Michael Laussegger
Chief Enablement Officer

Impact

Generating and Testing new Ideas

Making Innovation Teamwork Work.

Generating and Testing new Ideas

35%

of Startups

Fail Because They Have no Market.

This could be tested before-hand.

Desirability

Sustainability

Viability

Knowing what ~~not~~ to build

Defer Feasibility

One of the most common mistakes people make with Lean Startup and Design Thinking is believing that it is important to build a first version of a product quickly.

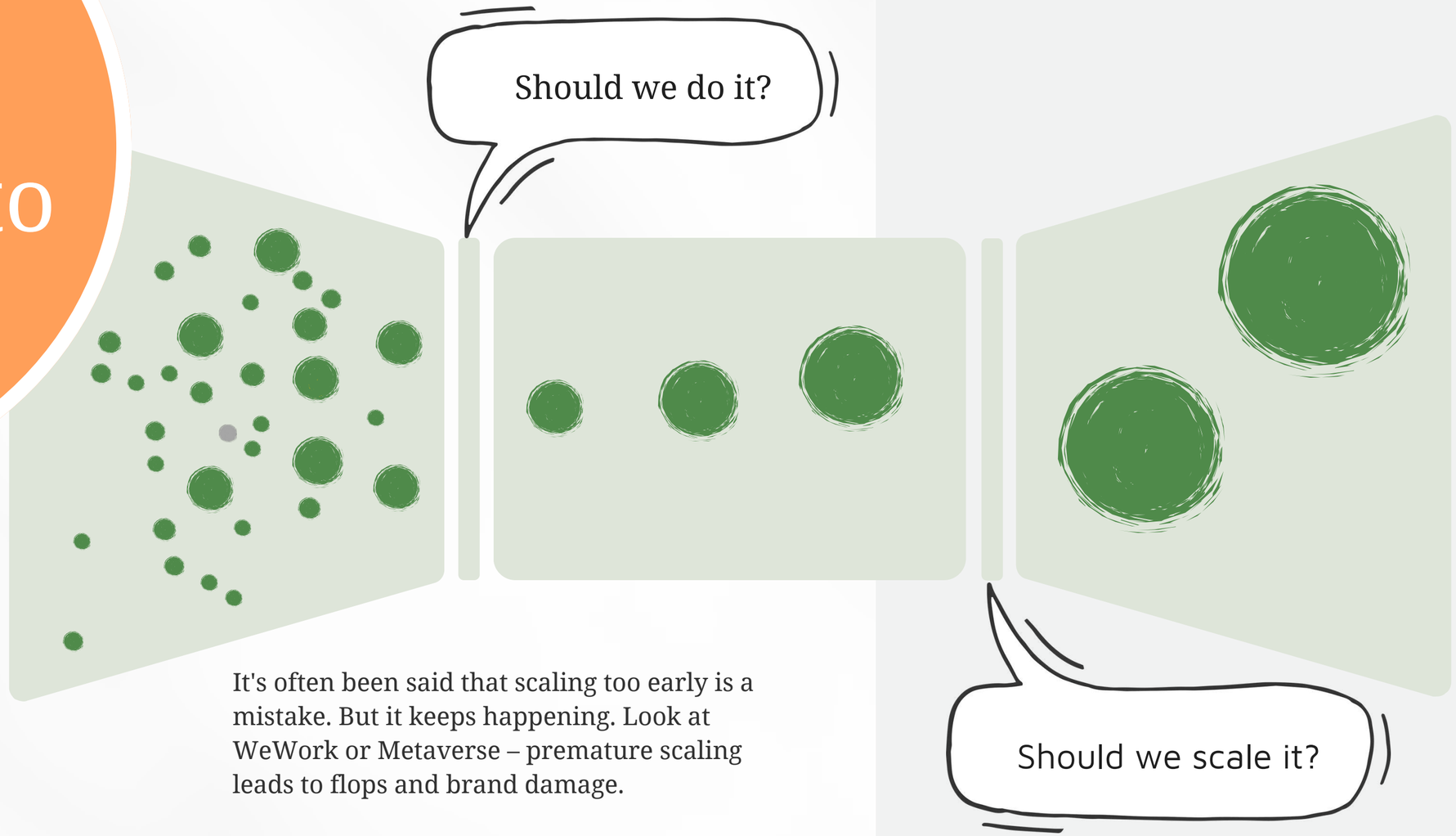
What really matters is a test where real customers make real buying decisions. This is how you prove that the market actually exists. You need prototypes - lots of them - not half-finished products. And you need people who enjoy talking to real customers.

