

## Program Overview

# Augment MBA

# The MBA for Entrepreneurs

---

*Dear Entrepreneur,*

*I'm Ariel Renous, CEO and co-founder of the Augment Business School.*

***People often ask why we built Augment. They've never seen anything like it, so they're curious about where the idea came from.***

*I wish I could credit a spark of genius or some profound insight. But Augment was no spark of genius. We built it because we had to.*

*In 2020, my co-founder Roy Wellner and I were sitting in the classroom of one of the most prestigious and exclusive business schools. To our surprise, our professors were academics who preached textbook theories and had little, if not zero, practical business experience.*

***The traditional MBA system is broken for entrepreneurs. It's too expensive, time-consuming, and not practical.***

*So, we set out to build the MBA program we dreamed of.*

*An MBA for entrepreneurs, by entrepreneurs: entirely practical, taught by the world's greatest entrepreneurs, on your terms, and costing less than 1% of a traditional MBA.*

*A community of thousands of entrepreneurs supporting and learning from each other.*

*Welcome to Augment!*



CO-FOUNDER, AUGMENT

# The Augment MBA

Everything taught in an MBA, updated for the real business world, with the world's greatest entrepreneurs.

## About the Program

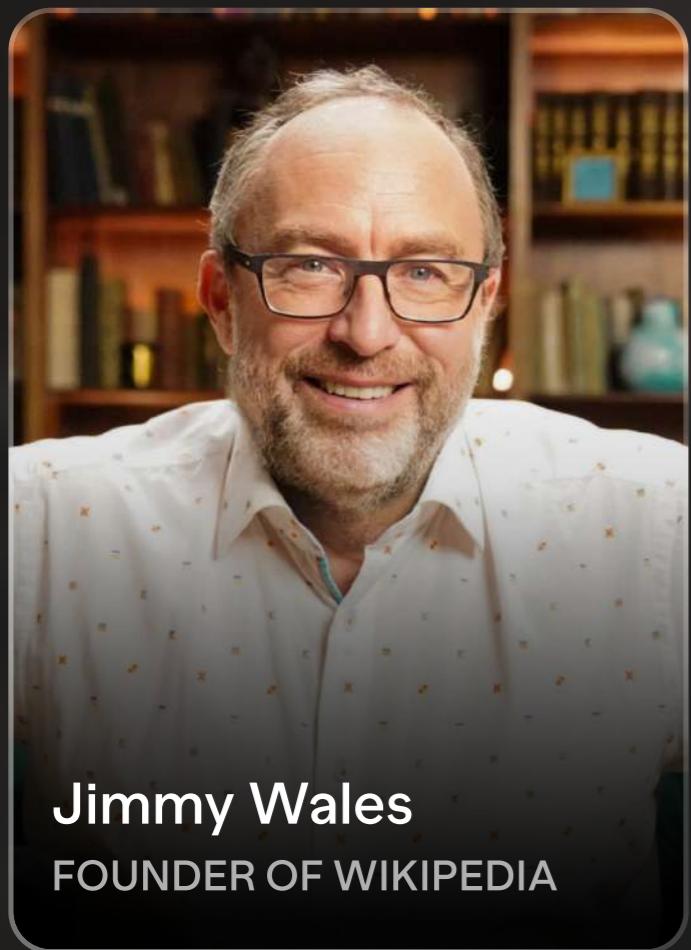
-  Curriculum covering today's most critical business topics
-  Taught by legendary founders and executives
-  New courses released every month
-  In-person networking events in the US, Middle East & UK
-  Weekly live classes with world-class entrepreneurs and operators
-  LinkedIn certificate awarded upon program completion

Like any MBA, Augment covers the frameworks that guide the formation and growth of companies - from value creation to sales, finance, and more. But most importantly, we also teach the lessons you can't get from a traditional MBA: actionable tools, techniques, and industry secrets - known only by the best in the world.

[ENROLL NOW →](#)

# Meet Your Instructors

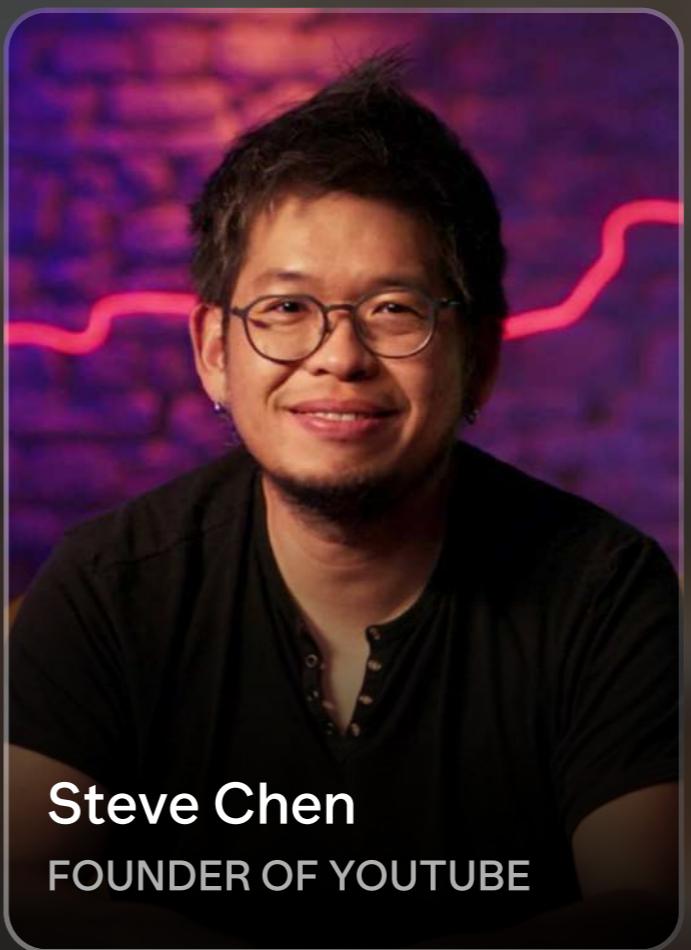
These are the faces of Augment. Once aspiring entrepreneurs, who went on to reshape the world. Their insights built the world's greatest companies - and now they're here to help you build yours.



