



Augment MBA 2024 Brochure

The MBA for Entrepreneurs

Dear Entrepreneurs,

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.

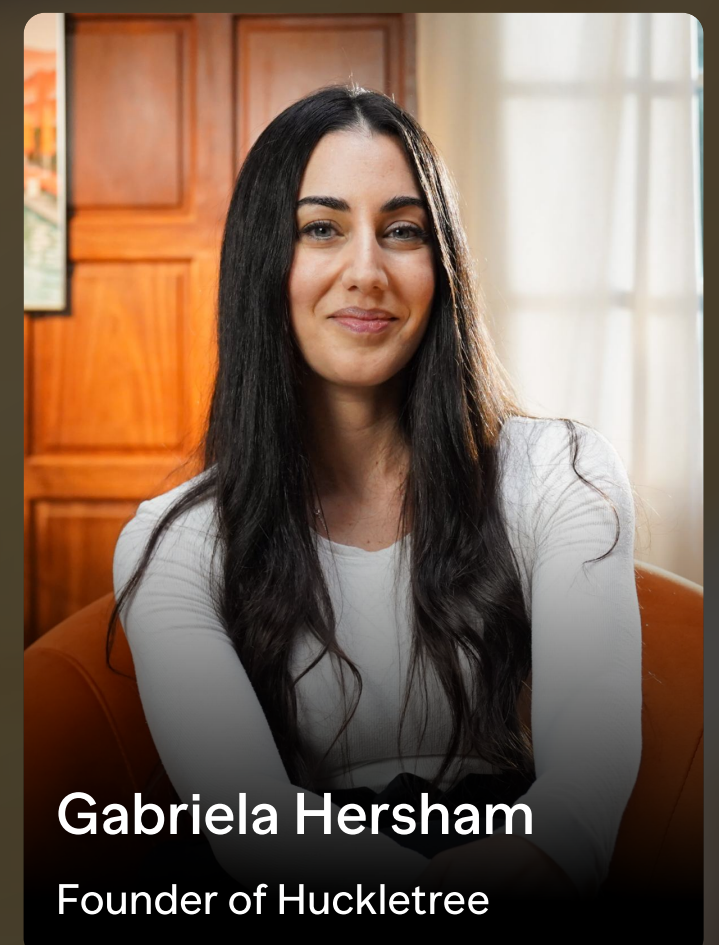
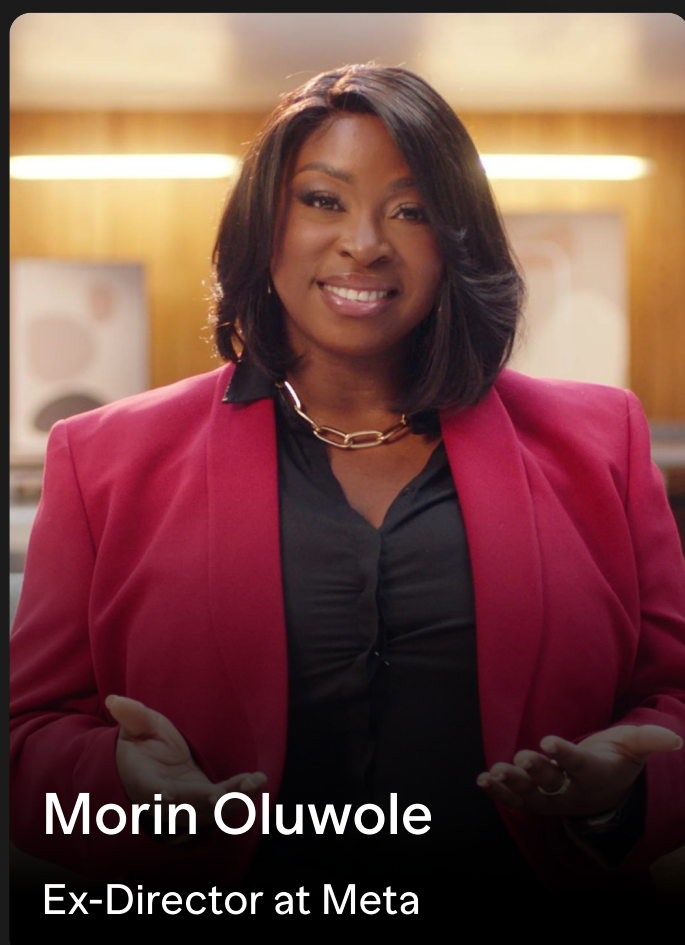
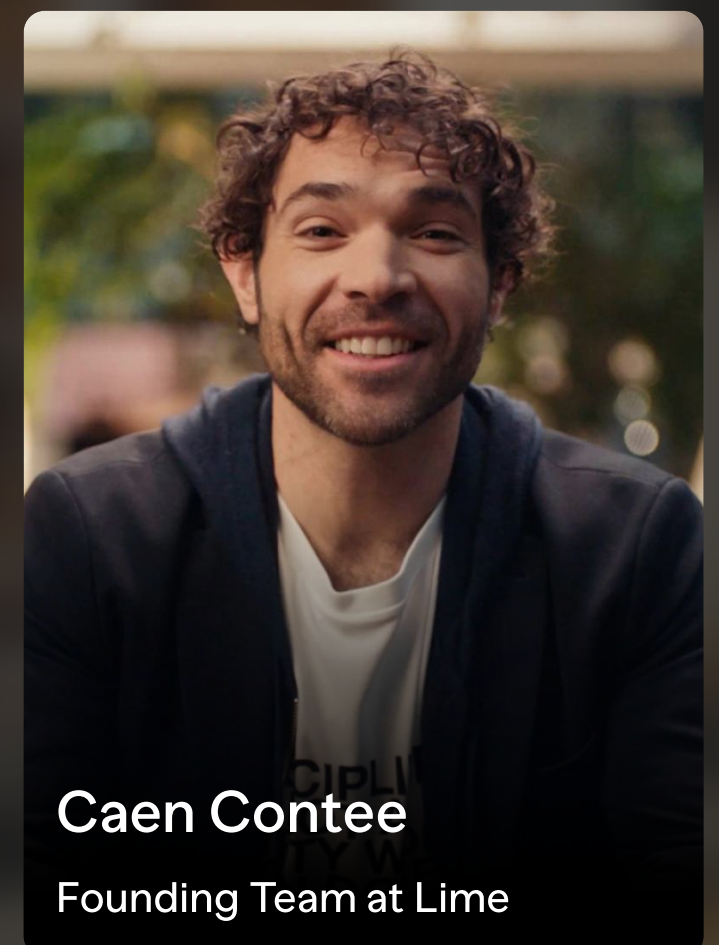
