


From Luma to Lead: Event-Driven Sales with Claude Cowork



intentface 

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intentface

We build world class agentic experiences for SaaS products

Our public clients



What I do

My goal is to connect with numerous European SaaS founders, CEOs, CTOs, and CPOs.

So I go to lot of events



My problem

Staying Current on AI/Tech Events (Especially Smaller Luma Events):

- How can I effectively track these events?
- Which events are most relevant to my interests/goals?
- Are attendees at these events part of our Ideal Customer Profile (ICP)?

Case 1

I automated my event scouting
across four cities with Claude Cowork.
Saves 30-60 minutes every week.



luma

Today / Thursday



18:00
CTO Clinic#1: Live Problem-Solving Event w/Top Tech Leadership

By Joel Milligan & Maggie Minton



18:00
Databricks NL Community Night – MLOps Edition

By Leah Cullen

Kruispunt Amsterdam

Waiting list +59

Tomorrow / Friday



19:00
Amsterdam | Claude Code for Developers

By Vincent Bruijn & Rogier Muller

Waiting list

7 Apr / Tuesday



18:00
Cursor Meetup Amsterdam (4th Edition)

By Rogier Muller & Tom Granot

+91

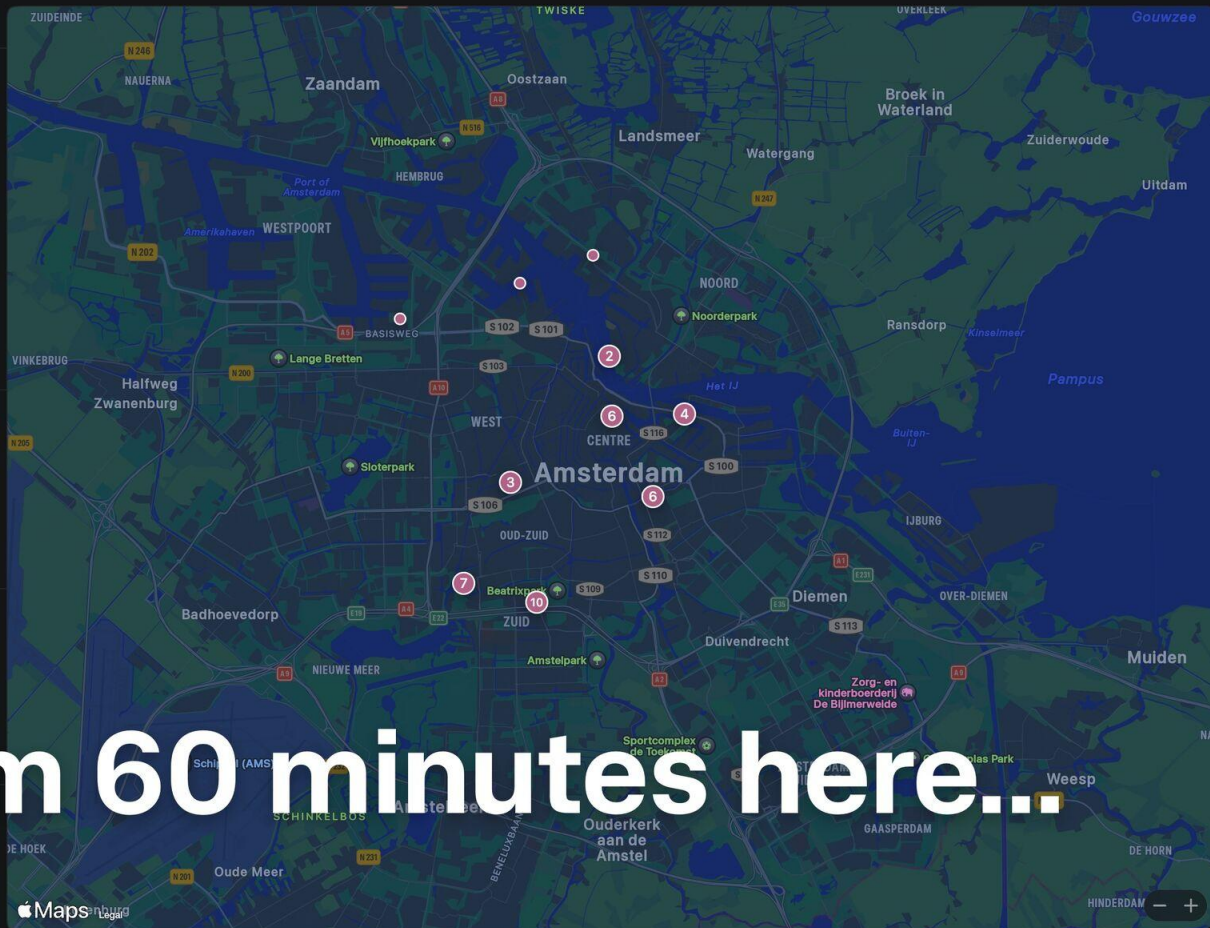
8 Apr / Wednesday



9:00
Founders Session: GTM by Design: Aligning Talent, Comp & Culture...

By Geke Kunst & Lauren du Toit

+13



From 60 minutes here...



