

BRANISLAV HRIVŇÁK

Founder · AI Product Builder · Commercial Lead

London, United Kingdom · branislahrivnak7@gmail.com · +44 (0) 7539 754477
in/branislahrivnak · meltflexai.com · meltflexsolutions.com · sonsandco.co.uk

EXPERIENCE

Co-Founder & Co-CEO — MeltFlex AI

2023 – Present · London / Bratislava

AI interior design and virtual staging platform. Started on a €5,000 Tatra Banka Foundation grant; the US is now the largest market.
meltflexai.com

- Redesigns any room from one photo in under 20 seconds. 213,000+ users, 55+ countries, 754,000+ rooms designed, 4.8/5 from 1,200+ reviews, \$200K+ ARR in five months.
- Architected the whole product: generative image and inpainting pipeline, 25+ style models, billing infrastructure, front-end (Next.js, React, Tailwind).
- Built the furniture-matching layer no competitor has: every object in a render maps to a buyable product across IKEA, Amazon, Wayfair and Walmart with live pricing. 83% fewer returns.
- Grew one tool into 20+: style transfer, furniture swap, room-by-room design, exterior and garden, floorplan-to-3D, video walkthrough, walkable 3D interiors.
- Shipped on web, iOS, Android and Microsoft Store. Public API, CLI and MCP server let partners embed the engine.
- Own the go-to-market: programmatic SEO, free-to-paid funnel, affiliate programme, and direct B2B sales into developers, agencies and furniture retailers.
- Closed Cresco Real Estate (Slovakia's largest residential developer), YIT Slovakia, JTRE, VI Group, Herrys and Kondela.
- Selected for the SOSA accelerator in New York to represent Slovakia; pitched at the Slovak Consulate General to US investors.
- BMW Innovation Award and Technological Impact Award. Covered by Forbes Slovakia, RTVS and NexTech.

Co-Founder — MeltFlex Solutions

2025 – Present · London / Bratislava

AI agency — custom AI systems, voice agents and automation for enterprise clients. meltflexsolutions.com · techdrawai.com

- Built production AI voice agents for GreenWay, the largest EV charging network in Central Europe — GDPR-compliant, Slovak and English, handling inbound driver and B2B calls. Negotiated the DPA and framework agreement myself.
- Built GreenWay's commercial dashboard (Flask, nine live modules), used daily by their operations team.
- Shipped TechDraw AI (techdrawai.com): photo of any object in, dimensioned technical drawing out.
- Shipped AI Receptionist Now (aireceptionistnow.com): AI voice agents on demand for any business. Also AI Social Media Now.
- Founded AI Family Organizer (aifamilyorganizer.com): manages the household schedule and helps families work through what family life throws up.
- Build custom AI workflows into client systems, automating enquiry to closed deal.
- Clients: Sons & Co., Lions Investments, Homes UK Group.

Founder — Novion Labs

2025 – Present · London / Bratislava

AI agency — websites, custom CRMs and bespoke AI systems.

- Deliver end-to-end builds: marketing sites, custom CRMs, bespoke AI systems.
- Built the website for Slovakia's largest property developer.

Founder — CombatDefender / ArmoryX

2024 – Present · London / Bratislava

Defence AI procurement intelligence and specialist e-commerce. combatdefender.tech · combatdefender.eu

- Selected by the Ministry of Defence to support equipment selection.
- \$300K+ revenue from government contracts.
- Run the e-commerce arm as official distributor for Safariland and Blue Force Gear.
- Produced investor materials and ran outreach to defence-tech VCs.

Founder, Homes UK CRM — Homes UK Group

2025 – Present · London

UK park home and residential developer — CRM build and AI-native development operations.

