



# AI Summer School 2026

For founders rebuilding their  
company in an AI world

GET CLARITY ON WHAT NEEDS TO CHANGE  
AND THE CONFIDENCE TO ACT.



## Date

9 Sept – 11 Sept 2026  
(Wednesday–Friday)



## Location

At the Belgian coast  
(Thermae Palace Hotel Ostend)



## Target audience

Tech startups,  
scale-ups & SMEs



## Max. participants

30 people



## Concept

Hands-on AI summer school:  
from inspiration to implementation



## Concept & Objectives

AI is not a feature shift. It's a business model shift.

In the past year, AI has started to reshape not just how products are built, but how companies operate, compete and make money. Features are becoming cheaper. Entire workflows are being automated. And in some cases, platform players are moving dangerously close to what you sell today.

The real question is no longer "how do we use AI?" It is: what will still be left of your company if AI becomes the default? And how fast do you need to move before it's too late?

Because while AI puts pressure on existing products and business models, it also creates a window of opportunity for those who move fast to redefine their market, rebuild their advantage and outpace slower competitors.

**This is not a summer school about tools. It's a 2-day working session for founders and C-levels who need to:**



Rethink how their organisation operates



Understand how AI impacts pricing, margins and positioning



Decide where their real advantage still lies



Translate all of that into concrete product and go-to-market decisions

Two days, by the sea, with a small group of max 30 founders facing the same questions. You won't leave with inspiration. You'll leave with decisions you can act on immediately.

### Target audience:

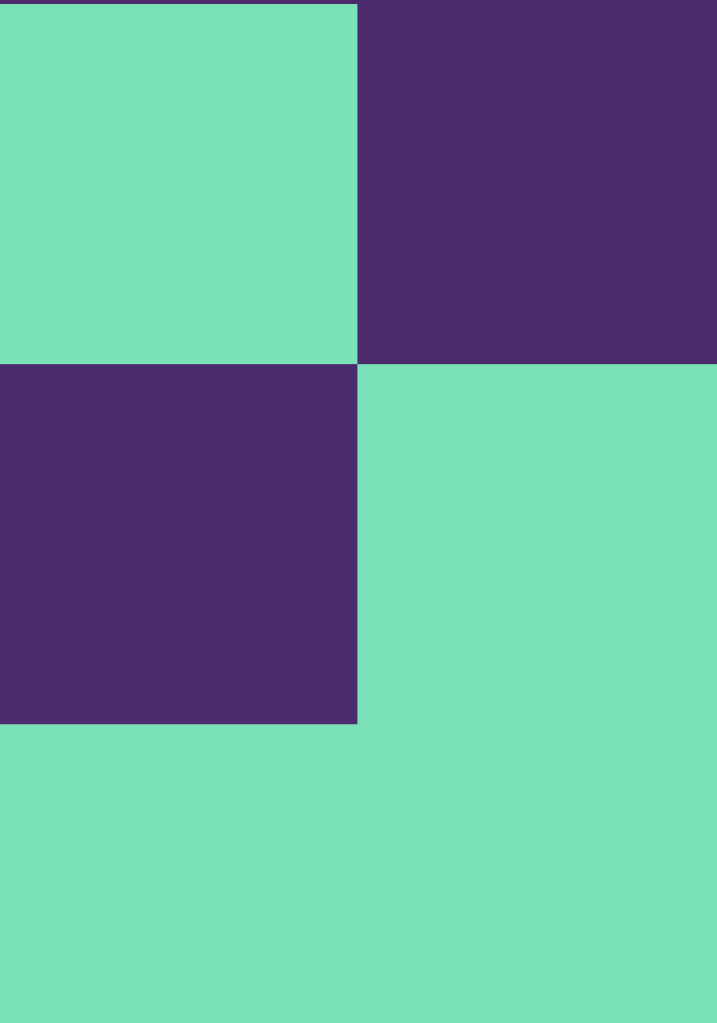


SaaS companies under pressure: founders of 10–100-person companies that are doing well but fear that the ground is starting to shift beneath them.



