



# Abracademy

*Mindset shift powered by magic.*

**Katy Jackson**  
Founder Abracademy

*Why did you found your startup in Belgium?*

We're a remote company originally founded in London. As key team members moved, it seemed natural to move with them. We now have delivery teams working in Antwerp and Amsterdam. **We've learned that Belgians are open to trying new things.**

The companies and educational institutions we've spoken to so far really look after their people. People are concerned with building the right culture to retain talent, and we're excited to help them do this. A new generation is joining the workforce and Belgian companies want to launch their careers in the most magical way possible.



## Nationalities

- **Co-founders:**  
Scottish.
- **Team members:**  
Brazilian, French, Scottish, Indian, Chilean, Italian, Iranian, American, Greek Belgian and Kenyan.

[www.abracademy.com](http://www.abracademy.com)  
**ABRACADEMY**



*How have you experienced working with an international startup team?*

In 2019, Abracademy became truly international. From our HQ in London we have branched out across Europe. Via our new hub Antwerp we cast spells from Scotland, France, Greece, Italy and the Netherlands.

”

We all grew up in different cultures, which gives us a lot of *different perspectives*.

We've also extended our magical reach across the world to Brazil, India, Chile, Iran, Kenya and the US. We all grew up in different cultures, which gives us a lot of different perspectives.

*Why did you join Start it @KBC?*

Start it @KBC is tailored to international teams. Everything is in English so you can easily access their interesting workshops and talks. They even accommodate remote teams by running workshops and catch-ups in a virtual space.

We also love how tight the startup community is. You can easily connect with others, and there are lots of informal moments to meet entrepreneurs who are genuinely open to helping you out.

