

*konsultori*

# KONSULTORI ADVISORY

2026



[Book a call with Petra Wolkenstein](#)



[Book a call with Michael Kubiena](#)



[www.konsultori.com](http://www.konsultori.com)



[sales@konsultori.com](mailto:sales@konsultori.com)

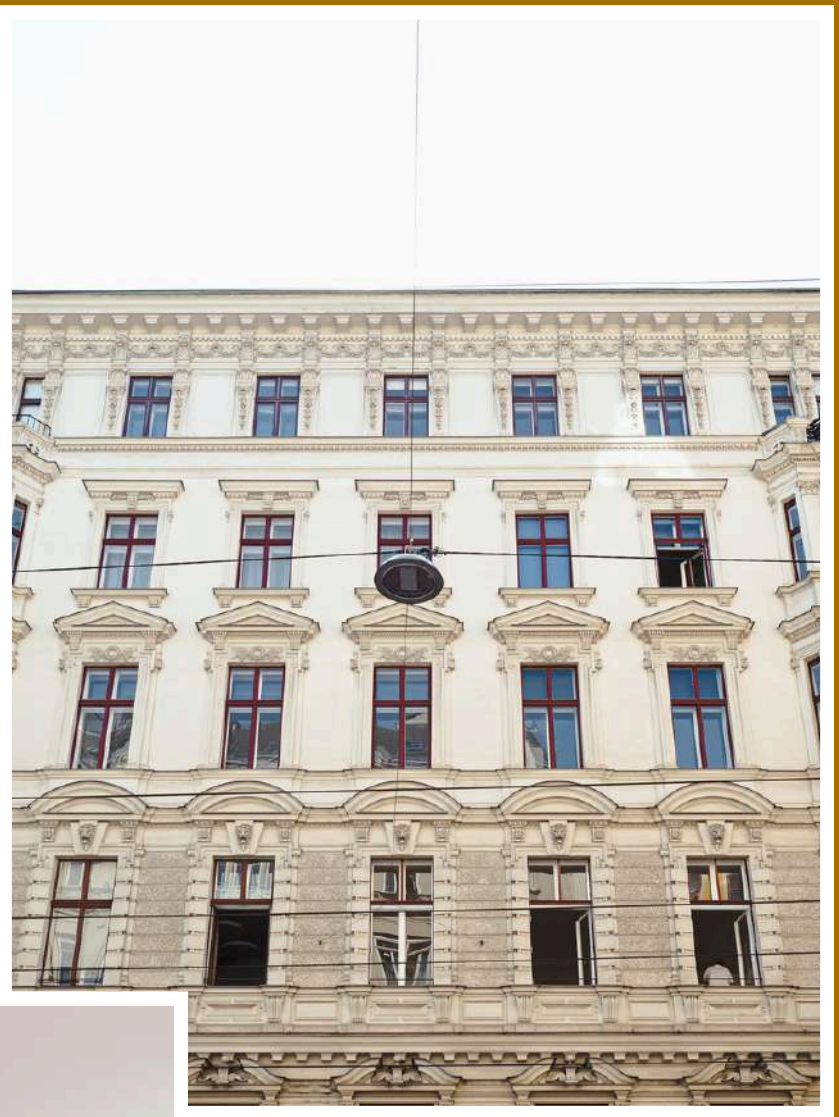


Postgasse 8b, 1010

Vienna, Austria

## **We are passionate entrepreneurs**

Our passion for business is contagious. We are entrepreneurs and investors ourselves and like to share our experience and knowledge with customers and partners.



## **We go all the way**

Advising and concepts are just the start. We do not give up easily, roll up our sleeves and execute for results.

## **We empower for long-term success**

We empower entrepreneurs to build the capabilities to master their challenges and succeed long-term. We expect entrepreneurs and ourselves to take charge and ownership of a sustainable future - for business and beyond.



## **We live and expect diversity**

Openness, fairness, and a human touch. Our team brings different perspectives to our work. We strive to communicate at eye level and openly, encouraging feedback and fair behaviour.

