Your website and your business, in one place.

AI builds a small business a premium website from the one it already has. The owner runs the site, and the business behind it, in plain language.

Half of Bulgarian businesses still have no website



Flat since 2019, while hosting starts at €2.47 a month. Price is not the barrier. Time and skills are.

Enterprises with 10+ staff that have a website, 2025. Source: Eurostat isoc_ciweb.

Those with a site pay twice, and still get a slow one

€360+	one-off for a studio to build a small business site in Bulgaria, up to €1 500
€25+	a month to keep WordPress patched and running, up to €500
11,334	new WordPress plugin security holes found in 2025, up 42%
38.4%	of WordPress sites pass Google’s mobile speed check, the lowest of the big platforms

And the real work (enquiries, bookings, prices) still happens in email, spreadsheets and phone calls.

Sources: Bulgarian studio price pages 2026; Patchstack 2026; Core Web Vitals by CMS, June 2026.

From the site they have to a running business, in minutes

01 IMPORT

Paste the current site

AI reads it, moves prices, team and services into the back office, and writes the pages in Bulgarian and English.

02 DESIGN

Pick one of three looks

One is based on the brand’s own colours. Every design passes the contrast check.

03 EDIT

Click and type, or ask

The site is the canvas and Citron AI sits beside it. Every change can be undone.

04 RUN

Publish and run the business

Hosted in the EU on their own domain. Enquiries and bookings land in one inbox.

Want something special? Inkblot Studio builds a premium site on Citron, and the client owns it.

Measured, not promised

$0.27

AI cost to build a four-page, two-language site from a real business website

95+

Google mobile performance score of Citron sites, out of 100. WordPress passes the speed check 38.4% of the time.

4

languages in the product today: Bulgarian, English, Romanian and Greek

Generated pages never invent prices, reviews or numbers. Anything not found in the source is removed before the owner sees it.

Measured on stage, 8 November 2026: 54 AI credits; Lighthouse mobile, median of 3 runs.

Everyone has a piece. Nobody sells the whole.

	Imports your site	Chat and visual edit	Real back office	Languages, no fee	Flat price	Local studio
Wix Harmony	No	Yes	No	?	Yes	Marketplace
Framer, Webflow	No	Visual	Yes	Paid	Credits	No
Hostinger	?	AI builder	No	?	Yes	No
SuperHosting.bg	?	AI builder	WordPress	?	Yes	WP support
Citron	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Inkblot**

The closest threat is Wix Harmony. It has no back office or site import today, so our lead has to be won with customers, fast.

“?” = not found in our research. Sources: vendor pricing pages and reviews, 2026.

Start in Bulgaria, grow across South-East Europe

462,752

enterprises in Bulgaria, 432,699 of them with fewer than 10 people

€15M to €60M

a year of addressable spend in Bulgaria alone, our estimate

RO · GR

next: 53.6% and ~60% of firms online, and both languages are already in Citron

Bulgaria has used the euro since 1 January 2026: one price list for the eurozone. First customers: businesses tired of paying studios for WordPress upkeep.

Sources: NSI 2023; Eurostat isoc_ciweb 2025. Market range estimated from SME counts and the no-website gap.

Software first, a studio for the top end

MOST BUY THIS

Studio

€49

a month. AI-built site, on-canvas editing, hosting and the back office. Flat, no credit meter.

GROWING TEAMS

Professional

€89

a month. Bookings, CRM, content calendar and Citron AI agents on the same workspace.

PREMIUM

Enterprise

€1 500+

Inkblot Studio builds it on Citron, then a monthly plan. Service work turns into recurring revenue.

Unit costs we know: $0.27 of AI per generated site, cents a month to host it. Next to measure: support time per customer.

Studio is listed at €49 a month on citronos.com. Professional and Enterprise prices are proposals to test with the first customers.