Creative people love to test feasibility. Few fail, however, and testing can be very expensive.

- Really understand customers
- Do what is really needed
- Minimise risk
- Save development costs

Let’s talk!

Knowing when ~~not~~ to scale

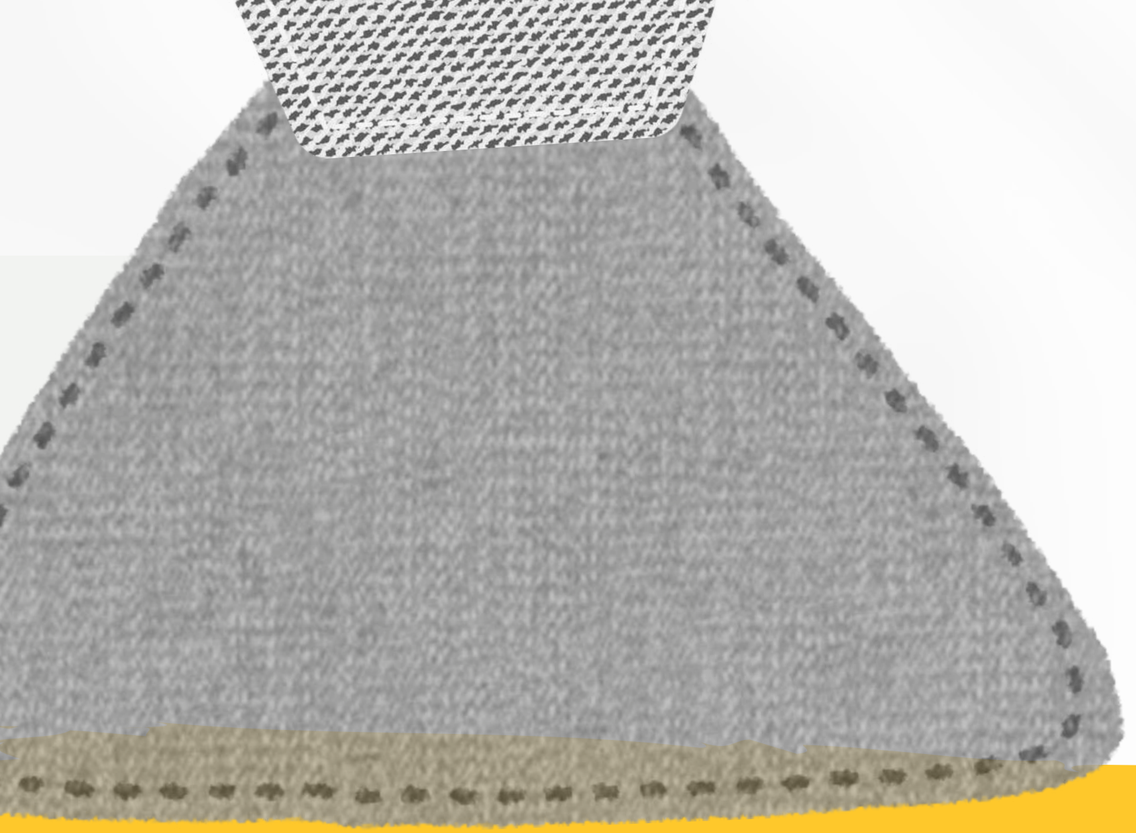


It's often been said that scaling too early is a mistake. But it keeps happening. Look at WeWork or Metaverse – premature scaling leads to flops and brand damage.

Testing with real customers in real buying situations creates deep understanding. This allows you to navigate the funnel based on experience.

Scaling should only happen when you feel the pull of the market – through targeted testing.

Learn more about Venture Sprints



23%

of Startups

Fail as Team.