# **STRATEGY**

**Together we'll grow your  
company.**

**[www.konsultori.com](http://www.konsultori.com)**

*konsultori*

# Growth strategy

## We will guide you through the process.

- We create a framework for our strategic cooperation.
- We make your core competencies and assets transparent.
- We provide business analysis, including customer groups, use cases, performance, and products.
- We analyze trends that impact your business and target groups.
- We analyze the services provided by other brands in your industry.
- We develop your services in line with trends, core competencies, and target groups.
- We define other target groups and markets for your core competencies.
- We provide a framework for decision-making to help you focus your strategy.
- We develop market opportunities and business cases for various directions.
- We prioritize opportunities according to ICE.
- We deliver an action plan for implementation.



**CHRISTIAN LORENZ**  
LORENZ CONSULT

"I can only warmly recommend Petra Wolkenstein. What she develops and drives forward in the startup scene also finds great application for us as an SME. The positive development of our company in the last 5 years of working with Ms Wolkenstein is the best proof of this."

## The outcomes for you

- **Repositioning/services/target groups**
- **Revised goals**
- **Action plan**
- **Financial plan review**

*konsultori*

# Go-to-Market Strategy

## We will guide you through the process.

- Positioning and customer segmentation
- A comparison of methods for market entry
- A persona for your customer segment
- Analysis of competition
- Long list of marketing activities
- Prioritised action plan
- Summary of your go-to-market strategy
- Playbook for continual international expansion
- Project management and support for leads management. This is what we refer to as a business development run.



**ANNA OBERDORFER  
& STEFANIE SUMMERAUER**  
VISIONISTAS

"Petra Wolkenstein from Konsultori was very supportive and gave us an additional perspective. That is very important because in a company you often perceive things differently than from the outside. We got a lot of good input on the topics of target groups, strategy in the crisis and positioning. The counselling helped us to see our own strengths."

## The outcomes for you

- **Market entry methods**
- **Competition analysis & customer persona**
- **Positioning & customer segmentation**
- **Action plan & marketing activities**

*konsultori*

# Strategy and Sustainability



**JULIA SCHARINGER**

TRANS:VERSE OG

"I appreciated the enthusiasm for our work and the context-related understanding that helped to look at our company from different angles. Your ability to explain complex concepts in clear, actionable terms and to ask outside-of-the-box questions has been invaluable. With your support, we were able to engage in comprehensive long-term strategic and financial planning, which I am confident will enhance our sustainability and sharpen our strategic direction in the years ahead."

## **The outcomes for you**

- **Strategy Results (Mural or Presentation)**
- **Strategy Action Plan for 12 months, including project plan**
- **Monitoring and Reporting throughout the year**

## **We will guide you through the process.**

- Company assessment in terms of KPIs across markets
- Macro Trends Analysis including sustainability topics
- Micro Trends Analysis
- SWOT Analysis
- Stakeholders and Materiality Assessment
- Growth Strategy Creation
- Business Model Adaptations
- Fine-tuning of Value Proposition
- Strategic Goals definition
- Functional Strategies
- Strategic Action Planning and Monitoring
- Reporting and Communication

# **M&A**

**Together we will craft  
your M&A strategy.**

[www.konsultori.com](http://www.konsultori.com)

*konsultori*

# Secure funding from investors

## We will guide you through the process.

- We challenge your financial plan
- We develop benchmarks together to validate your assumptions
- We prepare your documents with key performance indicators (KPIs)
- We evaluate your company from an objective perspective
- We provide advice on the optimal definition of the process
- We prepare your documents with you
- We support you with the long list of investors you will approach
- If required, we take over the project management of the process
- We accompany you throughout the entire investor process up to completion
- We compile your due diligence documents with you
- We assist with tactics during the negotiations and prepare you for the next talks.



**THOMAS PERDOLT**  
GO2MARKET

„Konsultori and Petra Wolkenstein are extremely professional. Her experience helped us to get through the first funding round. We were thrilled that the documents and arguments we produced in the preparations stage were well received in our search for investors and during negotiations. I appreciated such a straightforward, hassle-free and honest partner who never forgot our goals and timeline. Without Konsultori, we'd never have managed to achieve everything within such a short space of time.“

## The outcomes for you

- **Financial plan and investment teaser**
- **Business valuation and project management**
- **List of investors and negotiation support**
- **Coordination of legal consultants and auditor**

*konsultori*

# Selling your business

## We will guide you through the process.

- Strategic reorientation after handover
- Profiling and approach to potential partners or buyers
- Comprehensive financial plan
- Thorough business valuation
- Negotiation guidance
- Templates for financial and action plans



### **SONJA HAGER**

STRICKWERK (FORMER OWNER)

"Petra helped me to sell my business and provided me with the much-needed expertise and experience that I lack when it comes to sales. I'm so glad that we were able to generate a positive outcome. It's not easy in this industry..."

