



**EDUCATE YOUR TEAM.**

**INSPIRE YOUR AUDIENCE.**

WATCH MY SHOWREEL



STARTUP MENTOR,  
Founder,  
The Launch Code™

## HIGH IMPACT STARTUP KEYNOTES, WORKSHOPS & FIRESIDE CHATS

ENTREPRENEURSHIP | SALES & MARKETING | INTERNATIONAL EXPANSION | BUSINESS DEVELOPMENT

I'm a startup mentor, trainer, and speaker who helps B2B tech founders build predictable, recurring revenues and scale their sales globally by applying my business development blueprint called The Launch Code.

The Launch Code is built on the principles, tools, and techniques I used to close \$2 billion in sales over my 30-year global career as a senior corporate executive, entrepreneur, and investor.

My keynotes, workshops, fireside chats and mentoring demonstrations speak to the core interests of entrepreneurs and encourages them to consider new ideas and take action - in person or online.



„Zoltan gave an impressive and inspiring keynote that brought the audience to their feet and created unforgettable energy - this proved he was the right choice for the opening of our program.”

Urban Lapajne  
Program Manager,  
PODIM Conference

**GET IN TOUCH TO DISCUSS HOW  
I CAN CONTRIBUTE TO YOUR EVENT**

[speaking@thelaunchcode.net](mailto:speaking@thelaunchcode.net)

**FOR MORE INFO**



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## GET INSPIRED!



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- **The Power of Focus:** Choose your love and love your choice
- **Walk a Mile in Their Shoes:** How to build successful corporate-startup partnerships
- **The \$2 Billion Mindset:** How I learned to sell and why you should too



## THINK ABOUT IT!



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## WATCH & LEARN



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## THE LAUNCH CODE

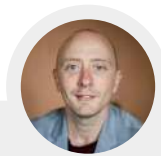


- **Unlock the code to predictable recurring revenues:** A sales and marketing blueprint to scale your B2B startup



ABOUT ME

# MY REFERENCES



„Zoltan is always welcome at our events.  
Our data shows his presentations  
are always very well received.”

Michael Chaffe  
CEO,  
Wolves Summit

## CONFERENCES & EVENTS



## ACCELERATORS & INCUBATORS & INVESTORS



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# GET INSPIRED!



## THE ENTREPRENEUR'S SECRET: WHY SOME THRIVE WHILE OTHERS BARELY SURVIVE

**The statistics speaks for themselves. Nearly 90% of startups fail and only 50% of small businesses make it past their fifth year.**

Still, a few entrepreneurs do manage to overcome the odds and survive the uncertain launch period of their business to build a long-term, sustainable, and profitable company. How do they manage? What do these entrepreneurs do differently than everyone else?

In his keynote, Zoltan Vardy reveals The Entrepreneur's Secret: the three critical behaviors that differentiate founders who thrive versus those who never get to the finish line.

Tapping into his 30-year global career as an executive, entrepreneur, investor and advisor, Zoltan uses examples from renowned entrepreneurs and his own personal stories to bring each of these attributes to life and engage his audience in a journey of discovery about the nature of entrepreneurship.

## THE POWER OF FOCUS: CHOOSE YOUR LOVE AND LOVE YOUR CHOICE

**We all dream of achieving something great: to build a successful business or career, or to take on a personal challenge.**

Yet so few of us turn these dreams into reality. What separates those of us who do from those who don't?

The answer lies in the "power of focus."

In his keynote, Zoltan Vardy explains that to achieve your dreams you must "choose your love & love your choice."

Tapping into his 30-year global career as an executive, entrepreneur, investor and advisor, Zoltan uses stories from his business career to support his argument, and takes a closer look at how focus has determined the path of some of the world's greatest business people.

He also shares a process the audience can use to identify where they should focus their limited time, energy, and resources to achieve their desired outcome.



# WALK A MILE IN THEIR SHOES:

## HOW TO BUILD SUCCESSFUL CORPORATE-STARTUP PARTNERSHIPS

**Startup-corporate partnerships are among of the most sought-after collaborations in the startup world. So, why do so few of them succeed?**

While both parties share a common goal -- to bring an innovation to life -- they don't speak the same language. Their motivations, expectations and ways of working are entirely different from each other.

Zoltan Vardy taps into his 30 years of global experience as an executive, entrepreneur, investor, and advisor to demonstrate why the foundation of successful startup- corporate collaboration begins with each party committing to 'walk a mile in the other man's shoes.'

