4 REAL AI STRATEGY USE CASES

We're sharing our **AI Strategy Masterclass** takeaways on grid forecasting, fry perfection, marketing automation, and surgical guidance.

Real-world lessons from
Lumunus, Agristo, KBC, & Orsi.

nexxworks

👋 Welcome

We are excited to take you inside one of our most transformative learning expeditions — a journey into the heart of innovation in San Francisco.

In this 'tour journal' , you'll find real-world insights on how customer-centric, data-driven innovation is reshaping leadership for the future.

This experience would not have been possible without the brilliant leaders who joined us and the inspiring companies who opened their doors. A big thank you to you all!

We hope it sparks new ideas, challenges assumptions, and helps you shape your company's Day After Tomorrow.

Enjoy the read!
the nexxworks team

What's Inside

A quick guide to what's inside, so you can easily find what matters most to you.

click to jump!

About this **masterclass**

This summary comes from our AI Strategy Masterclass — a one-day program in Ghent led by **Peter Hinssen** and **Mieke De Ketelaere**, focused on company-wide AI integration.

Alongside insights from our speakers, four Belgian companies joined us to share how they're using AI to drive real business results.

Inside the breakdown:

luminus

How Luminus predicts grid imbalances to avoid costly outages.

Agristo
we love potatoes

How Agristo uses real-time vision to catch every packaging flaw

KBC

How KBC's AI agents cut campaign launch times from weeks to days.

ORSI ACADEMY

How ORSI's co-pilot guides surgeons live in the operating room.

Inside each story, we lay out the challenge these teams faced, the step-by-step AI solution they built, and the concrete lessons you can put to work in your own organization.

Exploring the **core mission**

The point of this masterclass was to display what it takes to make AI work across a whole company—beyond isolated pilots or scattered experiments.

We brought leaders together to look at the real work behind effective AI integration.

That includes how you **align your teams**, how you prepare **people for change**, and how you **build systems that are strong enough to scale** without creating new risks.

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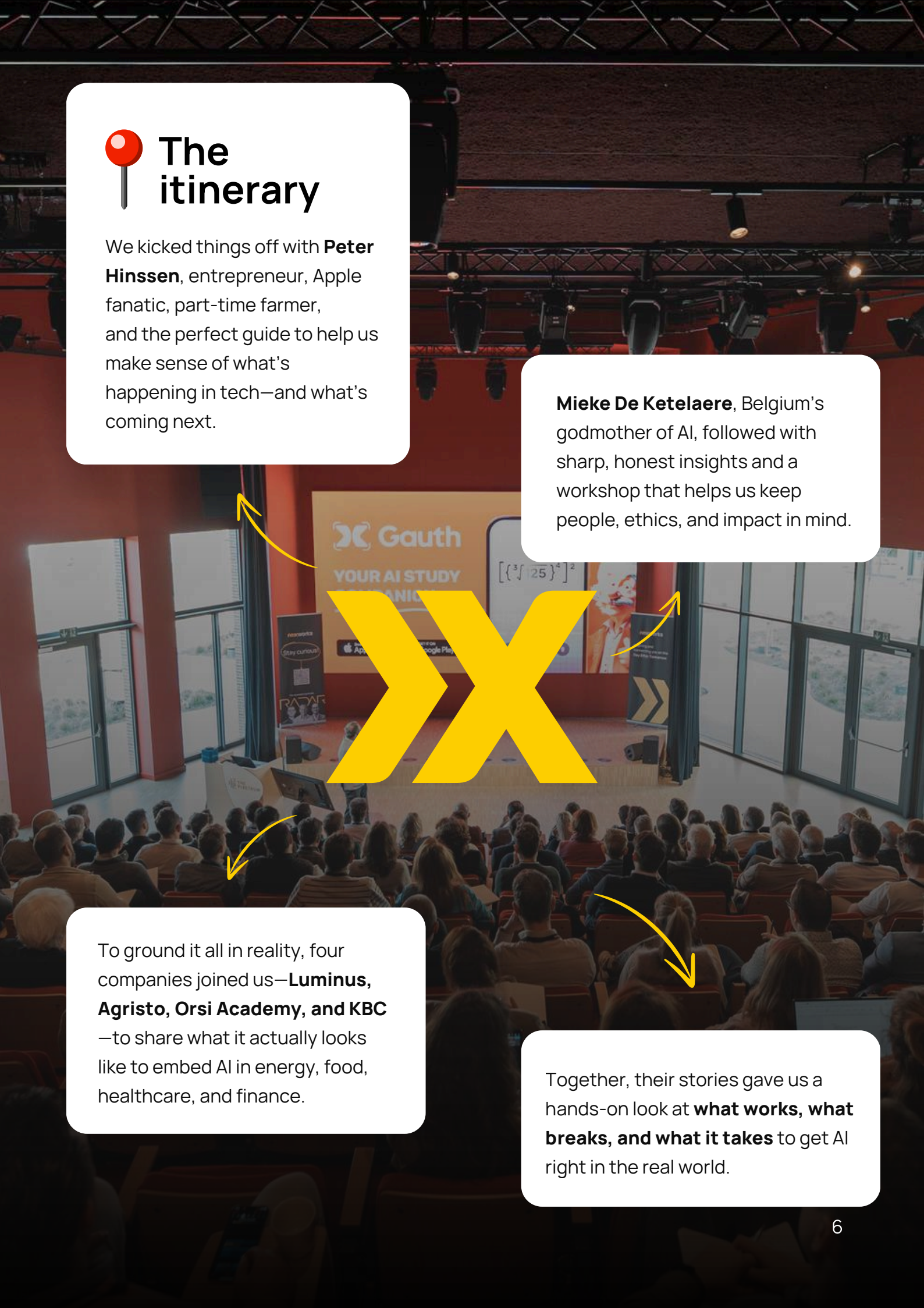
At the heart of it were three big ideas:

