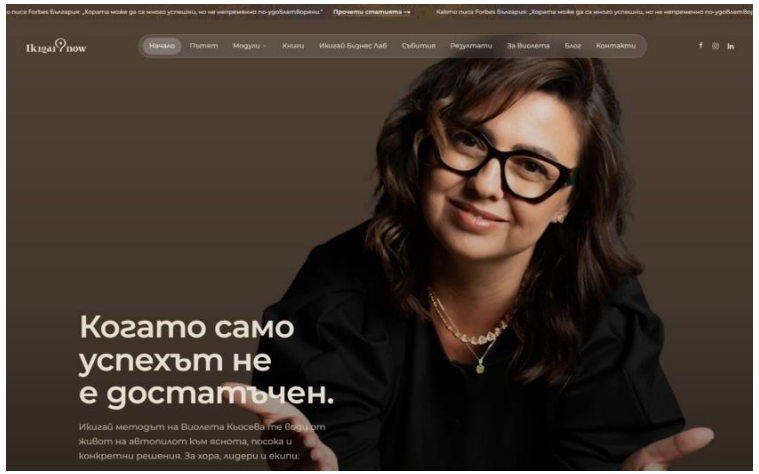
24–26.06
GoElectric Expo 2027

01
Focus
One audience and one clearly defined problem for every venture.

02
Accountability
Someone answers for the quality of the work and for what happens after launch.

03
Long-term usefulness
Reliable information, tools people return to and relationships that last.

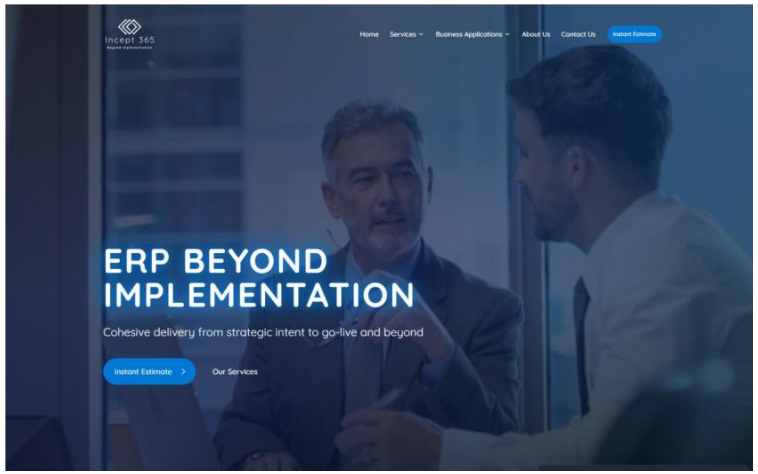
Three focused ventures



Ikigai Now

Ikigai programmes for organisations, leaders and individuals.

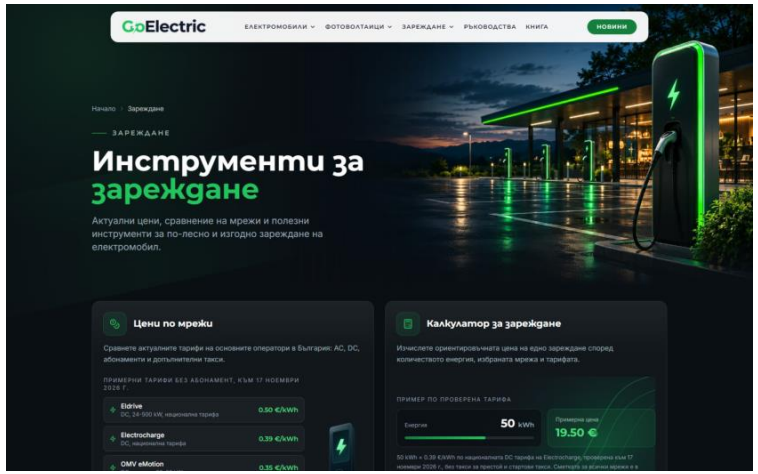
ikigai-now.com



Brandstart

Web design, development and SEO studio. Pictured: Incept 365 (UK).

brandstart.io



GoElectric

Independent news, data and tools on EVs, solar energy and charging.

goelectric.bg



Violeta Kyoseva

Founder & CEO, Miss Sunshine Media

CEO & Co-Founder, GoElectric

Founder, Ikigai Now

15+ years in business and team management. Ikigai and business coach, author of two books, speaker at Forbes Women Forum 2026.