Each side must first appreciate the motivations and expectations of their counterpart, and use this to understanding to create a realistic path toward success.

Participants get a deep insight into what drives the mentality and operations of a corporation, and what determines the thinking and approach of a startup. Both parties discover what they need to do differently to work effectively and increase their chances of creating a mutually beneficial partnership.



**"Motivation and inspiration – that's what my colleagues felt even weeks after Zoltan spoke at the opening of our new offices."**

**Attila Kecsmar**  
Co-Founder & CEO,  
Antavo



## THE \$2 BILLION MINDSET:

### HOW I LEARNED TO SELL AND WHY YOU SHOULD TOO

**Startup founders love their products, but often hate selling. They find it uncomfortable, difficult to understand and sometimes, even scary.**

As management guru Peter Drucker said, "Nothing happens until somebody sells something." That's why a fear of selling jeopardizes a founder's ability to build a long-term, sustainable business.

Zoltan Vardy shares his personal journey from discomfort with selling to closing \$2 billion in B2B sales over a 30-year career as a C-suite executive, entrepreneur, and investor. He reveals the simple shift in mindset that led him down the path towards sales success.

He also explains the three principles he uses in selling. Startup founders can apply these immediately to their business, so they not only embrace sales...but may even grow to love it!

The audience leaves with an understanding of selling, and what role it plays in helping them build the business they dream about.

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# THINK ABOUT IT!



## THE LAUNCH MINDSET: ADAPT CORPORATE THINKING TO AN ENTREPRENEURIAL ENVIRONMENT TO MAKE YOUR BUSINESS 'BLAST OFF!'

**Many startups reach a stage where entrepreneurial spirit is not enough to take the business to the next level.**

Founders may have a lot of great ideas, but they need a framework that helps them channel these ideas into building a scalable business.

Enter 'The Launch Mindset' – a business development approach that adapts the best of corporate planning, sales, and management techniques to an entrepreneurial environment.

Drawing on his 30-year global career as an executive, entrepreneur, advisor and investor, Zoltan Vardy shares his personal journey of discovery as he moves between his corporate career and the world of startups to reveal the origins of 'The Launch Mindset'.

He demonstrates how startup founders who embrace the best of corporate thinking while maintaining their 'get it done' entrepreneurial attitude are best equipped to create a successful global business.

## THE 'HUSTLE CULTURE' MYTH: AVOID 'FLASH AND CASH', SO YOU CAN BUILD A BUSINESS THAT LASTS

**Entrepreneurs advertising 'overnight success' fill up our social media feeds. Startup founders beware!**

These hustlers promise a life filled with fast cars, expensive watches, and beautiful women - thanks to a hack they'll be happy to share for a few thousand Euros.

Founders often fall prey to this false dream. They convince themselves that they too can 'get rich quick' by walking a different path than the one taken by the world's most successful entrepreneurs.

In his keynote, Zoltan Vardy reveals the three 'Hustle Culture' myths that determine this false narrative, why they're dangerous, and why founders must avoid these at all costs.

Tapping into his 30-year career as a C-suite executive, entrepreneur, and investor, Zoltan explains how building a company with purpose, investing in your education, and combining planning with execution are the keys to building a long-term, sustainable business.

The audience leaves knowing there is no shortcut to building the business they dream about, and that anything worth having is worth fighting for.

## GODS VS FRAUDS: WHAT SEPARATES LEGENDARY FOUNDERS FROM NOTORIOUS ONES

Two types of entrepreneurs dominate today's headlines: ones that build industry-defining companies and those who 'blow up' in spectacular fashion. But are they really that different?

In his keynote, Zoltan Vardy analyzes the approach and personalities of entrepreneurial legends like Elon Musk, Jeff Bezos, and Marc Zuckerberg, and compares them to founders who first skyrocketed to fame and then came crashing down.

He reveals that what separates these legendary entrepreneurs from the likes of Elizabeth Holmes (Theranos), Adam Neumann (WeWork) and Sam Bank-Friedman (FTX) may be smaller than you think.

Tapping into his 30-year career as a C-suite executive, entrepreneur, and investor, Zoltan exposes the characteristics these two sets of founders share. He also highlights how their attention to detail, willingness to learn and attitude towards wealth differentiate the ones who built long-term successful businesses.

The audience leaves with a clear idea of what actions and behaviors they need to adopt to be around for the long-run, and those they should avoid if they don't want to fall from grace.



„I was absolutely astonished how you were able to grab the attention of our 70 guests, who have been running successful businesses globally. Your stories were inspirational, thoughtful, and entertaining.”

