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THE ACC  
**Legacy  
Book**

By John



# Welcome, dear reader,

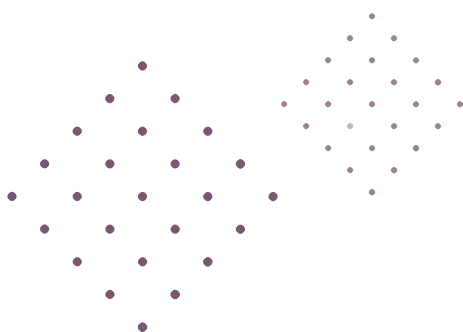


If you are reading this, you are officially part of the Associates Consulting Club. **We congratulate you!**

This book has been designed for newcomers to our tight community. We would like to take you on a ride through the past and help you discover ACC from its origins until today.

But first, we have a quick favor to ask. Should you ever become a board member, the responsibility of continuing to write this legacy will fall onto your shoulders. Please keep writing, so it can be passed down to those that come after you, just as we did before.

For now, we wish you a pleasant reading!  
Let's get started.





THE ACC LEGACY BOOK

# Chapter 1: Origins

# 2020-2021



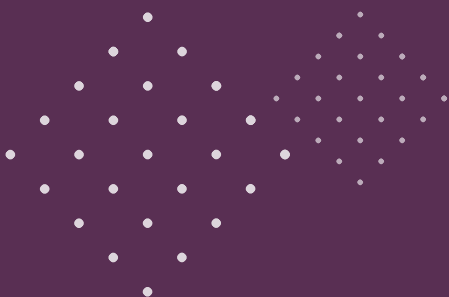
# How did this come to be?



What was the thing that made you join the club? If you are like most of us, it was the opportunity to apply in practice that which you learn theoretically in class, and help real businesses develop.

That is what ACC founder Georgi-Nikola Trayanoff was thinking back in the summer of 2020. He found that although we studied high-level business theory in class, there were few opportunities to test it in a hands-on environment where it would have a real impact. He came up with the idea of starting a consulting club to allow students to apply their knowledge while working with companies for no commission. This has been the ideal that has defined the club up until today, and it's what distinguishes it from most other clubs.

...after some efforts and a few emails to the administration, the Associates Consulting Club came to be.



EDITION  
OCTOBER 2020 OCTOBER  
FOUND

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ED.



# FOUNDERS



**GEORGI-NIKOLA  
TRAYANOFF**

Founder and President  
between 2020-2022

**DESISLAVA  
ARNAUDOVA**

Founder and  
Vice President  
between 2020-2022



**Find below: the members of the academic year  
2020/2021. Miroslav, Lora, Antoana, and Elena  
were recruited in the Spring of 2021.**

**MARIO STOEV**



**MARIA SIVKOVA**



**STEFANI DUSHILOVA**



**DIANA DELIVANOVA**



**GEORG DAVIDOVSKI**

**MIROSLAV IVANCHEV**



**ELENA KALINOVA**

**ANTOANA  
BAKALOVA**



**LORA DOSEVA**



Teambuilding Spring 2021!





# ADVISORS

All clubs are required to have an academic advisor that supports their activities. In the ACC case, those were Professor Elena Radeva and Professor Momtchil Karpouzanov.

Professor Radeva has an extensive background in HR and Management. She's built a wide network of professionals and has assisted the club on several occasions with preparing workshops, establishing connections for us, and even jurying for our future competitions.

Professor Karpouzanov has assisted us with practical advice for cases, networking opportunities, and other connections.

## **ELENA RADEVA**

Professor of Management  
and Human Resources



## **MOMTCHIL KARPOUZANOV**

Professor of Economics  
and Accounting





# COMPLETED CASES

## IRchitect



Interior Design and Architecture

*Dates: November-December 2020*

## Omnio

Compliance Investigation Service

*Dates: March 2021*



## Teachable

Investing Consulting for Families

*Dates: April 2021*

**SYNERGY GROUP**

## Pick N Dazzle

Personalized Beauty Subscription

*Dates: April 2021*

**PICKNDAZZLE**

— we pick, you dazzle —



# Reflections

## snoitcelfeR

The enthusiasm and excitement of the original ACC team led them to complete 4 business cases in one academic year. Spirits were running high, and the feedback from the experience was overwhelmingly positive.

