
Lena Varga

Software founder and writer

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BASED Lisbon, Portugal

ONLINE example.com

Founder and CEO of Tallybook, an invoicing service for freelancers run without outside investment since 2019. Co-founder of Paperweight (acquired by Northfold in 2019). Writes The Small Ledger, a monthly newsletter on running small, profitable software companies.

01 EXPERIENCE

- 01

Founder and CEO

2019-10 – Present

Tallybook · Lisbon

Built an invoicing and payment-reminder service for freelancers from one paid plan to 20,000+ paying customers and \$2.1M in annual revenue, with a team of nine and no outside investment.
- 02

Co-founder, product and operations

2014-05 – 2019-12

Paperweight · Lisbon

Co-founded a paid note-taking app for university students with Tomás Reis; grew it to 38,000 paying users and led the sale to Northfold in 2019.
- 03

Founder

2013-02 – 2014-06

Quietdesk · Vienna

Designed, built and sold a paid focus timer for desktop computers; closed it after a year and wrote up what went wrong.
- 04

Billing analyst

2010-09 – 2013-01

Danubia Freight · Vienna

Rebuilt the payment process for about 200 self-employed drivers, cutting the average time from delivery to payment from 41 days to 12.

02 EDUCATION

- 01

B.A. Economics

2006-09 – 2010-06

Department of Economics, Budapest · Budapest

Thesis on late payment among small suppliers in the Hungarian printing trade.

03 WRITING

01	Profit Is a Feature (book, 2024)	example.com/profit-is-a-feature	Notes on running a software company without investors, revised from The Small Ledger; about 11,000 copies sold in its first year.
02	The Small Ledger (newsletter, 2020-present)	example.com/small-ledger	A monthly letter on pricing, hiring and cash flow for small software companies; about 24,000 subscribers.
04	SKILLS		
	Pricing and packaging	■□□□□	Billing and payments operations
	Product design	■□□□□	Hiring small teams
	Technical writing	■□□□□	
05	LANGUAGES		
	Hungarian	Native	English
	Portuguese	Professional	German
06	TALKS AND RECOGNITION		
01	Forty small companies to watch		2025
	Makers Quarterly (Tallybook)		
02	Charging from day one, again		2026
	Kettle & Code podcast, episode 140		
03	The price page is the product		2023
	Receipt Club, Lisbon		