ABOUT ACG HOLLAND 2025

PRESIDENT - CARLA VAN DEN BERG

ACG EXECUTIVE BOARD MEMBER - IVY CHEN

THE COMPLETE GLOBAL DEALMAKING ECO-SYSTEM

Doing business is at the heart of ACG
75% of members report they do business with fellow members

- FOUNDED IN 2005, **180 MEMBERS**

- HOSTS APPROX. 12 NETWORKING EVENTS PER YEAR (SERIOUS AS WELL AS FUN) INCLUDING:

- ANNUAL GROWTH AWARDS

- NEW YEAR DRINKS RECEPTION

- WINE/CHAMPAGNE TASTING EVENING

- ACCESS A GLOBAL NETWORK OF OVER 15,000 MEMBERS FROM ALL AREAS OF MID-MARKET M&A INCLUDING DEALMAX.

ACG®

Diamond

Platinum

Gold

Corporate Membership | € 750 + VAT
3 named members

Sponsor - Gold | €1.000 + VAT
2 named members + 1 seat on the Board

Sponsor - Platinum | €2.000 + VAT
5 named members + 1 seat on the Board

Sponsor - Diamond | €3.000 + VAT
10 named members + 1 seat on the Board

29 MAY (11:00 - 18:00)
Zero Hunger Games - Football Beneficiary Cup

24 JUNE (17:00 - 22:00)
ACG HOLLAND GROWTH AWARDS 2025

Got time on May 13th? Join us for our exclusive IT Leadership event!
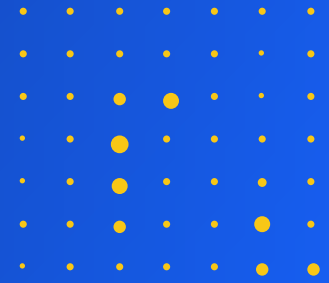

Online & In-person | H'ART Museum Amsterdam

SIGNAL 25

13 MAY

Leading the future of your business through technology

Register here

The majority of AI issues are invisible

Outside in: reported AI model behaviour

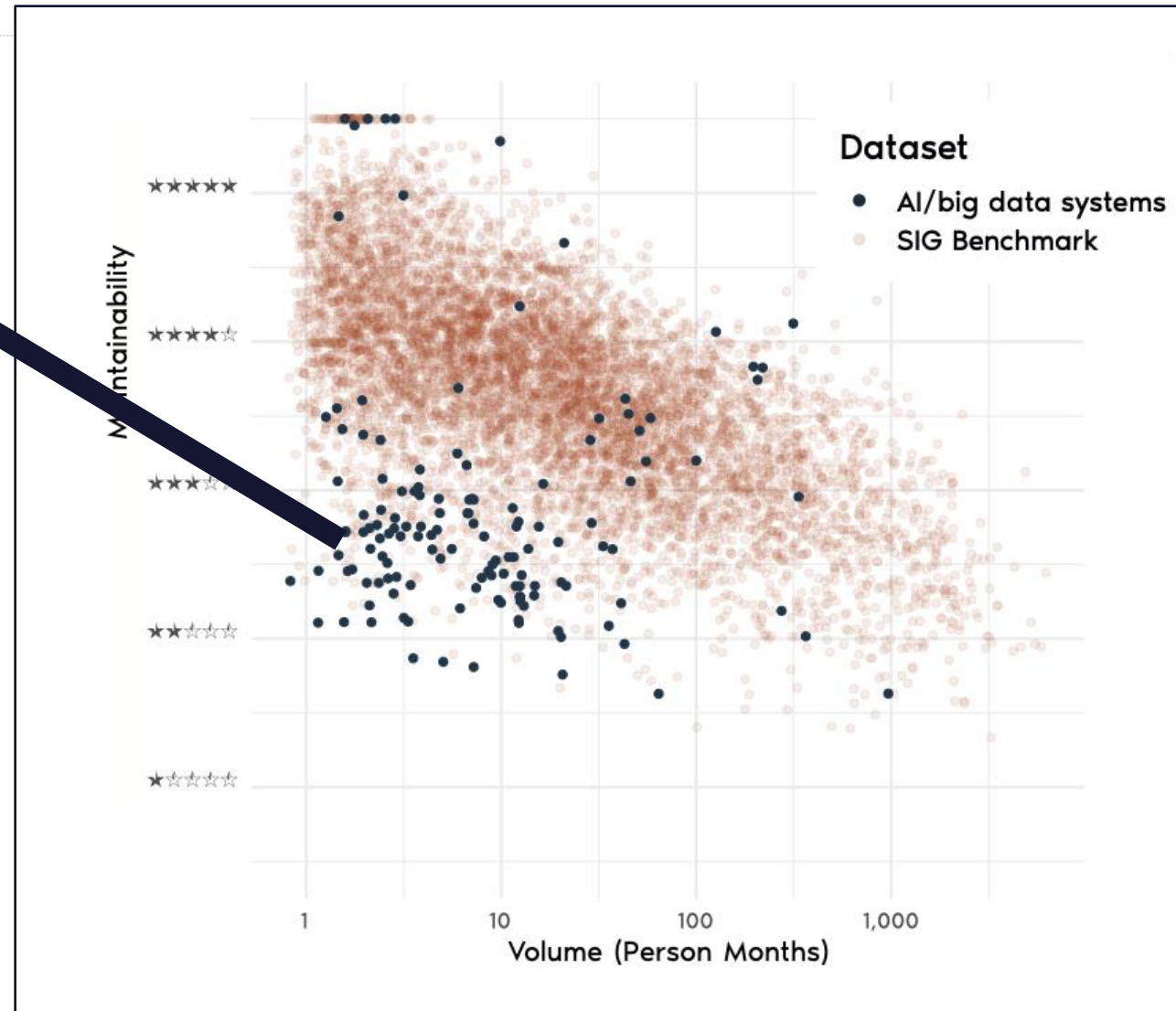**Inside out: hidden risks & opportunities**