The club excelled in giving members the opportunity to pursue their own interests and develop skills in their preferred area while working together. The drive and passion of the team carried the work to its completion.

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As the year came to a close, one of the members, Georg, decided to leave the club to pursue other interests. Maria was a senior, so she graduated. The remaining bunch would progress into their junior or senior year with new engagements outside of university.

The next academic year would bring about new and distinct challenges.



*End of academic year 2020/2021*



THE ACC LEGACY BOOK

# Chapter 2: Fresh Faces



2021-20

2022



# Developments



As the first year came to a close and the number of members would increase, the need for a proper hierarchy arose. The 2021-2022 academic year was marked by the establishment of departments with dedicated tasks.

6 new members joined the team (4 freshmen and 2 sophomores). The first official event was organized. Two cases were completed. Several workshops were conducted. A serial finance practical workshop was completed.

- The academic year finished with the graduation of 6 members.





# DEPARTMENTS



## MARKETING

Deals with the marketing tasks in all business cases being solved. Areas of focus: consumer journey, digital marketing, SEO, marketing strategy, industry analysis and research, etc.

## EVENTS

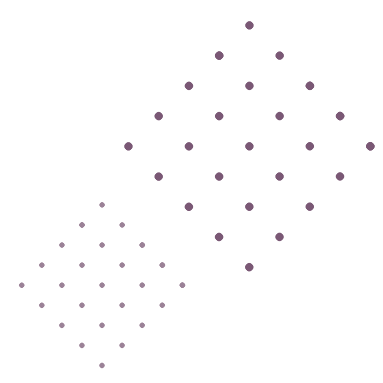
Organizes all events. This includes recruitment parties, live workshops, community events, and the consulting competition at the end of the year.

## FINANCE

Develops estimates and predictions about the financial development of a company. Requires the supply of proper financial statements from the business to make accurate predictions.


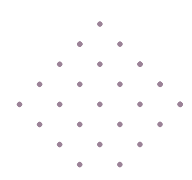
## SOCIAL MEDIA

Deals with all matters related to publicizing club activity in social media like LinkedIn, Instagram, and Facebook. It also takes care of all the design and branding for the club.



## SALES & PR

Contacts businesses for cases and partnerships, arranges useful workshops for the members' professional development. Takes care of the sales tasks in the club.



# BOARD



**GEORGI-NIKOLA  
TRAYANOFF**

President  
Departments: Finance

**DESISLAVA  
ARNAUDOVA**

Vice President  
Departments:  
Social Media, Marketing



**STEFANI  
DUSHILOVA**

Vice President  
(joined the board in Spring 2022)  
Departments: Social Media, Marketing