	A	B	C	D	E	F	G	H
1	Event date	Location	Name	Organiser name	About event	Event URL	Category	Relevance
146	2026-04-02 14:00	Helsinki	HELSEED workshops: Crystallise your idea	HELSEED Workshops	HELSEED workshop for crystallizing your startup idea.	https://lu.ma/gisbqt2v	Tech	Medium
147	2026-04-02 15:00	Helsinki	The Agentic Age 2: Freeing Humans for High-Impact Work	Aaltoos Events	Will boring job functions exist in the future? Can AI replace accountants? Eng	https://lu.ma/daximqee	AI	High
148	2026-04-03 12:00	Stockholm	Offline (Quiz) Walk Easter Edition - Langholmen	The Offline Club Stockholm	Offline Easter Quiz Walk on Langholmen. Lock your phone away and enjoy re	https://lu.ma/ntsglaqz	Tech	Low
149	2026-04-03 17:00	Amsterdam	Amsterdam Claude Code for Developers	Vincent Buijn	Expert-level Claude Code Community Event. Third meetup in Amsterdam for	https://lu.ma/103vh53s	AI	High
150	2026-04-04 08:00	Helsinki	How to anticipate with systems thinking?	Sustainability Hack	Session about creativity, teamwork, speed, and smart decision making for ha	https://lu.ma/j3tknwy2	Tech	Medium
151	2026-04-04 08:00	Helsinki	How to get paid to do the right thing?	Sustainability Hack	Workshop on winning hackathons, getting open-source projects funded, and t	https://lu.ma/fvcwtvm2	Tech	Medium
152	2026-04-04 11:00	Stockholm	Hike Around Lake	Personal	Relaxing lakeside hike, approx 5 km, 2 hours at easy pace.	https://lu.ma/g90vcfwz	Tech	Low
153	2026-04-04 12:30	Paris	XL Offline Reading Party ROMANTASY	Stefania The Offline Club Paris	Offline reading party at Musee Cernuschi dedicated to romantasy literature ar	https://lu.ma/nyv28wxx	Tech	Low
154	2026-04-04 14:00	Stockholm	From Fear to Freedom	Personal	Inspiring evening about mental health with TED Talk speaker Abdirahim Wars	https://lu.ma/kxyca0ti	Tech	Low
155	2026-04-04 14:00	Helsinki	How to map your food to the Doughnut?	Sustainability Hack	Workshop on meeting the needs of all living people within the means of the li	https://lu.ma/8avw2q55	Tech	Medium
156	2026-04-05 08:00	Amsterdam	Groupvibe: Paint Ceramics & Meet New People	Groupvibe Events	Guided ceramic painting workshop in Amsterdam for creative socializing.	https://lu.ma/krodm6nr	Tech	Low
157	2026-04-07 10:00	Stockholm	Train with world champions!	Personal	Exclusive training session with world champions in martial arts.	https://lu.ma/nmvtgury	Tech	Low
158	2026-04-07 14:30	Helsinki	MLOps Meetup Helsinki #99	Helsinki MLOps Community	AI Governance in MLOps / AIOps! Evening of talks, ideas, and connection or	https://lu.ma/2h1gga1b	AI	High
159	2026-04-07 16:00	Paris	du savoir-reve - auree vettier [Exhibition opening]	Laurene	Art exhibition exploring relations between artificial intelligence, intimate memc	https://lu.ma/g3yncs0o	AI	Low