Technology companies and service firms looking to learn from scale-ups that are further along — and exploring new products or business models.

# Programme



# Wednesday 9 September

## Arrival & Opening

<b>16:00</b> Reception	<b>Check-in and welcome drinks</b> Informal networking. Participants meet each other for the first time.
<b>18:00</b> Opening	<b>15 min</b> <b>.AGORIA sirris</b> <b>Intro: "The question that really matters"</b> Framing the 2.5 days: not just which tools, but above all how to make your organisation future-proof. Expectations, house rules and programme overview.
<b>18:15</b> Keynote	<b>40 min + 15 min Q&amp;A</b> <b>International Speaker TBC</b> <b>Building an AI-native company from scratch: lessons from the front line</b> What does it actually mean to build a company in a world where AI is not an add-on, but the foundation? How do you organise teams, make decisions and create competitive advantage when AI is embedded in everything you do?  Drawing on the experience of building one of Europe's leading AI companies, our speaker shares what it takes to create an AI-native organisation, the mistakes and lessons learned along the way, and the choices founders need to make today to remain relevant tomorrow. No theory, just a candid founder perspective from the front line of the AI revolution.
<b>19:10</b> Dinner	<b>Dinner by the sea</b> Casual, first real conversations. Deliberately no formal seating plan.
<b>21:00</b> Drinks	<b>Informal drinks and networking (optional)</b> No programme. The best conversations happen here.

# Thursday 10 September

## Day 1: Rebuilding your organisation in an AI world

The core question of the day: how do you ensure your team of 10, 20 or 100 people stays relevant, becomes more efficient, and is not replaced — or should be?

07:30

### Breakfast and morning walk

Deliberately relaxed start. Fresh air before an intensive day.

09:00

Keynote

35 min + 10 min Q&A

Carine Lucas & Wim Codenie

.AGORIA sirris

### What we see going wrong in tech companies — and how to fix it

Agoria and Sirris open with what they actually see happening in technology companies trying to integrate AI. Where does it go wrong? Which decisions are delayed too long? Where do teams hit resistance, inefficiency or misaligned expectations? Based on concrete cases, Carine and Wim share the most common mistakes and how the companies making real progress do things differently.

09:45

Keynote

30 min + 10 min Q&A

Karel Callens

LUZMO

### How Luzmo rewrote its internal operations around AI

Karel Callens, CEO of Belgian SaaS platform Luzmo, shares how they decided who gets which tools, how they handle IP and confidentiality, whether they set up a dedicated AI department, and what they learned about resistance within the team.

10:25

### Coffee break

10:40

Keynote

30 min + 10 min Q&A

Wouter Janssen

tekst

### The economics of AI transformation

What happens to your business model when AI makes capabilities cheaper and competitors can build similar features in weeks rather than years? How do you protect your margins, defend your position and continue to create value?

As co-founder of Tekst.ai, one of Belgium's leading AI-native software companies, Wouter shares what founders need to understand about the economics of AI. From changing customer expectations and pricing models to competitive advantage and growth opportunities, he offers a practical founder perspective on what it really costs to stand still in an AI-driven market.

11:20

Dialogue

50 min

Valentijn Destoop, Manon Vandebergh & Julie Van Damme

### Resistance to change: how do you respond as a founder?

Three founders from different contexts talk honestly about resistance to AI-driven change and internal culture. How do you deal with employees who don't want to come along? How do you build an AI policy? What does responsible use look like in practice? How do you protect your culture? How do you avoid shadow AI? Moderated by Agoria.

12:10

### Lunch

Informal. Space to continue the morning's conversations.

13:10  
Workshop

1u45 min Groups of 5-6 With professional facilitation by Ralph Van Crombrugge

Carine Lucas, Wim Codenie, Matthias Feys, Wouter Janssen, Valentijn Destoop, Karel Callens & Manon Vandebergh

### Workshop A – How do I reorganise my team around AI & should I change my business model?

Guided work session. Participants map their own organisation across Drucker's five layers, identify where AI is creating the most pressure, and draft an initial reorganisation plan. Output goes home with participants.