**Suzanna Toth**  
Founder & Chairwoman,  
Hungarian-British  
Business Alliance



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# SELL & ENGAGE



## **FIX YOUR VALUE PROPOSITION OR FAIL!** **CONVINCE YOUR PROSPECTS TO BUY** **WHAT YOU'RE SELLING**

**You have 8 seconds to convince your prospect to buy what you're selling. Can't do it? You just lost a new customer.**

Many entrepreneurs can't explain what problem their business solves and why they're better than the competition. The result: their communication is confusing, their product development and sales are unfocused, and their team is frustrated.

Zoltan Vardy builds on his 30-year global career as an executive, entrepreneur, investor and advisor to teach a simple, five-step process that helps startups create a single sentence that explains why their target customer should buy their product or service.

Participants learn to pinpoint the problem they solve, define their target customer, choose their product or service's key benefit, and highlight what makes their offer unique or compelling.

They leave with a simple statement that explains to customers, business partners and team-members what their business does so even a 12-year-old will understand!

Participants can submit their current value proposition and get tips during the webinar on how to improve it using Zoltan's 5-step process.

## **SALES THAT SCALES:** **FOCUS YOUR PLANNING AND EXECUTION** **TO GROW YOUR B2B REVENUES**

**All businesses share one purpose: they must generate revenues from the sale of their product to paying customers.**

Yet early-stage businesses often don't generate reliable revenues because they can't explain clearly why customers should buy what they're selling, and their sales activities are unreliable and inconsistent.

In his training, Zoltan Vardy introduces a proven recipe

to get them on the path to more revenues: first, he introduces a 5-step process to create a clear value proposition, and then shares a customer acquisition process that helps startups identify and engage with the right target prospects.

Building on his 30-year global career as an executive, entrepreneur, investor and advisor, Zoltan includes hands-on exercises to help participants apply these concepts in practice. They leave the training with a clear value proposition in hand and an action plan to accelerate their B2B sales.

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# CRACK THE CORPORATE FORTRESS:

## HOW TO CLOSE BIG DEALS AS A SMALL STARTUP

**Startups dream of doing big corporate deals: they yield meaningful revenues, generate traction, and build instant credibility.**

Most startups waste months trying to penetrate the corporate fortress praying that somehow, they can break-through...yet very few can or do.

Zoltan Vardy taps into his 30 years of global experience as a corporate executive (SVP-NBCUniversal, CEO-ProSiebenSat1 CEE), entrepreneur, investor, and advisor to demonstrate how corporate deals are built on a foundation of understanding a big company's DNA and targeting the 'right corporates', and closed with thanks to a relevant offer, strong credibility, and the right type of access.

Founders get a deep insight into what drives the mentality and operations of a corporation and discover what they need to do differently to boost their chances of closing that big deal.

## PITCH LIKE A PRO:

### GET INVESTORS TO CARE, UNDERSTAND AND REMEMBER

**Fundraising is a critical driver of startup growth yet many founders harm their chances because they can't pitch well.**

They must learn how to present their business so investors care about it, understand and remember it.

Drawing on his 30 years of global experience as an executive, entrepreneur, investor and advisor, Zoltan Vardy reveals how to prepare and deliver a high impact investor pitch. He shares insights from the 1,000+ presentations he's done, and the hundreds of pitches he's seen as an investor & judge.

Zoltan shows participants how to prepare for a pitch by placing your audience's perspective at its center. Next, he presents a pitch structure that makes the investment story easy to follow and understand. Finally, introduces elements that dress up the pitch and make it more enjoyable and memorable.

Founders leave with the confidence that their next investor pitch will be their best one yet!



## MANAGE TO GROW:

### HOW TO SET GOALS AND TRACK RESULTS FOR MAXIMUM IMPACT

**Setting goals and producing reports may seem like the last things a startup founder wants to do, yet entrepreneurs ignore these at their own peril.**

Performance management and reporting is a critical element to building a scalable business.

'Gut feeling' may work with a few customers and one decision-maker, but as the team grows and investors join, founders need to introduce more structure and process to manage their business.

Tapping into his 30-year career as a C-suite executive, entrepreneur, and investor, Zoltan Vardy explains why introducing performance management and reporting systems can become a founder's best friend.

He shares insights into goal setting, performance tracking and information sharing, so entrepreneurs focus on what's most important and create a transparent relationship with all stakeholders.