160	2026-04-07 17:00	Amsterdam	SRC Intervals for charity:water	Sunday Run Club	Sunday Run Club interval session in support of charity:water, in collaboration	https://lu.ma/1zi79smq	Tech	Low
161	2026-04-08 06:30	Stockholm	Expert Talk: The Future of Business & AI	Women of Color in Biz	Women of Color in Biz curating conversations around practical skills for navig	https://lu.ma/w6x2swa9	AI	Medium
162	2026-04-08 10:00	Amsterdam	DevRev Leadership Circle Amsterdam 2026	Barry van Vliet	Experience AI agents at work and see how machines and humans collaborate	https://lu.ma/Leadership-Circle-Amsterdam	AI	High
163	2026-04-08 12:00	Paris	improbable RESEARCH: launch event	Sylvain Bureau	Launch of Improbable Research Group at Lafayette Anticipations. Collectiv	https://lu.ma/zcvl1l4k	Tech	Low
164	2026-04-08 13:30	Helsinki	ABCH Communal Reading Meetup (+ optional dinner)	Personal	Communal Reading meetup. Low-threshold opportunity to check-in with the A	https://lu.ma/clu7l0mg	Tech	Low
165	2026-04-08 14:00	Helsinki	SDN Finland & CORE design agency: Insights and Portfolio	Service Design Network (SDN)	When do you actually need human-driven customer insight, and when can AI	https://lu.ma/2541tq8q	AI	Medium
166	2026-04-08 14:00	Helsinki	180DC x WCN - Case Cracking Event	180DC	Case-cracking competition for women and non-binary people interested in cor	https://lu.ma/vsakz3qs	Tech	Low
167	2026-04-08 14:30	Helsinki	The Book Club: Before the Coffee Gets Cold	The Book Club	Book club reading Before the Coffee Gets Cold by Toshikazu Kawaguchi.	https://lu.ma/bdxqx2x0	Tech	Low
168	2026-04-08 15:00	Stockholm	Longevity Demonstration Stockholm	Fund Longevity	Demonstration for increased resources to aging research. Long-term goal: me	https://lu.ma/jivn91yn	Tech	Low
169	2026-04-08 16:00	Amsterdam	The Future of Dashboards: Agentic Analytics	Shili Li	Analytics leaders and practitioners sharing practical learnings on dashboard	https://lu.ma/glhseriv	AI	High
170	2026-04-08 16:00	Stockholm	AI Futures: Tomorrow's Intelligence - Trajectories for a post	Peovone Altruism in Sweden	Four-part series exploring the most important questions about AI developmen	https://lu.ma/8rapivja	AI	Low
171	2026-04-08 16:30	Paris	FROM MODELS TO AGENTS: AI in Real production Systeme	Poone Mokari	Criteo, Mistral, and Ewake on AI deployment in real-world systems. Exploring	https://lu.ma/kf7ukr8q	AI	High
172	2026-04-08 16:30	Amsterdam	The Female Founded Showroom	Female x Finance	Curated showroom featuring female-founded brands across fashion, beauty a	https://lu.ma/1cxvai3p	Tech	Low
