

# Bobby Borisov, Founder of LifeHouse, Recently Launched his Innovative Online Home Furnishings Store

*International Businessman Blazes New Trails in the eCommerce Landscape by Offering Top-Shelf Home Furnishing to meet Growing Demands of this Changing Economy*

BEVERLY HILLS, CA, UNITED STATES, October 16, 2020 /EINPresswire.com/ --

We've all heard stories about individuals who were able to break through glass ceilings, overcome seemingly insurmountable obstacles, defy numerous odds—and still manage to achieve awe-inspiring levels of success! Everyone loves a success story, because we all have an innate desire to see a part of ourselves in those who we deem as winners.

Experienced entrepreneur, eCommerce innovator and venture capitalist, Bobby Borisov, is the

personification of "The American Dream". His very life speaks to the aforementioned success of individuals who are able to overcome a myriad of obstacles and defy a multitude of odds to harness success in a tangible and transformative way.



Bobby Borisov, Founder of Life House

In order to illuminate his present accomplishments, we have to reflect back to the path that led him here. Coming from the ex-Communist country of Bulgaria, serving in two militaries (in Bulgaria and France) and finding success in Paris, Germany and Switzerland, Bobby has emerged as noteworthy businessman here in the States as well. Bobby Borisov (born February 21, 1978) is an American Businessman. Bobby, born in Bulgaria, has pursued the American dream from across three continents before establishing himself and achieving great success here in the land that engendered the dream.

Exercising an excellent eye for opportunity in establishing new businesses and taking companies to next level, he has consistently secured reliable returns on investments throughout various business sectors for his investors, and employed many people.

An accomplished venture investor, company advisor, and entrepreneur, Bobby manages a portfolio of vast companies and startups through BB Investment Holdings. Bobby also dedicates time, energy, and funding to entrepreneurs building philanthropic startups that empower people who need help, such as Permanent Supportive Housing Foundations. He began angel investing in 2006 and over the following decade, BBIH portfolio grew from a handful companies to large amount of successful ventures. He is able to create, architecture custom financing, and execute numerous deals in various industries over the years. Borisov has the unique skills to sense new business opportunities in any economic cycles.

Bobby, CEO of BB Encore Incorporated, has parlayed his business acumen into the creation of a formidable online home furnishings company. LifeHouse. LifeHouse is an eCommerce establishment with a keenness for upscale interior products, is optimistic about the current situation. The group enjoins similar vendors within their industry to take advantage of the increased demand for comfort and positive energy around homes. With people spending more time in their homes, it makes sense that they would want to be comfortable. LifeHouse is not only looking to make some money, but also contribute to this demand for comfort by churning out relatable household items that will ensure calm and happiness in these times.

Through a spokesperson, the company said, "We understand people's relationships with their homes, and we deliver tailored solutions with a keen eye for eco-friendly and evergreen designs in home products, and at affordable prices too."

Being a startup, LifeHouse has pointed to the economic numbers and projections as a guide for their foray into eCommerce. With a totally unique approach to eCommerce, the group at LifeHouse is adamant that they might have no competitors to look out for in the early stages.

Bobby Borisov made this clear when he said, "We believe that we understand our business model better than any potential competitor. We are offering the customers a unique shopping experience. Our innovative online store is featuring high-quality and affordable products for homes. We have a passion for life at home, our company culture is built upon enthusiasm, trust, passion, and a 'do it now' attitude."

Aside from being a humanitarian and an innovative entrepreneur, Bobby Borisov is a compassionate and conscientious human being—determined to provide a better way of life for people in his local community—as well as for those who he can positively impact across the globe; His local mission and Global vision sets him apart from his competitors.

To learn more about LifeHouse, visit <https://lifelousenow.com/>  
For more information visit <http://bbihinc.com/>

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