



Day 1 Tuesday 22 September

STARTUPS & INVESTORS

● Startup Day

11:00-11:30 **Startup Day: Arrival & Registration**

11:30-11:40 **Startup Day: Official Welcome & MC Remarks**

Brian Corcoran, Turing Fest · Eamon Leonard, Baseline Community + Fund

11:40-12:00 **Becoming the Obvious Choice: Turning Customers Into Advocates**

Amy Hsuan, Miro

12:05-12:35 **Building Global From Day One: What Founders Get Right (and Wrong) When Going International**

Darina Garland, Ooni · Matt Lerner, SYSTM

12:05-12:35 **Startup Roundtables: Session 1**

- 1 **Building in Moments: Where Product, Brand & Marketing Meet** · Michael Heins
- 2 **Should You Raise Now, Later, or Never?** · Marec Reifert
- 3 **How to Get Customers Without Asking What They Want** · Keith Bradbury
- 4 **AI, Agents & Sales: What's Actually Working (and What's Just GTM Hype?)** · Stan Massueras
- 5 **Are You a Wrapper? The Honest Defensibility Test** · Angeley Mullins
- 6 **How to Evolve a Team and Culture as a Business Grows?** · Host TBA
- 7 **When Everyone Has the Same AI, What's Your Moat?** · Andrey Vinitzky
- 8 **How Important Are Product Features in the Age of AI?** · Danae Shell
- 9 **How to Avoid Burning Out When Everything is Changing** · Jennifer Forbes Iannolo
- 10 **How to Stand Out When Everything Could Compete With You?** · April Dunford

12:40-13:40 **Lunch & Networking Break**

13:45-14:15 **From Zero to Product-Market Fit: What Matters Most in the First 24 Months**

Ross McNairn, Wordsmith AI · Eamon Leonard, Baseline Community + Fund

13:45-14:15 **Startup Roundtables: Session 2**

- 1 **Building in Moments: Where Product, Brand & Marketing Meet** · Michael Heins
- 2 **Should You Raise Now, Later, or Never?** · Noah Deron
- 3 **How to Get Customers Without Asking What They Want** · Keith Bradbury
- 4 **AI, Agents & Sales: What's Actually Working (and What's Just GTM Hype?)** · Stan Massueras
- 5 **Are You a Wrapper? The Honest Defensibility Test** · Angeley Mullins
- 6 **How to Evolve a Team and Culture as a Business Grows?** · Host TBA
- 7 **When Everyone Has the Same AI, What's Your Moat?** · Andrey Vinitzky
- 8 **How Important Are Product Features in the Age of AI?** · Danae Shell
- 9 **How to Avoid Burning Out When Everything is Changing** · Jennifer Forbes Iannolo
- 10 **How to Stand Out When Everything Could Compete With You?** · April Dunford

14:25-15:00 **AI Experimentation**

Andrew Phillips, Skyscanner

14:25-15:00 **AI Leadership & Integration: The Practical Playbook for Your Business**

14:25-15:00 **What Founders Need to Know: Venture Trends, M&A & Dealmaking**

Shawn Atkinson, Orrick · Raphael Crouan, Orrick

15:05-15:35 **Networking Break**

15:40-16:10 **Barclays: Eagle Labs Workshop**

Agenda 2026

15:40-16:00 **The New GTM Playbook: Aligning and Accelerating Your Revenue**

Stan Massueras, ElevenLabs

16:05-16:25 **Building an Agent-Powered Startup: A Practical Toolkit for Ambitious Founders**

