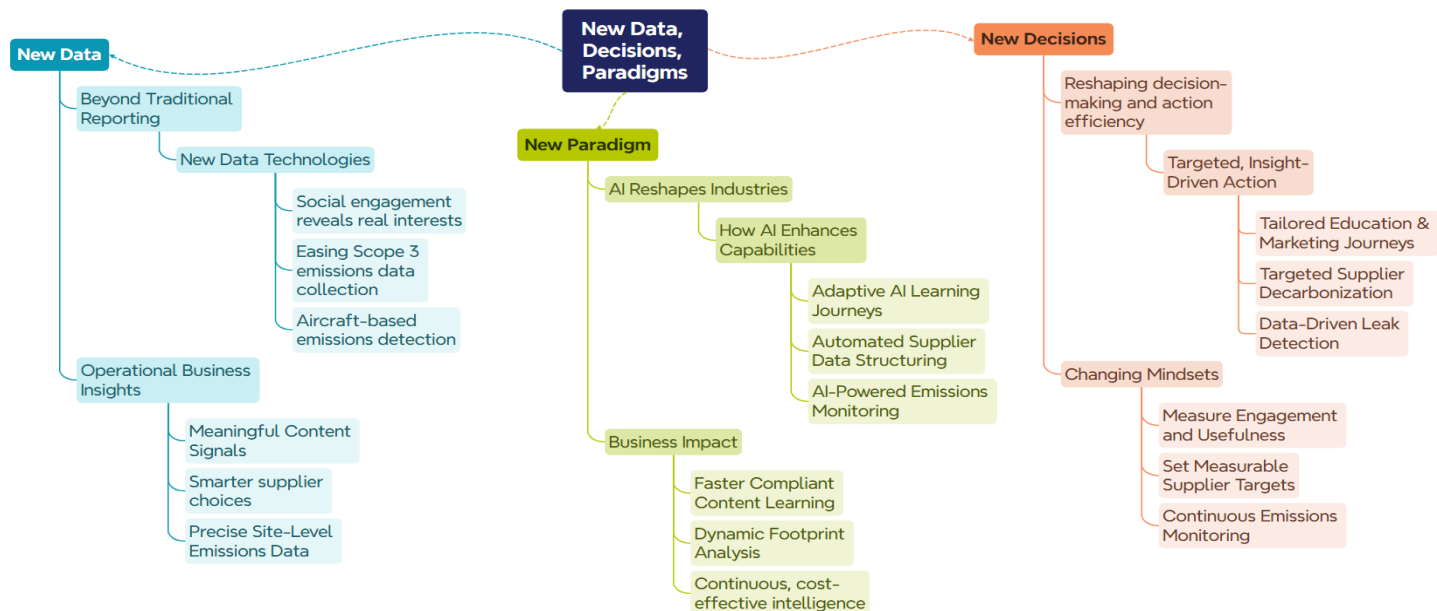


Entrepreneurs in Residence Belgium – Executive Summary

September 15, 2026, at the Ambassador's residence (44 Boulevard Saint-Michel, 1040 Etterbeek, Belgium).

The theme of the event was: **"New data, new decisions: how Luxembourg scale-ups deliver the insights that reshape how companies act."**

The conversations sparked powerful insights and ideas—here are the valuable takeaways you won't want to miss:



Dr Marc Rettel, Deputy Head of Mission and Consul General, representing **H.E. Mr Jean-Louis Thill**, Ambassador of Luxembourg to Belgium, emphasised that data alone cannot make decisions. It is the people behind it - entrepreneurs, experts and decision-makers — who give meaning to data and turn information into action. This was precisely the focus of today's session, "New Data, New Decisions", which brought together Luxembourg innovative companies and experienced Belgian decision-makers.

The President of the Business Club Belgium-Luxembourg, **Mr Rik Vandenbergh**, offered a timely reminder to the business leaders in the room: "We may regret some of the things we do, but we regret far more the opportunities we never took."

Three Luxembourg companies - Videobot, Airmo and ClimateCamp - presented their approaches to data and demonstrated how artificial intelligence can generate new insights that support strategic decision-making.

1. Videobot - Customer engagement data:

Unlike traditional analytics that merely track clicks and views, Videobot unlocks a new layer of intelligence - revealing precisely how customers interact with interactive video content. Its SaaS platform fuses short-form video with chatbot technology to generate granular insights on viewer intent, drop-off patterns and conversion triggers, giving companies the clarity they need to redesign customer journeys and allocate marketing resources with confidence.

2. AIRMO - Environmental emissions data:

Where conventional monitoring falls short, AIRMO delivers. By deploying cutting-edge instruments across drones, aircraft and satellites in 2027, it produces precise, source-level methane emissions data that traditional reporting methods simply cannot replicate. Energy companies can now replace estimates with real measurements to quantify operational risks, prioritise maintenance and demonstrate compliance with the EU Methane Regulation.

3. ClimateCamp - Supply chain sustainability data:

Trusted by over 800 companies - predominantly in the food and beverage industry - ClimateCamp transforms how organisations understand their carbon footprint across complex supplier networks. Its collaborative SaaS platform surfaces where emissions are truly concentrated, empowering companies to make targeted reduction decisions and meet both CSRD and SBTi requirements with confidence, backed by primary data rather than industry averages.

Videobot
matias@videobot.com

AIRMO
eduardo@airmo.io

ClimateCamp
ruben@climatecamp.io

Business Club Belgium Luxembourg
contact@bcbi.be

Luxinnovation
start@luxinnovation.lu