



# GROWTH BY DESIGN BROCHURE





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**INTRODUCING:**

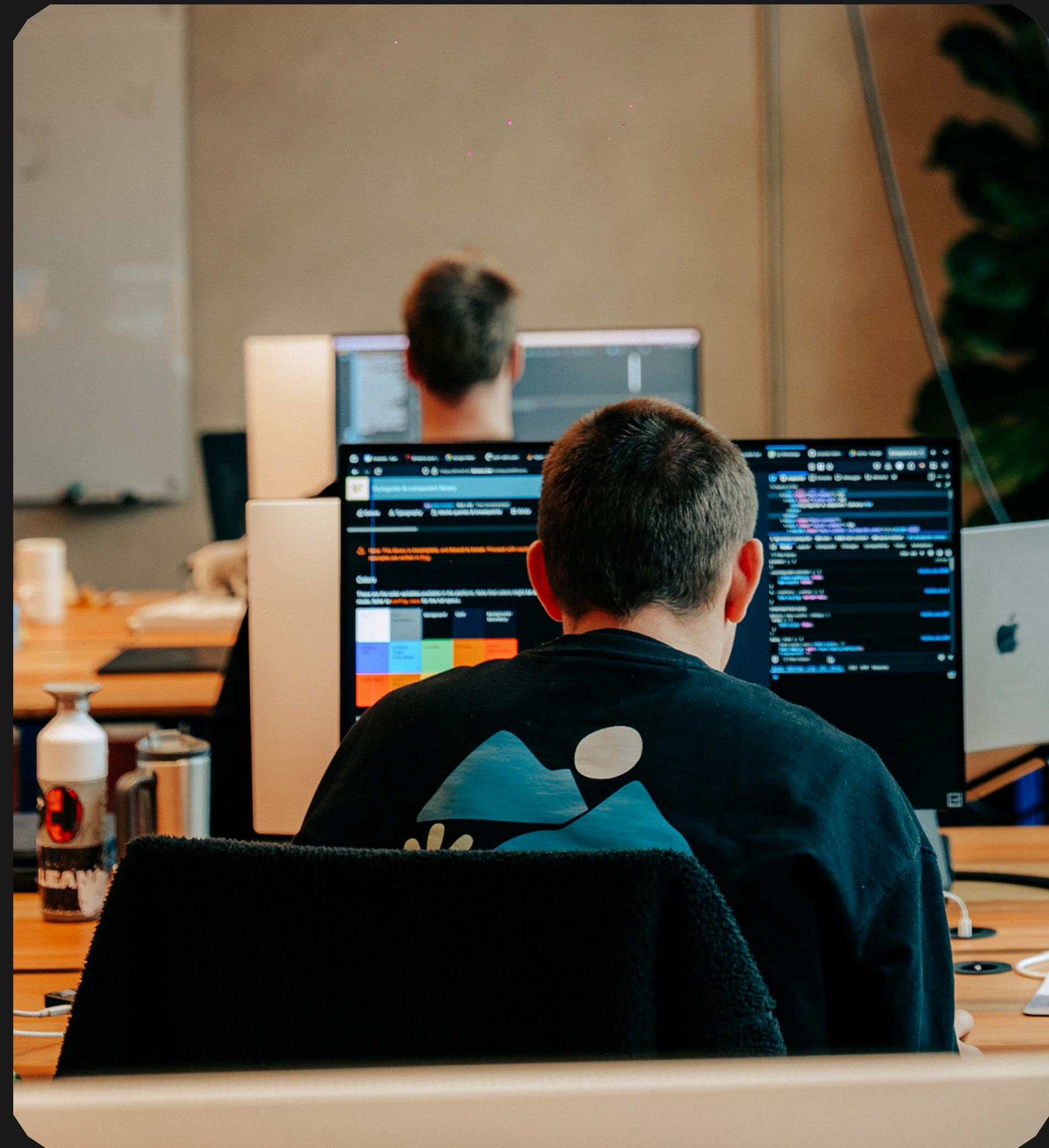




## INTRODUCING: WINTERCIRCUS ACADEMY

The lightspeed evolution of software architecture, AI agents, and cloud scalability **calls for a new breed of tech leaders** who not only master complexity, but also drive innovation at the intersection of **technology, business needs, and organizational growth.**