- Built and own the CRM and residential app Homes UK runs its business on as it tracks toward becoming the UK's largest park home provider. React, Vite, Tailwind; role-based access across HR, Lettings, Residential, Compliance and Finance.
- Built an automated campaign driving residential and investment sales: segmentation, AI-generated creative, multi-touch follow-up into the CRM pipeline.
- Led web development: public-facing sites, the Homes UK Living resident platform and the consumer marketplace.
- Built the lettings pages: live listings, availability, enquiry capture wired into the CRM.
- Drove AI-native development: automated land screening and appraisal, AI marketing for plot releases, voice agents catching out-of-hours enquiries.
- Produced the capital-raising materials, including the DF Capital funding deck.

Founder — Expand Beyond Borders

2024 – Present · Bratislava

Chery dealer representation in Central Europe. expandbeyondborders.com

- Founded with my father. Established Chery’s Central European dealer network.
- Automated consulting and dealer support end to end — now a self-sufficient system.

Co-Founder — SeatSkins USA

2023 – 2025 · United States

Automotive upholstery. seatskinsusa.com

- Took my father’s upholstery business into the US: set up the entity, built the dealer network, landed the key partnerships.
- Grew US revenue past \$125K, then handed the business back to my father.

Co-Founder — BuiltMind

Sept 2020 – Dec 2021 · London

AI-powered pricing platform for residential real estate. builtmind.com

- Helped build the pricing algorithm and onboarded the first clients, including CRESCO and YIT Slovakia. Raised \$750K. Left for personal reasons.

Investment Manager — Sons & Co.

Oct 2023 – Present · London

- Lead analysis on Central London schemes of £100M–£700M GDV. Built the appraisals and Investment Committee packs that secured assets worth up to £160M.
- Negotiate and structure transactions to exchange and completion. Manage debt financing end to end: covenants, debt service, compliance reporting, lender updates.
- Built ParkOS, the internal CRM now used across the group.

Junior Finance Manager — JTRE London · Aug 2022 – Oct 2023 — ran financial analysis and cash flow for Triptych Bankside (169 apartments, 85,000 sq ft Grade A office); cut reporting time by 50% and contributed to the acquisition of 220 Blackfriars Road.

Junior Associate — JTRE London · Sept 2020 – Sept 2022 — ran the international sales and marketing strategy for Triptych Bankside — £4M+ budget, a team across Asia and the Middle East, and a domestic launch that hit full office occupancy within four months.

Project Manager — Jan Revaj Architects · May 2023 – May 2024 — led a luxury villa development in Croatia from concept to completion, on time and on budget, including land valuation, feasibility and rental cash flow projections that hit the investor’s target return.

Lean Management Analyst — YIT Slovakia · Sept 2019 – Aug 2020 — implemented Lean strategies on the NUPPU project (800 apartments, 11 buildings), cutting roughly four months from the programme and securing the highest BREEAM certification level.

Asset Management Analyst — White House RS · May 2017 – Mar 2020 — onboarded and managed 80+ tenants, negotiated leases, and led the sale of a significant portion of the portfolio in a €7.5M+ deal.

Investment Analyst — Vavrica Architekti · May 2019 – Sept 2019 — sourced and facilitated the acquisition of the Villa Rustica Terasy project and supported due diligence across market research, cash flow analysis and site inspections.

SKILLS

Building: React, Next.js, Vite, Tailwind, Python, Flask, REST APIs, LLM and agent orchestration, RAG, generative image and inpainting pipelines, AI voice agents, workflow automation, rapid prototyping

Commercial: Founder-led sales, enterprise outbound and closing, pricing and packaging, venture fundraising, financial modelling, development appraisals, debt structuring, ARGUS Enterprise, CoStar

Languages: English (fluent), Slovak (native), Czech (fluent), German (proficient)

Also: Perry Talents (2022 – Present) — run UK startup networking events for Central European technology professionals; won a £189,000 Slovak government grant. Nord Anglia Education, Tanzania (2016) — raised ~\$25,000 for a school serving 180+ children. 70.3 IRONMAN finisher.

EDUCATION

MSc Real Estate Economics & Finance — London School of Economics and Political Science	2022
BSc Economics and Politics — King’s College London	2021
Financial Markets — Amplify Trading	2019