

IMPACT

SUMMIT

EUROPE 2025

A G E N D A

October 9, 2025, Ghent Belgium

Grow Your Own Way



8:30

Doors Open & Networking

Welcome from your concierge, breakfast, and networking.



9:30

Keynote: Grow Your Own Way

CEO and Founder Jacco van der Kooij will unveil *Growth Architecture* fundamental principles, a modern framework for building resilient, scalable revenue engines. He will explore how consistent exponential growth is not fueled by one-off wins but by compound mechanics.



Speaker: Jacco van der Kooij



10:00

Growth, But Not Like It Used To Be

Data-driven session exploring the evolution of GTM growth and efficiency and how SaaS-natives differ from AI-native companies in growth acceleration.



Speaker: Dave Boyce



10:30

From The Top: Private Equity Expectations Uncovered

A candid conversation with leading investors on how AI drives value creation and informs deal strategies.



Moderator: Lauren Goldstein

Panelists: Pablo Dominguez, Insight Partners | Aurelien Dupuy, PSG



11:15

Networking Break & Executive Briefing Center



**Agenda subject to change, final agenda will be posted prior to the date.*

Compounding Growth



11:45

What Can We Learn From AI-Natives vs. SaaS Natives

This session explores common GTM practices, like subscription models and proven GTM motions — that apply across both, with a strong emphasis on user impact and data-driven infrastructure using the Bowtie framework. We'll introduce a powerful new tool that fuels compounding growth, helping teams drive efficiency and scale faster than ever before.

Speaker: Jacco van der Kooij



12:15

The Holy Grail of Compounding Growth

The basic principle of acquisition driving retention driving expansion, all leading to ARR growth, is fairly well recognized, but actually achieving an optimal balance of these three revenue sources within a GTM factory is highly complex. Learn how focusing on a balanced ecosystem brings us closer to the utopia of self-perpetuating revenue generation.

Speaker: Dr. Dan Patterson



12:45

Networking Lunch & Executive Briefing Center



14:15

AI Readiness Framework

AI is accelerating GTM like never before. Learn about the current state of GTM AI, along with a framework of four key archetypes to help you deploy AI across your organization in a way that aligns with your needs and readiness.



Speaker: Shari Johnston

How to Architect Growth



14:45

AI GTM Benchmark Report: Insights from 95 Tools Across the Bowtie

Explore findings from eight 2025 research papers analyzing the application of 95 AI technologies across every stage of the Go-to-Market (GTM) Bowtie framework. This session unveils key patterns, innovation trends, and actionable benchmarks to guide executive decision-making in the era of AI-driven GTM transformation.



15:15

How Self-Service is Reshaping GTM

Join Author Dave Boyce who will share insights from his new book, *Freemium* — the Authoritative guide to building products that sell themselves. He will cover stories on what Zoom, Canva, and ChatGPT have in common that helped them scale fast without traditional sales.



Speaker: Dave Boyce



15:45

Afternoon Break + Peer Networking

Take a breather, join a demo, or connect over coffee with peers in the AI Lab.



A Vision for the Future



16:15

GTM Awards: Celebrating Innovation in GTM Excellence

Join us as we honor the standout organizations and individuals redefining GTM excellence across categories including:

- Bowtie for Growth
- SPICED for Growth
- AI in GTM Excellence

Host: Louis Jonckheere



16:40

Vision — European StartUps and Innovation

Discover how Europe's most forward-thinking startups are reshaping the GTM landscape. This session offers a strategic look at emerging trends, innovation hotspots, and what's next for GTM — equipping you with a roadmap to stay ahead in an AI-powered future.

Speaker: Jacco van der Kooij



17:00 — 18:00

Networking Happy Hour