# HEADS



## HEAD OF MARKETING

Desislava Arnaudova



## HEAD OF FINANCE

Georgi-Nikola Trayanoff



## HEAD OF SOCIAL MEDIA

Stefani Dushilova



## HEAD OF SALES

Antoana Bakalova



# New Members



**IVET PLAMENOVA**

Department: SM, Marketing



**KAMEN GEORGIEV**

Department: Finance, Sales



**LYUBOMIR YANCHEV**

Department: SM, Marketing



**NIKOLA GEORGIEV**

Department: Finance



**NIKOLAY GANEV**

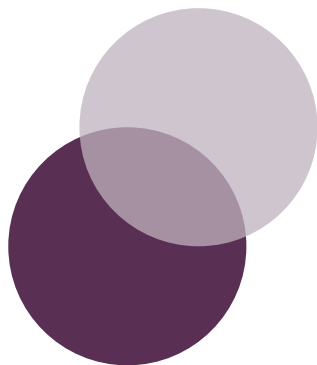
Department: Finance, Sales



**SIMONA GYUZLEVA**

Department: Finance, Marketing





## NEW MEMBERS

- **NIKOLAY GANEV**  
Department: Finance, Sales
- **KAMEN GEORGIEV**  
Department: Finance, Sales
- **IVET PLAMENOVA**  
Department: SM, Marketing
- **SIMONA GYUZLEVA**  
Department: Finance, Marketing
- **NIKOLA GEORGIEV**  
Department: Finance
- **LYUBOMIR YANCHEV**  
Department: Marketing, Social Media

## RETURNING MEMBERS

- **MIROSLAV IVANCHEV**  
Department: Finance
- **MARIO STOEV**  
Department: Finance, Sales
- **ELENA KALINOVA**  
Department: Finance, Events
- **LORA DOSEVA**  
Department: Finance, Events
- **DIANA DELIVANOVA**  
Department: Finance, Events
- **ANTOANA BAKALOVA**  
Department: Marketing,  
Social Media, Sales



# COMPLETED CASES

## BAV.BG

Fitness Blog

*Dates: October - March 2020/2021*



## GLP Printing

Printing & Design Service

*Dates: April 2022*



# COMPETITION

**CONSULTANT  
FOR A DAY**

ACC & THE ALEXANDER FOUNDATION

**WHAT: ONLINE COMPETITION**  
**WHERE: ZOOM**  
**WHEN: 01.04.2022 AT 4PM**

TOTAL PRIZE FUND: 1,800 LV  
DISTRIBUTED AMONG THE WINNING TEAMS

REGISTER

ASSOCIATES CONSULTING CLUB AUBG ALEKSANDER FOUNDATION

**OUR SPONSOR**

**GET TO KNOW OUR SPONSOR:**

The Aleksander Foundation believes that Bulgarian education should be more integrated in the global academic community. Thus, it shares the ultimate goal of helping students strive and develop further in their careers by supporting them at each stage through its portfolio of programs.

CURIOUS TO KNOW MORE?  
CHECK THE DESCRIPTION  
BELOW!

ASSOCIATES CONSULTING CLUB AUBG ALEKSANDER FOUNDATION

The Consultant for a Day challenge was the first competition organized by the club. The aim was to put students in the shoes of a consultant and have them develop a consulting project for a company in 24 hours. The case? Zoom Video Communications, Inc. This fictional consulting scenario was the first step in organizing a formal community event that would engage students with the work of ACC.

The sponsor for the event was the Alexander Foundation, an NGO dedicated to advancing Bulgarian university education





*Teambuilding Fall 2021*



*Geni's Birthday (6th of December)*



*Women's Day (8th of March)*







*Teambuilding Spring 2021*





# Reflections

## snoitcelfeR

The year can be described as a transition period. With new and less experienced members coming into the picture, a departmental structure being established, and the first competition organized, the dynamics of the work were modified.

While the first year was marked by strife and motivation, which led to the completion of 4 cases, only 2 were completed this year because of the shift in focus.

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- There were challenges. The case for BAV.BG was prolonged and stagnated. Internal organization and communication with the client were difficult.
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The organization of the event was also a big challenge as negotiations with the sponsor were impeded by various factors.

Nevertheless, a tight community spirit was forged within the ACC. There were lots of laughs, pleasant surprises, and a great bonding time.

With 6 of the founding members graduating, the new leadership would have to preserve the original club vision while finding ways to integrate it deeper into community life.

*End of academic year 2021/2022*



THE ACC LEGACY BOOK

# Chapter 3: New Waters



2022-2

2023



# Developments



With most of the founders having graduated, it was up to the new board, a trio that has been with the club since its first year, to continue the show.

