

Disrupting yourself.



January 29, 2026

## About me

Pierre Burgy

Co-Founder & CEO of Strapi

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Lillois !  
Depuis septembre



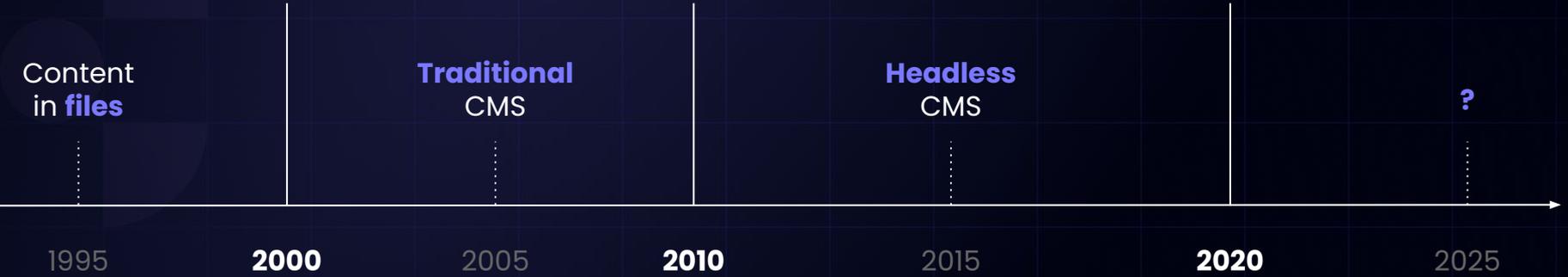
Topic

# Disrupting yourself.

In a (very) fast-changing market.

**A bit of context.**

# CMS market history



# Introducing Strapi

#1 Open-Source Headless CMS

# 15M

downloads on npm

# 70K

stars on GitHub

# 50M

pulls on Docker

3K+ customers



AIRBUS



JPMORGAN CHASE & CO.

DIOR

amazon

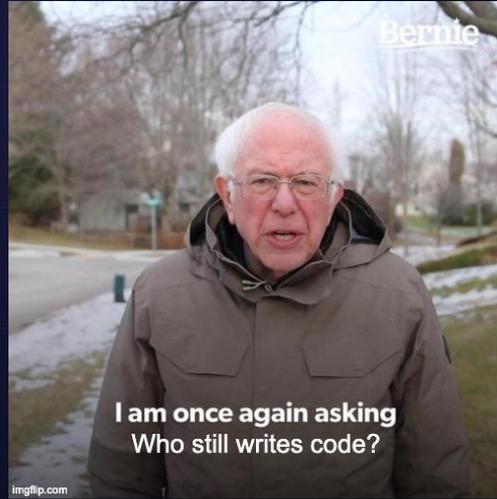


Vinted



**The world is changing.**  
*and so are we*

# AI Coding & Vibe Coding



# Generative AI

## GEN AI is excellent at...

### **Creating content**

*"Create a blog post about..."*

### **Generating assets**

*"Create an infographic for this post"*

### **Translating content**

*"Translate this post in 10 languages"*

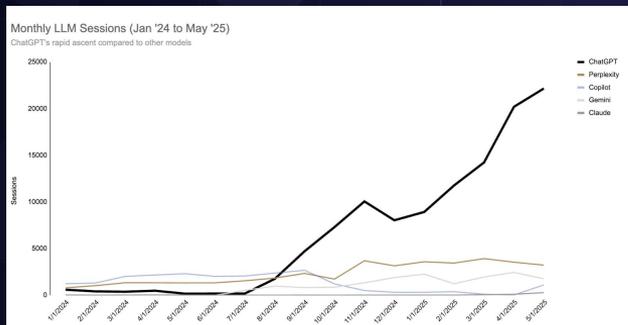
### **Suggesting ideas**

*"What articles should I publish?"*

...