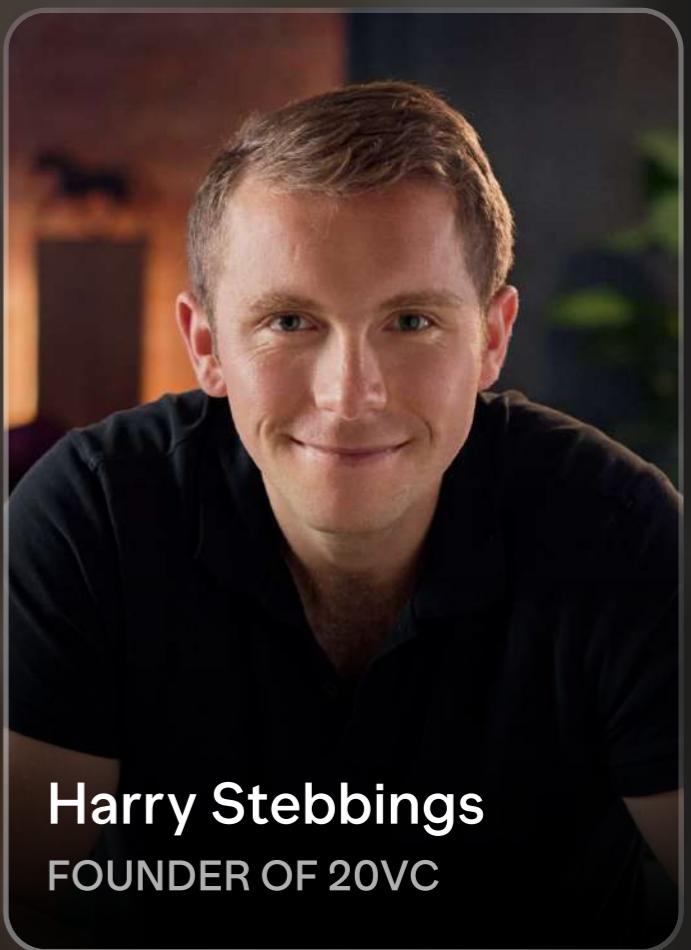
**Jimmy Wales**  
FOUNDER OF WIKIPEDIA



**Ann Hiatt**  
1ST CHIEF OF STAFF, GOOGLE



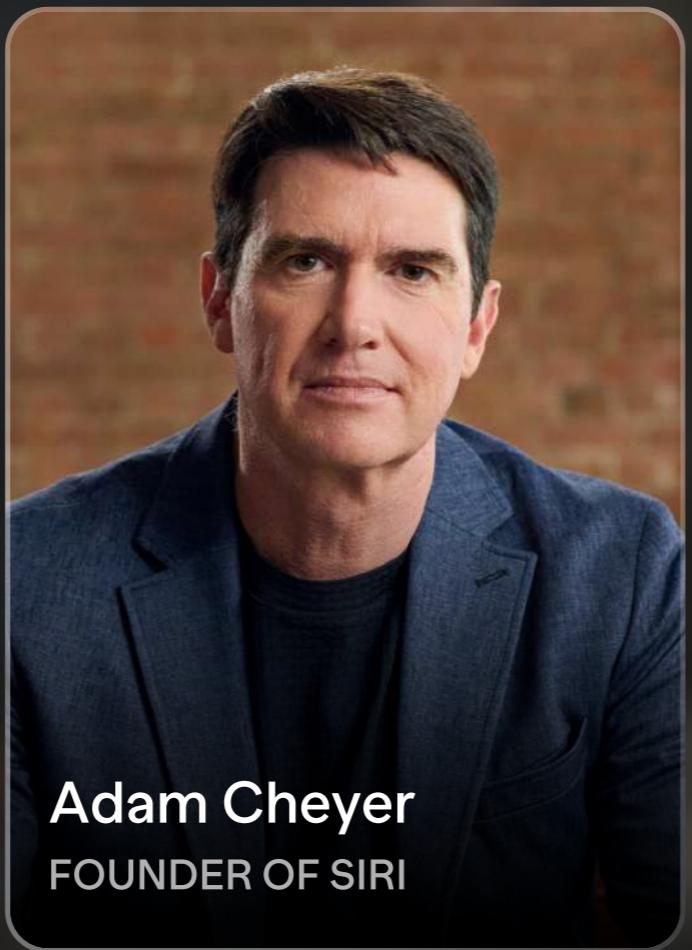
**Steve Chen**  
FOUNDER OF YOUTUBE



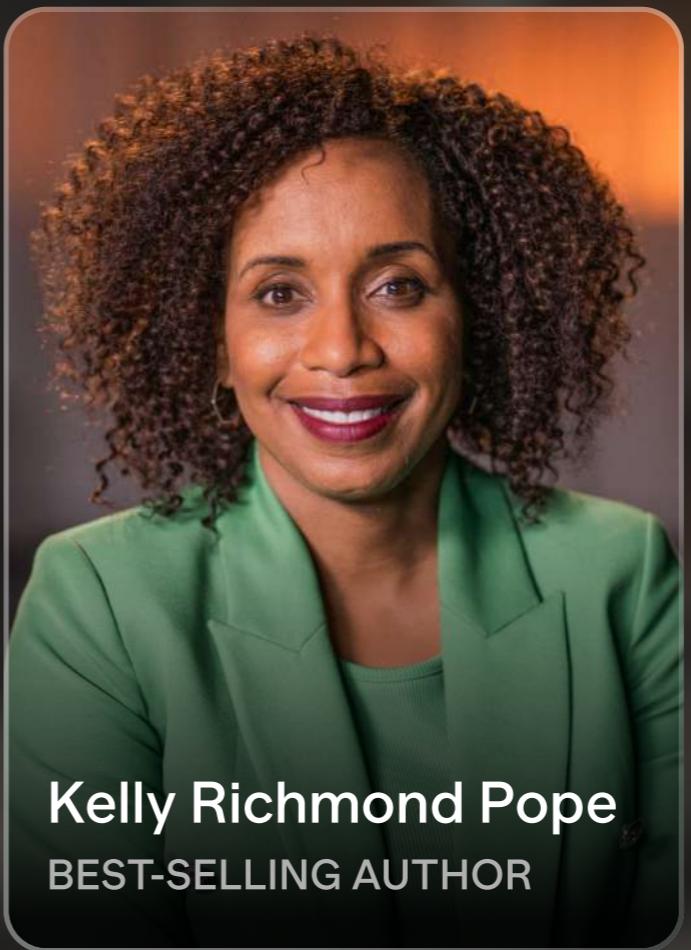