## **The outcomes for you**

- **Action and financial plans**
- **Process definition with milestones**
- **Sales documentation and Due Diligence preparation**
- **Business valuation and negotiation support**

*konsultori*

# Company valuation

## We will guide you through the process.

- We select the right valuation method, depending on the status and nature of your business.
- We challenge your financial planning which is used for the business valuation, factoring in going concern assumptions and a holistic analysis of opportunities and risks.
- We normalise certain aspects of your financial planning
- We create a cash-flow analysis, if none is available already
- We account for debt and cash effects in the valuation
- We work with you to develop three growth scenarios for your business
- We use 2-3 methods of analysis to value your business
- We analyse synergies of potential buyers
- We benchmark assessment metrics
- We produce an argument using benchmarks to boost your valuation
- We create a business valuation report containing the information, which also features historical metrics



**THOMAS PERDOLT**  
GO2MARKET

„Konsultori and Petra Wolkenstein are extremely professional. Her experience helped us to get through the first funding round. We were thrilled that the documents and arguments we produced in the preparations stage were well received in our search for investors and during negotiations. I appreciated such a straightforward, hassle-free and honest partner who never forgot our goals and timeline. Without Konsultori, we'd never have managed to achieve everything within such a short space of time.“

## The outcomes for you

- **Valuation report**
- **Valuation methods explained**
- **Benchmarking**
- **Feedback on financial planning**

*konsultori*

# Financial Plan

## We will guide you through the process.

- We provide a stable, proven driver-based model customized to your business model (platform, professional services, production, SaaS, etc.)
- We prepare your KPIs and historical metrics to be used for planning
- We discuss assumptions for future scenarios with you
- We implement your financial plan including assumptions
- We provide a KPI and results overview, and an assumptions register
- We discuss the need for adaptations with you, and any cash needs for financing or budgeting, and setting targets



**RICHARD MALOVIC**  
CEO AT WHALEBONE

„Again and again, the city of Vienna helps us, as there are many opportunities and contacts. Petra Wolkenstein provided us with very good M&A advice in the financing round.“

## The outcomes for you

- **Excel-based model**
- **Financial plans scenarios**
- **Important KPIs and external investors short overview**
- **P&L and free cash flow**

*konsultori*

# Business negotiation tactics

## We will guide you through the process.

- We make your negotiation goals transparent
- We work closely with you to produce a list of potential negotiation partners
- We help you to work out a Plan B (several)
- We analyse negotiation tactics (interests and limits of both sides)
- We set assumptions and develop options
- We produce arguments and benchmarks for objectivity
- We calculate the value of different options (qualitative and quantitative)
- We work with you to ensure you're always 2-3 steps ahead
- We brief and debrief you before and after negotiations and can even lead negotiations



**ADAM ERNST**  
GOLDKEHLCHEN CIDER

"Petra's highly structured and positive mindset has been worth its weight in gold for Goldkehlchen. Challenging processes and her understanding of obstacles to business made Petra an essential sparring partner in the consulting process. She came to us initially as a coach and stayed as part of our growing team."

## The outcomes for you

- **Negotiation process and support**
- **Negotiation partners list**
- **Roadmap for negotiation tactics**
- **Assessment of options**

*konsultori*

# Startup Acquisitions

## We will guide you through the process.

- We define your M&A strategy with you
- We develop the market analysis with the targets depending on the investment criteria
- We conduct initial strategic discussions
- We assess potential and review the company in financial planning, valuation and by means of due diligence
- We provide preparation for board decisions and deal structuring
- We implement the purchase
- We support you in the integration phase after the company acquisition
- We complement your team on portfolio management and board participation.