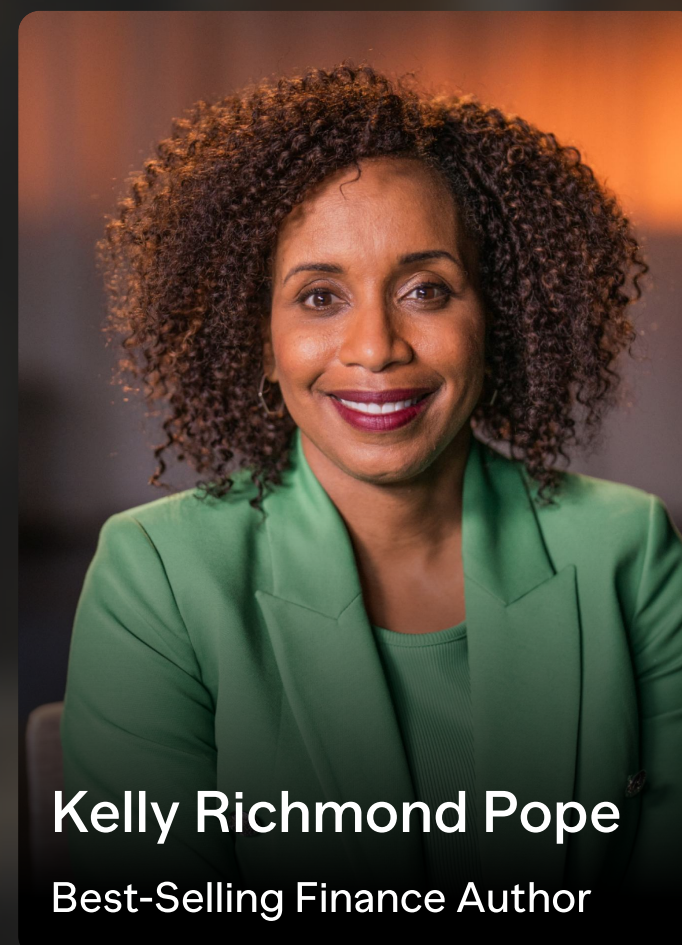
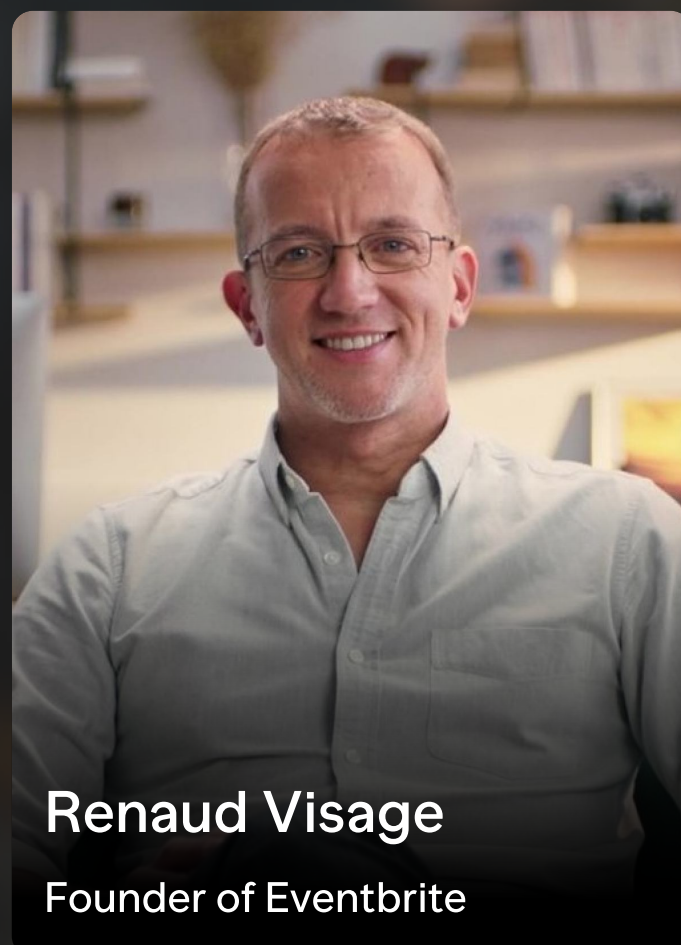
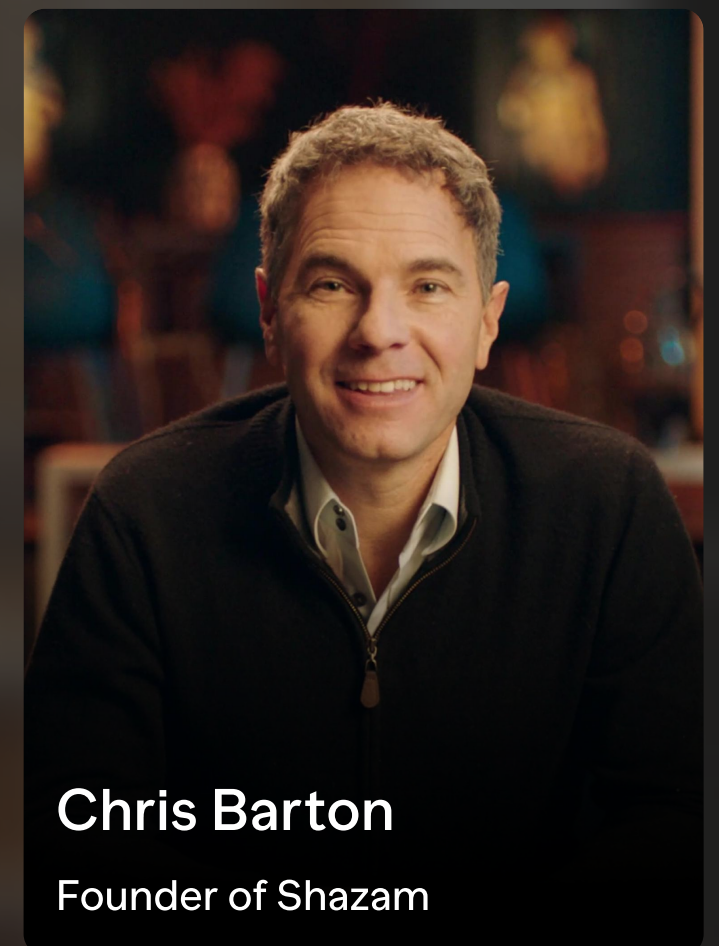
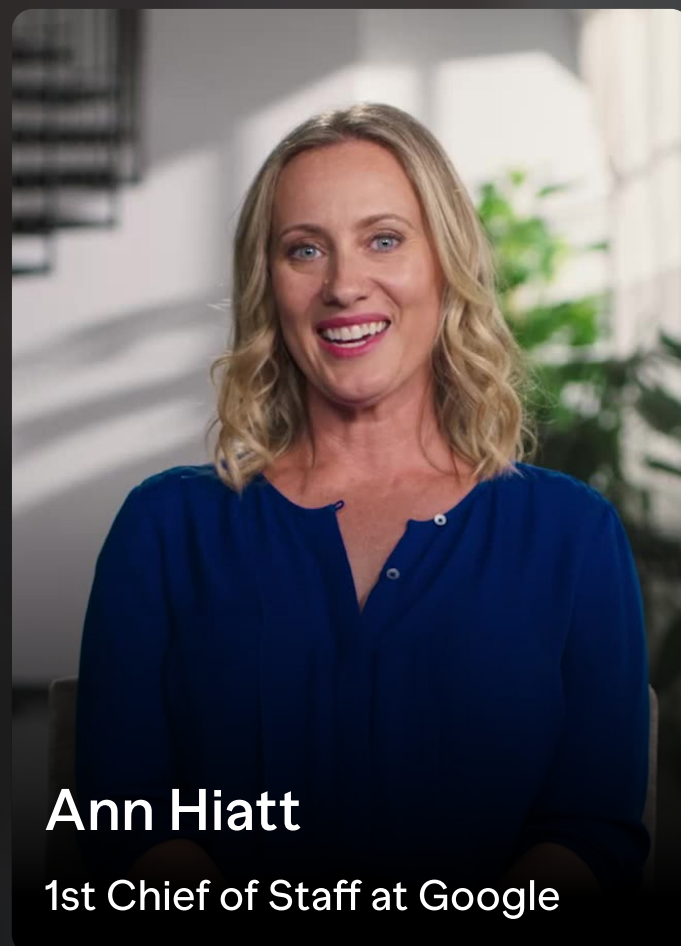