**Harry Stebbings**  
FOUNDER OF 20VC



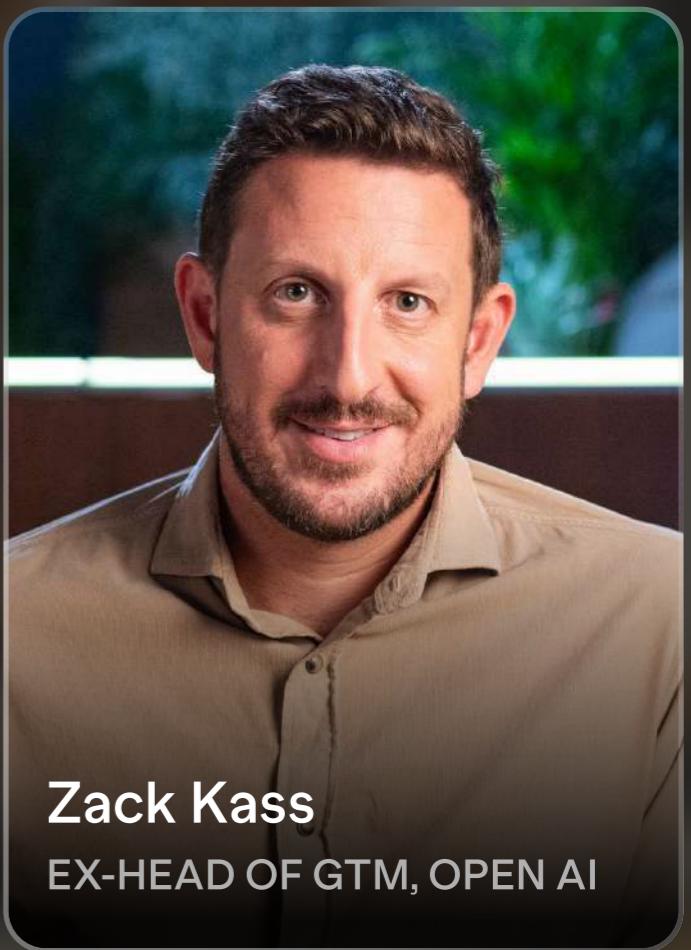
**Uri Levine**  
FOUNDER OF WAZE



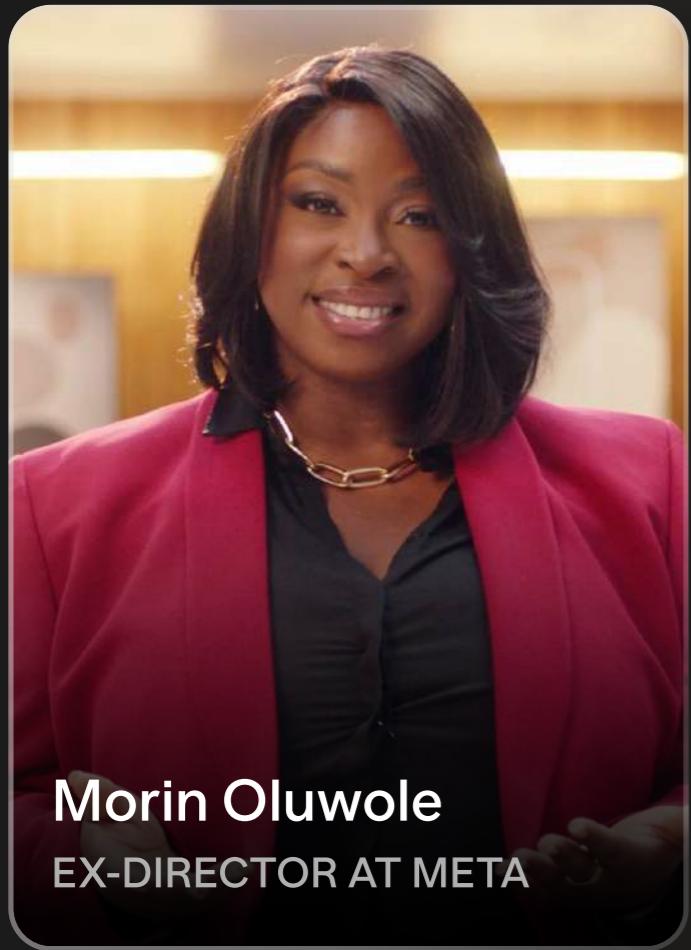
**Adam Cheyer**  
FOUNDER OF SIRI



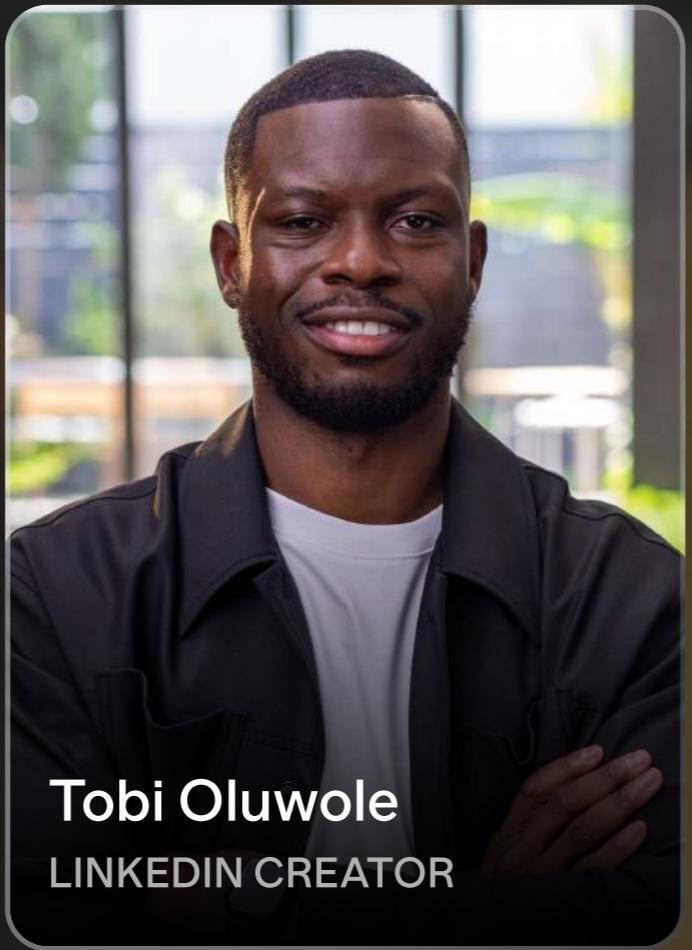
**Kelly Richmond Pope**  
BEST-SELLING AUTHOR