Sara Maldon, Make

16:25-16:30 **Startup Day: MC Closing Remarks**

Eamon Leonard, Baseline Community + Fund

16:30-17:30 **Happy Hour**

18:00-20:00 **Founder Dinners**

21:00-23:00 **Opening Party**

Agenda 2026

Day 1 Tuesday 22 September

STARTUPS & INVESTORS

● Investor Day

12:00-13:30	VC Deal Exchange Edward Keelan, Octopus Ventures
13:30-14:00	Investor Day: Arrival & Registration
14:00-14:10	Investor Day: Official Welcome & MC Remarks Brian Corcoran, Turing Fest · Fred Destin, Stride.VC
14:10-14:30	VC is Dead - Now What? Fred Destin, Stride.VC
14:35-15:05	Investor Roundtables: Session 1 1 The Exit Gap - What Happens in the Midst of a Quiet M&A Market · Jeroen Arts 2 How to Find Deals in a World of AI Outbound · Dama Sathianathan 3 Which Categories Are Still Wide Open for VC - And Which Are Too Crowded? · Esha Vatsa 4 How AI Has Changed What it Means to Add Real Value · Marc Rougier 5 The New Founder Profile: What Earns a Term Sheet in 2026? · Mirela Mus 6 How Investors are Selecting Startups in an AI World · Camilla Dolan 7 Price vs Conviction: How to Win Deals Without Overpaying · Theo Wethered
15:10-15:45	The AI-Native GTM Team: What the Hiring Data Tells Us Chris Gannon, Captivate Talent
15:10-15:45	What Investors Really Want From Founders Today
15:50-16:20	Networking Break
16:25-16:55	Investor Roundtables: Session 2 1 The Exit Gap - What Happens in the Midst of a Quiet M&A Market · Jeroen Arts 2 How to Find Deals in a World of AI Outbound · Dama Sathianathan 3 Which Categories Are Still Wide Open for VC - And Which Are Too Crowded? · Esha Vatsa 4 How AI Has Changed What it Means to Add Real Value · Marc Rougier 5 The New Founder Profile: What Earns a Term Sheet in 2026? · Mirela Mus 6 How Investors are Selecting Startups in an AI World · Camilla Dolan 7 Price vs Conviction: How to Win Deals Without Overpaying · Theo Wethered
16:55-17:00	Investor Day: MC Closing Remarks Fred Destin, Stride.VC
17:00-18:00	Happy Hour
19:00-21:00	Investor Dinner
21:00-23:00	Opening Party

Day 2 Wednesday 23 September

EVERYONE

● Summit Day

07:00-07:45 **5k Run**

08:30-09:30 **Summit Day: Arrival & Registration**

09:30-09:40 **Summit Day: Official Welcome & MC Remarks**

Brian Corcoran, Turing Fest · Danae Shell, Valla

09:42-10:05 **Positioning in the Age of AI**

April Dunford, Obviously Awesome

10:07-10:30 **Exclusive Interview: Scott Chacon, Co-founder GitHub & GitButler**

Scott Chacon, GitButler & GitHub

10:35-10:55 **Networking Break**

11:00-11:40 **Summit Roundtables**

- 1 **Building AI-Native GTM: How to Get it Right** · Matt Lerner
- 2 **How to Build Your First B2B Marketing Engine (Before Increasing Headcount)** · Tom Hunt
- 3 **AI Agent Architectures: What Will Matter in 2027?** · Alan Nichol
- 4 **What Enterprise Buyers Actually Want Right Now** · Amy Hsuan
- 5 **How to Make Your GTM Hires a Success** · Chris Gannon
- 6 **Building on Rented Ground: How Much of Your Product Do You Actually Own?** *Host TBA*
- 7 **How to Build Traction Without Burning Cash** · Angeley Mullins

11:45-12:25 **Summit Roundtables**

- 1 **Build or Buy - How to Make the Right Decision** · Husayn Kassai
- 2 **The First Cheque: What De-Risks Your Fundraise in a Changing Market** · Fiona Kelly
- 3 **Vertical AI vs. Horizontal Platforms: Where's the Real Opportunity Left?** · Michael Tefula
- 4 **What Earns a Term Sheet Today?** · Marc Rougier
- 5 **From Small Deals to Big Logos: Moving Upmarket to Land Bigger Customers** · Laura McGinnis
- 6 **Fundraising: What Attracts Investors in Today's Market?** · Jeroen Arts
- 7 **The Hardest AI Decision You've Made This Year** · Sara Maldon

12:30-13:30 **Lunch & Networking Break**

12:45-13:30 **Female Leaders Exchange**

Angeley Mullins, Aetheris Ventures

13:30-14:10 **Summit Roundtables**

- 1 **Building AI-Native GTM: How to Get it Right** · Matt Lerner
- 2 **How to Build Your First B2B Marketing Engine (Before Increasing Headcount)** · Tom Hunt
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Agenda 2026

14:15–14:55	Summit Roundtables 1 Build or Buy - How to Make the Right Decision · Husayn Kassai 2 The First Cheque: What De-Risks Your Fundraise in a Changing Market · Fiona Kelly 3 Vertical AI vs. Horizontal Platforms: Where's the Real Opportunity Left? · Michael Tefula 4 What Earns a Term Sheet Today? · Marc Rougier 5 From Small Deals to Big Logos: Moving Upmarket to Land Bigger Customers · Laura McGinnis 6 Fundraising: What Attracts Investors in Today's Market? · Jeroen Arts 7 The Hardest AI Decision You've Made This Year · Sara Maldon
15:00–15:25	Networking Break
15:30–15:55	What's Making AI Deployment Work vs Not Husayn Kassai, Ollo
16:00–16:25	Keynote: Coming Soon!
16:25–16:30	Summit Day: MC Closing Remarks Danae Shell, Valla