

## Austria-based investor and advisor Petra Wolkenstein of Konsultori won the Global Startup Ecosystem Hero Award 2023 in Denmark

**Konsultori is thrilled to announce that Petra Wolkenstein has been awarded the prestigious Global Startup Ecosystem Hero Award for 2023 in Denmark. The Global Startup Award is the largest independent competition in the startup ecosystem. This award recognizes Konsultori as a trailblazer in the startup ecosystem and highlights their commitment to supporting innovation and entrepreneurship in multiple roles in CESA and Africa: investor readiness training and early-stage investments.**

Vienna and Copenhagen, April 15<sup>th</sup>, 2023

### Global Startup Awards 2023 has seen 20,000 nominations in 11 categories globally

The [GSAwards](#) is a global platform that aims to find the top 1% of local startups and players in the ecosystem. It is the largest independent startup ecosystem competition that received this year more than 20 000 online nominations, followed by national and regional rounds and awards.

The Global Grand Finale is the culmination of all regional competitions, connecting 123 countries from 4 continents. On March 29<sup>th</sup>, 2023, the iconic Circus building at the heart of Copenhagen was filled with life and the attendance of 500 entrepreneurs and startups gathered to watch the outcome of the month-long voting process based on public votes and the decision of an expert jury. The Danish Minister of Industry, Business, and Financial Affairs, Morten Bødskov, attended the event and gave a speech, highlighting the importance of entrepreneurship in today's economy.

*"The Global Startup Awards is an excellent example of Danish creativity that stimulates the entrepreneurial stage and pushes forward the agenda of starting something new. At the same time, the goal is to attract talent, contribute to more investments and create new jobs."* - said Morten Bødskov.

### Petra Wolkenstein, CEO of Vienna-based Konsultori has won the Global Startup Ecosystem Hero Award 2023

While [Petra Wolkenstein](#) has been nominated in two categories for the Central European Startup Awards (CESA), the Diversity Role Model of the Year and the Ecosystem Hero of the Year 2022, she won the **CESA Startup Ecosystem Hero of the Year 2022 in October 2022**.

For 2023, Petra Wolkenstein was competing for global recognition. She won the **Global Startup Ecosystem Hero of the Year 2023 in March 2023** and was awarded the prize during the Global Award Ceremony in Copenhagen. She was recognized for both; her work within [Konsultori](#) and [Key2Investors](#) on investor readiness for startups in Eastern Europe and Africa, as well as for her work as an investor with the [Startup Wise Guys Africa Fund](#) for early-stage digital business models in Sub-Saharan Africa.

Petra has been working in several roles during the past 10 years: As CEO of Konsultori, she is working with startups on their investor-readiness. To provide training to many, she spearheads the investor readiness training platform key2investors. With the award-winning VC accelerator Startup Wise Guys she is running the Africa Fund to invest in early-stage startups in the Sub-Saharan area and to accelerate them towards investor readiness and scaling.

Petra Wolkenstein about the award: *„This award is not just for us at Konsultori, but it is for the visibility of all the start-ups we are working with and investing in. It is more than rewarding that we are seeing Africa-based start-ups Emata and Kubik winning in two categories and seeing more and more investors in the room that are passionate like us to invest in Africa-based start-ups because they believe in the potential and Africa-based entrepreneurs like us. I am particularly proud today as we are bringing home a double-win for Konsultori as Global Ecosystem Hero and for Startup Wise Guys as Global Best Accelerator.”*

### 10 years of ecosystem support in Central and Eastern Europe and Africa

Petra Wolkenstein is known for her passion for entrepreneurship and her expertise in developing start-ups and entrepreneurs. In 2012, she founded Konsultori, combining her experience in Corporate Finance with her passion for Technology. Apart from running Mergers & Acquisitions projects in the tech field, Petra has **trained start-ups in more than 141 accelerator programmes. More than 7118 entrepreneurs have benefited** from live, online and digital start-up trainings. Fundraising from investors and negotiation skills are two of her most successful trainings.

Petra's vision is for providing expertise and knowledge to start-ups on a broad basis via the digital self-learning platform Key2investors that complements the well-known Konsultori Academy workshops. Meanwhile, Konsultori also invests in start-ups in sub-Saharan Africa as a General Partner of the Startup Wise Guys Africa Fund. The Fund was recognized as one of the 4 most active accelerators in the area after investing in 17 start-ups in 2022.

Petra Wolkenstein on the last 10 years: *„The Global Startup Ecosystem Hero Award is a testament to the hard work and dedication of our team. At Konsultori we believe that startups are the key drivers of innovation and economic growth. We are committed to supporting the next generation of entrepreneurs by providing them with the tools, resources, and mentorship they need to succeed.*

*Receiving the Global Startup Ecosystem Hero Award is an affirmation of our mission and a validation of our efforts. It also reinforces our belief that collaboration and community building are essential for the success of the startup ecosystem. I would like to extend my gratitude to our partners, and startup community members for their unwavering support.“*

## Next step: Investor-Readiness for all

At Konsultori, we remain committed to our mission of supporting innovation and entrepreneurship with tools, resources, and mentoring. Providing these with digital training and through acceleration and investing broadens accessibility to expertise. We hope we can motivate more investors by educating them on the African ecosystem and opening the door to joining us.

## About Konsultori

Konsultori is a team of experts in the field of corporate finance, strategy, and organization design.

- We support early or mid-stage startups in strategic growth, fundraising, organizational development and selling companies.
- For innovative SMEs, we offer advice on growth, financing and organizational development. Investors and accelerators can count on our help with start-up acquisition, venture capital raising and management.
- The Konsultori Academy runs group workshops and self-paced training for accelerators and start-ups.

Together we will grow your company.

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

## About key2investors

Key2investors is a digital trainings platform for startups on the investment process. We provide proven tools, templates and self-checks for founders preparing and executing their investor process. At the end of the course, we host Q&A group sessions and individual coaching on investor readiness.

Get your first investors!

[www.key2investors.com](http://www.key2investors.com)

## About the Startup Wise Guys Africa Fund

The Startup Wise Guys Africa Fund invests in B2B early-stage startups that have achieved their first revenues across various verticals, are digitally based and are gearing up for scaling. The investment region is Sub-Saharan Africa. The investment is combined with an award-winning accelerator program with international and Africa-based expertise in sales, product refinement, marketing strategies and fundraising.

Investing in the bold ones.

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

## Downloads

[Global Startup Awards Event Fotos](#)

[Konsultori Product Pages](#)

[Konsultori Academy Brochure](#)

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