Case 1

AI engineering typically lacks software engineering best practices

Code by AI engineers:
- Bad maintainability
- Zero test code
- Lack of security
- Privacy issues
- Scalability issues
- Undocumented

Source: SIG benchmark report 2023 at https://www.softwareimprovementgroup.com/publications/2023-benchmark-report/

The majority of AI issues are invisible

Outside in: Reported AI model behaviour

Inside out: hidden risks & opportunities
   ⚒ Low software engineering maturity

The majority of AI issues are invisible

Outside in: Reported AI model behaviour
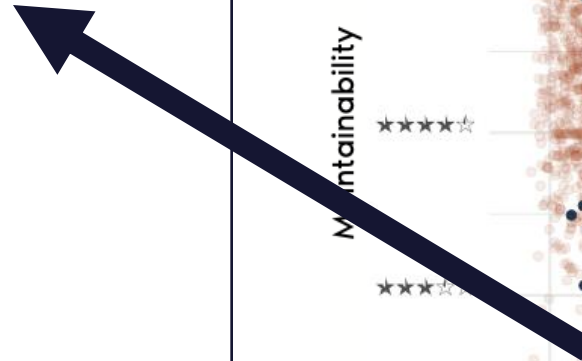
Inside out: hidden risks & opportunities

- Low software engineering maturity
- One-man show

Software Improvement Group

🇳🇱 **Op, Neer, Uitvoeren**

🇬🇧 **Up, Down, Execute**

🇩🇪 **Auf, Nieder, Ausführen**

The majority of AI issues are invisible

Outside in: reported AI model behaviour

Inside out: hidden risks & opportunities
- Low software engineering maturity
- One-man show
- Misrepresented performance

The majority of AI issues are invisible

Outside in: reported AI model behaviour

Inside out: hidden risks & opportunities

- Low software engineering maturity
- One-man show
- Misrepresented performance
- Easy to duplicate

DAT A DETECTIVE ™

ONTWERPRAPPORT 3.0 (INTERN)

Rob van der Veer

Sentient Machine Research, Amsterdam 1 juni 1992

Case 3

The majority of AI issues are invisible

Software Improvement Group

Outside in: reported AI model behaviour

Inside out: hidden risks & opportunities

- ⚒ Low software engineering maturity
- 👤 One-man show
- 🚀 Misrepresented performance
- ⬇$ Easy to duplicate
- ⚙ Driven by tech instead of value
- ⧗ Head start handicap
- ↷ Inability to scale

Case 4

The majority of AI issues are invisible

Outside in: reported AI model behaviour

Inside out: hidden risks & opportunities

- Low software engineering maturity
- One-man show
- Misrepresented performance
- Easy to duplicate
- Driven by tech instead of value
- Head start handicap
- Inability to scale
- Compliance/ethics issues

Software Improvement Group

The majority of AI issues are invisible

Outside in: reported AI model behaviour

Inside out: hidden risks & opportunities

- Low software engineering maturity
- One-man show
- Misrepresented performance
- Easy to duplicate
- Driven by tech instead of value
- Head start handicap
- Inability to scale
- Compliance/ethics issues
- Intrinsic vulnerabilities

Software
Improvement
Group

Case 5

The majority of AI issues are invisible

Outside in: reported AI model behaviour

Inside out: hidden risks & opportunities

- Low software engineering maturity
- One-man show
- Misrepresented performance
- Easy to duplicate
- Driven by tech instead of value
- Head start handicap
- Inability to scale
- Compliance/ethics issues
- Intrinsic vulnerabilities
- Hidden supply chain issues

Software Improvement Group

- ⚒ Low software engineering maturity
- 👨 One-man show
- 🐟 Misrepresented performance
- ⬇$ Easy to duplicate
- ⚙ Driven by tech instead of value
- ⧖ Head start handicap
- ↷ Inability to scale
- ⚖ Compliance/ethics issues
- 🎭 Intrinsic vulnerabilities
- 🚚 Hidden supply chain issues

⚒ Low software engineering maturity	• Code quality, testing, documentation
👤 One-man show	• Smart team with shared knowledge
✎ Misrepresented performance	• Double checked performance
⬇$ Easy to duplicate	• Unfair advantage is really unfair
⚙ Driven by tech instead of value	• AI is necessary
⧖ Head start handicap	• Ahead of the state of the art
↷ Inability to scale	• Scalable tech
⚖ Compliance/ethics issues	• Lawful and ethical
🎭 Intrinsic vulnerabilities	• Securable
🚚 Hidden supply chain issues	• Full control over supply chain

robvanderveer.com

2025 State of Software
in Private Equity

AI Due Diligence:
From fake AI to AI Gold

How to Separate Hype from Real AI Innovation

Rob van der Veer
Chief AI Officer at
Software Improvement Group

Sriram Nagarajan
Director at
Metyis

Arnold Struik
Managing Partner Europe at
Artefact

Floris de Wit
Legal Director at
DLA Piper Nederland