



EXPANSION FOR ALL

**For Accelerators and
Startups
with our GROUP
Workshops & self-paced
INDIVIDUAL Trainings**

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TRAINING OPTIONS



LIVE GROUP Workshops

for accelerators &
startup groups

onsite or online
interactive sessions
with a trainer
digital tools for
collaboration



SELF-PACED Trainings

for individual
entrepreneurs

anytime, remote,
condensed self-study
material
videos, templates,
examples

#KONSULTORICADEMY



HOW TO RAISE MONEY FROM INVESTORS

Get prepared to professionally approach investors to accelerate fund raising

Content outline

- How and when to start fundraising
- Overview of the investor landscape: Which investors to approach and how to rank them
- Fundraising process from your and the investor's view
- How investors think and decide
- Which documents to prepare and when to share
- How to calculate and challenge your company valuation
- Due diligence elements

You should attend if

- You are looking for investor financing to scale your company or startup
- Your startup has already achieved initial sales with your product or service
- You want to be optimally prepared for the investment process and meetings

Trainer:

Petra Wolkenstein



**Start self-paced training, or book a
LIVE group Workshop**





**“Always a pleasure to have you coaching
our teams, Petra! Your knowledge and
expertise are invaluable!”**

**Andra Bagdonaitė
Associate & Program Manager
Startup Wise Guys**



#STARTUPS



PARTNERING & MARKET ENTRY MODELS

How to sell abroad: Calculate your global market potential and learn how to sell internationally

Content Outline

- About international market entry
- How to calculate your market potential both in your home market as well as abroad
- Meaning of TAM-SAM-SOM
- Which markets to enter first: how to sell internationally
- Several partnership models for international sales and its advantages and drawbacks
- How to create your own go-to-market-plan
- How to define your own internationalisation strategy

You should attend if

- You have generated first revenues in your home country
- Your plan is to expand internationally and to sell abroad: you are planning your international market entry
- Therefore you want to know which is the optimal way to sell internationally

Trainer:

Petra Wolkenstein



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"Petra is the best business coach I've ever met. She always tries to dig into your situation, not just giving common advices. She has clear and very fast mind, so it's very easy to follow her suggestions."

**Aleksandr Bogachev
CEO, DataStoryTellers**



MARKET ENTRY



B2B SALES & PRICING

Learn how to sell to companies and how to determine the optimal price

Content Outline

How to sell to companies: B2B sales

How to grow successfully with B2B sales

To define your B2B sales model

Revise your key sales processes

Rethink your pricing models: Not too high and not too low

How to maximise margins while staying competitive

You should attend if

- You want to increase your sales to companies: your growth objectives can only be met with higher B2B sales
- Your prices should be attractive for your clients and at the same time you want to keep high margins
- Your sales processes could be more efficient

Trainer:

Robert Batoja



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"Thumbs up for Petra! Sparkling with ideas, great network, focused and structured approach. All of this paired with her engaging and congenial personality is the perfect match for bringing your business to the next level!"

**Peter Schmidt
Logiscool Wien**



G R O W T H



STARTUP VALUATION

How to calculate your startup value: evaluation methods and practical calculation examples

Content Outline

- Different valuation methods for startups
- Risk Factor Summation (RFS) and Venture Capital Valuation Method (VCM)
- Score Card Valuation Method (SCM), Discounted Cash Flow Method (DCF) and company valuation based on Multiples
- How to use valuation methods to prepare for investor meetings
- Where to get benchmark data from
- How to prepare your argumentation and how to defend the value of your startup

You should attend if

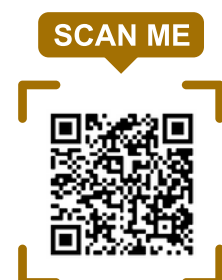
- You want to raise funds from investors
- You want to be prepared for investors meetings
- Your startup has already generated first revenues

Trainer:

Petra Wolkenstein



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"Nice session, Petra!! Thanks for sharing
your wisdom and experience."

Sarah Iranpour
Founder at PerSoN Clinic LLC.



