

Cyprus Entrepreneur Stefanos Christou Accelerates European Growth for Next Level Data and SONEVERSE



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Stefanos Christou, the 22-year-old entrepreneur behind **Next Level Data**, one of Cyprus' fastest-growing marketing agencies, and **SONEVERSE**, a leading SEO platform, announced today that both companies have **surpassed their 2025 growth targets months ahead of schedule**. With this milestone reached in April, Stefanos and his leadership team have begun **revising their business objectives**, setting **higher targets** and accelerating **expansion plans across Europe**.

Founded in **2022**, **Next Level Data** started as a small, agile operation led by Stefanos and his **best friends**, all sharing a singular vision: to create a **performance-driven marketing agency** that operates with **precision, systems, and measurable outcomes**. Within just three years, the agency has grown into a market leader in Cyprus, managing over **\$500,000 in advertising spend per month** across **real estate, retail, political campaigns**, and other sectors. The client roster includes some of the most prominent names in the region, including the **#1 tattoo studio brand in Europe** and the **leading real estate developer in Cyprus**.

“When we started, we didn’t just want to compete with other agencies—we wanted to **outperform them, outlast them, and build something that would stand the test of time**,” said **Stefanos Christou**, Founder and CEO. “Exceeding our 2025 goals this early is not just about numbers; it’s a reflection of the **systems we’ve designed** and the **dedication of the team** behind those systems.”

Building on Friendship and Trust

What sets **Next Level Data** apart is not only its **methodology** but its **foundation**. Unlike traditional agencies built through recruitment, Stefanos structured the company around a **core group of lifelong friends**, each of whom leads a department. These are not colleagues in the conventional sense—they are **partners in growth**, bonded by shared experiences, aligned values, and a commitment to **building something meaningful together**.

“We were together when there was nothing,” Stefanos explained. “This isn’t going to change. We’ve **built this company together from the ground up**, and we’ll continue to build it for generations.”

This **trust-based model** fosters a culture of **accountability and autonomy**, where each team member operates independently within their domain, but all are united by a **shared commitment to excellence**. There is no hierarchy, only mutual respect and aligned goals.

www.soneverse.com

This structure has proven to be a key factor in the company’s rapid success, allowing for

fast decision-making, clear accountability, and consistent execution. **SONEVERSE: A New Model for SEO**

Alongside Next Level Data, Stefanos co-founded **SONEVERSE**—an **SEO platform** designed to go beyond the traditional agency model. Instead of offering SEO services, **SONEVERSE owns the top Google rankings** for high-value keywords in sectors such as **law, accounting, real estate, and insurance**, and provides **subscription-based access** to

businesses seeking premium visibility.

The platform operates as **digital real estate**, securing and maintaining top positions in search results and offering clients **guaranteed exposure** in competitive markets. This model mirrors Stefanos’ broader philosophy: **focus on infrastructure, own the key assets**, and ensure **long-term scalability**.

“**SONEVERSE** was built with **precision** from day one,” Stefanos said. “Every keyword, every article, every link is deliberate. We don’t just help businesses rank—we **own the rankings** that matter.”

Since its inception, SONEVERSE has secured **hundreds of top-ranking positions across Cyprus** and is actively expanding its reach into new industries and geographies. The platform's **scalable model** allows it to **replicate success in new markets**, setting the stage for further growth alongside Next Level Data.

An Entrepreneurial Journey Shaped by Systems

Stefanos' approach to entrepreneurship is deeply rooted in his early experiences. Raised in **Cyprus**, his childhood was shaped by **competitive sports**, especially **football**, where the values of **discipline**, **routine**, and **continuous improvement** became second nature.

At **17**, Stefanos and his closest friends began their first business experiments—importing products, building websites, running micro-campaigns, and scraping data to understand how digital ecosystems function. These early ventures weren't about quick profits—they were about **learning how systems work**.

By **18**, Stefanos had his first major breakthrough, developing a **real estate data platform** that aggregated and structured property listings across Cyprus. The platform attracted attention from **investors and developers**, providing Stefanos with a clear realization of the power of **data and leverage**.

Leadership, Mentorship, and Long-Term Vision

Stefanos' leadership style centers on absorbing pressure, enabling his team to focus on what matters most: **delivering results**. This approach fosters an environment where **creativity and execution thrive**, supported by **data-driven decision-making** and **measurable outcomes**.

One of Stefanos' key influences is **Vangelis Christodoulou**, founder of **Puerto Ink**, Europe's leading tattoo studio brand. Their ongoing conversations have shaped Stefanos' philosophy on **growth**, **leadership**, and **scaling**.

"Vangelis taught me that **youth isn't a barrier**—it's an advantage, if paired with **discipline** and **structure**," Stefanos said. "Our discussions have challenged me to think bigger, build stronger, and always focus on the **long game**."

Future Plans and European Expansion

Looking ahead, **Next Level Data** is expanding into **Greece** and other **European markets**, bringing its **performance-driven approach** to a broader audience. At the same time, **SONEVERSE** continues to **scale its SEO infrastructure**, expanding into **new sectors** and **geographies**, with the goal of becoming a leading **digital visibility platform** across Europe.

The revised business targets reflect not just an ambition to grow—but a **structured roadmap** designed to ensure **long-term sustainability** and **market leadership**.

"In ten years, I want to be remembered for **building something real**—something that gave others a way forward," Stefanos concluded. "You don't need to fit into someone else's system. You can **build your own—with your friends by your side**."



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