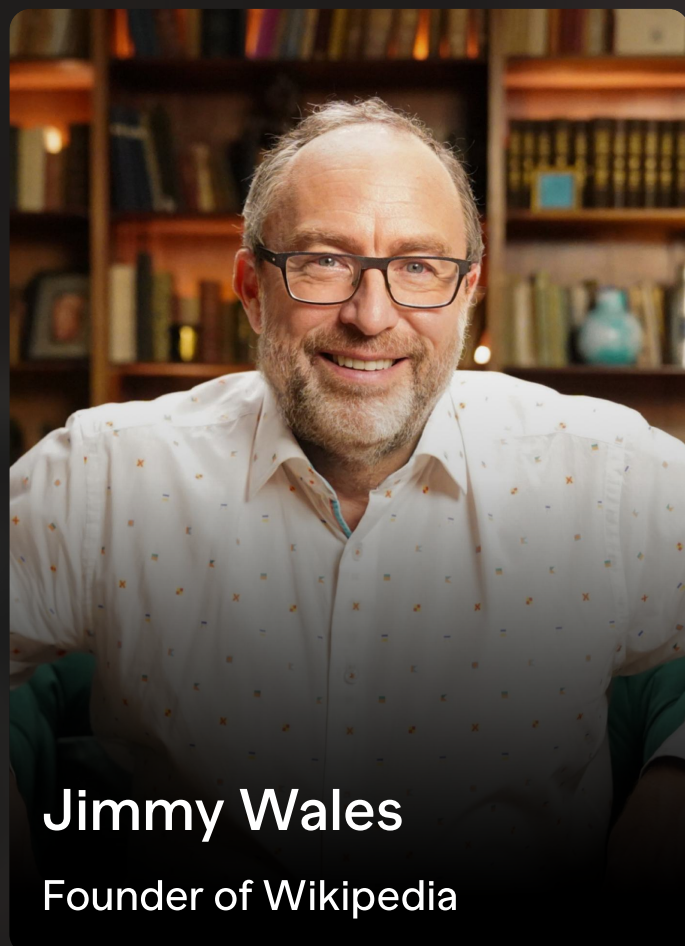
A community of thousands of entrepreneurs supporting and learning from each other.

