SAMTURE
TRUSTED KNOWLEDGE & AI ECOSYSTEMS

SAMTURE ACADEMY
FOUNDING COHORT · JANUARY 2027 · 25 PLACES

Build your foundation in eight weeks.

Eight weeks from now your AI knows your work and has taken the first repetitive tasks off your hands. You no longer do them, you only check them.

WHAT IT DOES FOR YOU

Picture your working day without the repetitive part. Your folders are in order and every file sits where it belongs. Unanswered mail is lined up with its action points and a reply drafted in your own tone. The actions from your meetings come straight out of the transcript, and your briefing is waiting when you open your laptop. Nothing leaves without your yes. This is how Madelein works every day, and she would not go back. In this programme you lay that foundation for your own work, starting at the bottom with identity and permissions. Less glamorous than a demo, and the reason it still works in week eight.

EIGHT WEEKS, AND WHAT EACH ONE LEAVES YOU WITH

1. **It learns who you are**
   Installed, running, and it knows who you are.
2. **It remembers**
   It picks up tomorrow where you stopped today.
3. **What may go where**
   A data plan of your own. You will sleep better.
4. **Connecting your real tools**
   Mail and files connected, with rights you can defend.
5. **It works the way you do**
   Your conventions and your tone, written down once.
6. **Making it do the work**
   The first task that leaves your hands. A good day.
7. **Your work on one map**
   Your clients, projects and agreements, and how they connect.
8. **What may it decide, and can you prove it?**
   A system you can audit, and an appetite for part two.

HOW A WEEK RUNS

Every Thursday at 10:30 Gulf time the cohort meets live with Madelein, and straight after the session the lessons for the new week open: four short lessons, around forty minutes of video in all. One sets the question of the week, two carry the material, and one is a worked session in which we build it together. The live session is recorded for anyone who could not be there. In between, the cohort shows its work and helps each other in the community.

WHO DOES WELL HERE

You do not need to be able to program, you do need to like building things. The people who do well come from marketing, policy, operations, finance, research and technology, and they are usually the ones colleagues already ask how something works.

THE FOUNDING COHORT

Starts	Early January 2027
Length	Eight weeks, online
Each week	Four short lessons, about forty minutes of video
Live	Thursdays at 10:30 Gulf time, with Madelein
Your time	From 2.5 hours a week. The rest is enthusiasm.

AED 8,000

Founding fee, excluding 5% VAT. The list price is AED 12,500.

Reserve with AED 2,000. Your organisation can be invoiced.

THEN YOU STAY

Come for the eight weeks, stay for the updates and the community.

Three weeks after week eight your membership continues by itself: AED 300 a month, ex VAT. What you keep is on page two.

WHAT YOU BRING

- A laptop you may install software on. Your foundation stays on it.
- Claude Pro with Claude Code, USD 20 a month. It easily pays for itself.
- Your own material to start with. What you connect later is up to you.
- Curiosity, in generous supply

ABOUT SAMTURE

Samture is an AI architecture practice in Dubai, working with organisations in the United Arab Emirates and the wider Gulf. It designs the foundation that AI depends on: architecture, data governance, knowledge graphs, encrypted trust engineering and sovereign infrastructure, built as one connected structure rather than as separate advice.

Madelein Leegwater, founder of Samture, leads the Academy. She brings more than 25 years of leadership in technology and transformation, most recently as Vice President at CGI, and built her own foundation the way you will build yours.

COME AND BUILD

Reserve a place, or ask your question first

madelein@samture.com
samture.com/academy.html

What to expect

WEEK BY WEEK: WHAT YOU DO, AND WHAT YOU END WITH

1 It learns who you are
You install the tools, set up your folder and write your profile: who you are, what you do, how you write.
You end with a running foundation that knows you.

2 It remembers
Session notes, a backup and a profile that keeps itself up to date, closed with one command each day.
You end with a system that picks up tomorrow where you stopped today.

3 What may go where
Before you connect anything, you decide what goes in, private or from your organisation, and what stays out.
You end with a data plan of your own, and permissions that are right from the first connection.

4 Connecting your real tools
Mail, calendar and files, each with the least access it needs. Anything that sends, deletes or pays asks first.
You end with a connected foundation, with rights you can defend.

5 It works the way you do
Your conventions, where things belong, and your tone from your own sent mail. Folders get tidied too.
You end with drafts that sound like you and files that land in the right place.

6 Making it do the work
Your first recurring task, on your own process: a morning briefing, open mail with actions, or meeting actions.
You end with one working automation, with you where the judgement sits.

7 Your work on one map
The questions your work keeps asking and what it is about: clients, projects, agreements, how they connect.
You end with a map of your own work, the starting point for part two.

8 What may it decide, and can you prove it?
Where an answer came from, when and on whose authority, and where you draw the line on what it decides.
You end with a foundation you can audit, and you hand it in for the certificate.

WHAT IT COSTS, ALL OF IT

Founding fee — **AED 8,000**
List price AED 12,500. Reserve with AED 2,000, the balance before the start.

Claude Pro — **USD 20 a month**
Includes Claude Code. Paid to Anthropic, not to Samture.

Membership — **AED 300 a month**
After the programme: from three weeks after week eight, cancellable every month.

Samture's prices exclude 5% VAT, and your organisation can be invoiced. If the cohort does not go ahead, your reservation is refunded in full; if the date does not suit you, it moves with you to the next cohort. If you withdraw yourself after paying, the fee is not refunded.

THE MEMBERSHIP

Three weeks after week eight your membership continues by itself, at AED 300 a month, excluding VAT. You hear from us a week before the first payment.

You keep

- All the lessons, while you stay a member
- Every update to the foundation
- The weekly live session, with every cohort
- The community

From then on you can cancel any month. Lessons, updates and community then close, and the upkeep of your foundation becomes your own.

THE CERTIFICATE

Awarded on what you built, by someone who actually reads it. Watching the videos is not enough, and that is the point.

Your foundation is assessed against a published standard, the same one Samture's own builders are measured against.

It is valid for a year, because the field moves.

PART TWO, IN 2027

Eight more weeks on the same foundation: your own ontology, a semantic layer and a knowledge graph over your material. Your system stops guessing and starts answering from facts you can point at. Fair warning, it gets addictive. It builds on what you made in part one, so part one comes first. Founders go first, at the alumni price.

GOOD TO KNOW

- Your foundation lives on your own laptop, and Samture does not see it. For the certificate you choose what you hand in.
- You decide what you connect, private or from your organisation. That choice comes up in week three, and you can do the whole programme with private material only.
- No install rights on your work laptop? Use your own. macOS, Windows and Linux all work.
- The lessons are recorded in Claude Code. Later in the programme you add a second assistant, such as Codex.
- Lessons and community are in English.