VALUATION



GROWTH HACKING TACTICS

Learn how to conduct experiments to increase your conversion rate

Content Outline

- What growth hacking is and how to improve your customer journey with growth hacking tactics
- When it is the right time to start growth hacking
- How your target clients can contribute to an appropriate growth hacking strategy
- Best practices and an overview of all growth hacking tactics from acquisition to conversion to user retention
- How to decide which first growth hacking measure to take

You should attend if

- You want to improve your customer journey
- Your resources are limited, hence you want to know which concrete actions and measures succeed highest conversion rates
- You want to find out what really matters for your end clients

Trainer:

Petra Wolkenstein



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"Thanks for your great support!!"

Gabriele Tatzberger
Director of Start-up Services
at Vienna Business Agency



#LEADERSHIP



REVISE YOUR STRATEGY

How to review your strategy in changing times: Look back at what is already in place, generate options, make new decisions, consider implications and come up with a new implementation plan

Content Outline

- To review your strategy in times of great change
- To look back at what is already in place, generate options, make new decisions, consider implications and come up with a new implementation plan
- How to build an inventory of your current customer groups, their use cases and your products and services
- To identify your core competencies and key assets
- About the impact on your business from current trends
- How to revise and redefine new target groups and new products and services
- To prioritise your long list according to Impact, Confidence and Ease (ICE Scoring Model)
- To elaborate your market potential and business case per product

You should attend if

- You are a startup or innovative SME
- Your company is experiencing strong growth and you need focus or your company is stagnant and you need new opportunities
- You have the overall view of your company and can decide strategically
- You would like to have an external perspective and exchange with other entrepreneurs

Trainer:

Petra Wolkenstein



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SCAN ME





"Thanks for having us! Petra, kudos again, I loved the structure, your input and the speed of it."

Tanja Sternbauer
Co-Founder & Managing
Partner the
female factor



#LEADERSHIP



NEGOTIATION SKILLS FOR BEGINNERS

Conduct first business negotiations with suppliers and customers

Content outline

- Your own negotiation tactics with direct feedback
- Negotiation tactics with suppliers and customers and differences between customer and supplier negotiations
- How to prepare for a negotiation
- What is tactically important to achieve good results
- Specifics of an electronically conducted negotiation via email or chat
- To conduct successfully live contract negotiations, both face-to-face as well as electronically
- To de-brief with style to improve tactics in future negotiations

You should attend if

- You are conducting negotiations with suppliers and customers
- You want to learn how to prepare effectively for these negotiations
- Your objective is to understand the dynamics in negotiations and to know critical points
- You want to test your skills in accompanied dry runs

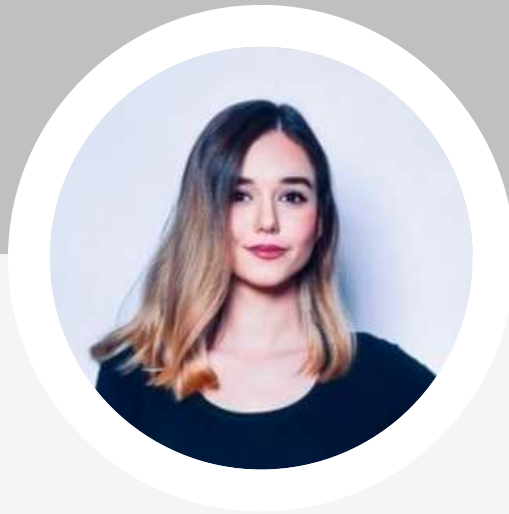
Trainer:

Petra Wolkenstein



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"Dear Petra! It was a pleasure for me to learn from your experience today, it was a great 2nd level negotiations workshop, I'm looking forward to applying the learned knowledge in my future meetings and negotiations."

Diana Vysoka
WITIT



#NEGOTIATION



STARTUP FINANCING

Finance the growth of your startup according to financial needs. Financing plan, options and path.

Content Outline

- About typical funding options for startups
- How to define your financing needs
- How to create realistic financial plans
- Your individual financing option(s)
- How to develop an appropriate financing path

You should attend if

- Your startup is short of cash
- You agree that growth needs financing
- Your plan is to specify financing needs and requirements
- You are looking for financing options to grow your business

Trainer:

Franziska Kolk

Petra Wolkenstein



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"Thank you for all the great insights on the topic, looking forward to the next ones!"