Steliyan Denev

CTO & Co-Founder, GoElectric

Founder & Technical Owner, Brandstart

Leads technology, platforms and digital products across the ventures. Author of the GoElectric book “My First Electric Car” (2026).



Ikigai Now

A reason to get up in the morning

Ikigai Now brings the Japanese philosophy of Ikigai into the culture of companies and the lives of the people who lead them.

FOR ORGANISATIONS

Ikigai Business Lab: team diagnostics and the “Team Restart” workshop for engagement, trust and shared direction.

FOR LEADERS AND INDIVIDUALS

Workshops, an 8-module programme, retreats and a free Ikigai self-assessment.

“The Ikigai Evening was a refreshing and genuinely meaningful experience. What stood out for me was the way it combined reflection, purpose, and real human connection.”

Vasilios Riavoglou, Chief Growth Officer, HotelSync (Greece)



Speaker, Forbes Women Forum 2026, Sofia



СМИСЪЛА И ПРИЧИНАТА ДА СЕ СЪБУЖДАМЕ СУТРИН

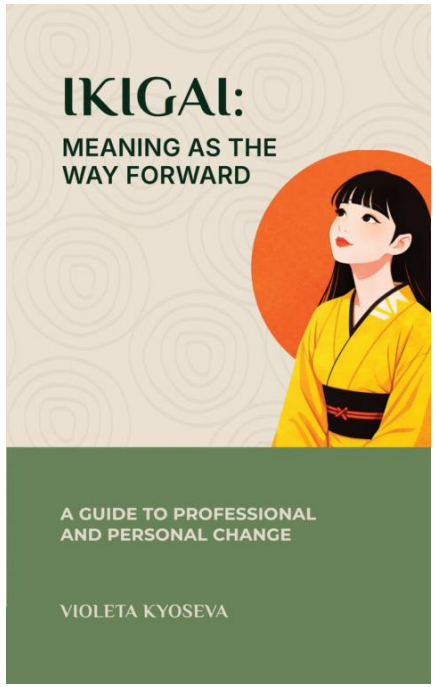
Успехът сам по себе си вече не е достатъчен.

Все повече хора постигат професионални върхове, но усещат празнота и липса на смисъл. След повече от 15 години в бизнеса и управлението на екипи Виолета Кьосева, основател на Ikigai Now и автор на „Икигай: Рестарт на екипната динамика", открива, че удовлетворението идва от връзката между личните ни таланти, приноса ни и ценностите ни. Собственият ѝ път я отвежда от корпоративния свят към Икигай – японската концепция за смисъла и причината да се събуждаме сутрин. Днес чрез Ikigai Business Lab тя помага на лидери и организации да изграждат работна среда, в която хората се чувстват чути, ценени и ангажирани. Според нея умората може да се преодолее с почивка, но когато липсва смисъл, признание и усещане за принадлежност, промяната изисква нещо повече. Понякога тя означава нова ра-

Featured in Forbes Bulgaria, December 2026



Ikigai workshop at Suzuki Super Days, Sofia





Two books by Violeta Kyoseva

"Thank you to Violeta for the Ikigai workshop, which she organised with impressive dedication and attention to every detail. This one hour of a quiet, mindful path to oneself was a priceless gift for the guests of our November Suzuki Super Days."

Valentina Nikolova, Sales & Marketing Manager, Suzuki Bulgaria · LinkedIn recommendation

