



# The Augment MBA Brochure

World-class business education, taught by the founders of  
Wikipedia, Youtube, Shazam, Waze, and more.

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Augment.org



# Online

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# Self-paced

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# £1,350 tuition



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Kelly Richmond Pope, Accounting Professor & Writer



# Welcome

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# Welcome to Augment

I'm Ariel Renous, one of the co-founders of the Augment Business School. People often ask me why we built Augment. I wish I could credit a spark of genius or some deep insight. But I can't. Truth is, we built Augment out of a desperate necessity.

In 2020, my co-founder Roy Wellner and I were sitting in the classroom of one of the most prestigious and exclusive European business schools. To our surprise, our professors were academics and researchers with little, if not zero, practical business experience. We couldn't believe it.

This is why we decided to build our own version of a business school - a business school like you've never seen before. For entrepreneurs. By the world's greatest entrepreneurs.

→ Your syllabus? The real-world business battleground




Steve Chen, Co-Founder of YouTube  
Renaud Visage, Founder of Eventbrite  
Morin Oluwole, ex Director at Meta





# Meet Your Instructors




**YouTube**

Steve Chen  
FOUNDER OF YOUTUBE




**WIKIPEDIA**

Jimmy Wales  
FOUNDER OF WIKIPEDIA



**Google**

Ann Hiatt  
EX-GOOGLE AND AMAZON



**Lime**

Caen Contee  
FOUNDER OF LIME



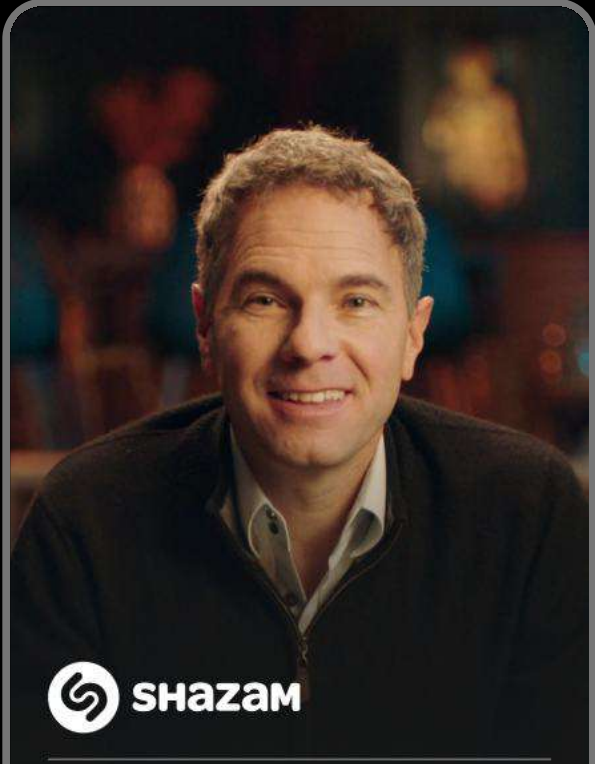
**eventbrite**

Morin Oluwole  
TECH EXPERT



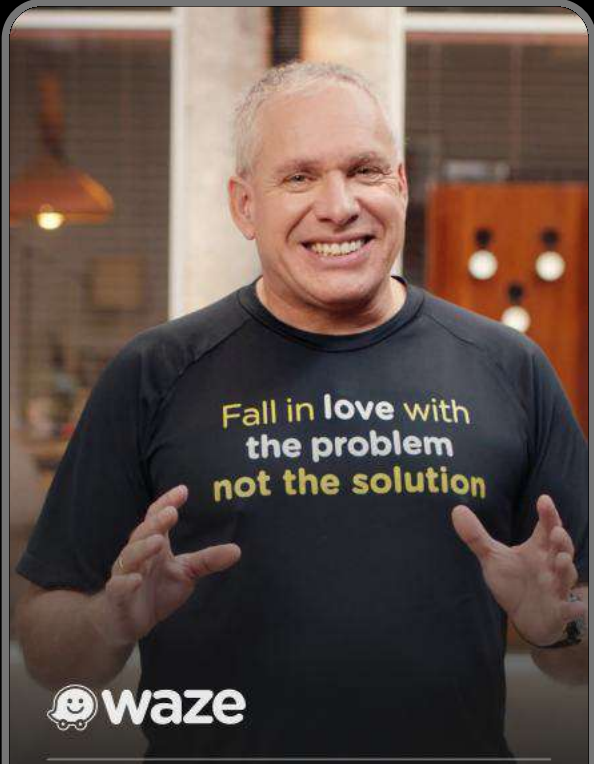
**eventbrite**

Renaud Visage  
FOUNDER OF EVENTBRITE



**SHAZAM**

Chris Barton  
FOUNDER OF SHAZAM



**waze**

Uri Levine  
FOUNDER OF WAZE



