

# IMPACT

SUMMIT

EUROPE 2025

## A G E N D A

October 9, 2025, Ghent Belgium

# Grow Your Own Way



**9:00**

## **Doors Open & Networking**

Welcome from your concierge, breakfast, and networking.



**10:00**

## **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



**10:30**

## **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



**11:00**

## **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



*\*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**

## **Networking Lunch & Executive Briefing Center**



**13:45**

## **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



**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**



## **Unlocking Conversational Intelligence with SPICED**

Leveraging unstructured data is the most valuable asset in your GTM. Customer conversations contain the richest information available on achieving impact and turning these unstructured interactions unlocks a myriad of growth opportunities. Join Dan Smith to uncover how to leverage SPICED as the layer for human and machine handoffs across the customer journey.

**Speaker:** Dan Smith



**15:15**



## **Afternoon Break + Peer Networking**

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



**15:45**

## **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



# A Vision for the Future



**16:15**

## **Growth 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 Momentum
- SPICED for Growth Acceleration
- AI Innovator

**Host:** Louis Jonckheere



**16:40**

## **Vision — European SaaS and Innovation**

Discover how Europe's most forward-thinking organizations 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**

