



# Press kit Start it @KBSEA

August 2018

With **Johan Vande Lanotte** (Mayor of Ostend); **Brecht Vaes** (Studio Brussel),  
**Frank Maene** (Volta Ventures),  
**Katrin Geyskens** (Capricorn Ventures),  
**Calogero Macaluso** (MEDIALAAN),  
**Peter De Bruyne** (Bolero Crowdfunding),  
**Kris Hermus** (imec) ...





# Dear Journalist,

Welcome to the third edition of Start it @KBSEA!

The City of Ostend and Start it @KBC will once again transform the Belgian seaside into the epicentre of the Belgian startup scene for 3 whole days. The ideal opportunity for you to meet promising startups and scale-ups, investors, experts and Start it @KBC strategic partners all in one place while soaking up inspiration from their ambitions and surprising stories.

From co-working and knowledge sharing to networking, from beach tennis and pizza to BBQ: Start it @KBSEA is the no. 1 startup festival where business and fun go hand in hand in the unique atmosphere that typifies Ostend and Belgium's largest accelerator programme.

- On **21 August** Mayor of Ostend, Mr. Johan Vande Lanotte will kick off Start it @KBSEA during an official press launch. He will join Lode Uytterschaut (Founder of Start it @KBC) in 'The Dragon's Den' along with investors Frank Maene (Volta Ventures), Katrin Geyskens (Capricorn Ventures), Bert Van Wassenhove (The CoFoundry), Koen Schrever (KBC Start it Fund) and a live audience who will critically evaluate the startups' business ideas. All startups will be competing for the Start it @KBSEA Cup. The entire day will revolve around the topic of **Money**, with a boat trip for startups and investors and a workshop on how to 'bootstrap' your business.
- **22 August**, by contrast, is all about **Tech** with workshops on IoT and AI organised by imec. Introduce yourself to Oswald, the intelligent chat bot platform while renowned Belgian CEOs share their experiences with attendees from their deck chairs on the beach.
- On **23 August**, the startups are immersed in everything to do with **Sales**, with social media training by Studio Brussel, a workshop on community building and a powerful session on 'selling like a market vendor' by Dries Hendrickx (Conversation Starter). As per annual tradition, we will close Start it @KBSEA with a lavish BBQ.

## Want to be part of it all?

Take a look at the enclosed programme and see which workshops you'd like to attend and which startups or coaches you'd like to talk to. Let us know via [startit@contentcats.be](mailto:startit@contentcats.be) or +32 486 05 84 74 and we'll help put together a personalised programme just for you.

'Sea' you there!

The Start it @KBC Team



# Press conference

With Johan Vande Lanotte (Mayor of Ostend), Lode Uytterschaut (founder Start it @KBC), Frank Maene (Volta Ventures), Katrin Geyskens (Capricorn Ventures), Bert Van Wassenhove (The CoFoundry), Koen Schrever (KBC Start it Fund)

**21 August 2018, 9.30am - 12.30pm**  
***Kursaal Ostend***

Start it @KBSEA opens its 3-day startup festival with the nail-biting Start it @KBSEA Dragon's Den. Twelve brave startups present their business idea to a hydra-headed 'dragon', which includes the Mayor himself and a live audience.

Startups working on a capital round will definitely not want to miss this valuable lesson in how (not) to go about it.

## **PROGRAMME**

- 09.30 Welcome with coffee/tea and croissants
- 10.00 News from Start it @KBC, by Lode Uytterschaut, founder Start it @KBC
- 10.10 Startup initiatives by the City of Ostend, by Johan Vande Lanotte, Mayor of Ostend
- 10.25 Dragon's Den with Johan Vande Lanotte, renowned investors Frank Maene (Volta Ventures), Katrin Geyskens (Capricorn Ventures), Bert Van Wassenhove (The CoFoundry), Koen Schrevers (KBC Start it Fund) and a live audience. The spectacle will be hosted by actor, Kim Hertogs. The winning startup will take home the Start it @KBSEA Cup.
- 12.30 End  
Photo and interview opportunities throughout.  
Mayor Johan Vande Lanotte will be present until 11.30am.  
Sandwich buffet provided.