and so much more

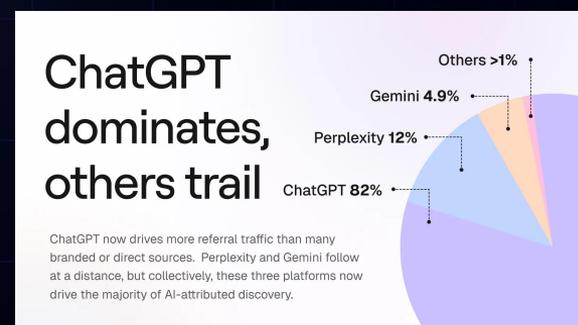
# From SEO to GEO



Source: Searchengineland



Source: HockeyStack



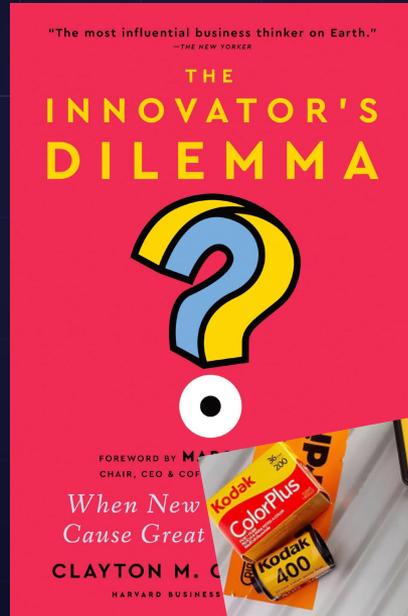
Source: HockeyStack



# Risks or opportunities?



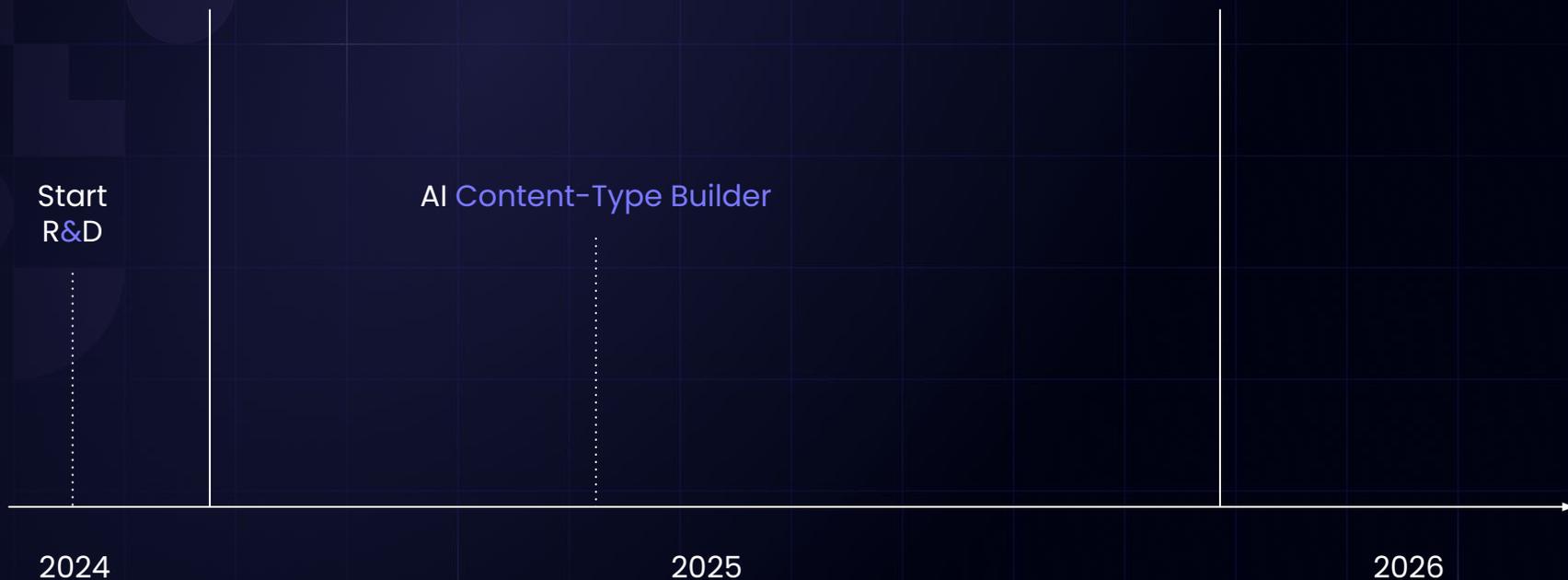
# The innovator's dilemma



# Our journey

# From software to AI software

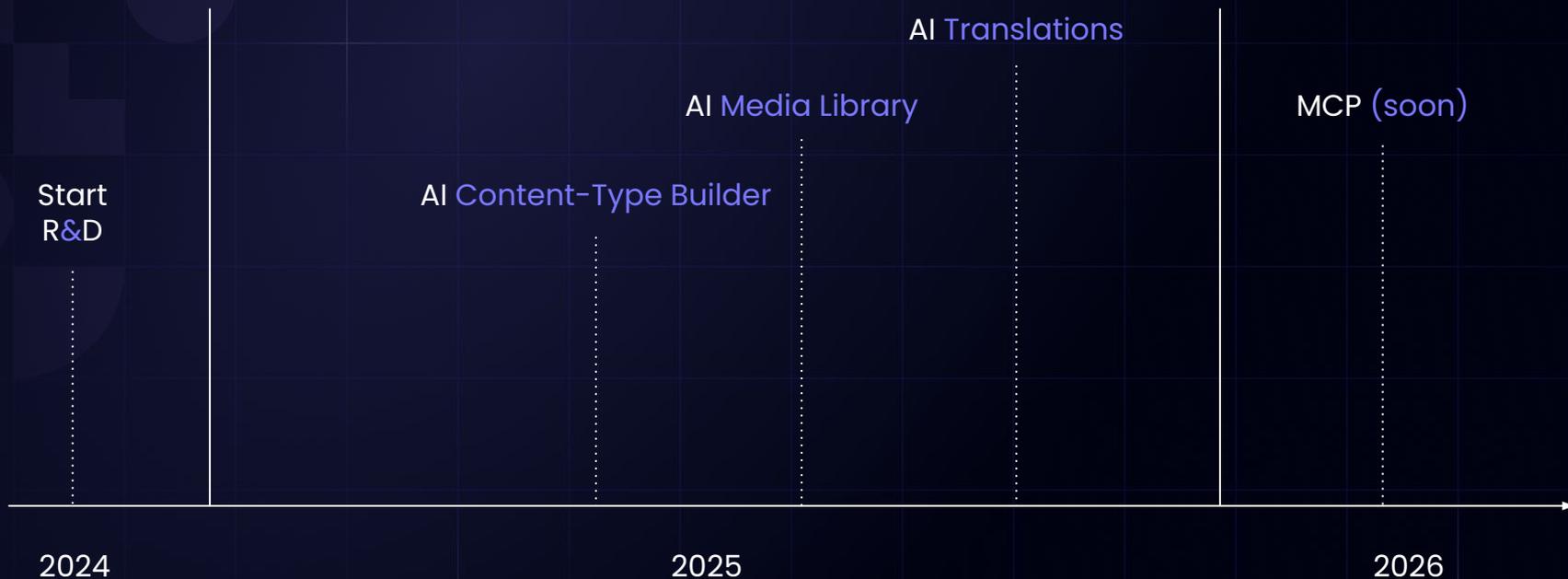
## Introducing Strapi AI



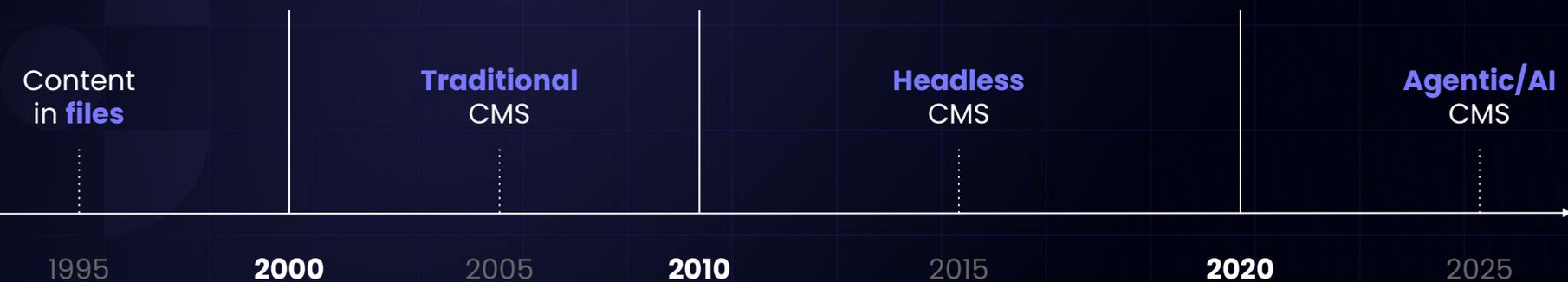


# From software to AI software

## Introducing Strapi AI



# Creating a new category



# Incubating

The only rule is  
there are **no rules**.

- Lead: Co-founder & CPO
- 3 of our best Engineers, 1 Product Designer
- Separate team (private Slack channels)
- Freedom of processes
- Freedom of tools
- Freedom of stack
- Freedom of budget
- Pre-seed culture (do don't ask)
- In-person weeks



**Launching**



**Robin Honnart** · 1st  
Building AI workflows you can trust  
Amazing job **Pierre Burgy - Strapi** & **Aurélien GEORGET** and all the Strapi team  
Like · 3 | Reply · 1 reply

**Amine SKITIQUI** · 1st  
Investment Manager chez SGPA  
What a moove for **Strapi** ! Congrats **Pierre Burgy - Strapi, Aurélien GEORGET** and the team  
Like · 1 | Reply · 1 reply

**Kiran Unnikrishnan** · 1st  
Associate Director | DX Practice Leader | Chief Architect  
I'm loving this! Congratulations **Pierre Burgy** and **Strapi** team! As someone who has been exploring Fimo since its beta phase, I see strong potential for collaboration, and the concept closely aligns with a framework we're currently building in-house for our clients. Way to go  
Like · 1 | Reply