**BCG**

Rend Stephan  
EX-MANAGING DIRECTOR AT BCG



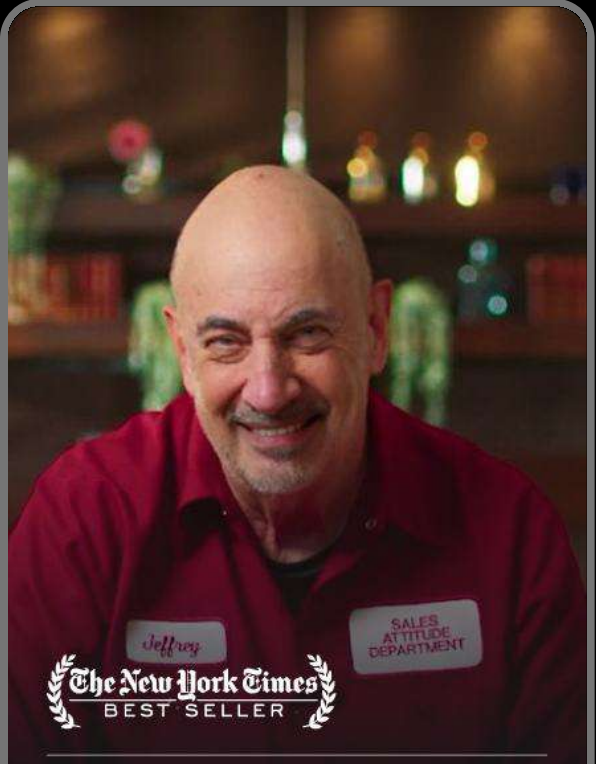
**HUCKLETREE**

Gabriella Hersham  
FOUNDER OF HUCKLETREE



**Kelly Richmond Pope**

BEST-SELLING AUTHOR



**The New York Times**  
BEST SELLER

Jeffrey Gitomer  
BEST SELLING AUTHOR



# Strategy & Innovation

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## Module 1

# Strategy & Innovation

## How do ideas turn into profitable companies?

In this module, Jimmy Wales (Wikipedia) and Uri Levine (Waze) will guide you through the thinking process needed to assess a business idea and position it within the market.

They'll teach you to build problem-first - an invaluable mindset in the business world. Expect to understand the deep workings of what makes a great idea successful, see potential early, and execute strategically.

With each lesson, your instructors will also talk you through their own strategies that have helped them build companies valued at over \$1 billion.

WIKIPEDIA

waze 

## This Module Covers

- The Problem-Oriented Mindset
- Steve Blank's Value Proposition Formula
- Assessing Market Opportunities
- The Customer Discovery Journey
- Selecting A Business Model
- The Customer-Centric Approach
- The Product Adoption Curve

## Case studies include

- 📄 Why would advertising hurt Wikipedia's business?  
By Jimmy Wales - Founder of Wikipedia
- 📄 Waze's Customer Segmentation Framework  
By Uri Levine - Founder of Waze
- 📄 Market-Sizing: Waze's Qualification Matrix  
By Uri Levine - Founder of Waze



Uri Levine, Founder of Waze



# Entrepreneurship

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## Module 2

# Entrepreneurship

The mindset you need to become a world-class entrepreneur

Entrepreneurship is an art that is not just about building companies. It's a mindset - a way to look at products and team building, value creation and operating in the business world.