**BERNHARD THALHAMMER**  
STYRIA MEDIA GROUP

„Petra led a strategy review process in a dynamic, expanding medium-sized company across several divisions under time pressure. She has the ability to get the most diverse division heads on board, even with difficult issues. The result was a perfect fit..“

## The outcomes for you

- **M&A strategy and long-list of targets**
- **Potential analysis & investment report**
- **Due Diligence results, deal structure, decision preparation and negotiation**
- **Support during integration and portfolio management**

# **ORGANIZATION DESIGN**

**Together we'll  
transform your  
organization.**

[www.konsultori.com](http://www.konsultori.com)

*konsultori*

# Objectives and Key Results

## OKRs

### We will guide you through the process.

- The Konsultori Framework: We apply proven, fast-to-use frameworks tailored to your phase of organizational development.
- Participatory Design: We involve the management team and employees as a "sounding board" to ensure the system is lived, not just documented.
- Definition of Success Drivers: We help you identify the right Key Results—balancing quantitative KPIs with qualitative milestones.
- Continuous Implementation Support: From the initial kick-off to the first "de-briefing," we guide you through the learning cycle of the OKR process.



**BENEDIKT STONAWSKI**  
ANTE UP

"We recently started working with Michael Kubienna from Konsultori to set up our internal project management and we couldn't be more satisfied with the progress. Michael stands out for his proactive support, always thinking ahead before and after meetings. We particularly appreciate his calm and composed demeanor, which creates a productive and collaborative atmosphere within the team."

### The outcomes for you

- **Strategy comes alive**
- **Enhanced Team Dynamics**
- **High Accountability**
- **"Future-Proof" Organization**

*konsultori*

# Employee Value Proposition

## We will guide you through the process.

- We perform organizational and HR audits and stakeholder analyses to uncover the “unspoken” cultural patterns and blind spots.
- Our EVP framework consists of 5 distinct but complementary elements which combine the individual with the collective level, the short-term with the long-term perspective
- We don't just deliver a document; we work with your founders, HR teams, and employees to craft a proposition that is authentic and lived; and maps directly onto different stages of the employee experience
- Ensuring the EVP is a core business function, not just an HR task, by linking it directly to your business strategies
- We help you to design and implement the HR role your organization needs to succeed



**BETÜL BILDIK**  
METRO TURKEY

"Working with Michael Kubiena was a really fruitful experience. He combines tons of experience and strong conceptual skills with a hands-on attitude: Exactly what we needed. Together we were able to create something entirely new & unique for the Turkish retail & hospitality industry as well as for the global Metro world, something which has become a reference point in terms of quality, innovation and customer focus. Michael not only was instrumental in designing our learning curriculum, he also successfully facilitated the development of our overall organization."

## The outcomes for you

- **Sharper Recruiting**
- **Increased Intent to Stay**
- **Reduced Talent Premium**
- **Scalable Culture**

*konsultori*

# Co-Founder Alignment

## We will guide you through the process.

- Entrepreneurial competency assessment: We use selected tools to map individual strengths, leadership and communication styles
- Alignment on vision, values, roles and commitment: In facilitated sessions, we surface expectations around company vision, values, ownership, time and resource commitment, and define clear roles, responsibilities and decision-making principles.
- Priorities for organization and leadership development: Together we translate insights into a concrete development roadmap (e.g. meeting and decision routines, hiring priorities, delegation, OKRs) with clear next steps and check-ins.



### MANUELA MUDRINIĆ

NJUŠKALO | STYRIA MEDIA CROATIA

"Michael really understands how an organization ticks, what it needs and what it can handle. The entire management team and, subsequently, our employees, appreciated how he went about our project. The solutions he designed are fit for our purpose and future-proof. I truly enjoy working with Michael and can highly recommend his work.."

## The outcomes for you

- **Organizational analysis**
- **Leadership principles**
- **Change Roadmap**
- **Communication plan**

# GET IN CONTACT

[www.konsultori.com](http://www.konsultori.com)

[Book a call now on Calendly](#)

[www.konsultori.com](http://www.konsultori.com)

[sales@konsultori.com](mailto:sales@konsultori.com)

Postgasse 8b, 1010

Vienna, Austria

