

konsultori

KONSULTORI ADVISORY

2025



[Book a call with Petra Wolkenstein](#)



[Book a call with Michael Kubiena](#)



www.konsultori.com



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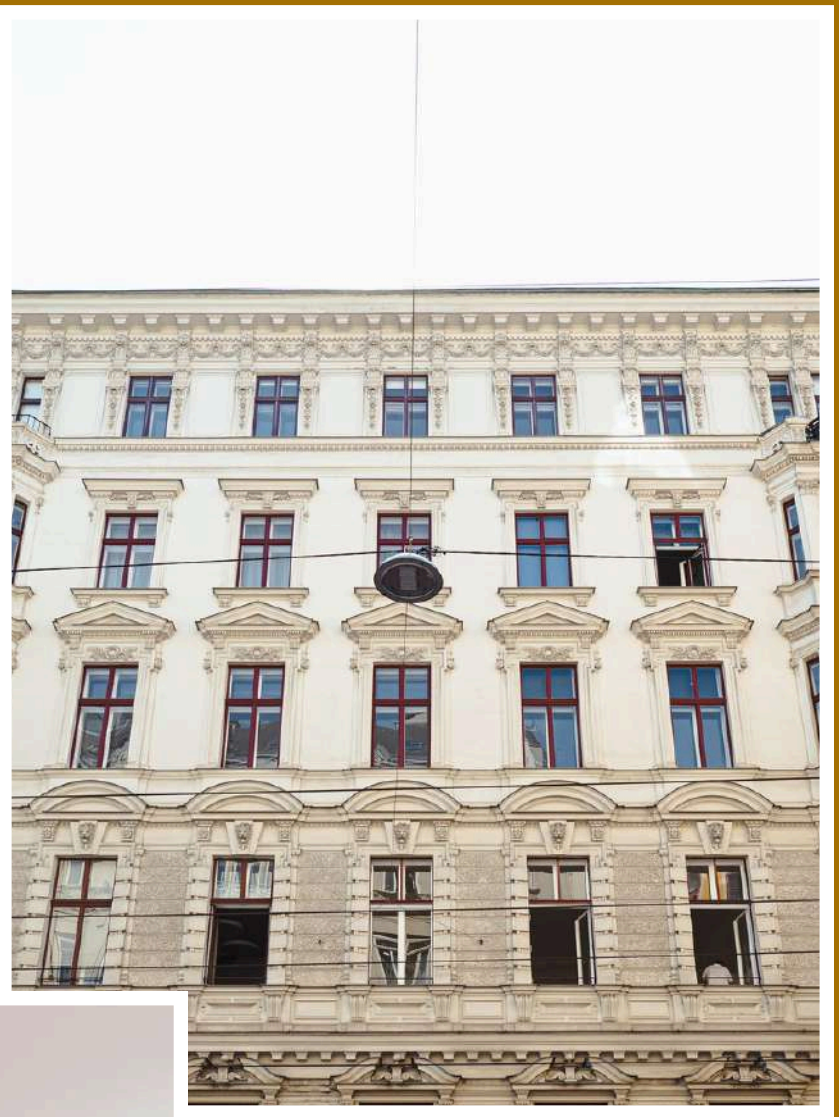


Währingerstraße 3/10

1090 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.**

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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**

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Go-to-market strategy for startups

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**

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Business collaboration



ALEXANDER SVEJKOVSKY
AIT AUSTRIAN INSTITUTE OF
TECHNOLOGY

"Petra helped us in structuring the key message and all related documents for finding venture capital for a newly founded start-up in the field of green chemicals. She also provided us with 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!"

The outcomes for you

- **Project & stakeholder management**
- **Implementation support and potential for improvement**
- **Preparation for your decision making**
- **Concept for collaboration model**

We will guide you through the process.

- We use good practice case studies to demonstrate models for collaboration between startups and SMEs
- We develop criteria and areas for competitive advantage to support your model selection
- We elaborate an action plan and realistic targets to help prepare for decision-making
- We are happy to assume project and stakeholder management
- We support you in implementation and when redefining activities

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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.**

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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**

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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**

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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



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The outcomes for you

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

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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**

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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**

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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.**

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Organization

We will guide you through the process.

- We work with a holistic organizational model.
- We make the organization's capabilities visible.
- We identify opportunities for improvement and cultural & behavioral patterns.
- We analyze the organization's context and relevant stakeholders.
- We prioritize & plan interventions in structures, processes, and roles.
- We develop and facilitate a roadmap for such interventions.
- We support the sustainable implementation in the organization.



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

- **Qualitative organisational analysis**
- **Roadmap of interventions**
- **New organisational setup**
- **Organizational models**

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People & Culture

We will guide you through the process.

- We recognize what the organization and its employees need.
- We develop the scope and positioning of HR in a way that fits with the organization.
- We reevaluate current HR practices with regards to their effectiveness and impact.
- We develop relevant HR instruments and guide their operationalization.
- We support you in the development of your leadership team and their understanding of their roles.
- We assist HR responsables who are new in their role.



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

- **Development of HR instruments**
- **HR processes**
- **Role descriptions**
- **Development of HR performance indicators**

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Leadership and change

We will guide you through the process.

- We employ a holistic model of organizations.
- We recognize what creates the push for change.
- We understand and utilize interconnections and dependencies.
- We take into account multiple perspectives.
- We pull the most impactful levers.
- We emphasize the role of leadership in change.
- We deploy interventions, analyze their effects and impact, and learn from them.
- We utilize a diverse toolbox.
- We ensure the sustainable success of transformative efforts.



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**

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Strategy
Organization Design
Finance

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