15:30

### Coffee break

15:30  
Free time

1u30 min Group Picture

### Recreational free programme by the sea

Deliberate decompression. Beach, walk, sport or play.

18:30  
Fireside chat

35 min Chat with moderator Matthias Feys

ML6

### From maker to AI company: how ML6 rewrote its own organisation

Matthias shares how ML6 not only built an AI operating system, but internally reorganised its own processes, roles and culture around AI. What went well? What went wrong?

19:15  
Dinner

### Dinner together

Everyone knows each other now. Informal, no rush.

21:00

### Informal drinks & networking

# Friday 11 September

## Day 2: Building product, revenue and advantage in an AI world

From organisation to execution. Day 2 focuses on how AI is reshaping not just how you build products, but how you sell, differentiate and stay relevant.

08:30

### Breakfast

Relaxed start. No rush.

09:15

Keynote

30 min + 10 min Q&A

Jeroen Van Haute & Yasamin Karimi

Demo included

TECHWOLF

### How AI is changing how you build and who you no longer need on your team

TechWolf builds AI products that directly change how companies understand and manage their workforce. But more importantly: AI has also fundamentally changed their own way of building. Which roles are disappearing? Which new profiles do you need? How does your product development cycle change? And where does real leverage still sit in an AI-first engineering team? Not an abstract story about AI in product development, but a concrete look at how a scale-up is redrawing how it builds and what choices that requires of founders.

09:55

Keynote

30 min + 10 min Q&A

International speaker TBC

### AI adoption at scale: patterns, pitfalls and where your advantage really lies

Working with some of the fastest-growing AI companies in the world, our speaker has a unique vantage point on how founders are adapting to an AI-first reality. What do the companies moving fastest have in common? How are they using AI internally, accelerating product development and rethinking their organisations?

But this session goes a step further. As AI capabilities become increasingly accessible and powerful, where does sustainable competitive advantage still come from? And how do you stay relevant when the technological foundation becomes available to everyone? An insider's perspective on the patterns, pitfalls and strategic choices shaping the next generation of software companies.

10:35

### Coffee break

10:50

Keynote

30 min + 10 min Q&A

Nicolas Finet

sortlist

### AI and the reinvention of your sales and go-to-market

How is AI fundamentally changing the way you build pipeline? What does this mean for your sales team, your tooling and your cost of acquisition? Which parts of the sales process get automated and where does human interaction remain crucial? Nicolas walks you through how Sortlist approached AI not as an experiment but as a new revenue engine. He shares what worked, what went wrong and how they structurally redesigned their sales approach around AI. What does this mean concretely for your pipeline, conversion and cost of acquisition — and what results did it actually deliver?