Welcome to Augment!

Ariel Renous
CEO & CO-FOUNDER, AUGMENT

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.



Is Augment for You?

38% BUSINESS OWNERS

32% CAREER MOVERS

24% ASPIRING ENTREPRENEURS

The Augment MBA will equip you with real-world business skills — to advance your career, develop key relationships, and shortcut success as an entrepreneur.



Startup Founders

Startup founders need the frameworks to find product-market fit, raise capital, and drive growth. Who better to learn these skills from than the founders of the world's most successful startups?

Aspiring Entrepreneurs

Do you have a great idea, but don't know how to structure, access, and turn it into a profitable business? Augment will show you how.



Career Movers

Many professionals hit a career plateau because they lack business knowledge. Augment teaches you to structure deals, align incentives, and drive revenue.

Established Business Owners







Are you looking to take your business to the next level? Augment contains in-depth analysis of how small businesses scaled into some of the world's most successful companies.



The Augment MBA

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

About the Program

-  100+ on-demand business courses
-  Taught by 12 legendary founders and world-class operators
-  Complete part-time in 3-6 months
-  In-person networking events in London, NYC, Paris
-  Live online classes with world class entrepreneurs and operators
-  LinkedIn certificate

A business program taught by the Founders of YouTube, Waze, Wikipedia, and more, a space to build community and network, and learn with the best. A business program for the real world.

Like any MBA, Augment covers the frameworks guiding the formation and growth of companies, value creation, sales, finance, and more. But most importantly, we also cover the lessons you can't get from a traditional MBA: Actionable tools, techniques, and industry secrets.

[APPLY NOW →](#)

I. Strategy & Innovation

69 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 assess an idea and position it within the market.

TAUGHT BY

WIKIPEDIA waze 

II. Entrepreneurship

188 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



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 know how to help you solve hard problems.

TAUGHT BY

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

III. Leadership

122 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)



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 Rennd 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 amazon BCG

IV. Sales & Negotiation

85 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
- Make 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



V. Business Operations

82 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**

VI. Management

85 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 and looks up to



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, etc). 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



VII. Financial Accounting

128 LESSONS

6.5H VIDEOS

2 CASE STUDIES

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



Community

Exclusive events to meet your co-founders, exchange ideas, and network with thousands of entrepreneurs!

OUR COMMUNITY





We couldn't call the Augment MBA world-class if there wasn't a community to learn alongside you.