The digital foundation businesses grow on

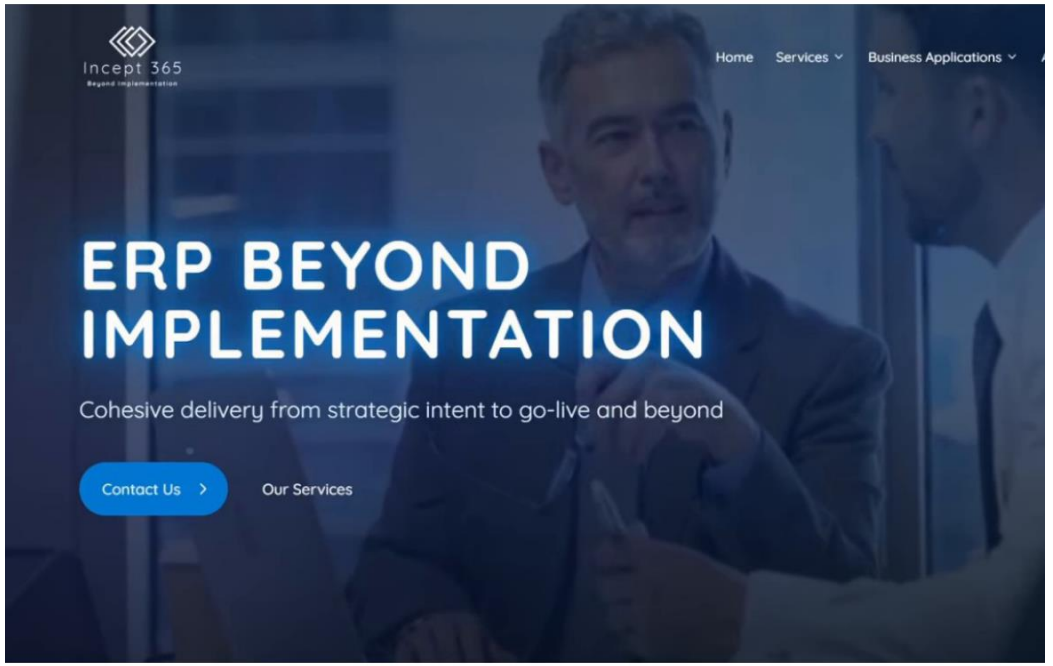
A web design, development and SEO studio with 20+ projects for businesses in Bulgaria, the EU, the UK and the USA. One studio owns the whole system, from design to launch and support.

BRAND & WEB

Brand identity, websites and online stores

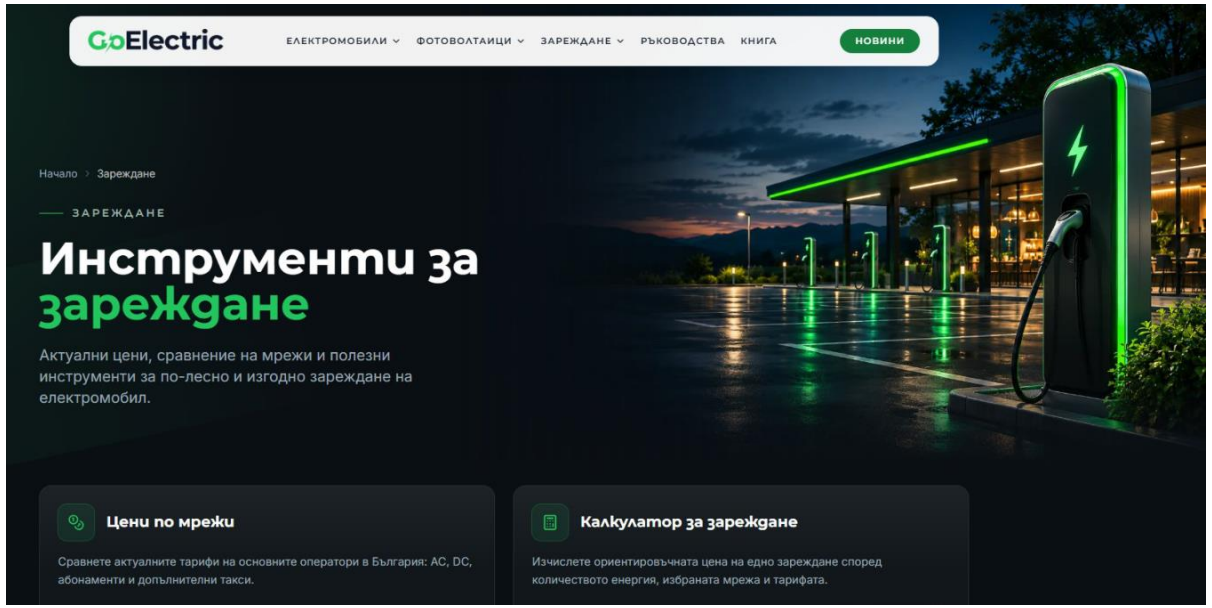
CUSTOM PRODUCTS

Configurators, booking and payment flows, assessment funnels



Selected work: Incept 365 (UK), Microsoft Dynamics 365 consultancy. Clients also include Better in Lifestyle (USA) and GoElectric.

