

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

16:00 Reception	Check-in and welcome drinks Informal networking. Participants meet each other for the first time.
18:00 Opening	15 min .AGORIA sirris Intro: "The question that really matters" 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.
18:15 Keynote	40 min + 15 min Q&A Anita Schjøll Abildgaard IRIS.AI The AI-Native Company: What Founders must rethink before AI rethinks it for them Many founders are still asking how to use AI. The more urgent question may be whether their current business will remain relevant once AI becomes embedded everywhere. In this keynote, Anita Schjøll Abildgaard challenges conventional thinking about AI adoption and explores the deeper transformations already underway. Based on lessons from building Iris.ai and working with organisations at the forefront of enterprise AI, she discusses how AI is reshaping products, teams, leadership and competitive dynamics.
19:10 Dinner	Dinner by the sea Casual, first real conversations. Deliberately no formal seating plan.
21:00 Drinks	Informal drinks and networking (optional) No programme. The best conversations happen here.

Thursday 10 September

Day 1: Your people in an AI world

The core question of the day: AI is changing what your company does, but you are not starting from scratch. You have a team of 10, 20 or 100 people. Which roles change, who comes along, who struggles and needs retraining, and how do you lead that transformation without losing your culture?

07:30

Breakfast and morning walk

Deliberately relaxed start. Fresh air before an intensive day.

09:00

Keynote

35 min + 10 min Q&A

Wim Codenie, Nick Boucart & Carine Lucas

.AGORIA sirris

When Intelligence Becomes Buyable – What to sell when AI sells thinking

AI makes reasoning and intelligence a cheap, buyable commodity, impacting both the product and the services revenue of scaleups at once. In this talk we show why adopting AI is necessary but can never differentiate you. We discuss what becomes scarce when intelligence is abundant: governed data, accountability, unique cross-customer insight, and trust. We show where your company is exposed, sketch possible futures, and end with a capability model for AI adaptation.

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 & Iman Lamrani

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 — What do I do with my people?

Guided work session. Building on the morning's sessions, participants map where AI puts pressure on their own team: which roles change, which disappear and which new ones emerge, who comes along and who struggles and needs retraining. Each participant leaves with a first people plan in their learning journal: retrain, repurpose, hire or let go, and how to handle the resistance that comes with it.

