

	Main stage	Scale Room	CEO Room	Go-to-market track	Product & Engineering track	People, Culture & Leadership track	Fundraising track	Networking Lounge	
				Supported by Expandi	Supported by 25Friday	Supported by Alleo	Supported by re:cap		
8:30	Registration & Networking							Open	
9:00	Opening							Closed	
9:30	What SaaS companies need to unlearn to simplify scaling Job van der Voort	How to get the Yay in M&A: expectation vs reality in mergers & acquisitions Lars van Wieren		CEO Masterclass: leading and coaching your development team Andreas Creten					
10:00	How AI will replace sales people in 2025 Jacco van der Kooij	How to incorporate AI in your software Lennard Kooy	How to Build a SaaS Business While Running an Agency Chris Out		How to keep software development simple Casper Bakker	How to set-up a Future Proof Outbound System Chiel Baauw			
10:30									
11:00	5 lessons learned scaling from 100 to 250 team members Joris van der Gucht	Driving sustainable growth through pricing: A recent case and the latest on GenAI monetization	The role of a CEO in Building Winning Teams Perry Oostdam / Quintin Schevernels / Wouter Goossens	From founder-led sales to building a sales team Guy Timmers	Security & Compliance: what to focus on in your SaaS Roeland Delrue	(Global) Strategic Growth Through Customer Success Stefanie Richheimer	Am I still the right person for the CEO role? Patrick Meutnzer / Marili 't Hooft-Bolle		
11:30									
12:00	Overcoming management hurdles as your team grows Jeroen de Wit	Building your Management team to scale to 10M ARR Michiel Schipperus	Balancing Act: How CEOs and Board Members work together Robin van Lieshout / Ida Kuijken	Hybrid GTM: Combining PLG and SLG to Maximize Success Across SMB, Mid-Market, and Enterprise Vincent Jong	Building a scalable recruitment engine for high-performance teams in the scale-up phase Dan Bersagui / Esther Zuidam		What do I need to demonstrate to Investors to raise a Seed round? Thijs Dijkman / Marin Licina		
12:30	Lunch & Networking								Open
13:00									
13:30									
14:00	How to Pick the Best Method and Investor Fit Lukas Tenschert / Thijs Dijkman	Invest, Build, Win, and Scale Your Success! Kevin Goeminne	After lunch breathing Denise Maaskant & Margot James	State of Benelux SaaS Pricing Krzysztof Szyszkiewicz	Product Development Q&A	The power (and risks) of Calm Company Audrey Stampaert	How a down-to-earth approach leads you to a major minority investment Rob Rustenburg		
14:30									
15:00	The Marketing playbook from 1 to 10M ARR Mark Appel	How to Make Your SaaS Company Exit Ready? René de Jong / Jeroen van Drunen	How to do Angel Investing by SaaS Operators: learnings from 100+ investments Robin van Lieshout / Anke Huiskes	Implementing RevOps: a complete playbook to get to € 10M ARR Wolter Rebergen	Roadmaps that drive Product ROI Wouter Neyndorff / Wilco van Duinkerken	How to become the CEO of your health Stefan Smulders / Johan de Wit			
15:30							Exclusive Investor Pitch: Watson – AI Driven B2B Data Chiel Baauw	Closed	
16:00	The surprisingly simple habits that led to 2 successful fintechs... with Unicorn one exit Chris Zadeh								
16:30	Happy Hour							Closed	
17:00									