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# FAB-X Accelerator Program

Program & Schedule  
2022

## Kick Off Day

Atelier Session 1 "Meet & Impress"

When: Friday, March 11<sup>th</sup>; 10 to 12

Where: TAG/online

## M1: Business Model with Impact

March 18<sup>th</sup>, 10 - 12 am

Workshop 1 - online

„Business Model with Impact“

Georg Furlinger

March 24<sup>th</sup>, 9:30 - 12

online/MU

„Pitching opportunity in  
Entrepreneurship“

Course UG- MU

(15 min timeslots will be given)

Reinhard Vock

March 25<sup>th</sup>, 13 - 15 pm

Workshop 2 - online

„Finding your Impact KPIs“

Marlene Johlner

April 8<sup>th</sup>, 10 - 12 am

Atelier Session 2 - TAG/online

„Showcase & Reflect“

## M2: Design-Led MVP

April 22<sup>nd</sup>, 10 - 12

Workshop 3 - online

„Design Thinking Techniques &  
Experience Design“

Lidija Lalicic

May 6<sup>th</sup>, 10 - 12

Workshop 5 - online

„Rapid Prototyping & Market Testing“

Bruce Liu

May 13<sup>th</sup>, 10 - 12

Atelier Session 3 - TAG/online

„Time to Gear Up“

## M3: Strategic Branding

May 20<sup>th</sup>, 10 - 12

Workshop 6 - online

„Brand Mapping & Storytelling“

Lidija Lalicic

May 27<sup>th</sup>, 10 - 12

Workshop 7 - online

„Online Brand Management“

Bettina Wittmann

June 3<sup>rd</sup>, 10 - 12

Workshop 8 - online

„Low Budget Marketing - what's the buzz?“

Peter Skala

June 10<sup>th</sup>, 10 - 11

Workshop 9 - online

Brand Pitch Advice

Marco Poliafico

June 17<sup>th</sup>, 10 - 12

Atelier Session 4 - TAG/online

„The Last Mile in Style“

## M4: Scaling and Investment

June 24<sup>th</sup>, 10 - 12

Workshop 10 - online

„Designing your roll-out strategy“

Georg Furlinger

July 1<sup>st</sup>, 10 - 12

Workshop 11 - online

„Understanding the investor  
landscape and dialogue“

Marco Poliafico

July 8<sup>th</sup>, 10 - 12

Workshop 12 - online

„Lawyer and negotiation techniques“

Svetlina Katslun

## Demo Day

When: Friday, September 9<sup>th</sup>

More details will follow



Demo Day at  
MU Vienna,  
2020  
(c) MU Vienna



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# FAB-X Accelerator Program

Experts 2022

## These professionals will support you along the way

### Lidija Lalacic – FAB X-22 Lead

Lidija Lalacic obtained her PhD with distinction in 2015 from Modul University Vienna. She has an extensive research portfolio, where she has assessed various theories related to consumer experiences and digital innovations, predominantly in the field of tourism. She has been a frequent keynote speaker at international conferences, hosted workshops and led various EU- research projects. Over a decade, she has been teaching subjects related to strategic branding, entrepreneurship, innovation, and design thinking. Since several years, she been coaching corporates and start-ups integrating design thinking and emotional branding into their operations. With her Dutch roots and having lived across various counties in Europe, she is eager to share her cultural insights as well.



### Bettina Wittmann

Bettina Wittmann has been working in marketing since 2007 and is considered a “pioneer in the field of remote work”. In 2016, Bettina founded and built up the international digital marketing & process optimization agency weBOUND during a 1.5-year trip around the world through Asia, Europe and the USA. Since 2017, Wittmann has been speaking at various conferences worldwide on the subject of remote work, digital marketing and business development. She is also a guest lecturer at various international universities and a business mentor at Startup Live, Modul University Accelerator, Techstars and greenstart – an initiative of the Climate and Energy Fund. Since 2020, she has been teaching at the Vienna University of Economics and Business.