So we built the entrepreneurial support network directly into Augment. A community where ideas and business relationships flourish.

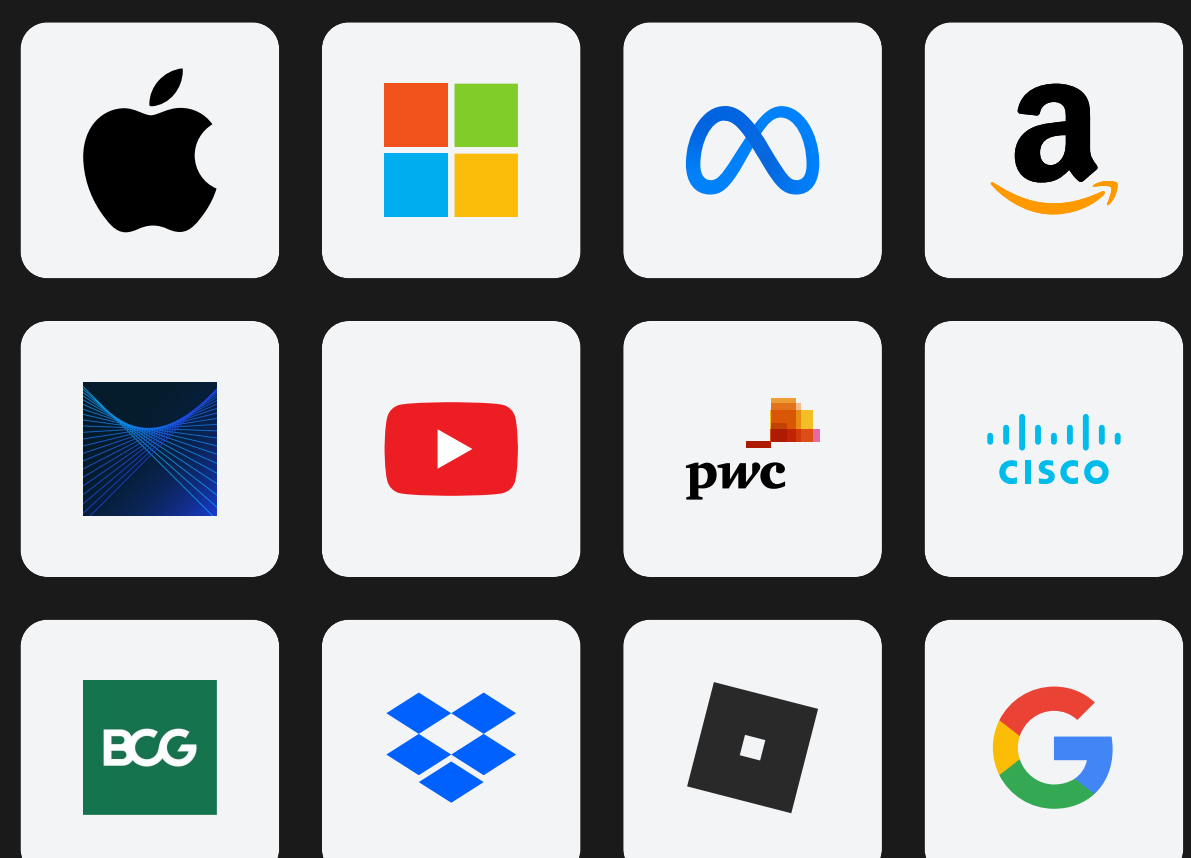
By joining Augment, you also get access to this community — with live webinars, discussion groups, and quarterly in-person meetups with some of the greatest current and future founders in cities like NYC and London. An invaluable resource for any entrepreneur.

[APPLY NOW →](#)

Support Network

-  Quarterly meetups in NYC, London, and Paris
-  Webinars with successful founders (e.g. Shazam)
-  Online community for discussions and support
-  Career coaching and office hours with program experts

Augment Alumni Work At



Join Augment



MBA curriculum with 7 modules taught by 12 business legends



Network with 1,132+ ambitious entrepreneurs online and at our events



Designed for part-time learning wherever you are — online and in-app



20-minute mini-lessons designed to maximize learning and retention.



