



i²c Founder & Investor Talk #37: The life of an entrepreneur or the thin line between genius & madness

Selma Prodanovic

**Founder & CEO of 1millionstartups.com and Brainswork Group, Co-
Founder & Vice President of Austrian Angel Investors Association**

June 21st, 2017, 5:00 –7:00 p.m.

**TU Vienna, Lecture Room EI 9 Hlawka Hörsaal
1040 Wien, Gußhausstraße 27-29, Staircase I, Ground Floor**

Abstract

In this talk, you can expect an experienced-based story about the ups and downs of being an entrepreneur told by Startup-Grande-Dame Selma Prodanovic. Selma failed & succeeded in launching her own businesses and in addition supported hundreds of entrepreneurs. The Business Angelina has a portfolio of startup investments, was an investor in the startup TV show “2 minutes - 2 million”, and judged in over 100 investment jury sessions. She lives an extraordinary life where reality often exceeds her dreams.

Biography

Selma Prodanovic is an internationally awarded entrepreneur and philanthropist. She is passionate about empowering people and shaping the future. Named Startup-Grande-Dame by the media, she is famous for her influence and her ability to create, develop, and connect business potential. Selma is founder & CEO of 1millionstartups which aims to support the million entrepreneurs who are dedicated to the global challenges of our time. Since she founded the Brainswork Group in 2005, she launched a dozen of “made in brainswork”-brands, supported over 400 startups, and advised global investors, corporates and organizations. She had a major impact on the creative industries, the startup, and the business angel eco-systems in Austria and Europe. As a professional speaker, Selma was over 1000 times on stage sharing her expertise in entrepreneurship, connecting, creativity, innovation, and startups. Media covered her expertise in over 40 countries. For her innovative approach to business and commitment to entrepreneurship and social change, Selma received numerous awards. Born in Sarajevo, Bosnia-Herzegovina, Selma lived in several countries in Europe and North Africa and has been based in Vienna (Austria) since 1991.

Note

The Founder & Investor Talks organized by the Innovation Incubation Center (i²c) at TU Wien enable the audience to learn first-hand from experienced founders and investors. They share their international experiences, dos and don'ts and lessons learned during inspiring talks and answer questions in interactive Q&A-sessions. The talks are concluding with the possibility for networking with like-minded people accompanied by some free drinks. No fee, but registration is required on Eventbrite: <http://bit.ly/2n9RPSc>