173	2026-04-08 17:00	Paris	3rd Paris Hardware Meetup Chips, Cloud & Compute	Nico	Paris Hardware Meetup on AI Infrastructure. The full stack built in Europe. Fo	https://lu.ma/mp28h4ev	Tech, AI	Medium
174	2026-04-08 17:00	Amsterdam	Young Wine Society x Rebel Wines	Young Wine Society	Wine tasting and exploration with Rebel Wines at Young Wine Society.	https://lu.ma/8fyxh1v	Tech	Low
175	2026-04-08 17:00	Paris	Build Your First AI Agent / Dust x Eria	kev	Building AI agents with Dust. Co-organized by Dust and Eria. Practical evenin	https://lu.ma/18u82p24	AI	High
176	2026-04-09 05:30	Helsinki	FIBAN Lead Investor Academy	FIBAN events	Exclusive training program for experienced angel investors ready to lead and	https://lu.ma/fibanleadac26	Tech	High
177	2026-04-09 07:00	Stockholm	Design HR workflows in conversation with AI	50skills	50skills and Fable AI Evangelist Johannes Savello. 3-hour working session i	https://lu.ma/81g70n6f	AI	High
178	2026-04-09 07:30	Paris	AI Meetup: NLP Hackathon by Torch	AI Meetup	AI Meetup: NLP Hackathon by Torch. 3-hour working session i	https://lu.ma/81g70n6f	AI	High
179	2026-04-09 10:00	Stockholm	AI Meetup - AI Agents	AI Meetup	AI Meetup: AI Agents. 3-hour working session i	https://lu.ma/81g70n6f	AI	High
180	2026-04-09 13:30	Helsinki	AI Meetup: Next-Gen AI Agents	AI Meetup	AI Meetup: Next-Gen AI Agents. 3-hour working session i	https://lu.ma/81g70n6f	Tech	Medium
181	2026-04-09 13:30	Helsinki	AI Meetup: AI Agents	AI Meetup	AI Meetup: AI Agents. 3-hour working session i	https://lu.ma/81g70n6f	Tech	High
182	2026-04-09 14:00	Helsinki	HELSEED workshops: Utilising Lean Canvas	HELSEED Workshops	HELSEED workshop on utilising Lean Canvas for startups.	https://lu.ma/bc8cxap4	Tech	Medium
183	2026-04-09 14:00	Helsinki	The Global Pitch Room	Personal	The Founder Table x Antler presents The Global Pitch Room. Curated eveni	https://lu.ma/cnohokuh	Tech	High
184	2026-04-09 15:00	Amsterdam	From Models to Machines: AI, World Models, and the Next	AI House Amsterdam	How advances in AI and world models are enabling robots to understand, pre	https://lu.ma/vz1ip63m	AI	Medium
185	2026-04-09 15:00	Stockholm	Uppladdning med Stockholms SM-trupp	Personal	Preparation evening for Stockholm's Young Enterprise team before the Swedi	https://lu.ma/f1inv3cr	Tech	Low
186	2026-04-09 15:30	Amsterdam	The AI Collective Netherlands Amsterdam Meetup	The AI Collective	AI practitioners, leaders, and learners exchanging ideas on how AI is being b	https://lu.ma/nl-26-apr-ams	AI	High
187	2026-04-09 15:30	Amsterdam	When strategy meets organisational reality: Making transfor	The IN Group	Senior change and transformation leaders exploring how to ensure transforma	https://lu.ma/hpwp6dxx	Tech, AI	Medium

