

Agenda 2026



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
12:00–12:35	Startup Roundtables: Session 1 Building in Moments: Where Product, Brand & Marketing Meet · Michael Heins Should You Raise Now, Later, or Never? · James Waite, Noah Deron How to Get Customers Without Asking What They Want · Keith Bradbury Pricing: What Should You Charge - And When Should You Change It? · <i>Host TBA</i> Are You a Wrapper? The Honest Defensibility Test · Angeley Mullins How Many People Should You Hire - And Who Should They Be? · Kosta Kolev When Everyone Has the Same AI, What's Your Moat? · Andrey Vinitzky How Important Are Product Features in the Age of AI? · Danae Shell How to Avoid Burning Out When Everything is Changing · Jennifer Forbes Iannolo Message-Market-Fit: Reaching the Right Customers in a Crowded Market · April Dunford
12:05–12:35	Building Global From Day One: What Founders Get Right (and Wrong) When Going International Darina Garland, Ooni · Matt Lerner, SYSTM
12:40–13:40	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
13:45–14:15	Startup Roundtables: Session 2 Building in Moments: Where Product, Brand & Marketing Meet · Michael Heins Should You Raise Now, Later, or Never? · James Waite, Noah Deron How to Get Customers Without Asking What They Want · Keith Bradbury Pricing: What Should You Charge - And When Should You Change It? · <i>Host TBA</i> Are You a Wrapper? The Honest Defensibility Test · Angeley Mullins How Many People Should You Hire - And Who Should They Be? · Kosta Kolev When Everyone Has the Same AI, What's Your Moat? · Andrey Vinitzky How Important Are Product Features in the Age of AI? · Danae Shell How to Avoid Burning Out When Everything is Changing · Jennifer Forbes Iannolo Message-Market-Fit: Reaching the Right Customers in a Crowded Market · 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

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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

17:10-17:55 **Happy Hour**

18:15-20:45 **Founder Dinners**

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

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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	The VC Playbook is Dead - What Happens Next?
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
17:35-18:20	Happy Hour
18:45-21:15	Investor Dinner
21:00-23:00	Opening Party

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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	Pathfounders Interview: Coming Soon! Scott Chacon, GitButler & GitHub · Mike Butcher, Pathfounders
10:35-10:55	Networking Break / Speaker Q&A Roundtables
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 What Happens When Your Model Provider Changes the Rules · Host TBA 7 What Marketing Still Works in the AI Era? · Eamon Leonard 8 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 How to Get Your Pricing Right - And Why it Matters · Gavin Jackson 3 How Early Should You Think Global? · Fiona Kelly 4 AI, Agents & Sales: What's Actually Working (and What's Just GTM Hype?) · Host TBA 5 What Earns a Term Sheet Today? · Marc Rougier 6 From Small Deals to Big Logos: Moving Upmarket to Land Bigger Customers · Laura McGinnis 7 Fundraising: What Attracts Investors in Today's Market? · Jeroen Arts 8 The Hardest AI Decision You've Made This Year · Sara Maldon
12:30-13:30	Lunch & Networking Break
12:45-13:15	Live Podcast: Pathfounders with Mike Butcher Mike Butcher, Pathfounders
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 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 What Happens When Your Model Provider Changes the Rules · Host TBA 7 What Marketing Still Works in the AI Era? · Eamon Leonard 8 How to Build Traction Without Burning Cash · Angeley Mullins

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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