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

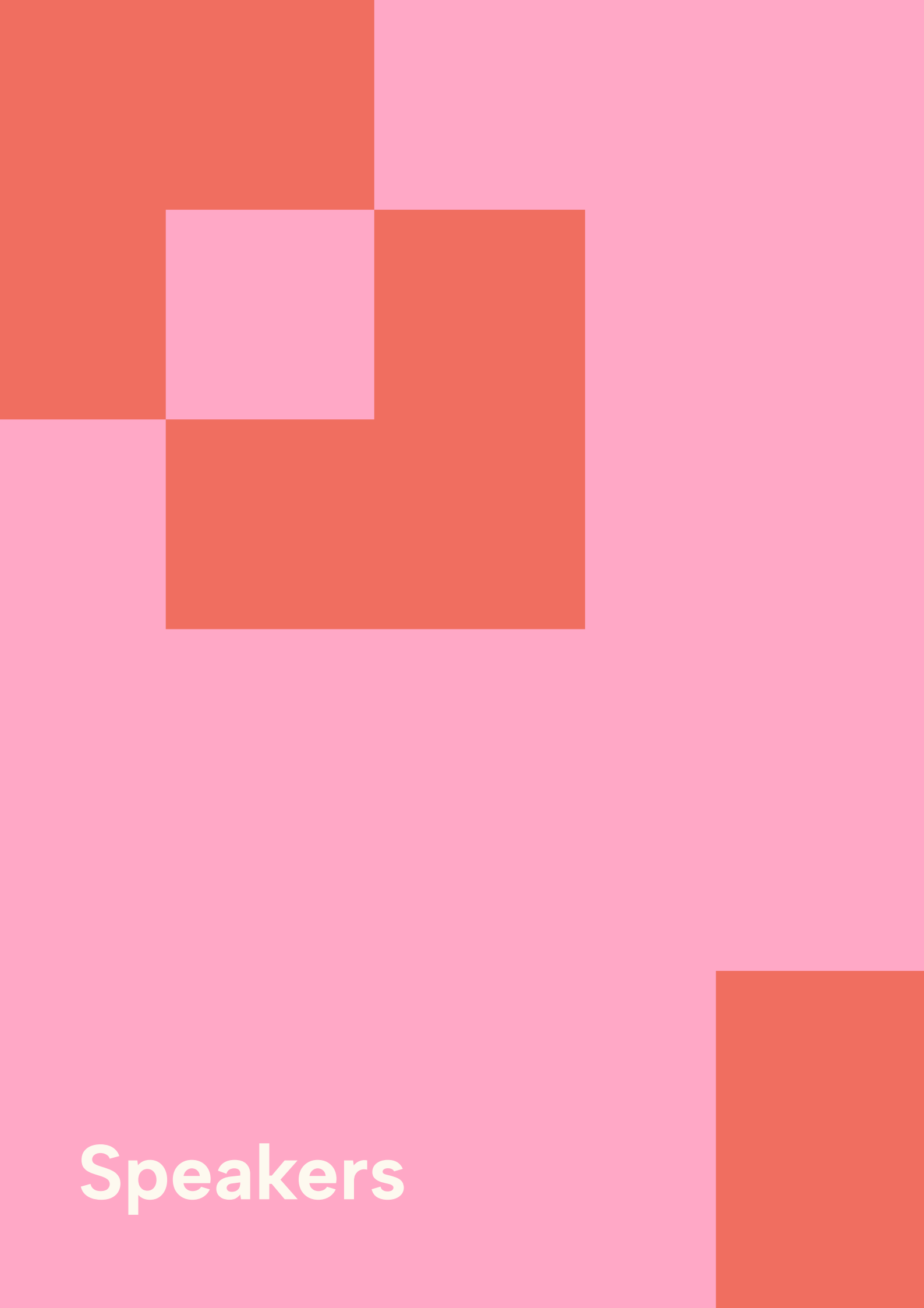
Friday 11 September

Day 2: The company you would build today

From your people to the company itself. You have spent years building assets no newcomer has: your data, your customer relationships, your cross-customer insight, the trust of your market. When AI makes intelligence cheap and buyable, those are what remain scarce. The question of the day: how would you build your company today, knowing your competitive advantage and key assets?

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 Olivier Legris alter Building an AI-First Company: Rethinking Leadership, Culture and Organisation Everyone is talking about AI agents. Far fewer leaders are asking the harder question: what kind of company do you need to build for AI agents to actually succeed? Drawing on his experience as co-founder of Alter, Olivier will explain how they are building an AI-native company from the ground up and, more importantly, why the same principles apply to established SaaS companies that are reinventing themselves. Rather than focusing on tools or demos, this session explores the organisational foundations of becoming AI-first. Olivier will discuss why leadership, company culture, trust, clear decision-making and well-defined operating principles matter more than the choice of AI model. He will also share practical lessons on integrating AI agents into organisational structures, creating the "grounding" that AI needs to operate effectively, and helping teams embrace a fundamentally different way of working.
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?

11:30 Keynote	25 min + 10 min Q&A Laurens Nys GTMSIGMA More pipeline, fewer people: the AI GTM stack that works 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.
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    Nicolas Finet, Thomas De Clerck, Tim Vandecasteele, Carine Lucas & Wim Codenie Workshop B — Would your company still exist if AI did 90% of the work? Hands-on work session, building directly on the opening keynote: what becomes scarce when intelligence is abundant. Participants first identify their crown jewels, the assets AI does not replace: governed data, unique cross-customer insight, accountability and trust, and the expertise and customer relationships built over the years. Starting from those assets, they sketch how they would build the company today, knowing their competitive advantage, and what it takes to get from the company they have to the company it should be. Each participant leaves with a concrete action plan that feeds directly into the closing commitments.
15:00 Free Time	30 min Marijke Wouters Walk by the sea or breathing exercise Deliberate physical and mental reset. Fresh air, clear the head before the closing.
15:30 Keynote	25 min + 10 min Q&A Stijn Christiaens  How AI forced Collibra to reinvent itself 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.
16:00 Fireside chat	45 min Thomas De Clerck, Stijn Christiaens & Tim Vandecasteele    AI, software and humans: where does the real value sit? 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.
16:45 Closing	45 min .AGORIA sirris Closing and commitments: “What will you do differently tomorrow?” Each participant formulates one concrete action for the coming weeks and months. Thank you and follow-up One Million Club.
17:30 Closing	Departure Leave at your own pace.



Speakers



Anita Schjøll Abildgaard

IRIS.AI

Day 1 Keynote The AI-Native Company

Anita Schjøll Abildgaard is an internationally acclaimed AI entrepreneur and thought leader who champions the ethical application of artificial intelligence to tackle complex global challenges. As Co-Founder of Iris.ai, she has helped build one of the world's most innovative AI companies, while her work as a speaker, educator, and advisor continues to shape conversations on the future of AI. Her career spans multiple industries, startups, and breakthrough innovations, all driven by a belief that technology should leave the world better than it found it.



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

PHISHED

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

peripass

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.

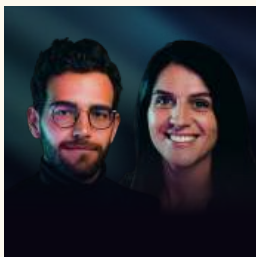


Matthias Feys

ML6

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

TECHWOLF

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.



Olivier Legris

alter

Day 2 Keynote Leadership, culture & organisation

Olivier Legris is co-founder of Alter and an Anthropic Ambassador, helping organisations navigate the transition from traditional operating models to AI-first ways of working. With a strong focus on leadership, culture, decision-making and organisational design, he works with founders and executive teams to integrate AI into the fabric of their business rather than treating it as a standalone technology initiative.