Where we are, honestly

Jul 2026

in production since; the full stack live from 29 September

14

sites running on Citron, across 8 workspaces in production

3

client businesses run their public sites on Citron today

€7 160

monthly revenue of Inkblot Studio, the company behind Citron

Clients include a water-treatment company in Plovdiv and a law firm in Burgas. Our own consumer app, Mochi, is live and runs its website on Citron. Citron's own subscription revenue starts with the Studio tier.

Counts read from production, 30 November 2026. Revenue is mostly studio work.

Not a prototype: a platform

57

modules: content, bookings, CRM, forms, inbox, SEO, billing and agency tools

~3,400

automated tests: about 2,500 API and 890 console, plus tenant isolation tests

84

AI tools: Citron AI acts across the back office, with undo and approvals

26

real sites imported in testing, including Wix, Webflow and WordPress builders

Multi-tenant, EU-hosted, single sign-on, two-factor sign-in, audit log, white-label for agencies.

Counts from the codebase, November 2026.

Eighteen months to the pre-seed bar

JAN TO MAR 2027	Studio tier on sale with payments; first 20 paying sites, at least half from outside our network
APR TO SEP 2027	First engineer and first sales hire; 100 paying sites; first customer in Romania or Greece
OCT 2027 TO MAY 2028	€10 000 a month in Citron subscriptions, cancellations under 3% a month, one sales channel that works without the founder
MID 2028	**Pre-seed: €750k to €1M, if the bar is met**

Every milestone is read from Citron's own data, including owner edits against staff edits: the test that this is software, not an agency.

We are raising from angels

€270k

On a convertible loan. 18 months of runway, contingency included, to reach the pre-seed bar.

€2.0M

valuation cap before the round, €2.27M after it

20%

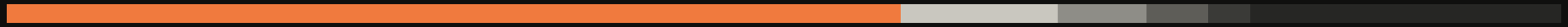
discount on the pre-seed price if that is lower than the cap

Pro rata

right to keep your stake by investing again in the pre-seed

€10k

minimum ticket; a short update every month, numbers first



57% team: founder, engineer, sales 10% marketing 6% hosting and AI 4% legal and accounts 3% Romania and Greece 20% contingency

Not financial advice. Instrument and entity to be confirmed by a Bulgarian lawyer. Most startups fail; invest only what you can lose.

What your ticket buys

You invest	Your stake at the cap	Worth at a €5M pre-seed	Worth at a €6M pre-seed
€10k	0.44%	€18k	€22k
€25k	1.10%	€45k	€55k
€50k	2.20%	€90k	€110k
€100k	4.41%	€181k	€220k

That is **1.8x to 2.2x** on paper at the next round, if the plan is met, before any exit. The upside after that is what the pre-seed money builds.

Stake = ticket / €2.27M. Pre-seed of €900k at €5M or €1M at €6M after the money. Paper value, not cash; it may be zero.

Why €2.0M before the round is a fair price

Below the market

The European pre-seed and seed median was €6.0M in early 2026. We priced for Bulgaria and for early traction, at a third of that.

Built, not promised

The product is in production with paying clients' sites on it, and the company behind it already earns €7 160 a month.

Five methods agree

Scorecard, Berkus, risk factors, the VC method and Bulgarian comparable rounds, weighted, give €1.6M to €2.5M.

If the plan works, the pre-seed is priced at €4M to €6M and angels convert at €2.27M. That gap is the reward for coming in first.

Sources: PitchBook European VC Valuations, Q1 2026; full method and sources on request.

Who builds it

FOUNDER

Georgi Dryanovski

Founder and CEO. Designs, builds and runs Citron end to end: product, engineering, AI and operations. Runs Inkblot Studio and built Mochi, both live.

Inkblot Studio

Builds client sites on Citron: the first sales channel and the Enterprise tier.

See it live

We build a website from your business's own site, in front of you. georgi.dryanovski@inkblotstudio.eu

Citron. Your website and your business, in one place.