- **AI only works when it's embedded across the whole company**—not left in isolated teams or test projects.
- **People are the make-or-break factor in AI adoption,** and earning their trust early makes all the difference.
- **AI has to be built with care from the start,** with guardrails in place to make it fair, reliable, and ready for scale?



The itinerary

We kicked things off with **Peter Hinssen**, entrepreneur, Apple fanatic, part-time farmer, and the perfect guide to help us make sense of what's happening in tech—and what's coming next.

Mieke De Ketelaere, Belgium's godmother of AI, followed with sharp, honest insights and a workshop that helps us keep people, ethics, and impact in mind.

To ground it all in reality, four companies joined us—**Luminus, Agristo, Orsi Academy, and KBC**—to share what it actually looks like to embed AI in energy, food, healthcare, and finance.

Together, their stories gave us a hands-on look at **what works, what breaks, and what it takes** to get AI right in the real world.

Why Ghent was the **obvious choice**

Ghent brings together the right mix of people: researchers, policy makers, tech founders, and corporate leaders who are all asking the same question—how do we make AI useful inside real organizations? The city has a reputation for straight-talking, pragmatic innovation, and that's exactly what this masterclass was built around.

Here's why it earned the spotlight:

✓ Ghent is home to leaders like Mieke De Ketelaere and a strong community **focused on ethical, human-centered AI**

✓ **Universities and research hubs** like imec work closely with companies like ML6 to apply AI in real business settings

✓ **Local projects** are using AI in hospitals, transport, and manufacturing

✓ The city has a **strong culture of collaboration**, where startups, corporates, and researchers come together to build things that actually work in the real world

Meet the **experts**

Every nexxworks experience brings in voices that push thinking forward. For this masterclass, we welcomed Peter Hinssen, Mieke De Ketelaere, and experts from Luminus, Agristo, KBC, and Orsi. Let's start with a quick intro.

Peter Hinssen

Peter Hinssen is a renowned technology entrepreneur, speaker, and author who **focuses on how technology and AI are reshaping business and society.** He's advised top companies on future strategy and teaches at institutions like London Business School and MIT Sloan.

