

Press Release: Konsultori Academy launches Scaling Readiness Run – a new blended learning course for startups

Scaling Readiness Run: Empowering Startups to Scale Globally

Konsultori Academy is excited to introduce the [Scaling Readiness Run](#), a new blended learning course designed to help startups worldwide prepare for scaling. This program is a digital version of the successful [Scaling Readiness Workshop](#), which took place at the ViennaUP Startup Festival 2024 in collaboration with the TU Wien i²c Innovation Incubation Center. Based on the positive feedback and demand from startup founders, we have made the course accessible to more entrepreneurs to empower the global startup ecosystem further.

Proven success at ViennaUP 2024 leads to digital expansion

The Scaling Readiness Workshop at ViennaUP 2024 gave startups key tools and strategies to overcome key scaling challenges. The success of the workshop highlighted the need for broader access to these insights and inspired Konsultori Academy to develop the Scaling Readiness Run as a digital program accessible to startups worldwide.

Testimonial from the Scaling Readiness Lab

"Thank you Konsultori, Michael Kubiena and Petra Wolkenstein for a very insightful and engaging Scaling Readiness Lab session. The framework and tools you shared were very relevant for any startup who is on a scaling journey."

— Gaurav Gandhi, Xcelore

Meet the Experts Behind Scaling Readiness Run

The program is led by two seasoned experts with extensive international experience in guiding startups.

Petra Wolkenstein, founder of **Konsultori Academy** and a growth strategy expert, has successfully coached over 7,000+ startups on investor readiness topics alongside her team. She collaborates with leading accelerators and universities across the UK, DACH, CEE and Africa. In recognition of her contributions, she received the Ecosystem Hero of the Year award at the **Global Startup Awards 2023**.

Michael Kubiena is a seasoned expert in organization design, bringing over 25 years of experience from five countries in building scalable business structures and fostering resilient company cultures. His work helps startups establish a strong organization strategy for long-term success. Michael is also the driving force behind the **Konsultori Food Collaboration Alliance**, which supports food startups and promotes collaborative problem-solving within the food sector.

Five Strategic Sprints to Master Startup Scaling

The Scaling Readiness Run offers a structured, practical approach through five key strategic sprints, addressing critical components of scaling a startup:

1. Strategy and Operationalization
2. Product Market Fit and Sales
3. Funding
4. People and Culture
5. Operations and Execution

The curriculum is designed to tackle common scaling challenges, including funding acquisition, optimizing product-market fit, and building high-performance teams. The program combines self-paced learning with live feedback, offering participants practical tasks followed by real-time discussions with peers and valuable insights from experts.

Why Scaling Readiness Run is Essential for Startups

Scaling a startup is one of the most challenging yet crucial stages in a company's journey. The Scaling Readiness Run equips founders with the following:

- A clearly defined and actionable scaling strategy
- Insights into optimizing product-market fit and driving sales
- Guidance on securing funding and working with investors
- Tools to foster a strong, scalable organizational culture
- Proven methods to master operational efficiency

Special Offer for Early Participants and Free Introductory Session

The Scaling Readiness Run is a 3-month blended learning course that combines self-paced learning with live online sessions. Early participants can take advantage of a special discounted rate: the first four startups can join for €2,900 (regularly €3,900).

To provide more insight into the program, a free introductory session will be held on October 17, offering an overview and answering any questions from potential participants.

Konsultori Academy's Commitment to Startup Success

Konsultori Academy is dedicated to empowering entrepreneurs through practical, expert-led education that connects theory with real-world application. Our trainers actively apply what they teach in their daily work, guaranteeing that participants gain relevant and actionable insights. Our objective is to broaden our range of courses with startup topics and nurture a new generation of successful, globally-minded businesses.

Links:

[Konsultori](#)

[Konsultori Academy](#)

[Scaling Readiness Run](#)

[Scaling Readiness Run Info Session](#)

[Scaling Readiness Workshop at the ViennaUP Startup Festival 2024](#)

[The 12 Key Areas Every Startup Needs to Master for Scaling a Startup Successfully](#)

[Clients & partners](#)

Contact Information

For further information, high-resolution images, or to schedule an interview with Petra Wolkenstein or Michael Kubiena, please reach out to: zsuzsanna.bodi@konsultori.com.