Dijana Janevska
Innovation Consultant,
ESA BIC Austria at
Science Park Graz



INVESTORS



BUILD COOPERATIONS

Increase your growth through cooperations with the right choice of partners for a long-term partnership

Content Outline

- How to increase your growth through cooperations
- In which areas of your company you would like to enter into cooperations
- How to identify good partners
- What you need to decide in advance and do during a cooperation to increase your probability of success
- To compare cooperation models and selection criteria
- How to monitor and maintain successful cooperation
- How to achieve the transition from a single cooperation to building your network

You should attend if

- You want to grow through cooperations
- You want to cooperate with the best partners
- Your objective is to increase your network

Trainer:

Petra Wolkenstein



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"Thank you, Petra for the great insights and helpful advice. Our Start-Ups gave great feedback and had a successful virtual conference!"

Philip Morger
Program Manager
International, Switzerland
Global Enterprise



COOPERATION



ONLINE MARKETING FOR GROWTH

Increase your growth through efficient online marketing. Identify optimal channels and grow with reasonable costs

Content Outline

- To sharpen your positioning and stand out from the competition
- To identify your ideal customers
- Which online acquisition channels exist for your area
- How to prioritise acquisition channels and activities
- How to reactivate existing customers
- When to open additional new online channels
- Illustrative examples and success stories for each customer acquisition channel

You should attend if

- You have already achieved initial sales with your startup
- Your plan is to expand sales
- You want to grow through online marketing
- You want to create brand awareness at reasonable costs

Trainer:

Petra Wolkenstein



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"Der Workshop zu Kundengewinnungsmaßnahmen für Ziviltechniker hat mir so gut gefallen, dass wir nun das gesamte Büro für die Umsetzung der Maßnahmen ins Boot holen werden. Die Praxisbeispiele sind motivierend und zeigen, wie man Kundengewinnung auf mehreren Kanälen verstärken kann – und dass Akquise etwas ist, das man erlernen kann! Empfehlenswert."

**Arch. DI Martin Kircher
Imgang Architekten**



ONLINE



NEGOTIATION SKILLS FOR EXPERTS

**Take your negotiation tactics to the next level:
Collaborations, sales and investors**

Content Outline

- Your own negotiation tactics with direct feedback
- Negotiation tactics with suppliers and customers and investors
- How to get more out of negotiations
- How to deal with challenging settings and set your focus
- Strategic steps and systematic preparations before starting negotiations
- Special features of sales, partner and investor negotiations
- Live negotiation followed by analysis and debriefing
- How to best respond in difficult moments and dirty tricks

You should attend if

- You have already some negotiation knowledge and expertise
- You want to get to the next level of negotiations
- Your objective is to handle difficult negotiations and learn about dirty tricks
- You want to learn how to conduct negotiations with best-prepared experts

Trainer:

Petra Wolkenstein



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"Was able to enjoy another great workshop at i2c last week. Petra Wolkenstein shared her knowledge on B2B negotiations with us. My personal highlight was a roleplay we did. We formed teams of two-each person representing one of two parties-with the task to negotiate a deals."

Benjamin Mörzinger
CEO, Campfire Solutions



#PARTNERING



CORPORATE VENTURING

Get familiar with Corporate Venturing initiatives. Go for collaboration between large companies and startups

Content Outline

- About examples of corporate venturing initiatives
- About typical expectations of startups
- To structure your own initiatives and exchange ideas for collaboration with established companies
- How to choose corporate venturing models for different goals and phases
- To be prepared for Culture Clash: How to keep partnerships with startups and companies alive and create mutual added value (win-win situations)
- How to outline your own corporate venture initiative

You should attend if

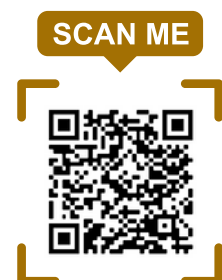
- Your company is a small or mid-size and innovative
- You agree that collaboration with the big ones is key
- Your plan is to push corporate venturing for your startup
- You like exchanging ideas and experience with corporate venture believers and experts

Trainer:

Petra Wolkenstein



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"Petra helped us in structuring the key message and all relating documents for finding venture capital for a newly founded start-up in the field of green chemicals. Petra also provided us contacts and venture opportunities for our mission. We totally appreciated Petras's very experienced, well-skilled but still hands-on way of working with us. Petra is perfectly capable of sensing what her customers really need. We really learned a lot!
Thank you, Petra."