Mieke De Ketelaere

Mieke De Ketelaere is Adjunct Professor at Vlerick and **a leading voice in ethical and sustainable AI.** With 30 years of experience in data and analytics, she's known for making complex AI topics easy to understand. Recently named Belgium's IT Person of the Year, Mieke brings clarity, depth, and a strong ethical lens to every AI conversation

Stan Van Nooten

AI Transformation Director at Luminus

Stan Van Nooten is Director of AI Transformation at Luminus, where **he leads efforts to bring AI into the core of the company's operations.** With a background in engineering from KU Leuven and experience across Luminus, EDF Luminus, Energie.be, and KBC, Stan combines deep technical knowledge with real-world business insight.

Meet the **experts**

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Matthieu Jacobs
CIO at Agristo

Matthieu Jacobs is CIO at Agristo, with experience spanning roles at Agristo, Mayker, and TRIGINTA. **He has a background in financial management** from EHSAL Management School **and a strong focus on supply chain, forecasting, and operational performance.**

Karsten Gielis
Lead Data Scientist

Karsten Gielis is Lead Data Scientist at KBC, where **he builds generative AI tools that help employees work smarter.** With a background in NLP and human-computer interaction, he focuses on making complex systems useful and accessible across the business. His work bridges technical depth and real-world application

Pieter De Backer
Head of Innovation

Dr. Pieter De Backer leads Orsi Innotech, where **he develops AI-driven surgical systems and patient-specific 3D models.** With a background in both engineering and medicine, he brings hands-on experience in robotics, micro-electronics, and surgical innovation to the future of healthcare.

Schedule

The AI Strategy Masterclass was built to move fast and stay practical. We opened the morning with Peter Hinssen and the afternoon with Mieke De Ketelaere, setting the tone for what it really takes to embed AI across a business.

The rest of the day was all about real stories and honest conversations—what worked, what didn't, and what others could learn. We closed with time to connect, reflect, and ask the questions that don't usually make it to the stage.

09:30 - 10:30	Lay of the Land - Peter
10:30 - 10:50	Coffee break
10:50 - 11:05	Q&A
11:05 - 11:40	Company-wide AI Integration - Peter
11:40 - 12:10	Case - Luminus
12:10 - 12:40	Case - Agristo
12:40 - 13:00	Q&A
13:00 - 14:00	Lunch
14:00 - 15:30	Risk & Change Management - Mieke
15:30 - 16:00	Coffee break
16:00 - 16:30	Case - KBC
16:30 - 17:00	Case - Orsi
17:00 - 17:30	Q&A with Peter & Mieke + Closing
17:30 - 18:00	Outro
15:30 - 16:00	Dinner

Forecasting **grid imbalances**

Introduction

As Belgium's energy mix becomes more unpredictable, keeping the grid stable is harder than ever. With wind and solar growing quickly, and demand shifting because of electric vehicles and smart homes, grid operators are facing constant changes in supply and consumption.

For Luminus, this meant moving beyond manual monitoring and finding a way to stay ahead of the curve.

Luminus began by building forecasting models trained on years of weather and grid data. These models now help predict imbalances before they happen, giving the team more time to act. They also developed a real-time dashboard that tracks live metrics and suggests corrective actions when needed. It's a tool that helps operators make faster, more confident decisions when it matters most.

★ Spotlight

Stan Van Nooten

Luminus showed us what it looks like **when AI becomes part of daily operation**s, driven by real needs, built with trust, and used by teams on the ground.

luminus

To support their field teams, they introduced a digital assistant that technicians can use to quickly find answers about equipment, processes, or common issues. This has been especially helpful for newer staff, helping them get up to speed without needing to rely on more experienced colleagues.

The company also focused on building a strong foundation. Their internal AI platform, called KAIros, was designed to be scalable and secure from the start. Governance was also built in early, ensuring every model and data stream meets quality and compliance standards.

One of the biggest reasons this approach worked is that it wasn't rolled out from the top with little context. While the strategy was shaped centrally, individual business units were given ownership of how to apply it. That made the work more relevant and better aligned with daily operations.

What changed?

Luminus has seen a major drop in imbalance penalties, around 70 percent. Technician onboarding is faster and smoother with the help of the AI assistant. And since the system went live, there have been no major outages caused by supply or demand issues.