7 new members joined the team (2 freshmen, 4 sophomores, and 1 senior). A new department was introduced. A department was closed. 2 closed workshops were conducted. A joint event was organized with the help of the Investment Management Club. 3 cases were completed and 1 was started but not finished.

- The academic year ended with the graduation of 4 members and the retirement of 2 others. Simona Gyuzleva and Nikola Georgiev left the club at the end of the academic year.
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# DEPARTMENTS

## MARKETING

Deals with the marketing tasks in all business cases being solved. Areas of focus: consumer journey, digital marketing, SEO, marketing strategy, industry analysis and research, etc.

## FINANCE

Develops estimates and predictions about the financial development of a company. Requires the supply of proper financial statements from the business to make accurate predictions.

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## SALES & PR

Contacts businesses for cases and partnerships, arranges useful workshops for the members' professional development. Takes care of the sales tasks in the club.

## EVENTS

Organizes all events. This includes recruitment parties, live workshops, community events, and the consulting competition at the end of the year.

## HUMAN RESOURCES

Organizes games and activities for the members and organizes the 1-on-1 feedback meetings during the semester. It is also in charge of teambuilding activities.

# HUMAN RESOURCES DEPARTMENT OPENED

With the acceptance of a new member with an interest and expertise in human resource management, a new department was opened. For all games, concerns, and activities, turn to HR!



# FINANCE DEPARTMENT CLOSED

A lack of interest on the side of client companies and their reluctance to supply financial information led to the board closing the department.