Mag. Alexander Svejkovsky
CFO, AIT



V C



SHAPE YOUR BUSINESS MODEL

Map your business, partners and payment streams in a canvas, a Business Model Canvas (BMC)

Content Outline

- 9 Steps towards a better Business Model
- What is a Business-Model-Canvas (BMC) and what is its purpose
- How to create a product: Key activities and key resources
- How to build product variants to increase success
- Who are the key partners
- To understand the cost structure
- Who are the customers, how to reach them and how to treat them
- Which are the main revenue streams of each business model
- How to use the Business-Model-Canvas (BMC)

You should attend if

- You have a fantastic business idea
- You want to know how successful your business will be
- Your objective is to select the optimal partners, address the right customers and maximise revenue streams
- You want to get familiar with relevant business and management tools

Trainer:

Rudolf T. A. Greger



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MERGERS AND ACQUISITIONS / LEGAL TERMS AND FRAMEWORKS

Get familiar with key legal terms and framework. Learn legal strategies to efficiently negotiate and successfully complete your M&A process.

Content Outline

- Key legal terms when talking to investors
- About legal documents during the investor process and best practice strategies
- Main rules in Term Sheets and other transaction agreements
- What typically goes wrong and how to avoid that
- Managing an efficient M&A process
- Insight into the M&A complexity

You should attend if

- You are aware that understanding of Legal Terms and Framework can be a game-changer in M&A projects
- You want to understand Legal Terms and make sure you are aligned with investors
- You want to negotiate Legal Documents and Agreements to your advantage
- You want to avoid future misunderstandings and be at least at investors level regarding legal terms and documents
- You want to not only understand, but also efficiently plan your M&A process

Trainer:

Irina Tot



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SCAN ME





**“Competence. Experience.
Excellence. Full Commitment!
Thank you for all the great
workshops and the coaching.”**

**Dudu Gencel
Wirtschaftsagentur Wien
Startup Services**



#KONSULTORIACADEMY



ORGANISATION DESIGN

A holistic understanding of organizations & its key concepts

Content Outline

- Introduction to images, models & types of organizations
- Cornerstones & variables of organization design
- Interconnections & dependencies
- Context & stakeholder analysis
- Your organizational challenges and possible responses
- The role of leadership
- Fostering collaboration
- Organizational capabilities & learning
- Feedback & reflection

You should attend if

- Your organization is growing (shrinking) significantly
- Your organization is facing external pressures (competitive, regulatory,...) and/or increasing complexity
- Your organization is tapping into new, international markets
- You feel the need to professionalize your organization
- Lack of cohesion and/or collaboration between different elements of the organization leads to silo-thinking
- Your organization's leadership is changing or you are facing other disruptions

Trainer:

Michael Kubiena



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SCAN ME





THE HR TOOLBOX

The impact of a fit-for-purpose HR role & respective HR practices

Content Outline

- The role of HR and its interfaces
- Key HR-instruments & -processes and the employee experience
- Recruiting & onboarding
- Talent management & development
- Job categorization & evaluation, career management
- Compensation & performance management
- Where & how to start and what to prioritize?
- What does HR currently do and what should it do in the future?
- Devising an HR roadmap
- Feedback & reflection

You should attend if

- You sense that a dedicated HR function might facilitate the growth of your company
- You want to pay more attention to your employees, their engagement & satisfaction
- Managers & leaders need the tools & support to effectively manage their people
- Employee retention has become an issue
- You have doubts that your company can attract the right talent
- Standards for managing people are absent or lacking in your organization
- You have a newly appointed HR Manager who needs support & guidance

Trainer:

Michael Kubiena



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OKRS: OBJECTIVES & KEY RESULTS

Translating strategy into action

Content Outline

- The role and purpose of OKRs, concerning strategy implementation & communication, performance management, OKR as an instrument of participatory leadership
- How to align team & individual performance with corporate performance and strategy
- Re-thinking performance management: How do OKRs differ from other, more traditional performance management approaches?
- Key concepts: Which are they? How are they related? Objectives, Key results, Key performance indicators, targets
- Integration of OKRs with other essential people practices
- Process & tools; Dos & Don'ts
- Practical examples and how to get started?