Participants learn a framework for setting, tracking, and sharing their business performance so they can make better decisions.

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# GROW & EXPAND



## GOING GLOBAL:

### HOW TO MAKE INTERNATIONAL EXPANSION WORK

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**Most startup founders dream of building a global business. Yet they quickly realize that international expansion is a complex process.**

How can B2B startups overcome barriers and boost their chances of success?

In his workshop, Zoltan Vardy draws on his 30-years of global experience as an executive, entrepreneur, and investor to teach founders what it takes to move beyond borders.

He explains what questions you must answer before getting started. He reveals how to focus your positioning, market entry strategy and organization. And he shares an execution blueprint to close your first deals and build traction.

You'll leave with an understanding of what steps to take to make your global dream a reality.

## TARGET USA:

### EXPAND YOUR BUSINESS INTO THE WORLD'S BIGGEST MARKET

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**A strong presence in the United States gives European startups instant credibility with customers, investors, and staff, and boosts both their revenues and exit value.**

Every international business looking to enter the US Many founders, however, underestimate the task and take an ad hoc approach, often running out of time, money, and resources before achieving meaningful results.

Zoltan Vardy, who was born and educated in the United States, taps into his 30-years of global experience as a corporate executive, entrepreneur, investor, and advisor to reveal the keys to a successful US market entry.

In this training, he shares insights into US business and culture, explains how to focus your market entry strategy, and outlines a go-to-market blueprint to boost your chances of success.

Participants get a clear picture of how to expand into the world's biggest market, and what steps they must take to make their dream a reality.

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# BREAKING THROUGH BORDERS:

## HOW US STARTUPS CAN CRACK THE EUROPEAN MARKET

**A strong international expansion strategy offers amazing opportunities for US startups – especially when it includes a presence in the dynamic European market.**

It can lead to hyper revenue growth, instant global credibility, and access to a diverse pool of top talent– all with the effect of boosting a startup’s exit value.

Many founders forgo these benefits by assuming they can ‘copy-and-paste’ their US business approach and apply it to a diverse continent of 750 million people in 44 countries.

In this workshop, Zoltan Vardy taps into his 30-years of global experience as a senior corporate executive, entrepreneur, investor, and advisor to reveal what it takes to successfully expand your business into Europe.

Zoltan, who is former Sr Vice President of Global Sales at NBCUniversal International and has lived in six European countries, reveals valuable insights into European business and culture, explains how a startup must first “find its focus” before implementing an expansion strategy, and then lays out a blueprint for building and executing a successful European market entry.

He shares stories of US startups that have successfully expanded into Europe, as well as his personal experiences as founder and investor in a dozen international businesses with a presence in the continent.



**“Zoltan is motivational and specific at the same time. Startups can use his lessons every day in their business.”**

**Ales Pustovrh**  
Partner,  
Fil Rouge Accelerator



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# WATCH & LEARN

**Ideal showpiece at conferences,  
company events and training programs**



## SPEED MENTORING LIVE!

**CHALLENGE ME WITH YOUR  
BIGGEST HEADACHE!**

**Witness as a professional mentor gets just  
30 minutes to help solve a startup founder's  
most critical business challenge.**

The process is simple: startup founders submit a challenge they've been struggling with for some time. Maybe they can't seem to find product-market fit or attract new customers. Perhaps they're looking for the right strategy to expand internationally.

Zoltan Vardy engages in a 30-minute live mentoring session that begins with identifying the source of the challenge and continues with the entrepreneur answering a series of questions to arrive at a few alternative solutions. With the clock ticking down, Zoltan helps the founder arrive at clear resolution and commit to next steps to implement the solution.

The hour-long event happens in an 'arena-like' setting and incorporates a moderator who introduces the participants at the start and leads an evaluation of the mentoring process after its conclusion. This assessment helps the audience learn how they can apply the principles uncovered during the mentoring process to their own business situation.

These sessions often conclude with an amazing breakthrough the founder hasn't said out loud ever before and can have a lasting impact their business!



**"It was an outstanding experience how quickly  
Zoltan saw our problem and showed us the right  
way in no time.  
He helped us to determine our value proposition in  
30 minutes - priceless help!  
I recommend this to every startup!"**

**Gergo Bakonyi**  
Co-Founder & CEO,  
Sweet City

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# THE LAUNCH CODE

## UNLOCK THE CODE TO PREDICTABLE RECURRING REVENUES:

### A SALES & MARKETING BLUEPRINT TO SCALE YOUR B2B STARTUP



“The Launch Code was a game changer for me as a technical founder. Now I know how to sell and market our product. Zoltan’s experience and delivery is spot on. Highly recommend to any B2B founder.”