Adopting an entrepreneurial mindset is key to success at all stages of business. and this module will provide you with insights into how the world's most brilliant entrepreneurs spot ideas, find customers and scale businesses.

You'll gain insight into how to spot the right ideas and turn them into successful companies.

eventbrite

shazam

YouTube

WIKIPEDIA

## This Module Covers

- The Entrepreneurial Mindset
- The Three Ingredients of a Business Idea
- Build a Minimum Viable Product
- Building an Minimum Viable Product  
The Art of Pivoting
- Blue Ocean vs. Red Ocean Markets
- Go-To Market Strategies

## Case studies include

- 📄 Life After Shazam: Why Chris Barton Joined Dropbox and Google.  
By Chris Barton - Founder of Shazam
- 📄 Competing with Giants: How Wikipedia took on Google  
By Jimmy Wales - Founder of Wikipedia
- 📄 The Niche Behind Eventbrite's Success  
By Renaud Visage - Founder of Eventbrite



Gabriela Hersham, Founder of Huckletree



# Leadership

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## Module 3

# Leadership

What world-class leaders do to create, inspire, and grow world-class teams.

This module will provide you with the knowledge needed to lead businesses of all sizes, from start-ups to SMEs to multinational corporations.

At the heart of this module is one simple truth: true leaders create clarity and fight complexity for those around them — in their organizations, products, operations, marketing... You name it.

Leadership is what brings a team together to execute a vision and a strategy. A good leader knows how to navigate through complexity, develop the strengths of colleagues and employees.

## This Module Covers:

- Setting stretch goals: the OKR Framework
- The Sandboxing Framework
- Aligning Missions, Goals and Results
- Task Prioritization Techniques
- Understand and Combating the HIPPO Effect
- Becoming a Heat Shield
- Overcoming the Imposter Syndrome
- The Anti-Complex Framework

## Case studies include

- 📄 Running Effective Meetings: Amazon's Two Pizzas Rule  
By Ann Hiatt, Google's First Chief of Staff
- 📄 Creating Time for Thinking: Lessons from Jeff Bezos and Eric Schmidt  
By Ann Hiatt, Google's First Chief of Staff
- 📄 The incremental Paradox - Lessons from Boeing  
By Rend Stephan



Ann Hiatt, Chief of Staff of Jeff Bezos



# Sales

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Module 4

# Sales

Sales is for everyone in business. In this section, you'll delve into the art and science of sales. This module is designed to equip any entrepreneur and business leader with the tools to drive business growth across industries.

Focused on practical strategies and rooted in modern business scenarios, this course is designed to provide students with the skills needed to thrive in today's competitive marketplace.

You'll delve into the sales process, exploring critical areas like prospecting, relationship building, negotiation, and closing techniques.

This course is taught by Jefrey Gitomer, author of the Best Selling Sales Book of All Time - The Little Red Book of Selling

#1 *The New York Times*  
BEST-SELLING AUTHOR

## This Module Covers

- Discovering the Buying Motive
- Risk Reversal
- Asking the Right Questions
- Communicating in terms of "them"
- Mastering the Pitch



Jeffrey Gitomer, Best selling sales author



# Business Operations

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## Module 5

# Business Operations

In this module, we'll explore the heartbeat of businesses: operations.

From the different types of growth to processing customer feedback and forging partnerships, we'll be looking under the hood of many successful businesses to analyze the operations they put in place to gain a competitive edge.

