



**PEAK
GENESIS**

NATALIA MATVEEVA

**KEYNOTE SPEAKER &
STRATEGIC ADVISOR TO
GROWTH-STAGE FOUNDERS**

SPEAKER MEDIA KIT 2026

PEAKGENESIS.COM



ABOUT NATALIA

FIND THE CORE ISSUE

BEHIND THE PROBLEMS THAT KEEP COMING BACK

Natalia Matveeva is a strategic advisor and board member for growth-stage founders, and a 16-year member of Entrepreneurs' Organization.

In 2002 she co-founded Realore, a self-funded game studio, and led its marketing and business development as it grew to more than 70 million users and over 80 published titles. Realore was sold in 2017, at the height of its success. Today she runs Peak Genesis, where she identifies the decision patterns, blind spots and structural problems founders cannot see from inside their own companies.

As a child in 1986, she was living in Pripjat when the Chernobyl nuclear disaster happened, and was evacuated. Twenty years later she returned with UK journalists for the disaster's 20th anniversary.

20+

years of
entrepreneurial
experience

70M

users and 80+
titles at Realore

16

years in EO. Past
Chapter
President

2011

EY award and
Entrepreneur of
the Year
nominee



THE IDEA BEHIND EVERY TALK

FOUNDERS RARELY LACK EXECUTION. THEY SOLVE THE WRONG PROBLEM, OFTEN FOR YEARS.

You change the strategy. Make another hire. Push execution harder. Bring in another advisor. The same problems keep coming back, because the founder and the company share the same blind spots.

Natalia's talks show audiences how to separate the symptoms from the problem, name the pattern behind it, and decide what to address first.

THE PLATEAUED FOUNDER

Revenue has been flat for years. The team works hard, the obvious fixes have been tried, and the same problems keep coming back.

THE FUNDED FOUNDER MID-CRISIS

Series A or B. The board wants answers, the runway is shrinking, and a big call is due in weeks: a key hire, a pivot, a co-founder conflict, a missed plan.

FOR ORGANISERS, IN ONE LINE

BOOK NATALIA WHEN YOUR AUDIENCE NEEDS TO STOP FIXING SYMPTOMS AND **FIND THE PROBLEM ACTUALLY HOLDING THE COMPANY BACK.**

SIGNATURE KEYNOTE 01 · FLAGSHIP

THE WRONG PROBLEM

WHY REVENUE STAYS FLAT IN COMPANIES THAT WORK HARD, AND HOW TO FIND THE CORE ISSUE

The plateau is not the problem. It is the most visible symptom of one.

Revenue has hovered around the same number for years. The team works hard. Every fix helps a little. In Natalia's five documented diagnostic cases, founders had carried the same plateau for 6 to 13 years before anyone named the cause.

Natalia shows founders how to separate symptoms from causes, recognise the patterns behind long plateaus, and decide what to address first.

WHY NOW

Uncertainty is the top concern for CEOs in 2026, and AI makes execution faster and cheaper. That only pays off if the team is working on the right problem.

WHAT THE AUDIENCE LEAVES WITH

- Why the same symptom supports several explanations, and why only one of them is fixed by hiring
- Six structural patterns behind multi-year plateaus
- A three-explanation test to run on their own company before the next quarter's budget is committed
- How to state a diagnosis so it can be proven wrong

BEST FOR

Entrepreneur and CEO peer networks, SME and family-business conferences, scale-up programmes

FORMATS

Keynote 45 to 60 min · Keynote and workshop 90 min to half day

SIGNATURE KEYNOTE 02

PATTERNED UNDER PRESSURE

HOW TO MAKE THE BIG CALL WHEN THE BOARD, THE RUNWAY AND THE TEAM ARE ALL WAITING

Under pressure, smart founders do not make random mistakes. They make patterned ones.

A board meeting with an answer that feels thin. A senior hire you cannot afford to get wrong. A co-founder conversation that keeps moving to next week. From the inside, the blind spot looks like prudence, loyalty or high standards.

Natalia shows how founders repeat their blind spots in the decisions that matter most, and how to test a major call against its alternatives before committing to it.

WHY NOW

The gap between Series A and Series B has stretched and capital is concentrating in fewer companies. A wrong call now can cost a funding round, not just a quarter.

WHAT THE AUDIENCE LEAVES WITH

- How to tell when a decision is being made by a pattern rather than by the evidence
- A pre-commitment check: competing explanations, the evidence for each, and what would prove the choice wrong
- Why removing counterweights (co-founders, senior hires, board voices) is one of the costliest patterns in scaling companies
- How to walk into a board conversation with a decision they can defend

BEST FOR

VC portfolio summits, CEO offsites, founder conferences, board and investor events

FORMATS

Keynote 45 to 60 min · Executive session 60 to 120 min

SIGNATURE KEYNOTE 03 · OPENING OR CLOSING

THE OFFICIAL STORY

CHERNOBYL, CRISIS, AND TURNING AN OBSTACLE
YOU DID NOT CHOOSE INTO AN OPPORTUNITY

Every crisis has two versions: the one being announced, and the one already visible to anyone reading the signals.

In 1986 Natalia was a child living in Pripyat when the Chernobyl nuclear disaster happened. Residents were told they were leaving for a few days. Twenty years later she went back with UK journalists. This talk connects that experience to the boardroom: how a crisis unfolds while the official story still says all is well, how to read the signals early, and how to turn an obstacle you did not choose into an opportunity.

Personal and never sensational. The story serves the idea.

