



xista Event

## XISTA Talk | Florian Seitner

**Florian Seitner**

Host: XISTA

What does it really take to turn cutting-edge research into a company that lasts? Join Florian Seitner, VP & General Manager for Perception Software at emotion3D, for an honest look at the journey from academic research to building and exiting a deep-tech startup. This talk goes beyond the technology, exploring why team, customers, and go-to-market matter just as much as the innovation itself. • 12:00 - 12:45 | Talk • 12:45 - 13:00 | Q&A • 13:00 - 15:00 | Food & Drinks

Florian Seitner is VP & General Manager for Perception Software at emotion3D, where he works on AI-based perception systems for automotive applications, with a focus on computer vision and in-cabin sensing. He holds a PhD in computer vision and AI and is a co-founder of emotion3D. As part of the founding team, he helped grow the company from an early-stage startup into an established provider of interior perception software for automotive OEMs and Tier 1 suppliers. Following its acquisition by indie Semiconductor, his focus is on strategy, business development, and customer engagement. In this talk, Florian will share practical lessons from building a deep-tech company:

- From Lab to Market: Navigating the long, non-linear path from research to real-world impact
- Beyond Technology: Why team, customers, and go-to-market determine success
- Honest Lessons: Pivots, funding challenges, and what it takes to scale without burning out your team

If you're curious about deep-tech startups or want an honest take on the founder journey, Florian is happy to answer questions and share personal experiences. Stay after the talk to mingle over pizza, exchange ideas, and engage with our innovation leads.

**Thursday, May 7, 2026 12:00pm - 01:00pm**

Sunstone Building | 1. Floor | Graduate Staircase



This invitation is valid as a ticket for the ISTA Shuttle from and to Heiligenstadt Station.

Please find a schedule of the ISTA Shuttle on our webpage:

<https://ista.ac.at/en/campus/how-to-get-here/> The ISTA Shuttle bus is marked ISTA Shuttle (#142) and has the Institute Logo printed on the side.