...to a few minutes here.

Demo 🤪

Events - Luma x Scrape Luma Tech x Tech Events - Luma

luma.com/category/tech/map

Scrape Luma Tech... Claude (MCP) Scrape SaaSiest 2... Scrape SaaSiest 2... Interface Tools Interface overvie... Generative AI Lea... Readwise Reader Claude Marketers |...

"Claude" started debugging this browser Cancel

Tech

Yesterday / Friday

16:00 **Frontier Interfaces Hackathon by TR*** LIVE
By Thinkin' Rocks
Startup Sauna

Today / Saturday

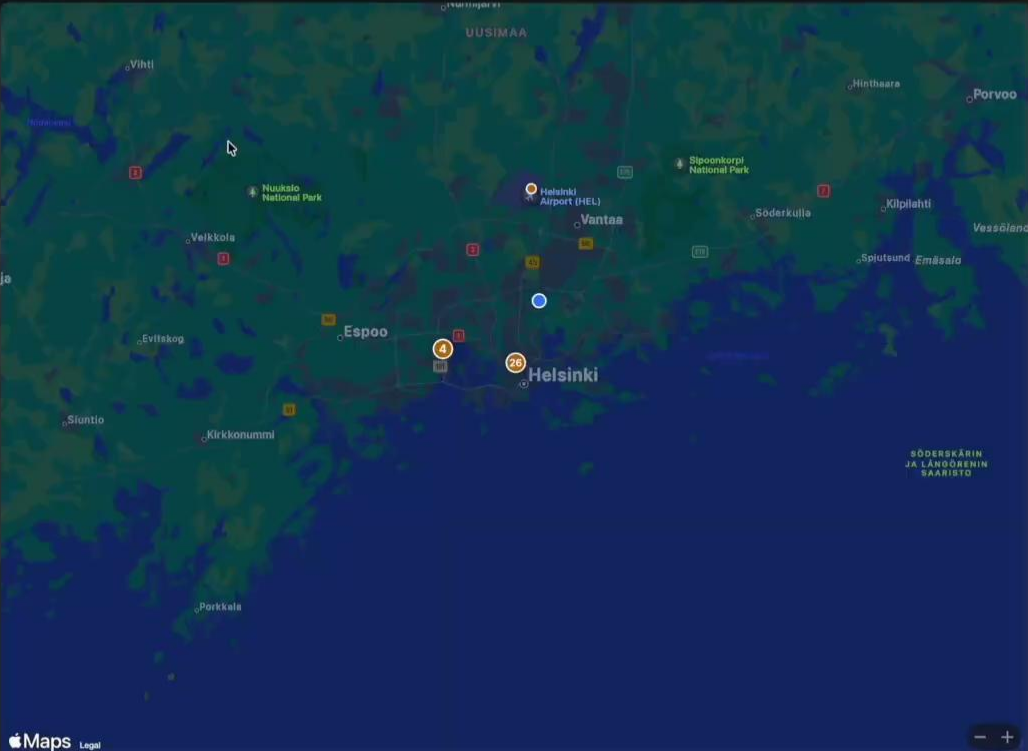
10:00 **Founders Running Club :: Helsinki**
By Founders Running Club, Elton K...
Helsinki Central Library Oodi

16:00 **The Chill Freelancers Meetup**
By Grigory Maeviskiy
Kaisla

27 Apr / Monday

16:00 **Kumpula Makerspace from Idea to Reality Workshop**
By Helsinki Think Company
Helsinki Think Company Kumpula

18:00 **XES Whacky Startup Challenge - Vappu Edition**
By XES Helsinki



Apple Maps Legal

The image shows a web browser window displaying a map of the Helsinki region with various event markers. The browser tabs include 'Events - Luma', 'Scrape Luma Tech', and 'Tech Events - Luma'. The address bar shows 'luma.com/category/tech/map'. A notification at the top indicates that 'Claude' started debugging the browser. The main content area is titled 'Tech' and lists several events categorized by day: 'Yesterday / Friday' and 'Today / Saturday'. The 'Yesterday / Friday' section features a 'LIVE' event: 'Frontier Interfaces Hackathon by TR*' at 16:00, organized by 'Thinkin' Rocks' at 'Startup Sauna'. The 'Today / Saturday' section lists three events: 'Founders Running Club :: Helsinki' at 10:00, 'The Chill Freelancers Meetup' at 16:00, and 'Kumpula Makerspace from Idea to Reality Workshop' at 16:00. A section for '27 Apr / Monday' shows 'XES Whacky Startup Challenge - Vappu Edition' at 18:00. The map on the right shows the Helsinki area with markers for these events, including locations like Vihti, Uusimaa, Helsinki Airport (HEL), Vantaa, Espoo, and Helsinki. The map is powered by Apple Maps.