You should attend if

- You want to align strategy, people & their performance
- You want to establish a clear line of sight between a corporate, team and individual performance
- You are looking for ways to promote accountability and ownership
- You want your employees to take charge of their own and the company's performance
- You want your people to grasp how they can shape & influence corporate performance
- You want a powerful participatory leadership instrument
- You aim to avoid silo-thinking and promote shared responsibility from the very start

Trainer:

Michael Kubiena



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SCAN ME





Mag.a Petra Wolkenstein

Venture Capital Investor – CEO Tech M&A and Strategy

Mergers & Acquisitions and growth expert in the tech space. Certified negotiation expert.
Certified trainer for accelerators. Believer in self-paced trainings.

Petra is an expert in M&A and growth in the technology and creative industries. As a certified negotiation expert, she gets investors on board, negotiates partnerships and leads go-to-market initiatives with her clients. She is an international trainer for negotiations with accelerators in Germany and the Baltics and has co-developed a Scaling Academy program and coaching for international startups since 2016. She has experience in consulting industry (telecom, strategy, marketing, media) and 10 years in Mergers & Acquisitions projects in Eastern Europe and the Middle East. Fluent in German, English, Spanish and knowledge in French.

Multiple founder: Konsultori, key2investors, key2platform, Konsultori Academy

#KONSULTORIACADEMY



Mag.a Franziska Kolk

Venture Capital investor – Coach – Business Developer

Business Developer. Early-stage investor in Africa. Executive and Startup Advisor.

Specialities: Business development, funding and business operations.

Today General Partner Africa Startup Wise Guys and CEO 3EG Technology Solutions GmbH.

Previous management positions: Corporate Development AGAMINE, lecturer in Finance Fachhochschule des bfi Wien (University of Applied Sciences), Innovation Manager IMG Innovation Management Group GmbH, Interim Manager Create Connections Networking & Lobbying GmbH, Strategy Manager Orange Austria Telecommunications GmbH (former ONE GmbH) and Corporate Finance Manager PwC.

Master's Degree of Finance at WU (Vienna University of Economics and Business Administration).

Fluent in German and English and knowledge in French and Spanish.

#VENTURECAPITAL



Mag. Rudolf T. A. Greger

Management designer and design philosopher and author of book "9 Steps towards a better Business Model"

Rudolf T. A. Greger is design thinking coach with more than 30 years of experience in corporate design/branding, product design, UX-/CX-/interaction-design and service design.

Founder of Design-Thinking-Tank (2014) and Think-Design coaching programme and Design-Thinking academy. Cofounder of GP designpartners GmbH and former chairman of the board of designaustria.

Author of several books, seminars and workshops.

"Design thinking fosters understanding of humans and clients and leads to business success."

#DESIGNTHINKING



Irina Tot

Partner/Attorney at Law at Lumsden & Partner

International M&A lawyer, negotiation and leadership expert, strategy advisor. Mag.a Irina Tot is Partner at Lumsden and Partners:

www.lumsden.at

More than 20 years experience in legal advisory, specialised in Mergers and Acquisitions / Corporate Law, Contract Law, Employment Law and CEE.

Irina studied Law at the University of Vienna and advised several years Telekom Austria in Business Development / International M&A. In the past over 15 years Irina has not only worked with one of Austria's leading law firms, but was also employed in business consulting with focus on privatisation in Southeast-Europe.

Irina speaks German, English and Croatian.

#LEGAL



Mag. Robert Batoja

Sales and Finance Expert IT: Direct and Indirect Channels

Management positions at ACP Group, Exoscale, A1 Digital, Microsoft, Austrian Red Cross: Head of Sales Excellence, Head of Finance and Administration, Head of Controlling and Business Analytics.

Expert in business domains such as Controlling – Accounting – Processes with IT Know How, with years of experience in Controlling, Accounting, Procurement and Sales.

IT expert since 10 years, with extraordinary knowledge of modern technologies such as SaaS, IaaS, ML, IoT and more.

Certified "Personalverrechner".

Fluent in German and English, and knowledge in French.

#SALES



Michael Kubiena

Organizations- and HR-Expert

Michael Kubiena, Konsultori's expert for Organization Design, is an experienced workshop facilitator.

In his international consulting practice he has designed and delivered workshops and trainings for diverse audiences (corporate, start-ups, NPOs & NGOs in various countries) on topics such as organization design, strategy development, culture & people practices.

He is fluent in English and German and well-versed in participatory methods.

#ORGANISATION



WHO WE ARE WORKING WITH



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