At Wintercircus, we want to empower our ecosystem's leaders to build global winners. That's why we're launching "Wintercircus Academy", beginning with our "Engineering Leadership Program" and the **"GROWTH BY DESIGN PROGRAM".**







## 1. Introducing Growth by Design

**95% of the pipeline automation underperforms for a simple reason: without system foundations and context, scattered data can't create real outcomes.**

Yet, the **next decade will be defined by AI-native talent and agentic systems.** The opportunity is enormous. Early adopters are learning fast: **when automation moves true revenue impact, velocity rises and real business lift follows.**

Wintercircus Academy's "**Growth by Design**" boot camp teaches you to **fuse marketing, sales, and data foundations into a 24/7 living system** that drives pipeline and measurable growth.

Live, in the iconic Wintercircus, **the program teaches you step by step, in seven live immersive building sessions** with real live, automation instructed by top GTM (Go-to-market) **engineers.**





INTRODUCING: WINTERCIRCUS ACADEMY

**YOU'LL DESIGN, TEST, AND DEPLOY REAL  
AUTOMATIONS THAT MOVE REVENUE.**



# WHO SHOULD ATTEND

This program is designed for **all commercial profiles, growth leaders, senior marketeers and revenue operators** who are done experimenting with disconnected tools.

**Participants are expected to be:**

- tech savvy operators
- a minimum of 3–5 years of experience in sales/GTM
- should be comfortable with data, tools
- to make their hands dirty & interact in English

**Typical roles:** Commercial Founders, Heads of Growth, GTM Experts or RevOps Leads, Sales & Marketing Operations Managers, Accelerator Program Leads, and VC Platform Partners driving portfolio enablement.

**You'll learn:**

- **Data strategy** (what's real)
- **Growth hacks** (what's fast)
- **Architecture** (what lasts)



# APPLICATION PROCESS

**APPLICATIONS ARE REVIEWED ON A ROLLING BASIS,  
SO WE RECOMMEND APPLYING EARLY TO SECURE YOUR SPOT.**

## **1) ONLINE APPLICATION**

Begin with a short online survey covering your background, role, experience level, and the tools/data in your GTM stack. You'll also share a past success and an automation challenge. This helps us understand your skills, needs, and motivation.

## **2) Q&A SESSION**

Step two is a streamed online information session: a group Q&A with the "Growth by Design" program leads. We'll address your final questions and confirm the fit with the program's focus. This session provides full clarity on what to expect.

## **3) FINAL REGISTRATION**

The final step is the formal registration form to confirm your seat. With only 20 spots per cohort, you'll have two weeks to complete and return it. After confirmation, we'll issue an invoice with a 20-day payment term. Your spot is secured once payment is received.



# PRICING

Wintercircus Campus or Collective members can join for €6,000, while the standard cohort price is €7,000\*.

## What's included:

- 7-weeks live learning experience: one day, in person per week combining 2h of theory with 3h of hands-on system building.
- In-person, classroom format hosted at the iconic Wintercircus campus in Ghent with max. 25 persons.
- 70% practical, 30% strategic: learn what moves the needle,
- Facilitated by experts: our Wintercircus Academy certified Engineers, Winning by Design & Vlerick Business School Teachers
- All resources included: undisclosed templates, frameworks, and post-session implementation guides to apply immediately, and don't forget drinks with peers.
- Wintercircus Academy & Vlerick Graduation Certificate "Growth by Design"

**\*a tech-driven hi-growth product company, with 10–200 employees and annual revenue between €10M and €50M. Prices are VAT exclusive.**



# TIMING & PLANNING

The Growth by Design Program consists of 7 in-class workshop days, usually on Tuesdays, held live at the iconic Wintercircus. Each cohort of max. 20 participants follows the same curriculum over seven weeks, with each session lasting approximately 5 hours. Please check the website for final confirmed dates.