General

Account

Usage

Capabilities

Connectors

Claude Code

Cowork

Desktop app

General

Extensions

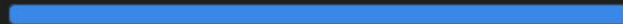
Developer

Your usage limits

Team

Current session

Resets in 3 hr 13 min



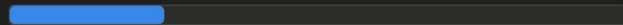
100% used

Weekly limits

[Learn more about usage limits](#)

All models

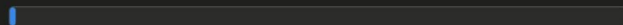
Resets Tue 8:00 PM



25% used

Claude Design ⓘ

You haven't used Claude Design yet



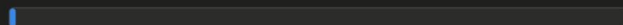
0% used

Last updated: just now ↻

Additional features

Daily included routine runs ⓘ

You haven't run any routines yet



0 / 25

Workflow Best Practices (at least for me) —

- **Draft & Test:** Develop the core logic in Claude Chat, then transfer and run it as a one-off task in Cowork.
- **Iterate:** Expect initial irregularities in Cowork. Schedule the workflow only after successful, repeated executions.
- **Token Management:** Be mindful that complex Claude Chrome-based workflows consume significant tokens.
- **Storage:** Store Cowork folders in Google Drive or Dropbox for version history and accessibility.

My Server Room



Can AI workflows run unsupervised in Claude Cowork?

- **Simple tasks:** Mostly yes.
- **Complex tasks:** Potentially for a few days, but expect failures (permission issues, degradation in Claude's performance, etc.).



[Redacted text]

[Redacted text]

APR 10



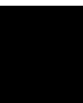
Tapio Haaja • 12:30 PM

öääää 😊



Tapio Haaja • 3:02 PM

Moi [Redacted] Sori typosta tota kutsua laittaessani.
Anyways kiva verkostoitua. Huippua viikonloppua!



[Redacted] • 3:13 PM

Moi!

Kiitos verkostoitumisesta! 👍👉

öäää...

Thanks Claude 🙏

Case 2

Are attendees at these events
part of our Ideal Customer Profile (ICP)?

The Amsterdam Startup Meetup 2026

116 Guests

Guests who have not completed their Luma profile are not shown.

- Tapio Haaja
- Adis Zahirovic
- Aleksandar Vasiljevic
- Alexandros Tsioukanis
- Alina Dumitrache

Manually digging through dozens of guest lists

Report Event

Tech

Tickets start from only €10 + VAT, which helps us to cover the costs of the networking app and marketing. Beverages can be purchased individually at the bar.

	A	B	C	D	E
1	name	Company	Title	ICP Match	Company → ICP Score
13	Joey Hayes	Booking.com	Global Partner Growth Manager - Connectivity Par	No Match	1-2 criteria met = Weak fit
14	John M. Aiken		Consultant		
15	Shima Rafizadeh	Software Improvement Group	Senior Product Manager	Good Match	5-6 criteria met = Strong fit
16	Julian Keerl	TomTom	Software Engineer	No Match	3-4 criteria met = Partial fit
17	Temitope Adeyemo	Dot	Co-Founder	No Match	1-2 criteria met = Weak fit
18	Kieran Donnelly	Why Content	AI Consultant and Content Specialist	No Match	1-2 criteria met = Weak fit
19	Massimiliano Ungheretti, PhD	AgentGym	Founder	No Match	1-2 criteria met = Weak fit
20	Vikram Das	Yasu	Co-Founder & CEO	Strong Match	5-6 criteria met = Strong fit
21	Andreas Kruszakin-Liboska	NextEd	Art Director	No Match	1-2 criteria met = Weak fit
22	Natalia Radina	GitLab		No Match	3-4 criteria met = Partial fit
23	Sahar K.	First Day Advisory Group	Partner, Sustainability & Scale-up Growth	No Match	1-2 criteria met = Weak fit
24	Tsung-Yu (Darryl) Lee	Navitide.app	Founder	Good Match	3-4 criteria met = Partial fit
25	Mahan Tooti	Viterra			1-2 criteria met = Weak fit
26	Michael van Leeuwen	Automagic AI			3-4 criteria met = Partial fit
27	Duncan Steblyna	dLocal			3-4 criteria met = Partial fit
28	Jayson Feldman				
29	Sartou Djibril	The			criteria met = Partial fit
30	Florina Daniela Ungureanu	AI4ALL	Strategic Initiatives & Ecosystem Manager	No Match	3-4 criteria met = Partial fit
31	Michel Faas	weeks.work	Founder	Good Match	3-4 criteria met = Partial fit