**Zack Kass**  
EX-HEAD OF GTM, OPEN AI



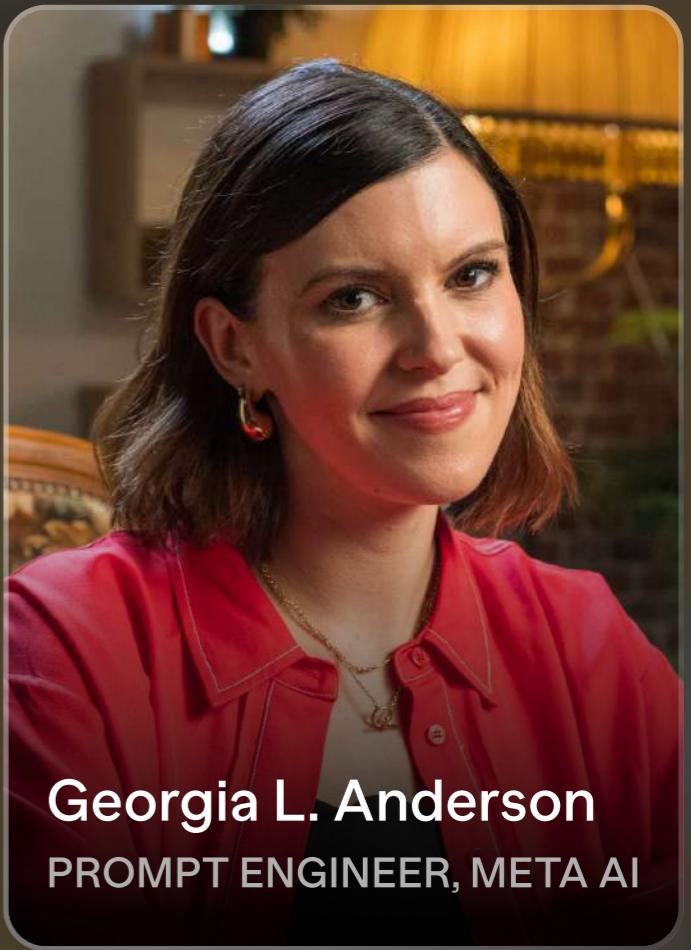
**Morin Oluwole**  
EX-DIRECTOR AT META



**Tobi Oluwole**  
LINKEDIN CREATOR



**Jeffrey Gitomer**  
BEST-SELLING AUTHOR



**Georgia L. Anderson**  
PROMPT ENGINEER, META AI

# Community

Build your network with 10,000+ ambitious entrepreneurs through real-world events and live sessions.

## OUR COMMUNITY

We couldn't call the Augment MBA world-class without a community to learn and grow alongside you.

That's why we built an entrepreneurial support network directly into Augment - a space where ideas and business relationships can truly flourish.

By joining Augment, you also gain access to this community through live webinars, discussion groups, and in-person meet-ups with some of the greatest founders of today and tomorrow. All hosted in incredible cities like NYC, SF, London, Dubai and more.

An invaluable network for any entrepreneur.

## Support Network

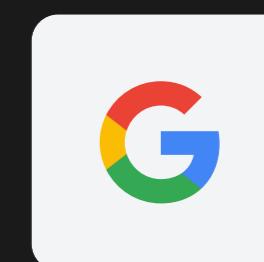
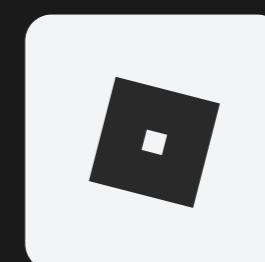
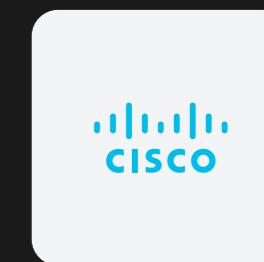
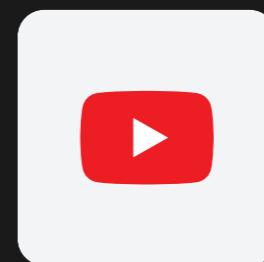
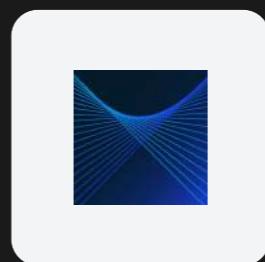
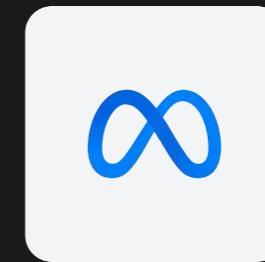
 In-person events in the US, Middle East and UK

 Weekly webinars with successful founders (e.g. Shazam)

 Online community for discussions and peer support

 Group study sessions with peers

## Augment Alumni Work With



# Feedback from Our Students

Most of our students go on to launch and grow their own companies - while others scale existing ventures or take on leadership roles in big companies.

“Augment transforms how you approach business with lessons from the world’s best founders”

Andy Smith - Founder of StrategIQ



Rated 4.8 out of 5 stars on Trustpilot



Excellent

## What an MBA should be

Balancing fintech, motherhood and entrepreneurship felt hard, but Augment's self-paced MBA made learning flexible and energizing. Will definitely recommend their program.

Faye Ana-Corpuz



Excellent

## Perfect for entrepreneurs

I have completed multiple post-graduate certificates in my life and always felt relief at the end. This time, I felt a sense of loss when I had no new classes to attend.

Ted Burgess



Excellent

## A+ learning experience

I now work as a consultant at BCG and am really impressed by how much I can leverage the different courses (especially the one on international expansion) in my daily professional job.

Thibault Genouville



Excellent

## The edge I was looking for

This course has made me stop and think about what I'm doing and knowing what I do now, how would I have done things differently. This will give me the edge I'm looking for.

Liz Allan



Excellent

## Highly recommended

Great content, format and presentation. The content is crisp and great! The teachers are masters and have huge success stories. Love the format, notes and lessons!

Swaroop Rath



Excellent

## Just brilliant

A sense of community beyond the education. The modules provided are not just theory. They are practical and I have already applied what I've learned and seen tremendous results!

Jamaal Bethea





# The Augment MBA Curriculum

# Strategy & Innovation

69 MICRO LESSONS

4H VIDEOS

3 CASE STUDIES

How do ideas turn into profitable companies? Learn the fundamentals of business strategy.

## Key Skills

 Evaluate if a business idea is worth pursuing

 Identify market opportunities in your niche

 Create an optimized business model

 Measure your performance and optimize margins



## CASE STUDIES

 Why Advertising Would Hurt Wikipedia's Business

By Uri Levine - Founder of Waze

 Market Sizing: Waze's Qualification Matrix to Measure TAM

By Uri Levine - Founder of Waze

## ABOUT THE MODULE

Why do some ideas get millions in investment while others struggle to raise a penny? How can you tell if a business has multi-million (even billion) dollar potential?

Strategy and Innovation go hand in hand. Yes, you have a multi-million dollar idea, but can you turn it into a thriving business? In this module, Jimmy Wales (Wikipedia) and Uri Levine (Waze) will guide you through the thinking process needed to access an idea and position it within the market.

TAUGHT BY

WIKIPEDIA 

# Entrepreneurship

188 MICRO LESSONS

9H VIDEOS

3 CASE STUDIES

The mindset and tactics you need to be a world-class entrepreneur.