What can you take away from this?

Start by solving the problem that's costing you the most time or money. Build trust in the system by focusing on quality and clarity from the start. And make sure the people using these tools every day are involved in shaping them. That's what helped Luminus turn AI into something that creates real, lasting impact.

Real-time AI **for better fries**

Introduction

Agristo processes massive volumes of fries every day, and with that comes a high standard for consistency and quality. But checking every container by hand was slow, inefficient, and not always reliable.

Quality issues like half-filled packaging or off-spec fries could slip through, leading to complaints and waste. **The core challenge was maintaining consistent quality at scale** without putting extra strain on the team.

Agristo started by building a computer vision system to monitor octabins, the large containers that carry processed fries.

The AI was trained to detect common issues like under-filled cartons, contamination, or damaged packaging. It didn't just flag issues, it also suggested what needed to be done to solve them.

★ Spotlight

Matthieu Jacobs

Agristo showed us how AI can take the pressure off the production line by spotting defects, adjusting processes in real time, and helping teams maintain quality at scale.

Agristo
we love potatoes

Within weeks, the model was catching over 90 percent of defects and significantly reducing the workload for quality control teams.

The second big improvement came in the form of a fry-length estimator. Using visual data, the model predicted the distribution of fry lengths as potatoes entered the line. This information was sent straight back to the slicing equipment, which could adjust in real time to match product specifications. The model reached 98 percent accuracy, helping Agristo meet quality targets without slowing production down.

To make this possible, **Agristo combined edge computing and cloud analytics.** Cameras installed along the production line sent real-time data to local devices for instant alerts. At the same time, aggregated data was stored in the cloud to support longer-term process improvements.

While they tested the models through proof of concepts, they also worked on the underlying data governance to ensure the systems could scale safely and reliably.

What changed?

Manual inspection was cut by half, reducing pressure on quality teams. Packaging became more consistent, which helped lower complaint volumes. And because rework was reduced, line throughput improved by roughly 10 percent.

What can you take away from this?

Move fast on pilots, but don't forget the foundations. Invest in both the tech and the teams who use it every day. And when possible, lean on partners who can help you go further, faster. Agristo's success didn't come from building the most advanced model—it came from solving the right problems, with the right mix of people and tools.

Smarter **marketing with AI**

Introduction

Marketing at scale means balancing creativity with consistency. At KBC, this wasn't always easy. Campaigns often involved creating dozens of text variants for every offer, each of which needed to be reviewed, tested, and optimized. It was time-consuming and tough to maintain both quality and speed.

KBC's data science team saw **an opportunity to shift the way marketing teams worked**—not by replacing them, but by supporting them with agentic AI systems. These AI agents were built to think and work like team members. They could plan, act, and improve based on results.

The agents generated multiple versions of copy, checked them against brand guidelines and tone of voice, ran A/B tests to see what resonated, and then refined the output based on real-time performance data.

★ Spotlight

Karsten Gielis

KBC showed us **how AI can become a real teammate,** built on good data, part of the workflow, and trusted to help teams work faster and smarter.

KBC

KBC realized that great AI performance didn't start with the model. It started with the data and systems behind it. So they cleaned up content sources, removed duplicates and contradictions, and improved search optimization. This helped the agents surface the right information at the right time.

They also built in monitoring to keep an eye on quality and relevance. And most importantly, **human reviewers remained part of the workflow.** Marketers still made the final call, ensuring that nothing went live without real eyes on it.

What changed?

KBC's agentic AI system transformed how campaigns were built and launched. What used to take weeks could now be done in days.

The team saw a **15 to 20 percent improvement in click-through rates**, while **manual copywriting time was reduced by more than half.** With AI managing content generation, testing, and performance tracking, marketers could focus on strategy and creativity. And because the system improved with every cycle, results continued to get better over time.

What can you take away from this?

Start by designing AI to support your people, not replace them.

Give it clear goals, a solid foundation of data, and a workflow that mirrors how your teams actually operate. Automation works best when it helps people do more of what they're good at. That's what made this work at KBC.