# BOARD



**STEFANI  
DUSHILOVA**

President  
Departments: SM, Marketing

**ANTOANA  
BAKALOVA**

Vice President  
Departments:  
SM, Marketing, Sales



**MIROSLAV  
IVANCHEV**

Vice President & Treasurer  
Departments: Finance





# HEADS

## FALL



### HEAD OF SOCIAL MEDIA

Ivet Plamenova

### HEAD OF SALES

Simona Gyuzleva

### HEAD OF EVENTS

Nikolay Ganev

### HEAD OF MARKETING

Stefani Dushilova

### HEAD OF HR

Elena Stoycheva

### HEAD OF FINANCE

Miroslav Ivanchev



## SPRING



### HEAD OF SOCIAL MEDIA

Simona Gyuzleva

### HEAD OF SALES

Kamen Georgiev

### HEAD OF EVENTS

Nikolay Ganev

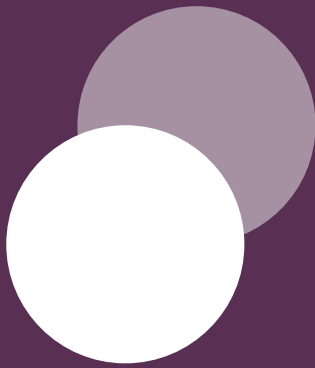
### HEAD OF MARKETING

Stefani Dushilova

### HEAD OF HR

Elena Stoycheva





## NEW MEMBERS

### **DANIEL MITEV**

Department: Finance,  
Events, Marketing

### **DEISLAVA IVANOVA**

Department: Finance, Sales

### **ELENA STOYCHEVA**

Department: SM, Marketing, HR

### **GEORGI NICHEV**

Department: SM, Marketing, HR

### **KREMENA SLAVKOVA**

Department: SM, Marketing

### **MARTIN PAVLOV**

Department: SM, Marketing

### **ZLATOMIR PAVLOV**

Department: Events, Finance

## RETURNING MEMBERS

### **ANTOANA BAKALOVA**

Department: SM, Marketing, Sales

### **IVET PLAMENOVA**

Department: SM, Marketing

### **KAMEN GEORGIEV**

Department: Finance, Sales

### **LYUBOMIR YANCHEV**

Department: SM, Marketing

### **MIROSLAV IVANCHEV**

Department: Finance

### **NIKOLA GEORGIEV**

Department: Finance, Events

### **NIKOLAY GANEV**

Department: Finance, Sales, Events

### **SIMONA GYUZLEVA**

Department: Marketing, SM,  
Sales, Finance

### **STEFANI DUSHILOVA**

Department: SM, Marketing

# COMPLETED CASES

## Conversion Century

Marketing & SEO Agency

*Dates: October - November 2022*



**Conversion Century**  
SKYROCKET YOUR DIGITAL MARKETING

## ZAYA

Digital Electrical Appliance Manual App

*Dates: November 2022*

**ZAYA**

## Sciant (Unfinished)

IT Service Management

*Dates: February 2023*



sciant

## MarketStar

Inside Sales Outsourcing

*Dates: March-April 2023*

 **MarketStar**<sup>™</sup>

# COMPETITION



This academic year, a joint collaborative event was organized between the ACC and the IMC (Investment Management Club). The competition was called the 360-degrees challenge, as it incorporated aspects of the business functions of marketing, sales, and finance. The challenge managed to simulate the internal work process of the club.

The event was organized on-ground in Aspire, and we saw good interest in the competition. The feedback was overwhelmingly positive.





*Teambuilding Fall 2022*

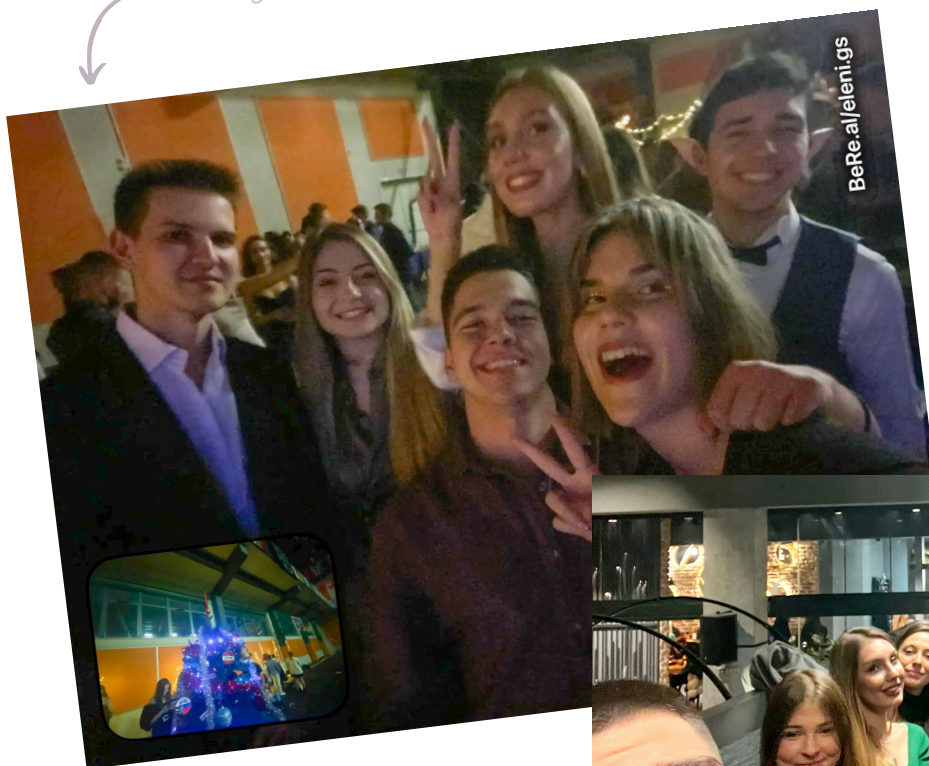


*Breast Cancer Awareness Charity*





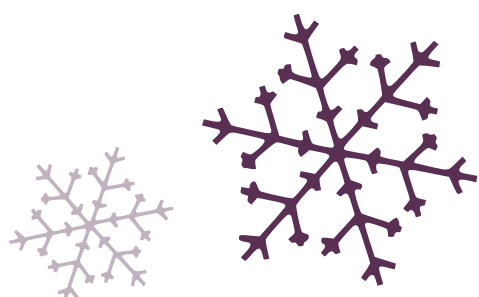
*Fantasy Themed Winter Ball*



*Our favorite place to eat:  
Flavor*



*First meeting with new members*



*Teambuilding Spring 2023*





# Reflections

## snoitcelfeR

The third academic year was a landmark in the club's history. The interest in it among the student body was much greater than in previous years. With another event successfully organized and 3 completed cases, spirits were running high.