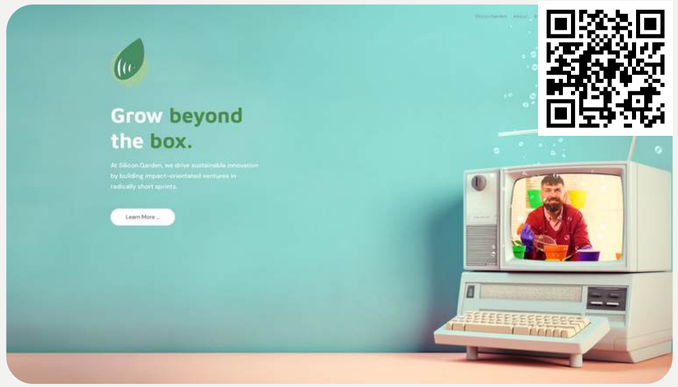
Because we
are humans.

Making
Innovation
Teamwork Work.

Sometimes we have to dig deep to make progress as a team. Working together could be so easy.

I am okay.
You are okay.
Set goals.
Set boundaries.
Let’s go.

Making
Innovation
Teamwork Work.

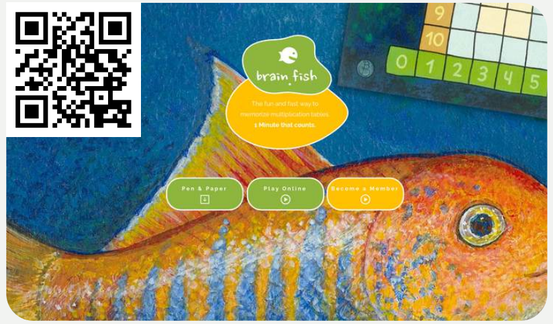


Silicon.Garden

Silicon.Garden is the impact venture studio behind all our ventures, including brain.fish and CleanupSocial.com.

Through our venture sprints, one of our core methods for driving innovation, we test for market and impact fit in radically short sprints.

I have been navigating teams through innovation projects for more than two decades. Here is a small selection.



Brain.Fish

Brain.fish is the fun and easy way for kids to master their multiplication tables. Many kids believe they're "bad at math". Brain.fish makes learning fun and effective and boost their confidence. Give it a try!

CleanupSocial.com

At CleanupSocial.com, we help people eliminate their carbon footprint and promote conscious use of natural resources through climate-positive gifts.

Boehringer Ingelheim
GMX
1&1
ING
BRZ
Raiffeisen Software
Stadt Wien
gugler*
UNIQA
EDSA
European Directories Group
e·on
E-CONTROL
A1
jet ticket
dlv

Invitation

Let’s talk!

With 20+ years leading innovation teams, often in remote-first and non-IT settings, I have many stories to share of failure and success.

People call me ‘Chief Enablement Officer’ because I love supporting people and teams in their development. I am passionate about getting teams to find creative solutions and deliver exceptional work, even in challenging situations. My focus is on creating a safe space where trust, experimentation and shared results take centre stage.

Since 2023, I have been running Silicon.Garden, a venture studio that accelerates much-needed change through targeted testing of high-impact business ideas. In my most recent consulting role at Boehringer Ingelheim, I worked with scientists, designers and engineers to drive data and AI-driven innovation in the drug development process.

There are four key challenges innovation teams face that I help them to overcome.

1. **Finding clarity:** Understanding motivation and purpose.
2. **Making teamwork work:** Shaping effective collaboration.
3. **Knowing what (not) to build:** Focusing on the right priorities.
4. **Knowing when (not) to scale:** Identifying the right time to grow.

If your team is facing any of these challenges, let's explore how I can help. I gladly invite you to a free initial consultation.

Best,
Michael

Coaching & Consulting

Innovation Teams
Testing Ideas
Team Leadership
Venture Building
Product Design
Transformation
Remote Work
Product Strategy
Impact
AI

Professional Background

Lean Startup, Design Thinking, and Agile have been the cornerstone of my work, driven by a hands-on approach and a deep appreciation for creative teamwork and exceptional skill.

Earned an MSc in Coaching and Organisation Development at Sigmund Freud University. Studied startup principles.

Initially studied Computer Science but soon shifted my focus to my own startup, never looking back.

Attended art school, which sparked my interest in innovation and design.

Save Contact Information

Connect on LinkedIn

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