**Andre Landgraf** · 1st  
All Things Web | DevRel neon.com @ Databricks  
Let's go! Congrats on the launch!

**Claire Gouze** · 1st  
Co-founder & CEO @nao Labs | YC X25  
That's huge !!! Trying it right away  
Like · 3 | Reply · 1 reply

**Cedric Blanchard** · 1st  
Shipping Products that matter | Host @Le French Product  
This really is top-notch! Huge slap in the face!  
1 like · 2 | Reply · 1 reply

**Prathusha Nammi** · 1st  
Web Application Developer  
**Fimo.ai** is exactly what teams need right now. Built by the founders of **Pierre Burgy - Strapi**, it brings real CMS expertise with AI at the center. It makes building and managing websites so much easier faster updates, better SEO, and live collaboration. Definitely a strong tool for anyone looking to launch or scale a website quickly. Congratulations to the **Strapi** and **Fimo.ai** team!  
Je vous souhaite le meilleur.  
Like · 3 | Reply · 1 reply

**Pierre Burgy - Strapi** · You  
Co-founder & CEO of Strapi  
1w · 4  
We're EXTREMELY excited to launch **FIMO.AI** 🎉 Building a website that fits your needs used to be way too complicated. With **Fimo.ai**, you can **create one today, in minutes!**  
**Fimo.ai** is an **AI-native CMS** where your website lives, collaborates, and evolves with AI.  
Existing vibe coding tools are great for building apps, but **websites have specific requirements**. We've spent the last 10 years building Strapi, the most popular open-source Headless CMS. We know what is important for users: translate content, reuse assets, optimize SEO/GEO, update content, A/B test, personalize pages, schedule releases, review workflows, etc.  
You save time and money, while increasing your visibility and converting more! Our vision is to help you create, update, translate, test, and continuously optimize it for SEO/GEO.  
Here are some of the top features:  
- **Build Together**: See who from your team is doing what, in real-time.  
- **Live Preview** (with visual control): Click any element to tweak styles and properties.  
- **Built-in CMS**: Manage the content of your website with a great CMS.  
- **Media Library**: Keep all your assets organized in one place.  
- **Code**: Jump into code when you need it (enjoy the split views!).  
- **Content History**: Go back to previous versions of your website  
- **Publish**: Go live globally in one click with secure, built-in hosting.  
We've put a lot of love into building **fimo.ai**, and we really hope you'll enjoy the product as much as we do.  
Try it for free: **fimo.ai**  
Let us know if you have any feedback - thank you for the support!  
Forever in motion



**Nicolas Lecomte** · 1st  
Building Blaxel (YC X25)  
Congrats on the launch this was so needed!  
Like · 3 | Reply · 1 reply

**Steven Fabre** · 1st  
CEO at Liveblocks | Make your product collaborative like Figma and Goo...  
Let's go  
Like · 3 | Reply · 1 reply

**Arthur Bouhanna** · 1st  
Building what SMBs are missing  
Well done team  
cc **Antoine Karim Sébastien Gabriel** this might interest you

**Benoit El Amrani** · 1st  
Tech Lead Web | Co-fondateur de Pickbeam | CMS Headless | Compos...  
Huge congratulations **Pierre Burgy - Strapi Aurélien GEORGET!** After seeing what you achieved with Strapi, I'm not surprised to see you shipping something new and exciting. You are truly a killer team.  
Love · 3 | Reply · 2 replies

**Jean-Patrice Anciaux** · 1st  
VC / General Partner @ISAI  
🎉🎉 Go Fimo! Congrats **Pierre Burgy - Strapi Aurélien GEORGET!**  
Like · 1 | Reply · 1 reply

**Nikolay Rodionov** · 1st  
Co-founder @Alpic. Investor & Mentor @Companies. Previously founder...  
Really cool! Congrats **Pierre Burgy - Strapi Aurelien Georget!**  
Like · 3 | Reply · 1 reply

**Louis-Nicolas Roussel** · 1st  
Fractional DevRel & GTM engineer | The AI Collective - Paris Chapter Le...  
just tried it to generate an artistic website to advertise a book, really impressive result for 1 prompt!

**Alexis Robert** · 1st  
General Partner at Kima Ventures  
Congrats!! Super happy for you **Pierre Burgy - Strapi, Aurelien Georget** and the whole **Strapi** team! Can't wait to test it

# Challenges

- Rest of the team
- Context shift
- Overlap

## Next steps

- Iterate based on user feedback
- Clarify positioning
- Elude confusion (not a new company)
- Explore synergies

**Thank you!**

[pierre@strapi.io](mailto:pierre@strapi.io)