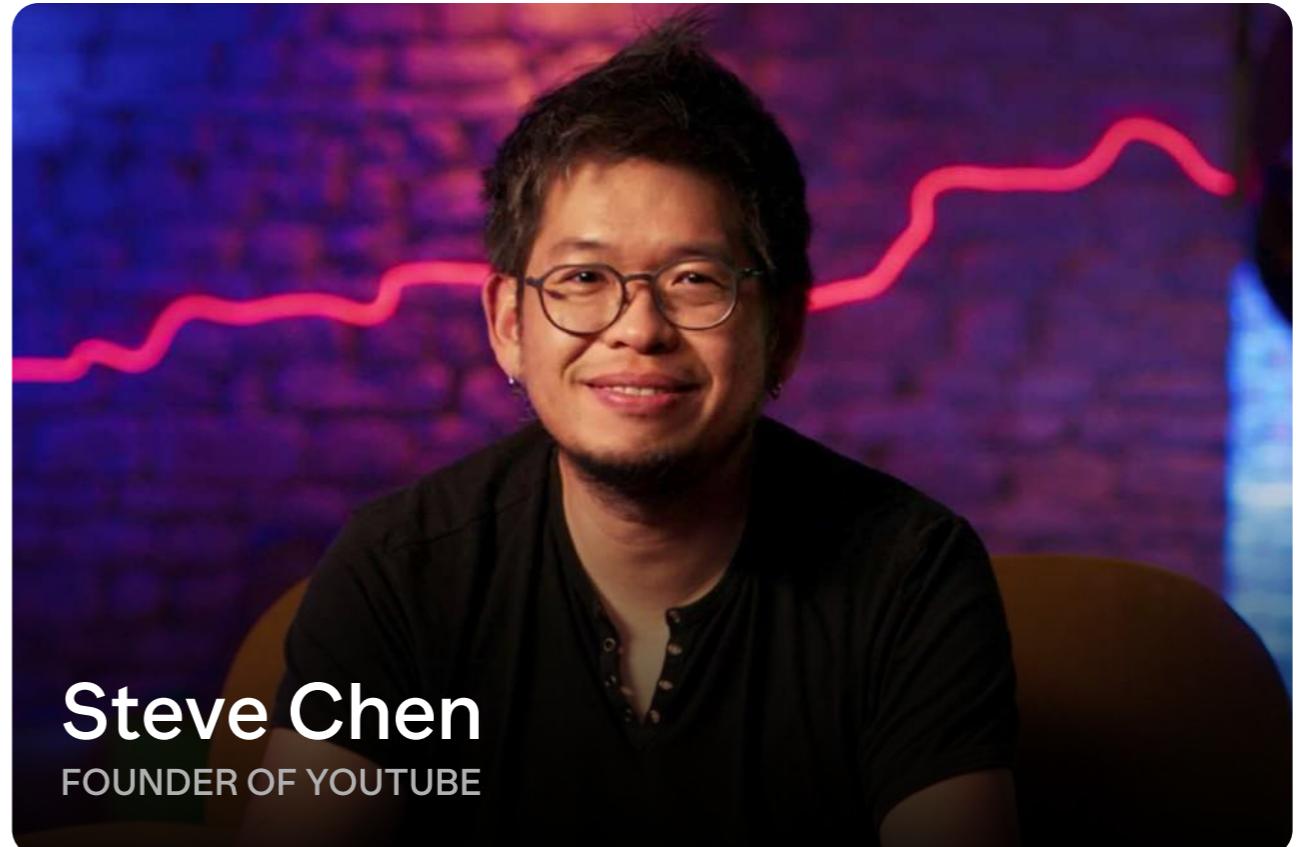
## Key Skills

 Find and execute a winning business idea

 Recruit your co-founder and early team

 Get your first 100 paying customers

 Scale your company to a successful exit



**Steve Chen**

FOUNDER OF YOUTUBE

## CASE STUDIES

 Competing With Giants: How Wikipedia Took on Google

By Jimmy Wales - Founder of Wikipedia

 Picking a Market: How Eventbrite Won by Picking a Niche

By Renaud Visage - Founder of Eventbrite

## ABOUT THE MODULE

To succeed as an entrepreneur, you need a mindset that others may call 'delusional'. For example, Steve Chen launched YouTube 5 days after Google Video. No one believed it would work... but it did.

You, like every founder teaching this program, will have to overcome business challenges, whether it's a failure, disbelief, or even bankruptcy. The minds behind YouTube, Waze, Shazam, Eventbrite, Wikipedia, and Lime will teach you to solve hard problems.

TAUGHT BY

 **YouTube**  **waze**  **SHAZAM**  **eventbrite**

# AI for Business

94 MICRO LESSONS

1.5H VIDEOS

2 CASE STUDIES

Transform your relationship with AI from anxiety to confidence and position yourself at the forefront of the greatest business revolution of our lifetime.