Among others, the following startups will be lying in wait in the Dragon's Den:  
[Fleesy](#), [LiLo](#), [Urban Harvest](#), [choQola](#), [Wetime](#), [Space Refinery](#), [WeGroup](#) ...

**Want to be part of it all? Confirm your attendance via [startit@contentcats.be](mailto:startit@contentcats.be).  
If you wish to interview one of the participating startups or other invitees, we would be happy to schedule a meeting on your behalf.**

## **Press contact:**

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# AcSEALerator Cephphar

**21, 22 and 23 August 2018, ongoing from 9.00am to 7.00pm**  
*Kursaal Ostend Lounge*

Move your editorial board or even just your own desk to Ostend for one, two or three days. Co-working space is provided in the lounge of the Kursaal casino, complete with sea view!

Reserve your place via [startit@contentcats.be](mailto:startit@contentcats.be), and we'll take care of the WiFi, coffee, water, fruit and inspiring meetings with innovative startups, coaches and investors.







# Dragon's Den

With the Start it @KBSEA Cup for the winning startup  
#Moneyday

**21 August 2018, 9.30am-12.30pm**  
*Kursaal Ostend (Kurso party room, 2nd floor)*

With **Johan Vande Lanotte** (Mayor of Ostend), **Lode Uytterschaut** (Start it @KBC), **Frank Maene** (Volta Ventures), **Katrin Geyskens** (Capricorn Ventures), **Bert Van Wassenhove** (The CoFoundry) and **Koen Schrever** (KBC Start it Fund).

As in the popular Flemish television show 'De Leeuwenkuil' (The Lion's Den), twelve brave startups will pitch their golden idea in front of a live audience of experienced investors and critical jury members including the Mayor of Ostend himself. Our host is actor, Kim Hertogs. The winner of this special pitch competition will go home with the Start it @KBSEA Cup.

The event will be preceded by a press conference introducing the City of Ostend's new initiatives for startups. You will also have the chance to talk with the startups and coaches who will be at the centre of the action over the 3 days to follow.



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# Sailing with investors

**#Moneyday**

**21 August 2018, 2.00-5.00pm**

**Port of Ostend**

*Exclusively for startups and investors*

Start it @KBSEA has selected the most promising startups among those looking for funding and will bring them into contact with potential investors during a special 'Sailing with investors' event. The amounts in question range from €100,000 to €3 million (seed, series A, series B), with an average of €500,000.

An investor will meet with a different startup every 15 minutes. Start it @KBSEA will provide food, drinks, ... and even anti-seasickness pills! Everything for a successful matchmaking excursion.





# How to bootstrap your startup - show me the money

By Peter Verboven, Co-founder and VP Sales & Business Development, Condugo  
#Moneyday

**21 August 2018, 2.00pm-5.00pm**  
*Kursaal Ostend (Kurso party room, 2nd floor)*

It's common knowledge that most startups are forced to make do with limited resources. How do you start a business without – or with limited – external funding? Bootstrapping or making do with what you have... it's perfectly possible! Peter Verboven offers new entrepreneurs a few invaluable tips and tricks while successful startups and scale-ups reveal how they got through these tough times.



**Peter Verboven** is head of Sales & Business Development at Condugo, an energy management company and a member of Start it @KBC. He gathered finance for his project over the course of 3 years based on a portfolio of contracts, clients and projects in combination with some smart accounting. Condugo currently employs seven people, collaborates with the biggest players in the sector and is currently in the midst of expansion in the Netherlands, United Kingdom and France.

*Peter has a lot of experience in launching and developing innovative new companies with an exclusive focus on sustainable energy over the last 15 years.*



# Bolero Night

By Peter De Bruyne, Business Development Manager, Bolero Crowdfunding  
**#Moneyday**

**21 August 2018, 7.00pm-10.00pm**  
*Kursaal Ostend (Kurso party room, 2nd floor)*

KBC was the world's first bank, insurer and online broker to launch its own financial crowdfunding initiative. The online investment platform brings Belgian entrepreneurs and investors together with a view to giving more breathing room to new Belgian entrepreneurs and SMEs. Since the launch in 2014, Bolero Crowdfunding has helped find the necessary funding for around 25 projects. Crowdlending, however, is also becoming increasingly popular...