AI in the **operating room**

Thursday, 08.30 AM – 10 AM

In a world where surgical precision can mean the difference between life and death, training the next generation of surgeons has never been more critical or more complex.

Orsi Academy, an international center for surgical training and innovation, faced a challenge common to many healthcare institutions: how do you scale surgical education without compromising on quality, safety, or human insight?

Their existing training model, while grounded in simulation and repetition, still **relied heavily on manual oversight**.

Surgeons in training progressed based on time spent or procedures performed, not on measurable proficiency.

★ Spotlight

Pieter De Backer

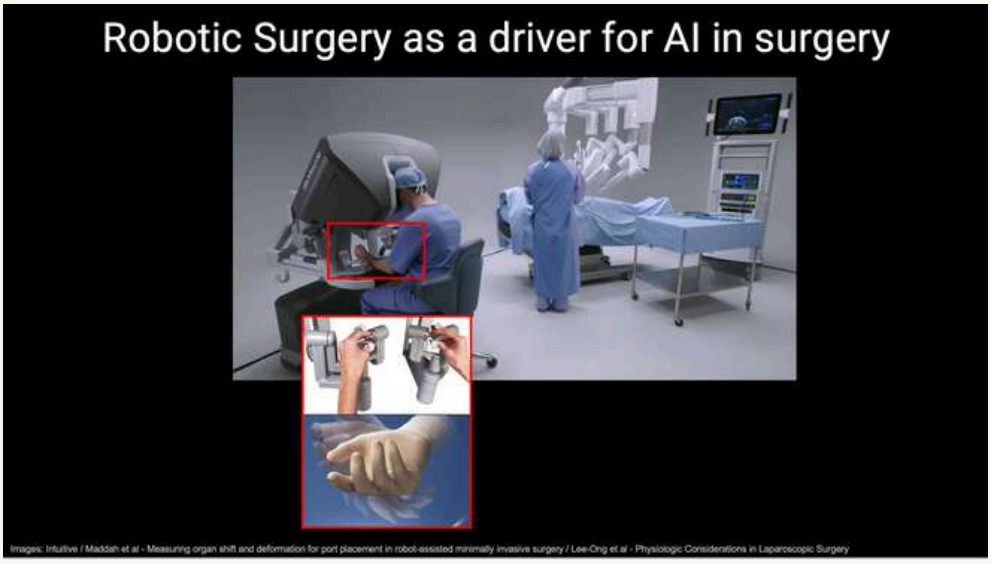
Orsi showed us **how AI can become a surgical guide,** built into training and the operating room, helping doctors learn faster, reduce errors, and work with more confidence.

ORSI ACADEMY

Instead of adding AI on top of old processes, Orsi built it into the heart of their training system. They used a method called **Proficiency-Based Progression,** where surgeons only move forward once they master each skill. AI tracks performance and detects errors in real time, helping reduce mistakes by 60 percent.

But the goal wasn't just better training, it was smarter surgery. Orsi developed a real-time AI co-pilot that supports surgeons during operations. It analyzes live video, identifies tools and tissue, tracks surgical steps, and answers questions as the surgery unfolds.

To make this work, Orsi created a large **dataset with over 20,000 surgical images** and **one million question-and-answer pairs**. The AI was trained to explain scenes in clear language for different users, from senior surgeons to curious students.



Now, real surgeries can be streamed live to doctors around the world, fully anonymized and supported by AI. Orsi's co-pilot has already been used in the operating room, guiding surgeons and helping prevent errors. It's one of the first systems to bring real-time AI into live clinical use.

What changed?

Orsi moved from traditional time-based surgical training to a performance-based model powered by AI. Instead of relying on repetition, trainees advanced only when they showed real proficiency.

They built an AI co-pilot to support surgeons during live operations, using real-time video analysis and natural language responses. Surgeries are now streamed securely, with AI assisting in both training and practice.

What can you take away from this?

Start with real problems. Orsi focused on reducing surgical errors and improving how people learn.

Their success came from using AI to support—not replace—experts, and by building it directly into the workflow. Clean data and clear goals made the tech useful.