**COHORT 1** — FEB–APR 2026  
(3/2, 10/2, 24/2, 3/3, 17/3, 24/3, 21/4)

**COHORT 2** — MAY–JUN 2026  
(28/4, 5/5, 12/5, 19/5, 2/6, 9/6, 6/6)

**COHORT 3** — SEP–OCT 2026  
CHECK OUT [WINTERCIRCUS.BE](https://www.wintercircus.be) FOR FINAL DATES



# TOOLS NEEDED

- **n8n**: workflow automation platform (free tier or self-hosted version supported)
- **Claude Code Pro**: AI-powered coding assistant
- **LinkedIn Sales Navigator**: LinkedIn's advanced prospecting and sales intelligence tool



The Growth Engineering Program is built around four progressive learning tracks

**1. FOUNDATION**

**2. INTELLIGENCE**

**3. EXECUTION**

**4. AUGMENTATION TRACK**





# 1. FOUNDATION TRACK - DESIGN YOUR REVENUE ENGINE

Learn from Silicon's Valley pioneer "Winning by Design" and "Vlerick Business School" why +86% of software companies fail to scale and how to fix. We'll go back to the basics: structuring your revenue architecture, mastering GTM metrics, and building a system that lasts. Winning by Design reveals what AI-native companies do differently.

## REVENUE ARCHITECTURE & DATA FOUNDATIONS:

Winning By Design discloses their latest research on what AI Native companies do differently. Tapping into this, we dissect your revenue funnel using the Bowtie model, identify the 20% of actions that drive 80% of impact, and build a shared TAM database in PostgreSQL — so marketing and sales operate from the same source of truth.

**Deliverable:** A full-funnel revenue map and customer journey diagnosis framework.

## MARKET INTELLIGENCE SYSTEMS

Learn n8n automation fundamentals, advanced scraping, and LLM-powered scoring to generate your first 10.000 qualified leads and build a production ready AI agent for ICP qualification.

**Deliverable:** Automated, AI-enriched prospect database and scoring system, enhanced with custom market signals at scale.



# 2. INTELLIGENCE TRACK - TURN DATA INTO ACTION

Turn messy CRM data into actionable insight. You'll translate your enriched database into a revenue intelligence system that surfaces buying signals, identifies pipeline gaps, and links every activity back to ARR (annual recurring revenue) growth.

Revenue Intelligence & Growth Modeling with Vasco

- Reverse-engineer your 10 M ARR target into measurable leading indicators.
- Map processes to automate, which metrics each team owns, and what drives lagging outcomes.

**Deliverable:** A Revenue Architecture Map that clearly defines what must happen to hit 10 M ARR by team, by metric, and activity.



A photograph of an industrial interior, possibly a factory or warehouse, with a high ceiling and exposed steel beams. A group of people is standing on a walkway with a metal railing, looking towards the camera. The lighting is warm and orange-toned.

# 3. EXECUTION TRACK - AUTOMATE YOUR PIPELINE

You'll activate your GTM engine through automated campaigns and AI-powered content systems that move real pipeline.

## CONTENT-TO-PIPELINE ENGINE

Transform sales conversations into high-performing content using automation workflows.

**Deliverable:** A live n8n content engine for persona-specific distribution.

## PROGRAMMATIC ABM PLAYBOOK

Build and optimize your first programmatic ABM campaigns across LinkedIn and CRM.

**Deliverable:** Three Programmatic ABM campaigns with measurable performance lift.



A young boy with brown hair is wearing a white VR headset and holding a white and black VR controller in his right hand, which is raised. He is wearing a light gray t-shirt and a black and white patterned wristband on his left wrist. The background is a blurred indoor space with other people, suggesting a public event or exhibition.

# 4. ADVANCED TRACK - AI AUGMENTATION

Your team opens their laptops each morning to review completed work from your agent workforce, focusing their expertise on the strategic 30% that requires human judgment while agents handle the automatable 70%. As an AI-native operator you eliminate the gap between insight and action. This track teaches you to deploy intelligent systems that stack, deliver instant insights and n8n agents that act on them.

You'll learn to build next-generation growth systems that understand your business context, connecting automation with agentic intelligence to create AI-native operations.

## REVENUE ARCHITECTURE & DATA FOUNDATIONS:

Learn how to build, train, and deploy AI-driven GTM agents using Claude, n8n and GraphRAG (no data team required).

**Deliverable:** An AI workflow architecture & blueprint, ready for implementation.





# LET'S BUILD YOUR FUTURE—TOGETHER

Ready to master the automations that will define the next decade?  
Want to future-proof your pipeline in Europe's most iconic House of Performance?

**Contact:**

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