Join the discussion, led by a panel of experts, on what crowd loans can do for the growth of SME's. Finish the first day with a walking dinner overlooking the beach light up at night.

Sign up now for what is destined to be an unforgettable Bolero night!



**Peter De Bruyne** has been part of the Bolero Crowdfunding team as Business Development Manager since 2018. Peter graduated in 2007 with a Masters degree in Commerce with a major in Finance.

After spending several years as an accountant in an international environment, Peter made the switch to KBC in 2010 offering advice to SMEs as an Account Manager; a position which has enabled him to further develop his knowledge in the world of SME finance.





# Yoga on the beach

By Kathy Dergeloo, Founder of Kurmasana

**#Techday**

**22 August 2018, 8.30-9.15am**

**#Salesday**

**23 August 2018, 8.30-9.15am**

*Beach in front of Kursaal Ostend*

Good morning! We start the day with an invigorating yoga session, to gently awaken both mind and body. Yoga on the beach is suitable for all levels from beginner to advanced.

Don't forget your swimsuit. Once you're completely relaxed and covered in sweat and sand, it's time to dive in! Namaste.



**Kathy Dergeloo** has more than 20 years of experience with yoga and over the years, she has developed her own 'style': a mix of everything that helps bring harmony and growth. Kathy is specialised in different types of yoga: gentle, restorative, Yin/Yang, etc. A creative mix of dynamic and meditative poses aimed at releasing the body's energy and enhancing your flexibility and overall wellbeing.



# Deving like a pro

By **Gertjan Gaillet**, Senior Technology Architect & DevOps Lead BeLux, Accenture and **Robin Schoenmakers**, Testing Senior Analyst, Accenture

#Techday

**22 August 2018, 9.30-11.30am**  
*Kursaal Ostend (Kurso party room, 2nd floor)*

In our high-tech world where everything and everyone is connected to each other, and where customers demand higher and higher standards of service and quality, being able to deliver quickly and efficiently is critical to survival.

The efficiency of both startups and large companies strongly depends on a number of important strategic choices and their specific approach to technical aspects, project management and partnerships.

This workshop shows how Agile and Lean Delivery, Fast Feedback (and failing fast), Automation, DevOps, certain types of Cloud Computing and other strategic and technical choices can help any project, large or small. The session includes several practical examples and concrete tips for project development 'from scratch'.



**Gertjan Gaillet** began his career as a Technology Consultant at Accenture immediately after graduating from UGent with a Computer Science Engineering degree. As a Senior Technology Architect, he heads the company's DevOps and Container practices in Belgium and Luxembourg. In that role, he has acquired experience in multiple sectors and on wide-ranging projects: from purely technical architectural projects to genuine IT development and delivery, pre-sales and sales. Gertjan has a passion for making delivery processes as efficient as possible via Agile ways of working, lots of automation, devops, cloud computing and teamwork.



After graduating from XIOS Hogeschool, **Robin Schoenmakers** started out as a Test Engineering Consultant at Accenture. His clients include players active in the financial sector, banking and insurance. He has a passion for test automation and delivery automation in general. Working with Agile teams in an offshore context has taught him how to coordinate in a multicultural environment.



# Internet of Things

By Kris Hermus, Innovation Program Manager, imec  
#Techday

**22 August 2018, 12.30-2.30pm**  
*Kursaal Ostend (Kurso party room, 2nd floor)*

The Internet of Things is even hotter than the beach at Ostend on a summer's day! And today, you will be immersed in the latest trends and innovations from the world of IoT.

imec is a world player in the field of nano-electronics and its implementation in smart systems for the Internet of Things, Internet of Health and Internet of Power. As a Start it @KBC strategic partner, this world-renowned research centre will share its experience, knowledge and international network with the startups and other interested parties at Start it @KBSEA.