The key lesson: AI works best when it's practical, tested in real situations, and built to serve people on the ground.

Conclusion

End-to-end **experience design**

Each use case shared in this AI Strategy Masterclass goes beyond theory. They're lived experiences from teams actively applying AI in high-stakes environments. Each story shows what it really takes to move from idea to impact.

The masterclass connects strategic insights with real-world execution, showing how AI can drive change when it's grounded in business need, powered by data, and supported by the right people.

If you're ready to move beyond the hype and start building your own AI strategy, join us at the **next edition of the masterclass.**

Interested in how this could work for your organization? Let's chat!

Bieke Janssens
Business Development @ nexxworks

Book an intake call ›

Send an email ›

About nexxworks

At nexxworks, we don't predict the future—we dive straight into it. The world is shifting fast, and outdated strategies won't cut it.

We challenge leaders to unlearn, rethink, and embrace what's next.

We skip the dull lectures and take you to the heart of disruption. Our learning expeditions throw you into real-world innovation—**meeting pioneers, disruptors, and visionaries shaping tomorrow**.

How are we different? We curate chaos. We make you question assumptions, debate with the best, and rethink everything—no fluff, no filters—just raw insights that push you forward.

Buckle up!

Explore our approach ›

What we **offer**

Tailor-made Programs

We co-create **fully customized programs to tackle your specific business challenges,** from immersive learning expeditions and strategic offsites to in-company bootcamps tailored to your needs.

Open Programs

Ideal for individuals or small teams, our open programs take you to the frontlines of innovation. Join expeditions to global innovation hubs like Silicon Valley or Singapore or attend one of our forward-looking masterclasses.

Keynote Speakers

Our world-class speakers, including Steven Van Belleghem, Nancy Rademaker, Rik Vera and others, **bring bold energy and razor-sharp insights to your stage.**

Curious in how this could work for your organization? Chat with us!

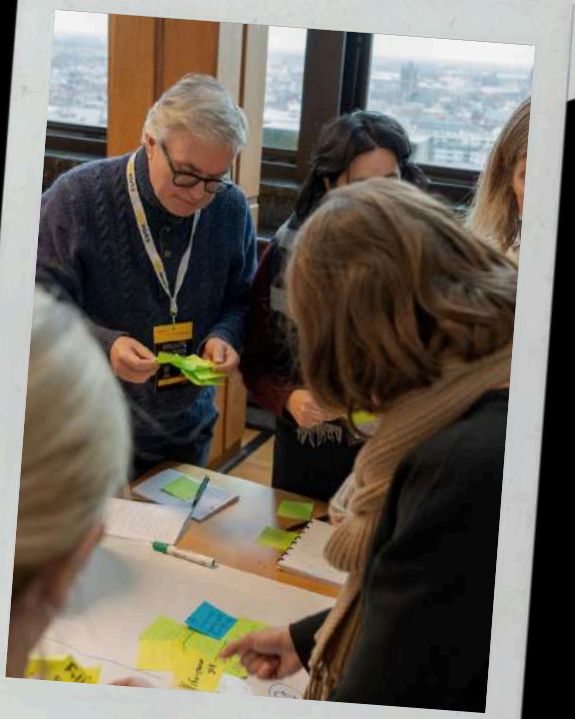
Bieke Janssens
Business Development @ nexxworks

Book an intake call ›

Send an email ›

Tailor-made programs

No two companies are the same — and neither are our tailor-made programs. At nexxworks, we don't believe in off-the-shelf inspiration. Our tailor-made programs are co-created with you, built around your strategic goals, cultural DNA, and leadership ambitions.



Who's already rewiring their **Day After Tomorrow?**

Discover our **tailor-made solutions** for **leadership teams**

Learn more

We'd love to stay in touch!
Whether you have questions or just want to share your thoughts & challenges, don't hesitate to reach out.

4 REAL

AI STRATEGY USE CASES

In this masterclass, leaders from Lumunus, Agristo, KBC, and Orsi shared how AI is transforming their work: predicting energy demand, perfecting frozen fries, automating marketing, and guiding surgeons in real time.

A **masterclass** by

nexxworks