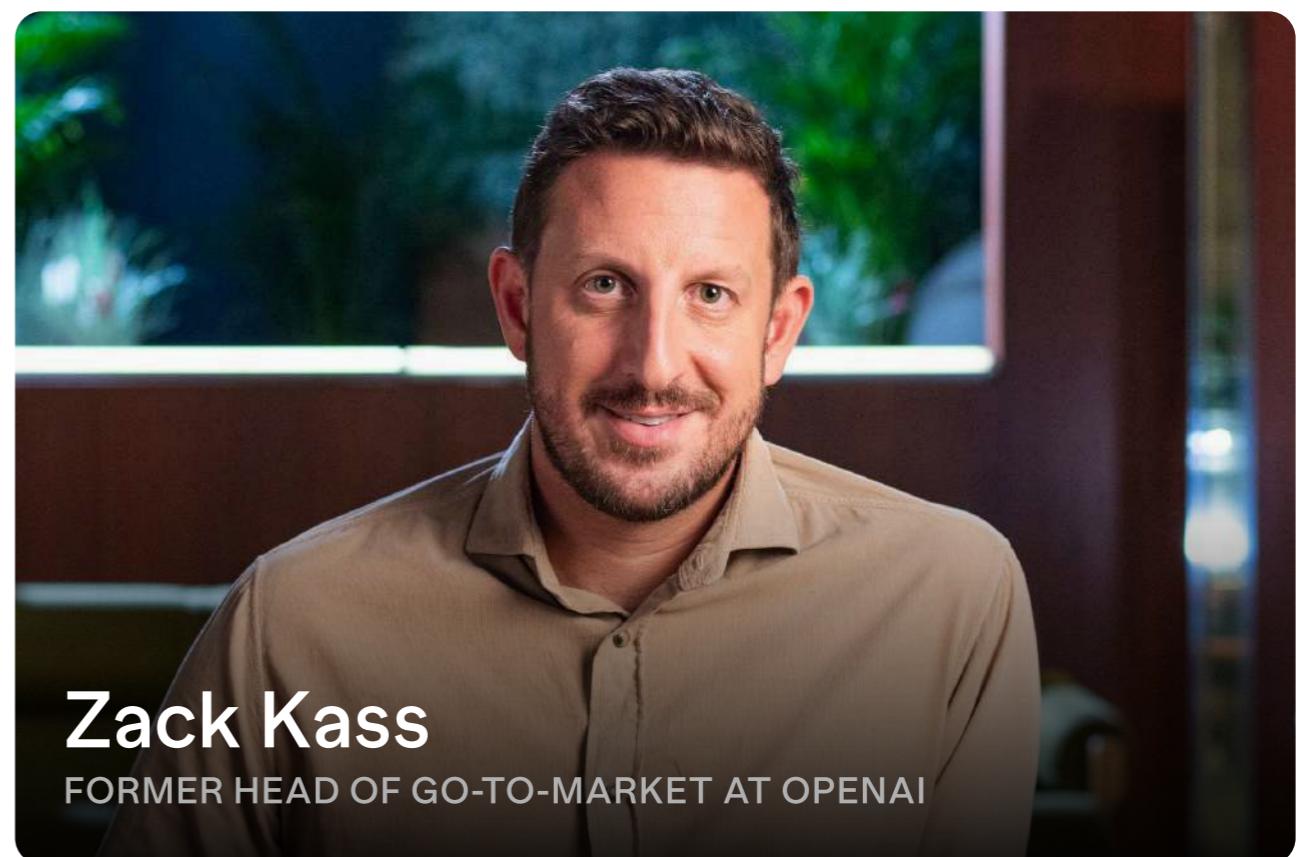
## Key Skills

 Understand how to leverage AI to multiply your impact

 Turn AI into a real competitive advantage

 Build smarter systems using AI across your business

 Master prompt engineering for better ChatGPT results



**Zack Kass**

FORMER HEAD OF GO-TO-MARKET AT OPENAI

## CASE STUDIES

 How the Top 1% of Businesses Are Leveraging AI for Growth

By Zack Kass - Former Head of GTM at OpenAI

 5 AI Shifts That Are Reshaping How Leaders Work

By Zack Kass - Former Head of GTM at OpenAI

## ABOUT THE MODULE

AI is already transforming how modern businesses operate. But while some entrepreneurs are only scratching the surface, the real advantage goes to those who know how to use it effectively.

In this module, we will shift your mindset and give you the strategic clarity to thrive in an AI-driven world. You'll also discover proven strategies used by Fortune 500 companies to give your business a real competitive edge and drive meaningful growth.

TAUGHT BY

**OpenAI**

# AI Prompt Engineering

74 MICRO LESSONS

1.5H VIDEOS

2 CASE STUDIES

Learn how to guide AI with precision, write prompts that consistently work, and turn ChatGPT into your most powerful professional tool.

## Key Skills

 Master the 3 key elements of every effective AI prompt

 Apply few-shot and chain-of-thought prompting

 Prompting Do's and Don'ts

 Prompt effectively for writing, research, and strategy



**Georgia Lewis Anderson**

PROMPT ENGINEER AT META AI

## CASE STUDIES

 Build Your Company's Internal ChatGPT Assistant

By Georgia Lewis - Prompt Engineering Expert, ex-Meta

 10 Prompts That Change the Way Founders Use ChatGPT

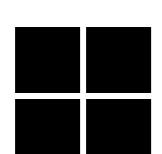
By Georgia Lewis - Prompt Engineering Expert, ex-Meta

## ABOUT THE MODULE

AI is only as powerful as the instructions you give it. While most people use tools like ChatGPT at a surface level, the real advantage goes to those who know how to prompt with precision.

In this module, you'll learn how to brief AI like a pro, using the same techniques applied at companies like Meta and Google. You'll gain the mindset, skills, and systems to turn AI into a reliable partner for writing, decision-making, strategy, and more.

TAUGHT BY

 Microsoft  Google  Meta

# Leadership

122 MICRO LESSONS

6H VIDEOS

3 CASE STUDIES

Become a world-class leader: create, inspire, and grow world-class teams.

## Key Skills

 Achieve ambitious goals with your team

 Master time management & reduce complexity

 Use imposter syndrome to your advantage

 Run effective meetings (the Amazon-way)



**Ann Hiatt**

GOOGLE & AMAZON

## CASE STUDIES

 [Running Effective Meetings With Amazon's Two Pizza Rule](#)

By Ann Hiatt - First Chief of Staff at Google

 [Creating Time for Thinking: Lessons from Jeff Bezos and Eric Schmidt](#)

By Ann Hiatt - First Chief of Staff at Google

## ABOUT THE MODULE

What do you, Jeff Bezos, and Eric Schmidt have in common? Ann Hiatt. If you thought leadership was about hours spent in the boardroom, prepare to be surprised.

In this module, Ann (Google's first Chief of Staff & Executive Business Partner to Jeff Bezos) and Rend Stephan (Managing Director at BCG) will teach you the skills to lead start-ups, SMEs, and multinational corporations. You will master organizational psychology, the Anti-Complexity Framework and learn how to build a high-performance environment at scale.

TAUGHT BY

**Google**  **BCG**

# Sales & Negotiation

 85 MICRO LESSONS

 4.5H VIDEOS

 2 CASE STUDIES

Master the psychology of purchasing and align your product with customer needs.

## Key Skills

 Know why your customers want to buy your product

 Position yourself as a trusted advisor and the solution

 Create a buying experience people love

 Overcome hesitation and close more deals



## CASE STUDIES

 How Zapo's Return Policy Alleviates Customer Concerns

By Jeffrey Gitomer - Bestselling Sales Author

 How HubSpot Uses Inbound to Create a Strong Foundation for Sales

By Jeffrey Gitomer - Bestselling Sales Author

## ABOUT THE MODULE

Why do people buy? This is the most important question in sales (and perhaps even in business). Creating loyal, happy customers is the fuel for your engine. But how do the best companies get you to buy without feeling 'sold'?

Jeffrey Gitomer (aka the King of Sales), author of the best-selling sales book of all time (of course), will teach you how. By learning the psychology of decision-making, you'll understand how to position your product/service as not only desirable but differentiated in the market.

TAUGHT BY



# Business Operations

82 MICRO LESSONS

4H VIDEOS

3 CASE STUDIES

Streamline your business, optimize growth, and become a world-class operator.

## Key Skills

 Scale your operations based on customer feedback

 Lead teams successfully through any crisis

 Forge strategic partnerships to grow your business

 Build and nurture a thriving customer community



## CASE STUDIES

 The Friction Reduction Framework to Build Incredible Products

By Chris Barton - Founder of Shazam

 Community Building - The Wikipedia Playbook

By Jimmy Wales - Founder of Wikipedia

## ABOUT THE MODULE

How do you get Lime bikes across 230 cities? Exceptional operations. The founders of Lime, Shazam, and Wikipedia each faced different hurdles on their journey to \$1B+. But the business principles underpinning their success are similar.

This module will teach you how to maximize your processes in a range of industries. With in-depth analysis of the operational structures in both the instructor's companies and other industry leaders like Starbucks and Apple.

TAUGHT BY

**WIKIPEDIA**  **Lime**  **waze**  **SHAZAM**

# Management

85 MICRO LESSONS

4H VIDEOS

2 CASE STUDIES

Get stuff done (well). The toolkit for running a productive & motivated team.

## Key Skills

 Motivate your team and drive them to achieve their best

 Make and implement hard decisions

 Hire effectively and avoid the halo effect

 Become a mentor your team trusts



## CASE STUDIES

 Alignment: Lessons From Building the Team Behind YouTube

By Steve Chen - Founder of YouTube

 Eventbrite and the Massive Transformative Purpose

By Renaud Visage - Founder of Eventbrite

## ABOUT THE MODULE

Managers are motivators who are also responsible for getting ‘the trains to run on time.’ Inspiration will only get you so far — if your team can’t meet deadlines, your business will start losing money.