<p><b>11:30</b> Keynote</p>	<p>25 min + 10 min Q&amp;A    Laurens Nys    <b>GTMSIGMA</b></p> <p><b>More pipeline, fewer people: the AI GTM stack that works</b></p> <p>One person with the right AI stack today does the work of an entire GTM team. Laurens Nys builds these systems for Belgian SaaS companies and shows how it works in practice: signal-based outbound with Clay, automated workflows in n8n, and AI agents running 24/7 while your team focuses on what only humans can do. No theory — a hands-on look at how to build pipeline without increasing headcount.</p>
<p><b>12:10</b></p>	<p><b>Lunch</b> Informal. Space to continue the morning's conversations.</p>
<p><b>13:10</b> Workshop</p>	<p>1u45 min    Groups of 5-6    With professional facilitation by Ralph Van Crombrugge    <b>Nexus sortlist die van de boekhouding</b></p> <p>Nicolas Finet, Thomas De Clerck, Tim Vandecasteele, Carine Lucas &amp; Wim Codenie</p> <p><b>Workshop B — Where should AI create leverage in your organisation?</b></p> <p>Hands-on work session with Nexus, Die van de boekhouding and Sortlist. Participants map their own organisation and identify: which processes are ready for automation today, where AI genuinely creates value, and where automation actually introduces risk. Each participant drafts an initial implementation plan that is immediately applicable within their organisation.</p>
<p><b>15:00</b> Free Time</p>	<p>30 min    Marijke Wouters</p> <p><b>Walk by the sea or breathing exercise</b> Deliberate physical and mental reset. Fresh air, clear the head before the closing.</p>
<p><b>15:30</b> Keynote</p>	<p>25 min + 10 min Q&amp;A    Stijn Christiaens    <b>Collibra</b></p> <p><b>How AI forced Collibra to reinvent itself</b></p> <p>Collibra became one of Europe's most successful software companies by helping organisations manage and trust their data. But as AI reshapes the software landscape, even successful companies need to rethink their products, processes and ways of working. Stijn Christiaens shares how AI is changing customer expectations, where Collibra had to adapt, and what founders can learn from reinventing a company before the market forces them to.</p>
<p><b>16:00</b> Fireside chat</p>	<p>45 min    Thomas De Clerck, Stijn Christiaens &amp; Tim Vandecasteele    <b>Nexus Collibra die van de boekhouding</b></p> <p><b>AI, software and humans: where does the real value sit?</b></p> <p>They share practical lessons from the front line of AI adoption. What creates real business value? Where do teams hit limits? And where does human expertise remain essential? A candid discussion about AI agents, automation and building companies in an AI-first world.</p>
<p><b>16:45</b> Closing</p>	<p>45 min    <b>.AGORIA sirris</b></p> <p><b>Closing and commitments: "What will you do differently tomorrow?"</b></p> <p>Each participant formulates one concrete action for the coming weeks and months. Thank you and follow-up One Million Club.</p>
<p><b>17:30</b> Closing</p>	<p><b>Departure</b> Leave at your own pace.</p>



**Speakers**

The profiles below are based on confirmed and proposed speakers. To be refined after final confirmation.



## Carine Lucas & Wim Codenie

.AGORIA sirris

Day 1 Keynote Workshop facilitation

Sirris guides dozens of Belgian technology companies through AI implementation. Carine and Wim bring not theory but case studies: what do they see in practice, which organisational models work, and where does it go wrong. They also facilitate the Day 1 workshop.



## Karel Callens

LUZMO

Day 1 Keynote Governance, culture and AI organisation

CEO and founder of Luzmo, an embedded analytics platform for software companies. He shares how Luzmo internally decided on AI governance, tool selection, IP management and the question of whether a dedicated AI department is needed.



## Wouter Janssen

tekst

Day 1 Keynote The economics of AI transformation

Co-founder of Tekst.ai, one of Belgium's leading AI-native software companies. Wouter shares how AI is changing software economics, customer expectations and competitive advantage, and what founders need to rethink about their business model to stay relevant in an AI-first world.



## Valentijn Destoop

COMMON SENSE ROBOTICS

Day 1 Dialogue Resistance to change

Co-founder of Common Sense Robotics, design thinker and innovation strategist. Shares honestly about the spectrum between authority to act, resistance to act and recklessness in AI leadership.



## Manon Vandebergh

Day 1 Dialogue

COO of Phished, the Leuven-based AI cybersecurity platform that trains 1.5 million users across 6,000 organisations. Manon shares how Phished uses AI internally to accelerate processes and participates in the dialogue on resistance to change.



## Julie Van Damme

Day 1 Dialogue Resistance to change

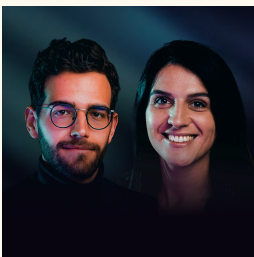
Shares how Peripass made the decision on how to organise AI internally, and which lessons she would pass on to other founders. Participates in the dialogue on resistance and cultural change.