SELECTED CLIENTS





The team · founders of GoElectric and GoElectric Expo 2027



The book · 2026

GoElectric

Bulgaria’s reference point for the shift to electric

Independent news, data and practical tools on electric vehicles, solar energy, charging and subsidies, for drivers, households and the businesses that serve them.

MEDIA

Daily news, model and price comparisons, weekly newsletter

TOOLS

Charging prices by network, cost calculators, guides

BOOK

“My First Electric Car” by Steliyan Denev, 2026

A fast-growing audience for e-mobility in Bulgaria

816K
Google impressions in 90 days

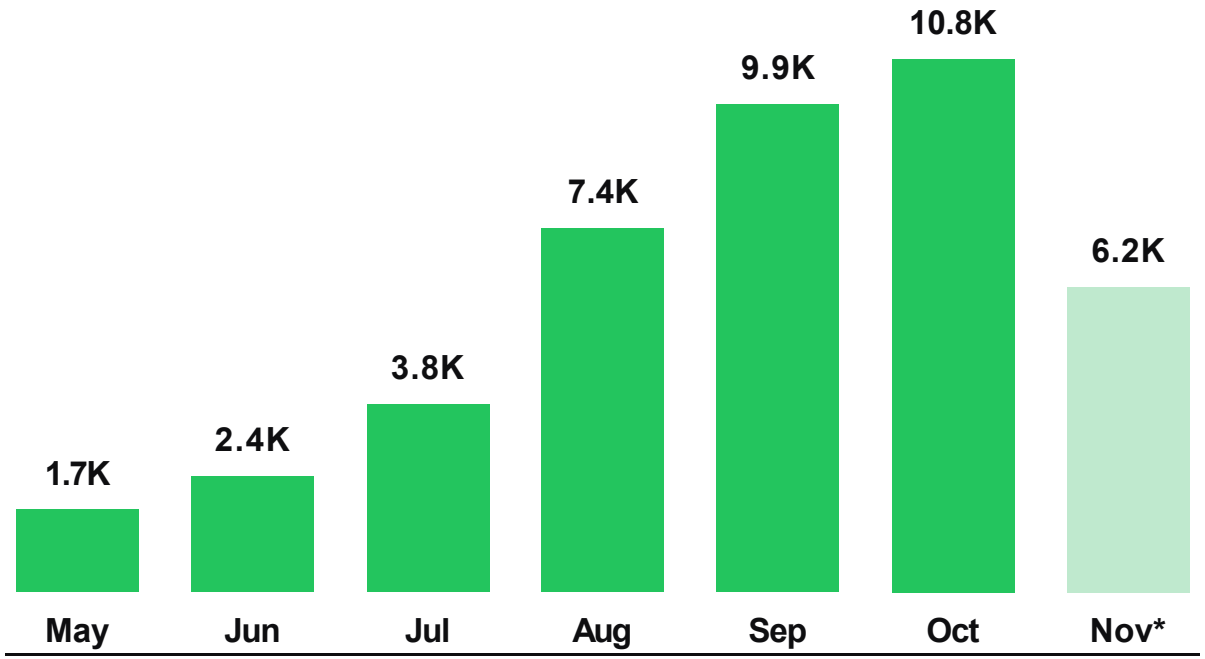
40K
visits from Google in 90 days

200K
Google Discover impressions in 90 days

6×
monthly search visits, May to October 2026

85K Discover impressions for a single article in 48 hours (Škoda Epiq review, November 2026)

MONTHLY VISITS FROM GOOGLE SEARCH, 2026



* November: 1–23 only.

Source: Google Search Console, goelectric.bg. 90-day figures: 25 Aug – 23 Nov 2026, web search and Google Discover combined.

Exhibition & conference on e-mobility and clean energy



FOR HBCB MEMBERS

How we can work together

IKIGAI NOW

Engage your people

Team workshops on engagement and burnout prevention, leadership sessions, HR programmes and offsites, and the books as corporate gifts.

BRANDSTART

Grow online

Multilingual websites for companies working between Greece and Bulgaria, online stores and custom digital tools.

GOELECTRIC

Reach the market

Editorial coverage and branded content for companies in e-mobility and energy, and a place at GoElectric Expo 2027.

Miss Sunshine Media

Violeta Kyoseva

violeta@goelectric.bg

+359 898 770 265

misssunshinemedia.com