Dive deeper into any topic with live workshops, handbooks and coaching



A globally recognized certificate (signed by the founder of Shazam)

TUITION

\$2,450

DURATION

4-6 Months

[APPLY NOW →](#)

Our Promise



Money-back Policy

Get your full tuition back within 15 days.



Payment Plans

Pay interest-free in up to 5 installments.

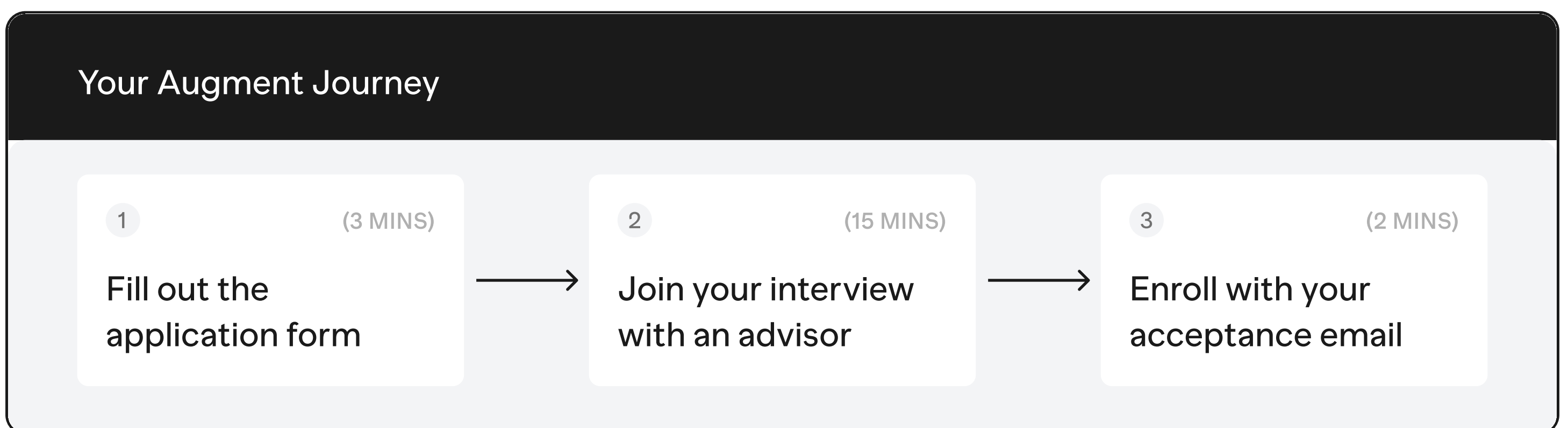


Tried & Trusted

Rated with 4.8 stars on Trustpilot

Admissions

Take the first step towards your future and apply to Augment in 3 simple steps.



WHY WE SELECT APPLICANTS

When you join Augment, we'll ensure you get as much personalized support as you need. You'll also be surrounded by a motivated and ambitious community. To make this environment possible, we interview every applicant to ensure they're the right fit.

But don't worry: the interview process is informal. There's no need to prepare; just come with your questions. We just want to see that you're motivated to advance your career or business because we're here to help you get there.

[APPLY NOW →](#)


Success Stories

Augment has an extensive alumni network with over 1,000 people that go on to start businesses and work at some of the world's most successful companies.

Saad N.
Results-Oriented Project/Program Manager | Process Optimization, Continu...
1mo • Edited • 🌐

I'm excited to share that I've just completed the MBA program from Augment Business School, taught by renowned entrepreneurs like **Chris Barton**, **Steve Chen**, **Ann Hiatt**, **Renaud Visage** and **Jimmy Wales**. This was a unique experience that has significantly enhanced my skills in financial accounting, strategic decision-making, entrepreneurship, and leadership, all within a diverse and dynamic learning environment. My commitment to continuous learning has never been stronger, and I'm eager to apply these insights and strategies to drive success in my professional journey.

