

# THE POWER GRADIENT

## Inspiring Future Entrepreneurs

### Presada

Presada develops AI coaches for communication training, from public speaking, to interview simulations. Its European-built technology ensures data privacy, and its AI job interview coach helps candidates get placed 40% faster. The team is committed to helping people communicate with more confidence and clarity.

<https://presada.ai>

### Key Takeaways

#### Small Teams, Big Impact

Julia learned that lean, focused teams with fewer layers and faster decision-making, have greater agility.

#### Speak Up Early

Julia advises sharing ideas before they're polished. Early feedback reveals gaps, sharpens thinking, and helps you improve faster than waiting for perfection.

#### Leverage Community

Startups aren't built alone. Julia stresses the value of learning from peers, asking questions, and sharing knowledge to move forward faster and smarter.

#### Master the Rollercoaster

The startup path is full of highs and lows. Julia reminds founders to find personal ways to stay motivated, because resilience is what keeps you going.



Connect with Julia Imlauer:

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## Meet Julia Imlauer

Welcome to this week's edition of The Power Gradient. In this issue, I'm excited to introduce you to Julia Imlauer, founder and CEO of Presada. Her journey into entrepreneurship isn't the classic tale of childhood ventures or running lemonade stands. Instead, she discovered the startup world later. Through hands-on experience at a tech company she witnessed how ideas evolve into real products and how small, agile teams can create massive impact in short periods of time. That firsthand look at fast-paced innovation drew her in and she hasn't looked back since. Today, Julia is passionate about building tools that help others develop their communication skills and grow professionally.

# Prototype, Test and Launch

Julia's first professional experience came from working as a math tutor, which taught her crucial skills she still relies on today. Teaching math required her to break down complex ideas into simple, actionable steps, to be patient with different learning styles, and to adapt her explanations until the message landed clearly. This directly connects to her current work, where she's building AI-based coaching tools that help people practice and improve communication in personalised ways. Julia's exposure to startup life later in her career gave her a new perspective. She saw how small, determined teams could quickly prototype, test, and launch real-world solutions. That dynamic environment taught her that innovation isn't just about having the right idea it's about execution, speed, and learning on the go.

## The Road

For Julia, the entrepreneurial journey has never been about a single "defining moment" but rather a series of experiences, risks, and opportunities that she actively sought out. She believes that while timing and luck play roles, founders have to create their own pivotal moments by staying open, sharing their ideas early, and being proactive about building relationships before they're needed. In the early days of Presada, Julia and her team applied to an accelerator program, which she credits as one of their smartest moves. The shared network gave them access to people facing the same kinds of early challenges, such as registering a company, navigating bureaucracy, finding office space, and learning how to pitch to investors. That environment created a powerful sense of community, where though everyone was building different products, they learned from each other and tackled obstacles together. The experience not only saved time but also prevented costly early mistakes that many founders face when going at it alone.



## Core Advice

Her one core piece of advice to new entrepreneurs, is: don't keep your ideas to yourself. Talk about them constantly, even if they're not perfect yet. Every conversation you have will teach you something new whether it's helping you sharpen your pitch, revealing gaps in your thinking, or surfacing questions you hadn't considered. The early feedback loop you create by talking to real people is far more valuable than waiting until you think your product or idea is "ready." Julia also emphasises that the startup path is more of a rollercoaster than a straight road. There will be highs and lows, wins and setbacks, and it's critical to develop your own strategies for getting through the difficult moments. No one else can do that part for you. Learning how to stay grounded and motivated during the tough times is a skill every founder needs, and this is often the attribute that determines who keeps going and who gives up too soon.

## Embrace the Next Phase

Reflecting on her journey so far, Julia is careful not to frame her experiences in terms of regrets. In her view, entrepreneurship is still very much a work in progress, and each step, whether it led to success or a lesson, has added valuable knowledge. She acknowledges that the road is long and the company is still evolving, so it's too soon to say whether any specific decisions should have been made differently. For now, she remains focused on continuing to build, adapt, and grow, knowing that true hindsight will only become clear a few years down the line. Until then, she plans to keep learning, keep testing new ideas, and embrace the next phases of the journey with curiosity and determination.