This module is taught by incredible managers (ex-director at Meta, Founder of Eventbrite, and more). From avoiding hiring biases (the halo effect) to creating environments that foster creative ideas (YouTube’s 100% transparency policy), you’ll know how to develop trust in management, build teams that self-regulate, and inspire people to feel a deep sense of personal responsibility.

TAUGHT BY



YouTube



Meta



Lime



waze



eventbrite

# Financial Accounting

128 MICRO LESSONS

6.5H VIDEOS

2 CASE STUDIES

Learn to interpret numbers like a CFO. Make ambitious, data-driven decisions.

## Key Skills

-  Make strategic business decisions based on data
-  Assess the health of any business
-  Analyze balance sheets of public and private companies
-  Develop sound business strategies



## CASE STUDIES

-  Apple Inc: Financial Ratios of a Trillion-Dollar Company  
By Kelly Richmond Pope - Accounting Professor & Author
-  'Coffee Shop Accounting' - Practical Examples From the Real World  
By Kelly Richmond Pope - Accounting Professor & Author

## ABOUT THE MODULE

A number on a financial statement represents a collection of decisions, stories, and meetings. If you know what these numbers mean, then you know how to make strategic financial decisions.

Kelly Richmond Pope, forensic accountant, professor, and best-selling author of 'Fool Me Once' is going to teach you how to really understand a company's finances. You'll know how to ask the right questions, see through balance sheets, and evaluate a company's financial health. Essential skills that will give you the confidence to turn financial data into actionable business strategies.

## TAUGHT BY



DEPAUL UNIVERSITY

# Personal Branding

94 MICRO LESSONS

1.5H VIDEOS

2 CASE STUDIES

Learn to build a powerful personal brand and leverage LinkedIn to drive business growth.

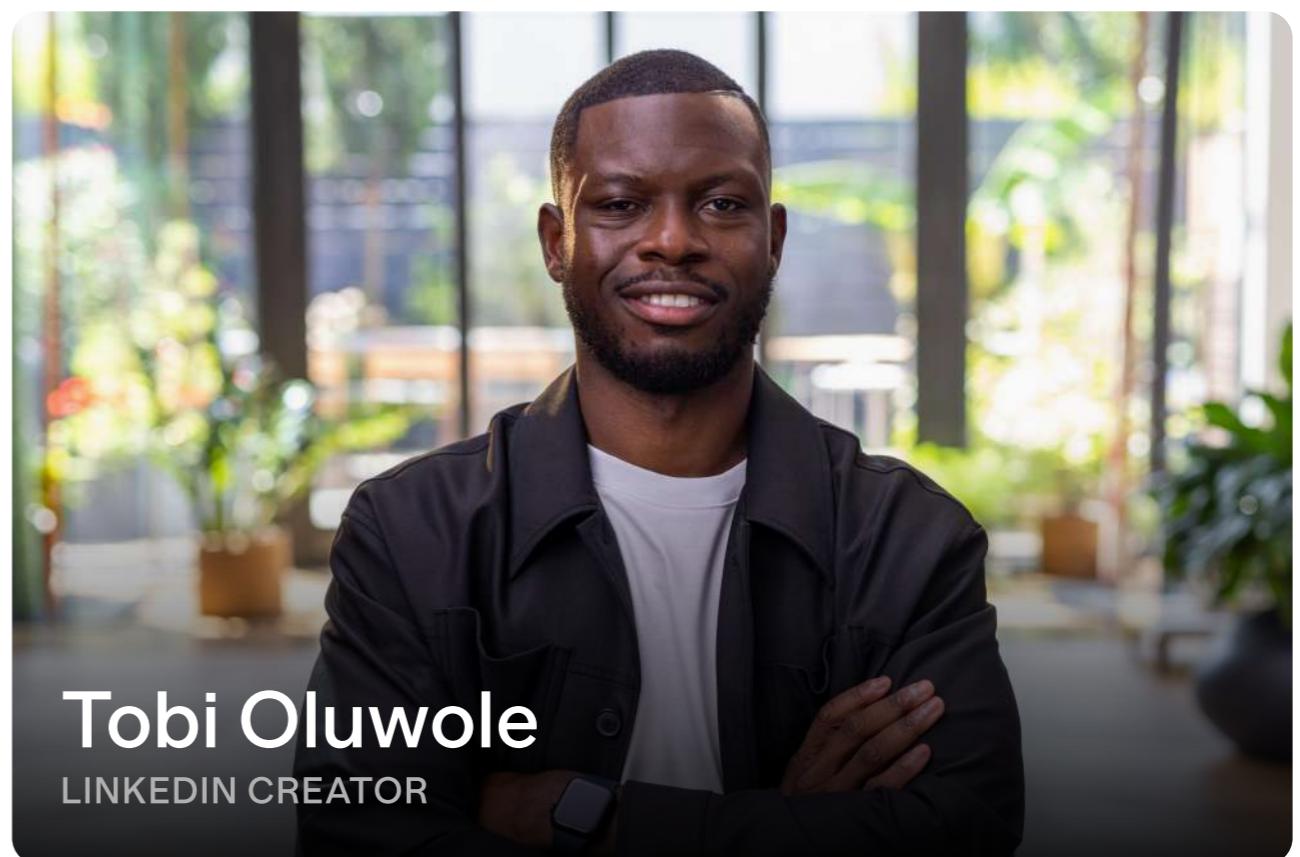
## Key Skills

 Build a strategic personal brand that opens doors

 Create engaging content that resonates with your audience

 Master the LinkedIn algorithm to maximize reach

 Convert your brand into business opportunities



**Tobi Oluwole**  
LINKEDIN CREATOR

## CASE STUDIES

 [Augment.org: How to Quickly Build Credibility as a Startup](#)

By Tobi Oluwole - Serial Entrepreneur & LinkedIn Creator

 [Breakdown: 5 Viral LinkedIn Posts and Why They Were Successful](#)

By Tobi Oluwole - Serial Entrepreneur & LinkedIn Creator

## ABOUT THE MODULE

Your personal brand is your most valuable asset. But how do you build a brand that not only gets noticed but also drives real business growth? LinkedIn creator and serial entrepreneur Tobi Oluwole, will teach you how in this module.

From crafting compelling stories to navigating the intricacies of the LinkedIn algorithm, you'll learn the exact strategies that helped Tobi grow from zero to nearly 300,000 followers in just a few years. Learn to turn your personal brand into a powerful tool to attract investors, recruit top talent, and generate leads.

TAUGHT BY



# Fundraising

94 MICRO LESSONS

1.5H VIDEOS

2 CASE STUDIES

Learn to master the art of fundraising by understanding how investors think and how to pitch in a way that truly resonates.