### Marlene Johler

Marlene Johler has a decade of experience in M&A, venture capital, consulting, and circular economy. Today, she leads MindX, a circular economy consultancy focused on helping companies become circular. She is passionate about bringing the circular economy to corporates and startups alike to preserve our planet for future generations.



Marlene is an Advisor for Circular Transitions to the Circular Economy Forum Austria and a Lecturer for the Executive Master of Science in Sustainability at the University of Applied Sciences BFI Vienna. She holds a Masters in International Trade, Finance & Development from Barcelona School of Economics and a Bachelor of Science in International Business Administration from Vienna University of Economics and Business. Marlene has a wealth of international experience having lived in eight countries on four continents.

### Bruce Liu

Bruce is a Digital Strategist at {type}Dev Consulting and specializes in Digital Strategy which requires expertise in business development and software development. In 2019, he graduated his Masters in Commerce in Text Analysis which falls under Data Mining and Artificial Intelligence. He strategized more than 10 start-ups at TuskNovation. He has re-modeled the software strategy methodology at {type}Dev which has been carried out for more than 5 clients. Bruce is currently studying for his PhD and is accelerating startups while starting {type}Dev’s branch in Austria. He’s also presented a master class on Innovative Product Design at the South Africa Innovation Summit and the Innovation Breakfast at Talent Garden Gmbh.



### Marco Poliaficio

Through 15+ years of professional experience mostly within the cleantech and sustainability industries, Marco gained a strong insight about process, project and team management in the corporate world. His expertise lies at the crossroad between strategy, analytics and operations and he currently leads the project finance and strategic modelling capabilities for his team at GE Renewables.



Marco has been collaborating with a wide range of international accelerators since 2017 and supports start-ups at different stages of their life cycle. The main areas of expertise in which he already supported 100+ start-ups in different geographies are: 1. Leadership, 2. Strategy, business planning & business models, 3. Pitch coaching, 4. Process and Project management and 5. Analytics for decision making. He is also an invited speaker at entrepreneurial and coaching events and delivers training packages. Marco’s vision is “A sustainable and ethical Planet with 100% renewable energy and sustainable tourism” and his goal is supporting companies with a strong CSR / impact-oriented mission. He holds an executive MBA from Bayes Business School, other than 2 Engineering Master’s Degrees (in Italy and Ireland) and has authored more than 20 between technical and market intelligence reports and scientific publications about renewable energy technologies.

### Georg Furlinger

Dr. Georg Furlinger was responsible for establishing Austria’s Innovation Office in Silicon Valley. He and his team have supported startups and established companies in their US market entry strategy as well as in finding technology, partners and investors in Silicon Valley. His previous work experiences include Stanford University’s startup accelerator StartX and Adjunct Professor at the New York Institute of Technology. Dr. Furlinger received his doctorate from the Vienna University of Technology and holds a Masters in International Business from the Vienna University of Economics and Business. He co-authored the book “Abseits von Silicon Valley” and consults, publishes and presents in the areas of innovation, entrepreneurship and technology trends.



### Svitlana Kalitsun

Svitlana Kalitsun is a lawyer and a trainer at The Negotiation Academy. She has conducted countless negotiations for top law firms in Austria and multinational corporations. Svitlana has gained her training at the Universities of Vienna, Leiden, and her further education at Yale. To date, she has trained professionals, entrepreneurs, and students in Europe, India, and Brazil. Svitlana has helped numerous individuals excel in public speaking and leadership while serving as president of the Vienna Speaker’s Club. She is an author, a FORBES contributor, mentor, and visiting lecturer at Lviv Business School in Ukraine.



### Peter Skala

Peter is a strategic advisor in the optimization of business models, specialised in salesmarketing. His experience ranges from product development, product launch to market expansion. Collaboration with Peter profits from his external viewpoint and serves to acquire new perspectives.