This will be an unmissable event for anyone with a vested interest in sustainable healthcare, the Internet of Things and/or sustainable energy. Or simply for those with a readership interested in what the future of IoT has to offer.



*With a PhD in Electrical Engineering, **Kris Hermus** started out as a Senior Research Scientist at KULeuven focusing on analysis, synthesis, modification and coding in the field of text-to-speech with ultra-compact footprints. As of February 2008, he has been Innovation Programme Manager at imec, coordinating joint projects between Flemish companies and imec's technology units, ranging from feasibility studies to the development of new components and prototypes.*



# Meet Oswald, the intelligent chatbot platform

By Sam Hendrickx and Michiel Vandendriessche, Founders of Craftworkz

#Techday

**22 August 2018, 3.00-5.00pm**  
*Kursaal Ostend (Kurso party room, 2nd floor)*

Craftworkz is a tech company that transforms innovative concepts into working prototypes. Over the past 2 years, the 'Oswald' team has succeeded in developing a powerful platform for the creation, construction and training of chat bots. Get thoroughly acquainted with Oswald at Start it @KBSEA during this unique workshop.



**Sam Hendrickx** and **Michiel Vandendriessche** are the co-founders of Skola VOF, Craftworkz and Oswald. Michiel is not only a very talented computer engineer but also a musician. Sam, on the other hand, has a passion for building prototypes and detecting bottlenecks using Artificial Intelligence.





# CEO on the beach

#Techday

**22 August 2018, 5.30-7.30pm**  
**Beach in front of Kursaal Ostend**

Put 4 CEO's and an audience of hungry startups together on the beach and you have the recipe for CEO on the beach. For the past 3 years, the no-nonsense advice offered by and for successful entrepreneurs has been the most satisfying of all Start it @KBSEA activities.

**Bart De Ridder** from Accenture,  
Country Managing Director & Technology Lead  
Belgium & Luxembourg

**Karel Van De Sompel** from Pfizer,  
Country Managing Director Belgium & Head of Global  
Innovative Pharma Business BeLux

**Philippe Croonenberghs** from Texaf, Managing  
Director & Chairman of the Board Of Directors

**Lode Uytterschaut** from Start it @KBC,  
CEO & Founder



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# Beach tennis & pizza

By startup GoTennis

**#Techday**

**22 August 2018, 7.30-10.00pm**

*Beach in front of Kursaal Ostend*

GoTennis brings tennis into the digital age! Thanks to an innovative online platform, tennis fans in clubs across Europe can play tennis wherever and whenever they want, on holiday or on a business trip. Especially for Start it @KBSEA, GoTennis is organising a beach tournament right in front of the Kursaal. We'll take care of the drinks and pizza. With fun guaranteed!







# Social Media Workshop

By Brecht Vaes, Social Media Manager, Studio Brussel

**#Salesday**

**23 August 2018, 10.30am-12.30pm**

*Kursaal Ostend (Kurso party room, 2nd floor)*

Social media has become an integral part of our daily lives, both at home and at work. But it has also become a whole lot more than just posting regular company updates or liking someone else's posts. In this interactive workshop, Brecht Vaes from Studio Brussel – one of the country's most popular radio stations with an equally huge following on social media – will explain how to engage with your audience and boost your visibility as a company.





# Community building on tight budget

By Calogero Macaluso, Marketing & Sales Director, MEDIALAAN  
#Salesday

**23 August 2018, 2.00-3.30pm**  
*Kursaal Ostend (Kurso party room, 2nd floor)*

The story of the Mobile Vikings community and its lightning-fast growth has since become legend. Calogero Macaluso, Marketing & Sales director at MEDIALAAN offers a unique behind-the-scenes look during this workshop, complete with tips to help new entrepreneurs hit the ground running.

Mobile Vikings is a strategic partner of Start it @KBC and a subsidiary of MEDIALAAN together with such brands as VTM, Q2, Vitaya, CAZ, VTMKZOOM, KADET, Stieve FREE, Qmusic, Joe, Mobile Vikings and JIM Mobile.