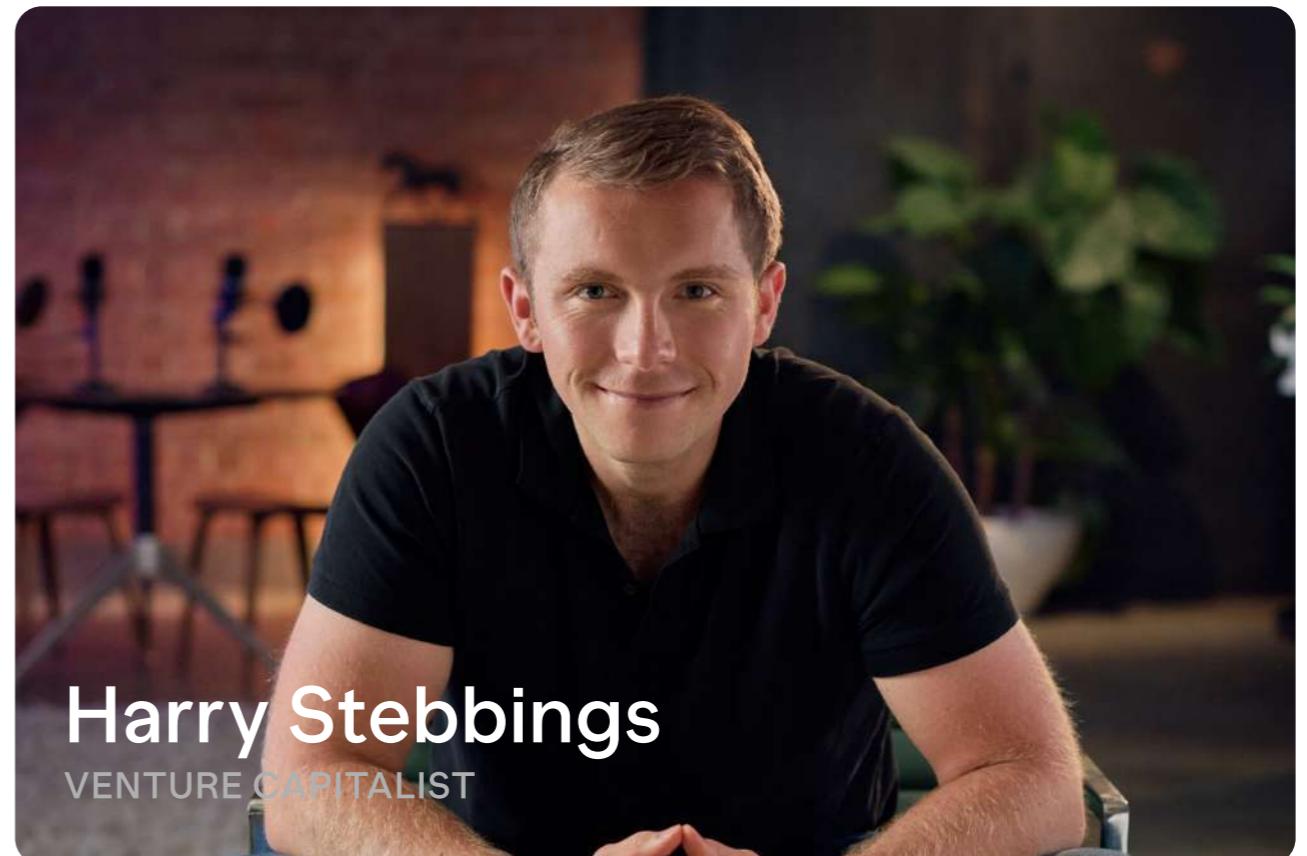
## Key Skills

 Running an effective fundraising process

 Understanding how VCs think and make decisions

 Crafting a compelling pitch and deck

 Negotiating with top investors



## CASE STUDIES

 [Augment.org: How To Reach Out To Investors](#)

By Harry Stebbings — Investor & Venture Capitalist

 [Breakdown: How To Create A Great Pitch Deck](#)

By Harry Stebbings — Investor & Venture Capitalist

Raising money from top investors is never easy, even Canva struggled in their early days. Success comes down to knowing how VCs think and how to engage them effectively.

In this module, you'll learn how to identify the right investors, run a clear fundraising process, craft a compelling pitch, and negotiate with confidence. Harry Stebbings, founder of 20VC and investor in multiple billion-dollar companies, will teach you the practical playbook to raise from the best.

## ABOUT THE MODULE

TAUGHT BY

**20VC**

## Join Augment

-  Up to date curriculum, taught by business legends
-  Join a network of 5,000+ ambitious entrepreneurs - online and in person
-  Designed for self-paced study, accessible anytime via web or app
-  15-minute lessons to boost learning and retention
-  Go deeper with live workshops, handbooks, and quizzes
-  Earn a recognized certificate

[\*\*ENROLL NOW\*\*](#)

## Our Promise

-  **Not happy?**  
Get a full refund within 15 days.
-  **Payment Plans**  
Pay interest-free in up to 5 installments.
-  **Tried & Trusted**  
Rated 4.8 stars on Trustpilot

# FAQs

Frequently asked questions, answers, and everything there is to know about Augment Business School and the Augment MBA.

## What is Augment?

Augment is a Business School for entrepreneurs. We offer practical, real-world courses led by world-class founders & executives. Beyond content, you'll join a vibrant community and connect with like-minded individuals from around the globe.

## Will this actually help me grow my business?

Yes. Over 10,000 entrepreneurs and executives have used Augment to scale businesses, land investments, and lead with confidence.

## An MBA for \$2,450. What's the catch?

Our independence from traditional academic institutions and accreditation bodies means we have much more flexibility than traditional MBA programs. Our mission is to make premium business education accessible.

## I don't have time for this.

Learn in just 15 minutes a day. No fluff, no wasted hours, on your schedule.

## Do you have a payment plan available?

Yes! You can split your payment into 5 interest-free installments.

# FAQs

Frequently asked questions, answers, and everything there is to know about Augment Business School and the Augment MBA.

## Is there a refund policy?

Try Augment risk-free for 15 days. If you don't find value, we'll refund you.

## Is this just video lessons?

No. You'll get live Q&A sessions, in-person meetups and private networking.

## Can I expense this through my company?

Yes. Many students expense Augment as professional development. We can provide documentation upon request.

## What if I already have experience in business?

Augment isn't about basics. It's about learning the exact strategies billion-dollar founders used to scale and lead at the highest level.

## Does Augment offer networking opportunities?

Yes! By joining Augment, you also gain access to a community through live webinars, discussion groups, and in-person meet-ups hosted in incredible cities like NYC, SF, London, Dubai and more.

## Is the content updated regularly?

Yes. We add a new course every month, included in your access.

# Do You Mean Business?

The business world is waiting for you. Its codes, rules, frameworks and language will help you reach new heights.

[ENROLL NOW →](#)