WHY NOW

Uncertainty is the top concern for CEOs in 2026. Most talks tell leaders to navigate it. This one shows how to read it before it arrives.

WHAT THE AUDIENCE LEAVES WITH

- The difference between the official story and the signal, and where to find the signal in their own numbers
- How to turn an obstacle you did not choose into an opportunity competitors cannot copy
- A habit for surfacing what everyone in the room senses and nobody will say

BEST FOR

Opening or closing slots, leadership tracks, entrepreneur conferences, events themed on change

FORMATS

Keynote 30 to 60 min · Fireside conversation

THE THINKING BEHIND THE TALKS

SAME SYMPTOM. DIFFERENT CAUSES.

WEAK SALES

Could be a sales problem. Could be value that is thinner than the pitch. **Only one is fixed by hiring.**

SLOW EXECUTION

Could be the team. Could be unclear decisions and too many priorities. **More people multiply the confusion.**

FOUNDER OVERLOAD

Could be a missing senior hire. Could be decisions still routed to the founder. **The hire does not change the routing.**

SIX PATTERNS BEHIND MULTI-YEAR PLATEAUS

01 • The earnings ceiling. A personal limit read as a market constraint.

02 • Tactics without a buyer. Years of spend, no defined buyer.

03 • The mission that is not a business. Conviction without a commercial mechanism.

04 • Structure read as people. Partner conflict that is really architecture.

05 • Perfectionism as risk control. Every decision treated as permanent.

06 • Self-worth financed by the company. A load the business was never built to carry.

From anonymised diagnostic cases published at diagnostic.peakgenesis.com

IN THE ROOM

LESS INSPIRATION. MORE RECOGNITION.

Audiences leave having found their own pattern, not having borrowed someone else's framework.

- **Real cases, real numbers.** Anonymised founder cases in the founders' own figures, next to public company teardowns.
- **A live self-diagnosis.** The audience tests their own explanation against the alternatives.
- **Direct and precise.** The room is treated as capable adults who would rather know.
- **English or Russian.** For international and multilingual audiences.

"Natalia is a talented speaker. Her energetic speech helped to reconsider my approaches to assessing priorities, helped to build harmonious relationships and take a more rational approach to key decisions both in business and in life."

ALBERT SUFIYAROV

President of Neva Milk · YPO Member

"She helped me see the pattern underneath. Very direct, very honest, and in a way that created deep understanding and real, lasting clarity."

TANJA BOGUMIL

Entrepreneur and Board Member

TRACK RECORD

STAGES, VOICES AND PROOF

TALKS

Entrepreneurship in the AI Era · MyEO Global AI Summit #2
The Power Within: From Chernobyl to Covid-19 · EO 333 talk, 2022
EO Unlimited, Zurich, 2017
Private founder and CEO events · Business and game industry conferences

MEDIA

Paper Napkin Wisdom podcast, episode 189, 2024
AmiSights podcast, 2024
Featured profile, Octane (EO global magazine)
Returned to Chernobyl with UK journalists, 20th anniversary, 2006

CREDENTIALS

Co-founder, Realore (2002, sold 2017) ·
Founder, Peak Genesis
Ernst & Young "Best in Service" 2011 and
Entrepreneur of the Year nominee
Past EO Chapter President and Area Director
Member, EO European Bridge Chapter

6 to 13

years of plateau carried by the founders in Natalia's five documented cases before the cause was named

20 to 45

minutes to a named diagnosis in those sessions

"Her ability and capacity to bring a fresh and new perspective to every situation is remarkable."

Warren Rustand · Global entrepreneur and author



FORMATS AND TAILORING

ONE CORE QUESTION. SHAPED TO YOUR ROOM.

KEYNOTE

30 TO 60 MIN

Any signature talk, with a short self-diagnosis built in. In person or virtual.

KEYNOTE + WORKSHOP

90 MIN TO HALF DAY

Participants apply the three-explanation test to their own company in small groups.

EXECUTIVE SESSION

60 TO 120 MIN

Closed-door, for CEOs, portfolio founders, investors or boards.

FIRESIDE OR PANEL

30 TO 45 MIN

A clear voice on growth plateaus and founder decisions under pressure.

WHAT CAN BE TAILORED

Audience. Plateaued founders, funded founders, investors, boards or mixed rooms.

Industry. Cases selected to match the sectors in the room.

Company stage. Owner-led growth companies through Series B.

Event theme. Framing agreed on a pre-event call.

BOOKING

CHECK AVAILABILITY

Share your date, your audience, and the question your event needs answered. Natalia reviews every request personally.

ORGANISER RESOURCES, ON REQUEST

Short and long bios · Stage introduction · High-resolution photos · Session descriptions for your programme · Promotional copy

STAGE REQUIREMENTS

Standard AV · Lapel or headset microphone · 16:9 screen and clicker · Confidence monitor preferred · 20-minute prep call before the event

WATCH NATALIA

Talk: youtube.com/watch?v=Wlh6ay5wwf8

Podcast: youtube.com/watch?v=x6m1K9dAwBE



PEAK GENESIS

SPEAKING ENQUIRIES

[SPEAKING.PEAKGENESIS.COM](https://speaking.peakgenesis.com)

LINKEDIN

linkedin.com/in/natalia-matveeva8

FEE

On request · In person and virtual

LANGUAGES

English and Russian

PRONUNCIATION

Natalia Matveeva

na-TAH-lee-ah mat-VAY-eh-vah