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



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



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



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

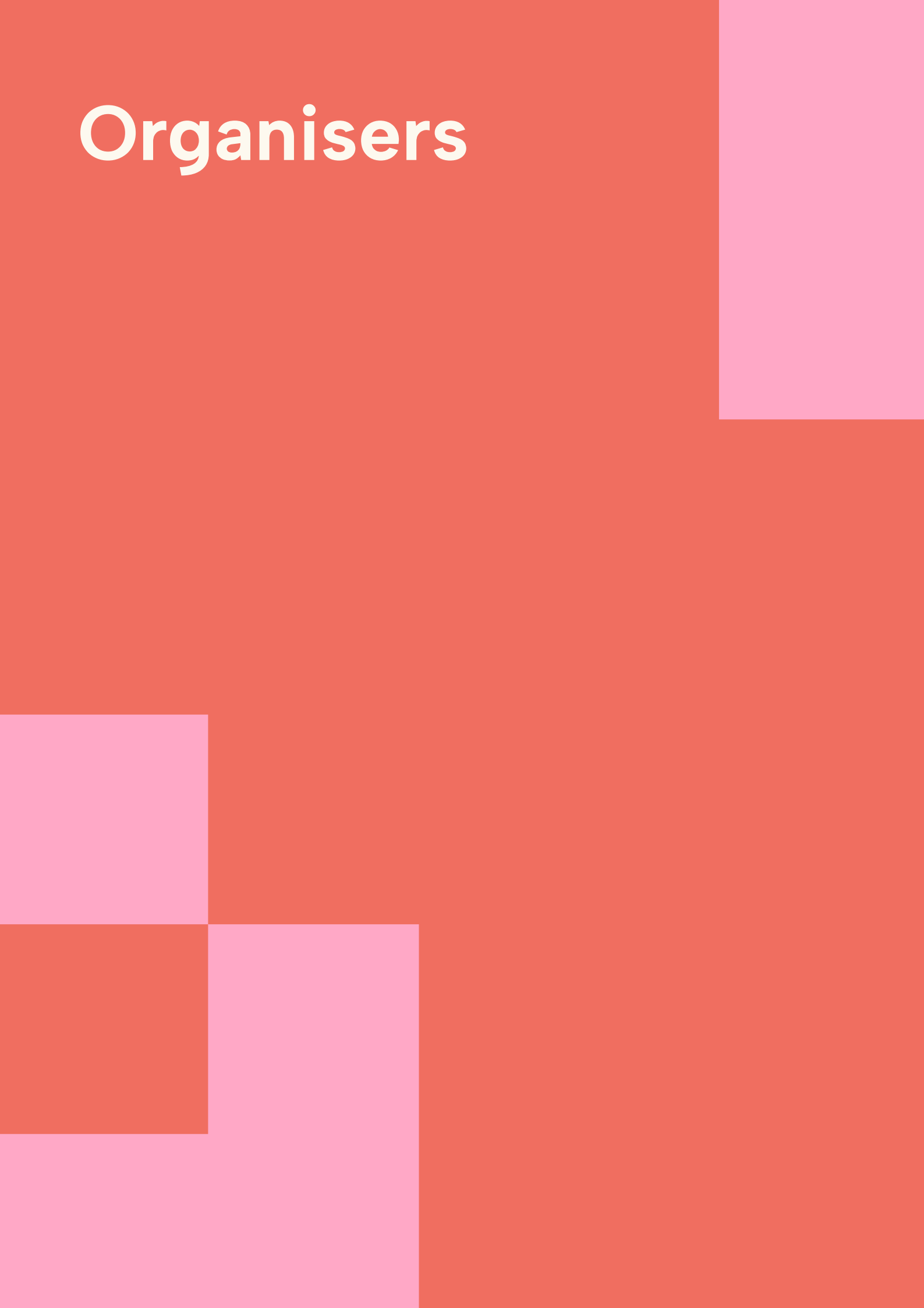


Day 2 Workshop Fireside chat

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.

Organisers

The background of the slide is a solid light pink color. It features several overlapping squares in two shades of pink: a darker shade and a lighter shade. One dark pink square is in the top right corner. Another dark pink square is on the left side, partially overlapping a light pink square below it. A third dark pink square is at the bottom left, also overlapping a light pink square. The overall effect is a modern, minimalist geometric design.

Your Guides for the Journey

From facilitation to practical support, this team will be there throughout the programme to guide discussions, challenge assumptions, keep the energy high and ensure every participant gets the most out of the three days.

Programme facilitator



Ralph Van Crombrugge

Programme facilitator

Ralph is a system facilitator working across product, UX/CX, service design and transformation.

At the Agoria AI Summer School, he will facilitate collaborative workshops that help leaders translate AI opportunities into concrete organisational decisions.

Scaleup Flanders team



.AGORIA

Frederik Tibau



.AGORIA

**Catherine
Van Eeckhaute**



sirris

Maarten Laruelle



sirris

Robin Wauters

Practical Notes



Max. 30 participants

The sweet spot for genuine connection and workable workshop groups.



Personal AI Strategy Canvas

A living AI strategy canvas that participants customise throughout the Summer School to reflect their own challenges, opportunities and priorities. Combined with an AI maturity scan, it helps translate discussions into an actionable transformation plan.



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).