Despite the closing of the finance department and several organizational issues, the members made great

- improvements to the club's branding and presence on
- campus. Not only that, the collaboration with IMC on a
- professional event with an expert jury brought further
- respect and interest towards the project.

- With all of the founding members graduating, the new academic year would be another new challenge for the remaining members. Will the club's ideals persist? Will there be a significant shift in the club's direction and mission? What will the new batch of members bring to the table?

Read on as we turn another chapter of our legacy.



*End of academic year 2022/2023*

*Fay* *Mary*  
*Ally*

THE ACC LEGACY BOOK

# Chapter 4: Sustaining the Vision



2023-2

2024






# Developments




With the previous board members having graduated, a new leadership team took the reins. Nikolay Ganey, Lyubomir Yanchev, and Desislava Ivanova stepped up as the new board, eager to build on the foundation laid by their predecessors while ushering the club into its fourth year.

This year saw an influx of 9 new members (5 freshmen and 4 sophomores), bringing fresh perspectives and energy to the team. The club continued to expand its professional development initiatives, hosting three high-profile workshops featuring industry leaders. Sessions were held with PwC, Deloitte, and Coca Cola, offering members invaluable insights into various consulting specializations and corporate best practices.



In terms of hands-on experience, the club completed three consulting cases for local businesses, further cementing its reputation as a practical learning hub for aspiring consultants. The return of Consultant for a Day proved to be a major highlight, drawing enthusiastic participation from both club members and the broader student body, and showcasing the club's commitment to experiential learning.

As the academic year drew to a close, ACC celebrated another successful chapter. With each project and event, the club strengthened its community and continued to build its reputation as a cornerstone of professional development on campus.



# DEPARTMENTS

## SOCIAL MEDIA & MARKETING

Responsible for managing ACC's digital presence and brand identity. This department publicizes club activities on platforms like LinkedIn, Instagram, and Facebook, creating engaging content and campaigns. From event promotion to club branding, they ensure ACC's story reaches a wide audience and enhances its reputation both on campus and in the professional community.

## SALES & PR

Builds and maintains relationships with businesses, securing consulting cases and partnerships that provide real-world experience for members. This department helps Events to organize workshops and networking events to foster professional growth, while also handling the club's sales activities, ensuring ACC's connections continue to grow and create valuable opportunities.

## EVENTS

Organizes all events. This includes recruitment parties, live workshops, community events, and the consulting competition at the end of the year.

## HUMAN RESOURCES

Organizes games and activities for the members and organizes the 1-on-1 feedback meetings during the semester. It is also in charge of teambuilding activities.



# BOARD



**NIKOLAY  
GANEV**

President  
Departments: S&PR, Events

**LYUBOMIR  
YANCHEV**

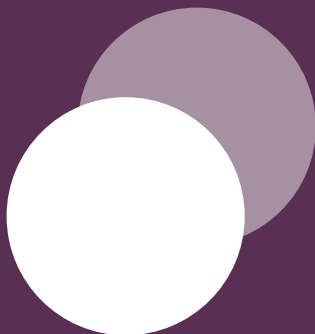
Vice President  
Departments:  
Social Media & Marketing