## Matthias Feys

Day 1 Fireside chat - Thursday evening before dinner

As technical leader, Matthias rebuilt ML6 from the inside into an AI-native organisation and speaks honestly about what that demands from people, culture and leadership.



## Yasamin Karimi & Jeroen Van Haute

Day 2 Keynote AI and product development

TechWolf transforms how enterprises manage their workforce using AI and APIs. They share how AI has fundamentally changed their own way of building and what that means for the roles in their organisation.



## Tim Vandecasteele

Day 2 Workshop Fireside chat: What should you automate and what shouldn't you?

Founder of Die van de Boekhouding and previously one of the driving forces behind Silverfin. While many companies use AI to remove humans from the loop, Tim is building a different model: combining technology and AI with human expertise to deliver better outcomes for customers.



## Nicolas Finet

sortlist

Day 2 Keynote AI and the reinvention of sales and go-to-market

Co-founder and CEO of Sortlist. Deployed AI agents as a fully autonomous SDR team that booked 19 meetings in 2 weeks. Shares which tools and prompts they used, what worked and what didn't, and how Sortlist has radically reorganised its internal operations around AI.

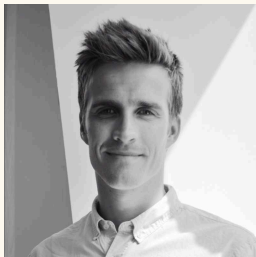


## Laurens Nys

GTMSIGMA

Day 2 Keynote The AI GTM stack that works

Laurens Nys is a Belgian GTM engineer who builds AI-driven growth systems for SaaS companies — from signal-based outbound to automated workflows that generate pipeline 24/7 without extra headcount. He is one of the most hands-on voices in Belgium at the intersection of AI and go-to-market.



## Thomas De Clerck

Nexus

Day 2 Keynote Workshop Fireside chat

Nexus is a Brussels-based agentic AI platform that enables non-technical teams to deploy production-ready agents in days, not months. Founded in 2024, backed by Y Combinator and General Catalyst. Customers including Orange and Proximus Global deploy agents that deliver measurable business results. Thomas shares how any company can approach this, facilitates the workshop and closes the day with the fireside chat.



## Stijn Christiaens

Collibra

Day 2 Workshop Fireside chat

Co-founder of Collibra, one of Europe's most successful enterprise software companies. As AI reshapes the software landscape, Collibra is rethinking both its products and the way the company operates internally. Stijn shares how AI is changing customer expectations, product development and organisational design, and what founders can learn from navigating this transformation at scale.

*Agoria & Sirris act throughout the full programme as knowledge partner, workshop facilitator and moderator.*

# Practical Notes



## Max. 30 participants

The sweet spot for genuine connection and workable workshop groups.



## Shared digital canvas

Miro or Notion where all workshop outputs come together. A collective memory that participants can consult afterwards. Must be professionally facilitated.



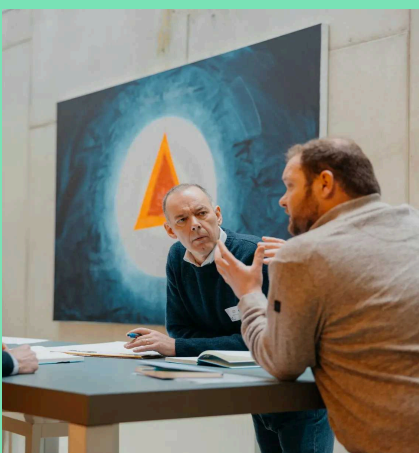
## Community launch

WhatsApp or Slack group going live on Wednesday evening, to facilitate contact after the event.



## Coastal location

The informal setting is deliberate, it takes people out of their daily context and lowers the threshold for open conversations.



## Speaker briefs

Every speaker receives a clear briefing on the desired format, the target audience and the expected level of concreteness.



## Follow-up

Optional: 2 hours of individual coaching by Agoria and Sirris (within 2 months after the Summer School).