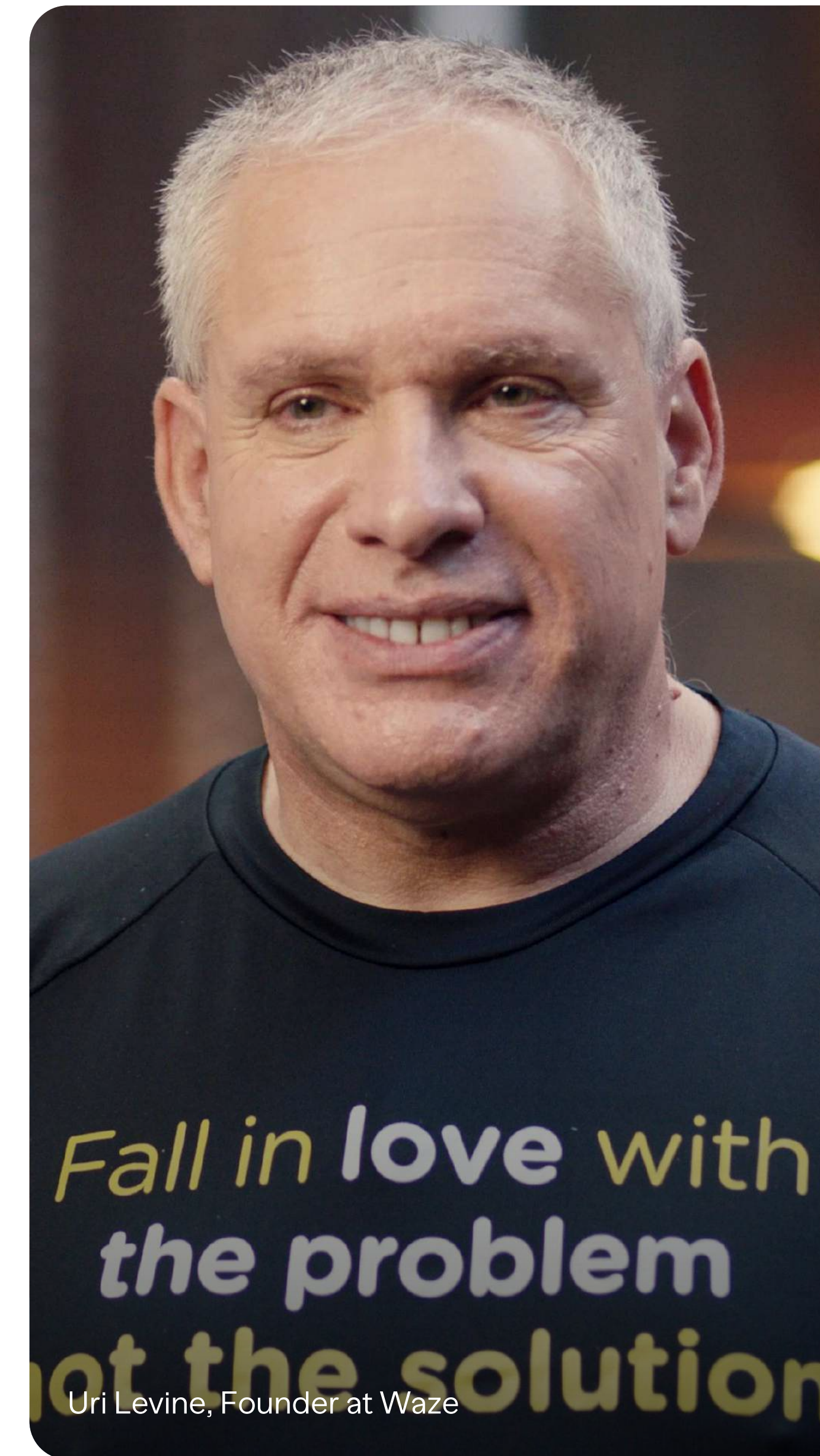
You'll learn about the various processes that are essential to the stability and success of a business.

## This Module Covers

- Processing Customer Feedback
- The Rules of Expansion
- Organic vs. Inorganic Growth
- Defining Company Values
- Forging Business Partnerships
- Authentic Branding

## Case studies include

- 📄 The Shazam Friction Reduction Framework  
By Chris Barton - Founder of Shazam
- 📄 Navigating through Crises: Lessons from Lime  
By Caen Countee - Founder at Lime
- 📄 Community Building - The Wikipedia Playbook  
By Jimmy Wales - Founder of Wikipedia



Uri Levine, Founder at Waze



# Management

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Module 6

# Management

Welcome to the final module of the Augment MBA. This course explores advanced concepts and techniques to help managers move their organizations forward.

In this module we'll delve into specific topics including decision-making, company alignment, mentorship & sponsorship, hiring, firing and more.