**Simon Neal**  
Founder & CEO,  
CampMap

A live workshop or on-demand course that helps you add 3-5 enterprise clients each quarter by applying corporate planning, sales and management techniques to a startup environment.



*Click here to learn more about  
The Launch Code.*

## I. FOCUS

1. Value Proposition
2. Product Offering
3. Messaging & Tools

### Focus your offer & message

**So prospects understand what you’re selling**

You’ll learn how to communicate so target customers understand why they should buy what you’re selling. We’ll cover a 5-step process for creating a clear value proposition, explain how to determine a product offering prospects can say ‘yes’ to, and how to build customer-first messaging that you apply to your sales and marketing materials.

## II. BUILD

4. Outbound Sales
5. Partnerships
6. Inbound Marketing

### Build a structured sales model

**So you consistently close new deals**

You’ll learn how to build a predictable sales model to ensure you consistently close new deals and generate recurring revenues. I’ll show you how to identify the best prospects and acquire customers through outbound sales, develop partnerships to build your sales reach and credibility, and use inbound marketing to create visibility and leads.

## III. EXECUTE

7. Goal Setting
8. Performance Management
9. Team & Organization

### Execute based on targets

**So you focus your efforts and reach your revenue goals**

You’ll learn how to set up your execution, so you focus your efforts and reach your revenue targets. I’ll show you a simple way to set goals and KPIs, introduce a system to track your performance so you can adjust and make better decisions, and organize your team to cover all necessary sales functions and prepare it to scale as your business grows.

## The Launch Code workshop teaches you how to...

- ✓ Explain clearly why clients should buy your product or service
- ✓ Create a product offering prospects can say ‘yes’ to easily
- ✓ Develop marketing tools that engage customers to take action
- ✓ Launch a scalable sales model that generates leads and closes deals
- ✓ Build partnerships to expand your reach and credibility
- ✓ Focus your time and resources and track your performance
- ✓ Organize your team so it can evolve as your company grows

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# ZOLTAN VARDY

## STARTUP MENTOR

### FOUNDER - THE LAUNCH CODE



LISTEN TO MY STORY



**Zoltan Vardy is a startup mentor, trainer, and speaker who helps B2B tech startup founders build predictable, recurring revenues and scale their sales globally by applying his business development blueprint called The Launch Code.**

The Launch Code is built on the principles, tools, and techniques Zoltan used to close \$2 billion in sales over his 30-year global career as a senior corporate executive, entrepreneur and investor. It shows B2B tech startups how to focus their offer and message, build a structured sales model, and execute based on targets so they can generate predictable, recurring revenues.

Zoltan was formerly Sr. Vice President/ Global Sales at NBC Universal International, and a regional CEO at Germany's ProSiebenSat1 Media, managing

over a thousand employees & hundreds of millions of dollars in revenue. He helped launch a dozen international media, technology and professional services businesses including eEuropeMedia, Brainient and [Antavo](#), where he also serves as Chairman.

***Zoltan has helped 200+ startups in 25 countries to build predictable, recurring revenues by teaching The Launch Code via a personal mentoring program, group workshops, and an on-demand, online course.***

Zoltan also hosts the Launch Stories global startup podcast.

He was born & raised in the US, graduated from Cornell University, and divides his time between London and Budapest. He tests his limits by participating in Spartan Race obstacle course races.

**50% CORPORATE,  
50% ENTREPRENEUR**

I know how to scale a business globally because I've done it countless times myself.

I've built and managed multi-million-dollar businesses for global media corporations and launched media and tech startups in a dozen countries, with successful exits as both a founder and an angel investor.

I've experienced both corporate comforts and entrepreneurial uncertainty and know the thrill and challenges of creating 'something from nothing' first-hand.

***My purpose is to apply my knowledge and insights to helping entrepreneurs experience the personal satisfaction and rewards of building a successful global business.***

I'm committed to mentoring, training, and creating content that combines the best of corporate and entrepreneurial thinking to guide B2B tech startup founders on how to scale their companies.

I also support the growth of a vibrant European startup ecosystem by partnering with accelerators, venture capital firms, and spreading the values of entrepreneurship at conferences and events.

BLOG



PODCASTS



VIDEOS

You Tube



*Check out articles, videos and podcasts on B2B sales, marketing and business development.*



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FOR MORE INFO

