

Sustain4Future Incubator – Expert Consultations

Consultant	Areas of expertise	Consultation hours	Email
Ladislav Pasiar	Selecting and developing a business idea; market research and validation of customer needs; business models and Lean Canvas; marketing, branding and first sales; MVP development, prototyping and product testing; basic finance, cash flow, pricing, fundraising and startup metrics; team building, project management and networking. Pitch deck preparation, presentation skills and storytelling.	Monday 10:00–12:00 Tuesday 14:00–15:00 Other times by email arrangement.	ladislav.pasiar@euba.sk
Jaromír Novák	Financial planning and accounting; startup budgets, projected balance sheets, income statements and cash flows; pricing and break-even analysis; choosing a legal form for the business.	Tuesday 14:00–15:00 Wednesday 09:00–10:00 Please arrange your appointment in advance.	jaromir.novak@euba.sk
Lubomír Darmo	Economic foundations and principles of entrepreneurship; the economic rationale for business activities, motivation and market entry; foreign direct investment and investment incentives.	Wednesday or Thursday 08:00–09:00 Once a week, by email	lubomir.darmo@euba.sk
Hussein Mkiyes	Business economics and business models; the digital economy and the digital divide; fintech, digital payments and central bank digital currencies (CBDCs); questionnaires and basic statistical analysis for validating an idea or product.	Wednesday 14:00–15:30 Other times by email arrangement.	hussein.mkiyes@euba.sk
Anetta Čaplánová	Behavioural economics and customer decision-making: trust, motivation, willingness to pay, barriers to product adoption and experiment design; economic viability, sustainability and social impact of a business idea; impact indicators; European projects, preparing an idea for project funding and project partnerships.	Monday 11:00–12:30 Other times by arrangement. Please contact me in advance using my work	anetta.caplanova@euba.sk