*All round marketing, branding and sales pro, **Calogero Macaluso** leads a team of over 20 people at MEDIALAAN. Between them, they cover Product Marketing, Marketing Communication, Business Development, Distribution and Sales. He strongly believes in coming up with products that stand out, thereby avoiding joining the mainstream in the race to the bottom. Before joining MEDIALAAN he worked as Branding and Marketing manager in a number of large and small companies.*





# Sell like a market vendor

By Dries Hendrickx, Sales & Operations, Conversation Starter  
#Salesday

**23 August 2018, 4.00-6.00pm**  
*Kursaal Ostend (Kurso party room, 2nd floor)*

Sales coach Dries Hendrickx teaches entrepreneurs in the B2B sector how to sell like real market vendors do. And guess what? Immediately following the workshop, the startups will have a chance to sell their product on the dyke at Ostend. Get ready for some dynamic visuals!



***Dries Hendrickx** has sales in his blood and a passion for events, technology and innovation. He takes his work seriously but prefers to take himself with a pinch of salt. He loves common sense, a good joke and a deep conversation and has an innate ability to disarm any situation. Dries used to be a door-to-door salesperson before taking the turn-off towards B2B sales.*



# BBQ

#Salesday

**23 August 2018, from 7.00pm**  
*Beach bar Blue Buddha, next to Kursaal Ostend*

After three full days of working, learning and networking, it's time to shuffle over in the direction of the beach bar for a festive barbecue and some refreshing drinks in excellent company. Just bring yourself!





# Programme summary

## Tuesday, 21 August 2018

### #Moneyday

<i>When</i>	<i>What</i>	<i>Where</i>
0900 - 1900	<b>AcSEALerator Cepphar</b>	Lounge Kursaal (1st floor)
0930 - 1030	<b>Press conference</b>	Kursaal, Kurso party room (2nd floor)
1030 - 1230	<b>Dragon's Den</b>	Kursaal, Kurso party room (2nd floor)
1400 - 1700	<b>Sail with investors</b> (only for startups)	Port, Ostend
1400 - 1700	<b>How to bootstrap your startup - show me the money</b>	Kursaal, Kurso party room (2nd floor)
1900 - 2200	<b>Bolero Night</b>	Kursaal, Kurso party room (2nd floor)

## Wednesday, 22 August 2018

### #Techday

<i>When</i>	<i>What</i>	<i>Where</i>
0900 - 1900	<b>AcSEALerator Cepphar</b>	Lounge Kursaal (1st floor)
0830 - 0915	<b>Yoga on the beach</b>	Beach in front of Kursaal
0930 - 1130	<b>Deving like a pro</b>	Kursaal, Kurso party room (2nd floor)
1230 - 1430	<b>Internet of Thing</b>	Kursaal, Kurso party room (2nd floor)
1500 - 1700	<b>Meet Oswald - the intelligent chat bot platform</b>	Kursaal, Kurso party room (2nd floor)
1730 - 1930	<b>CEO on the beach</b>	Beach in front of Kursaal
1930 - 2200	<b>Beach tennis &amp; pizza</b>	Beach in front of Kursaal

## Thursday, 23 August 2018

### #Salesday

<i>When</i>	<i>What</i>	<i>Where</i>
0900 - 1900	<b>AcSEALerator Cepphar</b>	Lounge Kursaal (1st floor)
0900 - 1000	<b>Yoga on the beach</b>	Beach in front of Kursaal
1030 - 1230	<b>Workshop Social media</b>	Kursaal, Kurso party room (2nd floor)
1400 - 1530	<b>Community building on a tight budget</b>	Kursaal, Kurso party room (2nd floor)
1600 - 1800	<b>Sell like a market vendor</b>	Kursaal, Kurso party room (2nd floor)
1900 - late	<b>BBQ</b>	Blue Buddha Beach Bar, next to Kursaal



# Press contact

**Want more info about Start it @KBSEA?  
Want to attend one or more of the activities? and/or  
Want to interview one of the startups or coaches?**

Then get in touch with :

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# Start it @kbsea

the hottest   
startup event  
of the year

Kursaal  
Ostend,  
August  
27-23



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