It aims to equip students with the tools and knowledge necessary to excel in high-level management roles.

## This Module Covers

- The Science Behind Motivation
- Making Hard Decisions
- Mentorship & Sponsorship
- The Massive Transformative Purpose
- Diversity and Inclusion
- Crisis Management

## Case studies include

- 📄 Alignment: Lessons from YouTube  
By Steve Chen - Founder of Youtube
- 📄 Eventbrite and the Massive Transformative Purpose  
By Renaud Visage, Founder of Eventbrite



Caen Contee, Co-Founder at Lime



# Financial Accounting



Module 7

# Financial Accounting

No business education is complete without a robust knowledge of Financial Accounting.

In this module, you'll learn to interpret and manage financial information, a crucial skill for making informed business decisions.

Learn about the accounting equation, assets, liabilities, equity, income, expenses, and how these elements interact in real-world business situations.

## This Module Covers

- Financial vs. managerial accounting
- The Accounting Equation
- The Three Financial Statements
- Assessing Company Health
- Breaking Down Liabilities

## Case studies include

- 📄 Apple Inc. Financial Ratios  
By Kelly Richmond Pope - Accounting Professor
- 📄 Coffe Shop Accounting Types  
By Kelly Richmond Pope - Accounting Professor



Kelly Richmond Pope,  
Accounting Professor & Writer



# Admissions

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# Tuition

## Augment MBA

- ✓ Program cost £1,350
- ✓ Anywhere, anytime, on any device
- ✓ 15-day money-back guarantee
- ✓ 4 month, part-time commitment
- ✓ Academic instructors
- ✓ Constantly updated curriculum
- ✓ No admission requirements

## Traditional MBA

- ✗ \$100,000 tuition, on average
- ✗ You need to quit your job and move
- ✗ No refund policy
- ✗ 2-year time commitment
- ✗ Academic instructors
- ✗ Outdated, rigid curriculum
- ✗ Tedious admission process



# Admissions

## Online Application 01

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Fill out a brief form so we can get to know you better and determine whether you will be a good fit for Augment.

## Career Consultation 02

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Upon reviewing your application, we will schedule an interview to discuss your career goals and aspirations with an advisor.