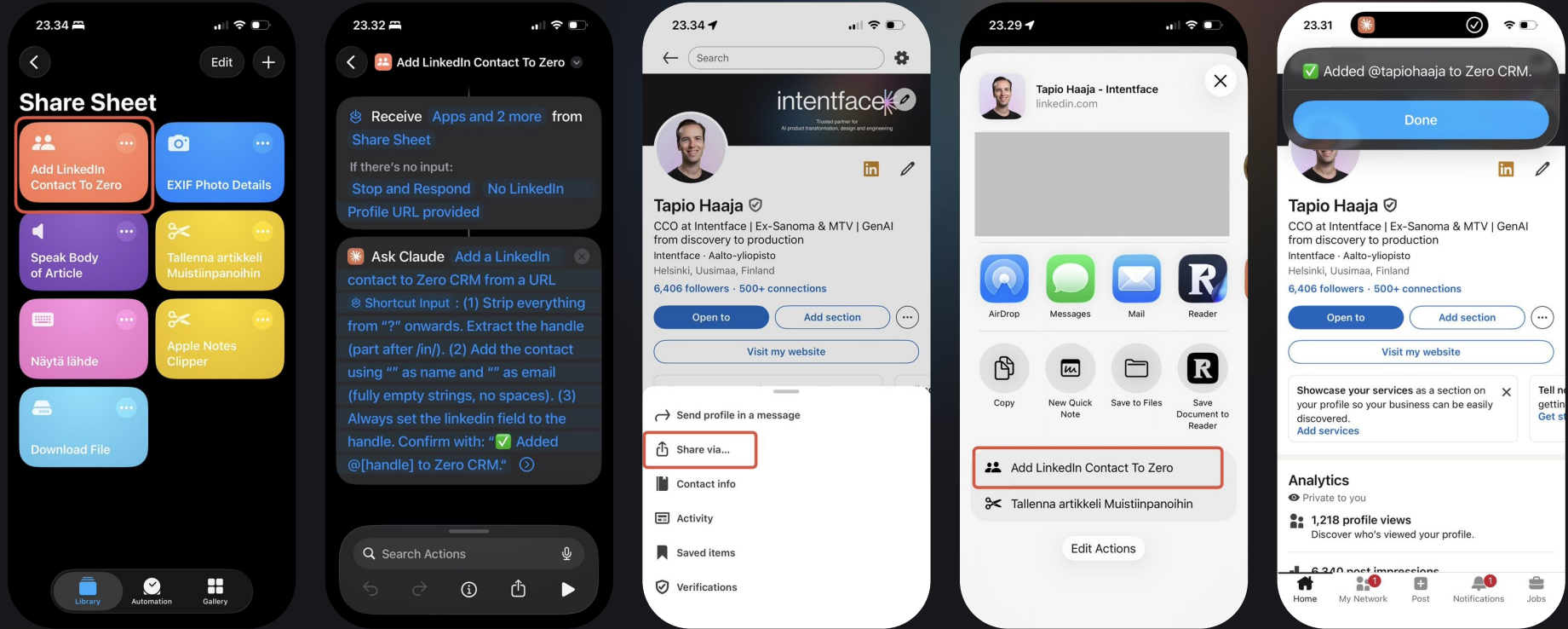
to a ready-made list of ICP-fit people.

Demo 🤔

Final Tip

iOS Shortcuts, Claude, and MCP
together are a gold mine.


I built a button on my iPhone that adds any LinkedIn profile straight into our CRM. No native app. No custom integration. Just iOS Shortcuts + Claude + MCP.



intentface 



Thanks!

Tapio Haaja 

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