His practice-oriented expertise has already been confirmed as a winner of the “Austrian State Award in Marketing”. Peter started his education in Hotel-/Tourism mmanagement at Modul and Klessheim and continued his professional training with the marketing program of the St. Gallen Business School and the university course “Sales Management Excellence” at Limak/JKU. Learn more on LinkedIn or Querdenke.com.

The FAB-X network is connected to many more professionals in the industry as well as to investors and established startups.

The list of experts is constantly changing and growing.

“There is no ‘i’ in team but there is in win.”  
Michael Jordan



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**Mentors  
2022**

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## These mentors will support you along the way

### Susanne Klepsch

Susanne Klepsch is the CEO & Co-founder of MeetFox, was born and raised in Vienna, Austria, holds a master's degree in International Management and currently lives in New York. Susanne's frustration at trying to find a business coach inspired her to found the scheduling and meeting platform MeetFox in 2019. Klepsch transplanted her Vienna startup to New York later that year and now the team of 13 has over 23,000 professionals making bookings and hosting video calls every month on its platform.



### Sophie Ziethen

Sophie Ziethen is founder & CEO, Action to Success Coach "Working with people and adding value to organizations and individuals is my personal calling. Achieving excellence is my drive. This is why I founded Servicexcellence." Sofie founded the company in 2015 in Dubai, UAE and Set up her second office in Vienna, Austria in 2021. She holds an MSC in International Business and is a MBTI® Certified Psychological Practitioner with passion. Her background is based on more than a decade of hospitality experience, which led her into training and development, leadership coaching and service excellence. She has a unique energy and aura, that positively inspires her workshop participants and those business partners and individuals whom she coaches regularly. Her unique approach to motivate both individuals and groups of up to 1,000 people, has led several multinationals and corporates in the Middle East and Europe to success.



### Jan Jedlinski

Jan Jedlinski is a technology entrepreneur born in Vienna, Austria and a BBA-graduate of Modul University Vienna. He is the co-founder and CEO of Candidately. At Candidately Jan and his team are building the digital storefront for staffing and recruiting companies. Jan graduated from Y Combinator 2017 and raised over \$4M in venture capital from investors like Speedinvest, Beenext, YouTube co-founder Jawed Karim among many others. Jan is also the co-founder of the World Staffing Summit, the largest virtual conference for staffing owners and operators. Currently based in Vienna, Austria, Jan is passionate about the staffing industry as well as supporting other founders to help them succeed. He actively invests and advises technology companies as a Venture Partner at Pioneer Fund and Calm Storm Ventures.



### Marco Poliafico

Marco has 15+ years of professional experience mostly within the cleantech and sustainability industries, Marco gained a strong insight about process, project and team management in the corporate world. His expertise lies at the crossroad between strategy, analytics and operations and he currently leads the project finance and strategic modelling capabilities for his team at GE Renewables. Marco has been collaborating with a wide range of international accelerators since 2017 and supports start-ups at different stages of their life cycle. The main areas of expertise in which he already supported 100+ start-ups in different geographies are: 1. Leadership, 2. Strategy, business planning & business models, 3. Pitch coaching, 4. Process and Project management and 5. Analytics for decision making. He is also an invited speaker at entrepreneurial and coaching events and delivers training packages.



### Reinhard Vock

Reinhard Vock is project and Operations Management executive and coach, provider of project management and overall leadership with almost 20 years of experience, always looking for the fun way to do the job within budget, time and customer satisfaction, learned early in hotel and hospitality businesses. He is a firm believer in social skillsets, information and digitalization and stakeholder management, equipped with an open personality and internationally experienced from Austria to South Africa via Russia, France, Switzerland and Belarus. He also teaches entrepreneurship, innovation and business planning at Modul University Vienna.



### Peter Skala

Peter is a strategic advisor in the optimization of business models, specialised in salesmarketing. His experience ranges from product development, product launch to market expansion. Collaboration with Peter profits from his external viewpoint and serves to acquire new perspectives.



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**"Nobody gets up there alone."**  
Mike D, Beastie Boys