## Final Decision 03

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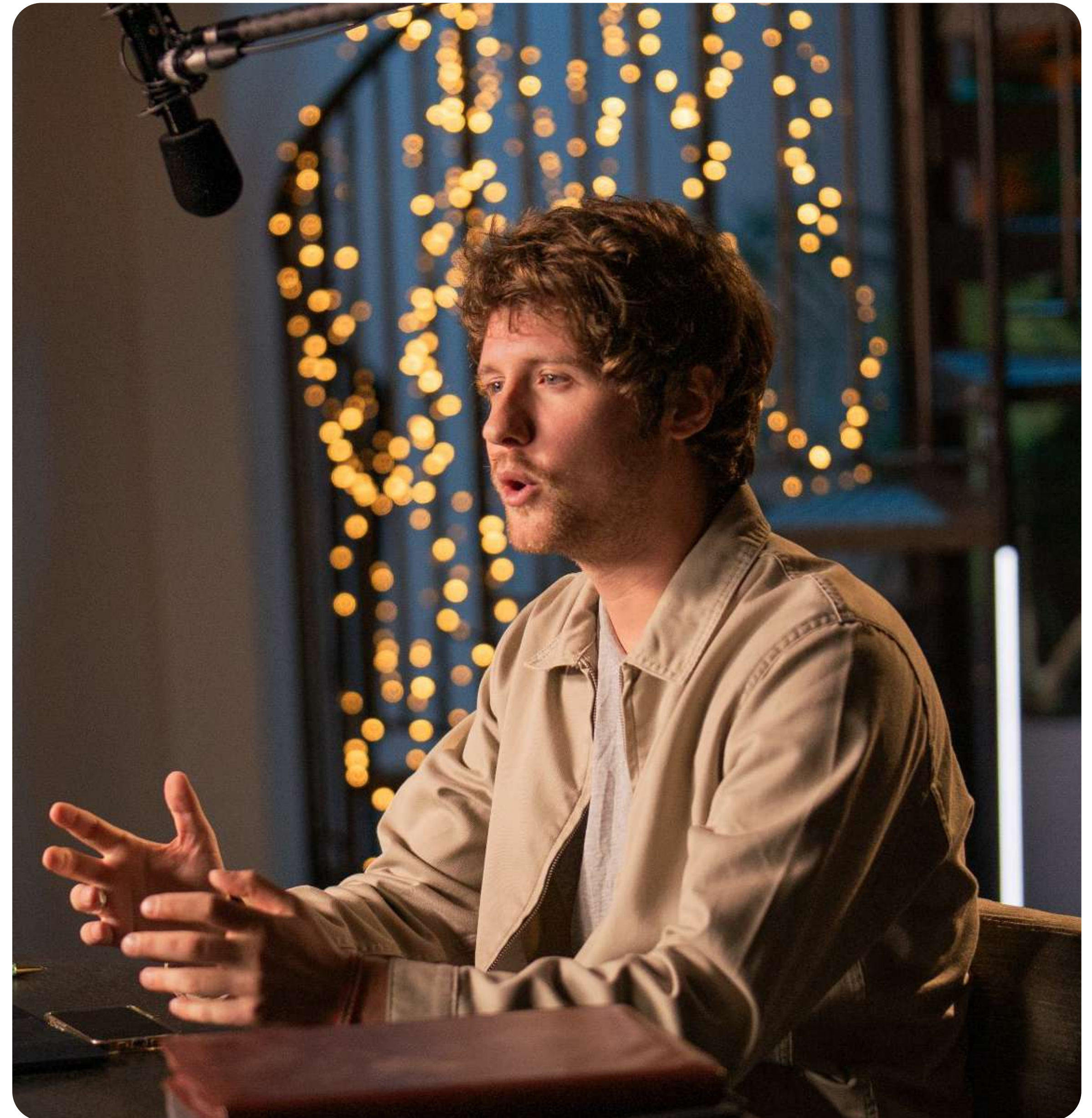
Our admissions team will review your application and interview carefully and get back to you with a final decision within 48h.

## Onboarding & Orientation 04

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Once you have been accepted you can begin your Augment journey by joining your personal onboarding session.

**Apply Now →**





# F.A.Q.

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# F.A.Q.

## I work full-time, is this program for me?

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Yes, most of our students work full-time. That's why we've designed our programs to be completely online and self-paced - so they can work around the schedule of working professionals, not the other way around.

## How long does it take to complete the Augment MBA

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The Augment MBA is self-paced, so completion times vary.  
Most students take between 4 and 6 months to finish the program.



Rend Stephan, Managing Director, BCG



# F.A.Q.

## Does Augment offer financial aid?

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Augment offers financial aid to highly motivated individuals who lack the financial resources to access our program. Ask your admissions advisor to learn more or write us at: [admissions@augment.org](mailto:admissions@augment.org).

## An MBA for £1,350? What's the catch?

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Our independence from traditional academic institutions and accreditation bodies means we have a completely different business model from accredited MBA programs. Our mission is to make premium business education accessible, offering an MBA education at only 1% of the cost of traditional MBAs.



Renaud Visage, Founder of Eventbrite



# F.A.Q.

## Is The Augment MBA accredited?

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No, and we have no intention of seeking accreditation. An accredited Master's Degree comes with many constraints and expenses - that's everything we're working against. We do however provide graduates with the Augment MBA certificate, signed by Chris Barton, the Founder of Shazam.

## Is Augment more than just video lessons?

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Yes. About one third of our program consists of video lectures. On top of that, there are also written explanations, visualizations, case studies, interactive quizzes, downloadable handbooks, events, and more.



Caen Contee, Co-Founder of Lime



# Do you mean business?

The business world is waiting for you.  
Its codes, rules, frameworks and language will help you  
reach new highs in your career.

Apply today, to join our next cohort

→ **Apply Today**

✉ **Email us**



Roy Wellner & Ariel Renous, Founders of Augment



Ariel Renous, Steven Chen & Roy Wellner