**DEISLAVA  
IVANOVA**

Treasurer  
Departments: Sales & PR





## NEW MEMBERS

- **ALEXANDER PISKULIYSKI**  
Department: SM & Marketing
- **BOYAN NICHEV**  
Department: Events
- **DZHAN HYUSEIN**  
Department: Sales & PR, HR
- **MARIAM MELIKISHVILI**  
Department: SM & Marketing
- **NIKOL ILIEVA**  
Department: SM&M, S&PR, Events
- **PRESLAVA GYUZELEVA**  
Department: ales & PR
- **VALENTINA STANIMIROVA**  
Department: SM & Marketing, Events
- **YOANA GKATSU**  
Department: Events
- **YOAN IVANOV**  
Department: SM&M, Sales & PR, HR

## RETURNING MEMBERS

- **NIKOLAY GANEV**  
Department: S&PR, Events
- **LYUBOMIR YANCHEV**  
Department: SM & Marketing
- **DEISLAVA IVANOVA**  
Department: S&PR, Events
- **IVET PLAMENOVA**  
Department: SM & Marketing
- **KAMEN GEORGIEV**  
Department: Sales & PR
- **MARTIN PAVLOV**  
Department: SM & Marketing
- **DANIEL MITEV**  
Department: Events
- **ZLATOMIR PAVLOV**  
Department: Events
- **GEORGI NICHEV**  
Department: SM & Marketing, HR
- **KREMENA SLAVKOVA**  
Department: SM, Marketing

# HEADS (FALL)



## HEAD OF SOCIAL MEDIA

Ivet Plamenova



## HEAD OF SALES & PR

Kamen Georgiev



## HEAD OF EVENTS

Daniel Mitev



## HEAD OF HR

Georgi Nichev

# HEADS (SPRING)



## HEAD OF SOCIAL MEDIA

Ivet Plamenova



## HEAD OF SALES & PR

Kamen Georgiev



## HEAD OF EVENTS

Daniel Mitev



## HEAD OF HR

Yoan Ivanov

# COMPLETED CASES

## BadRock Radio

Online Rock Radio

*Dates: October - November 2023*



## FoodOBox

Food Waste Solutions

*Dates: February - March 2024*



## Tripinfy

Carpooling Application

*Dates: February - March 2024*



# COMPETITION



The Consultant for a Day competition returned this year, immersing ACC members and the event participants in the consulting world under the theme of creating business growth.

Participants engaged in market research, developed sales strategies, and crafted value propositions with guidance from MarketStar representatives. The event emphasized networking, strategic planning, and a learning mindset while fostering teamwork and problem-solving skills.

Through structured communication and real-world scenarios, students refined their consulting abilities, making this year's competition a valuable highlight in the ACC calendar.



*Halloween Party*

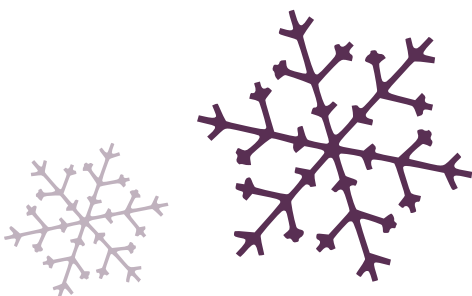


*Hanging Out at Hang Out*



*First meeting with new members*

*Lunch with some of our alumni*







*Christmas Ball*



*Teambuildings*



*Consultant for a Day 2024*





# Reflections

## snoitcelfeR

As the academic year drew to a close, ACC reflected on a period of meaningful growth, camaraderie, and change. The team took on new challenges, working together on impactful projects and events that strengthened their consulting skills and deepened their bonds.

This year, ACC experienced transitions, as several long-standing members moved on, leaving behind a legacy of dedication, resilience, and countless contributions that shaped the club. Their presence will be missed, but their impact endures, inspiring new members to carry forward the values they helped establish.

Throughout the year, the club's evolving team embraced fresh perspectives and innovative ideas, finding new ways to collaborate and support one another. With each event and project, the ACC community grew stronger, reinforcing the spirit of teamwork and mutual learning.

As the club looks to the future, it celebrates these achievements and the members who made them possible, excited to welcome the next wave of passionate individuals who will continue to build on this legacy and bring the ACC vision to life.



*End of academic year 2023/2024*