A huge thanks to the **Augment.org** team for bringing these successful entrepreneurs and businesses leaders together and crafting such a well-structured MBA course. Special props to the video crew for producing high-quality videos that made the learning experience engaging and impactful.



Kevin Corcoran, M.A.
Global Learning Lead | Certified Master Trainer | TEDx Speaker | Publish...
2w • Edited • 🌐


Epic! I have officially completed the Augment MBA Program! 🎓👏

Such a treat to learn actionable lessons from some of the world's top leaders and experts at awesome companies including:

- Google
- YouTube
- Waze
- Wikipedia
- Meta
- Shazam
- Eventbrite
- And so many more!

Thankful to take what I've learned about leadership, team building, organizational strategy, business operations, negotiation & persuasion, and financial accounting into my line of work as a global facilitator, professional speaker, and master trainer!

👉 My #1 takeaway from the entire program? LEAD WITH VALUE every single day, and everything else good will follow.



Orlando A.
Serial Entrepreneur
2mo • 🌐

Ending Module 1 **Augment.org** and some of my takeaways are:

- businesses are more than just markets and transactions.
- high value and a lot of users are where winners are. High Value, Few Users is where a niche is. Low Value, Low Users is for losers. low value, high users is where dreams a nightmares are.
- biggest way to provide value is by solving a problem
- the business model that you choose will ultimately impact the value your business creates for its customers
- you must provide value for customers, shareholders and employees.

I'm looking forward to moving on to Module 2 titled "Entrepreneurship"

Nikki R.
Founder & Director, Savanna Strategy
2mo • Edited • 🌐

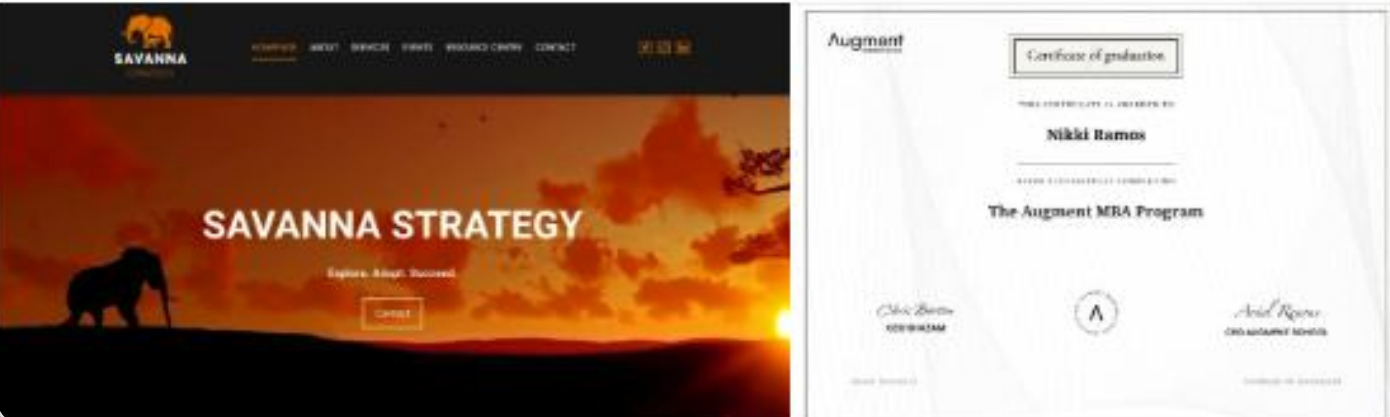
****NRConsulting — Rebrand — to Savanna Strategy****

I am thankful to have completed The **Augment.org** MBA Program. 🎓

It has helped me consolidate and refine the offerings and business model of my first business so that it is simple and problem focused. I decided to rebrand NRConsulting to Savanna Strategy and with the expertise of the very talented @mallorycmrtn it now properly resembles my vision. 🌿

I opted to just focus on mentoring & upskilling for the time being and have been writing some immersive training programmes with a twist. There are many pieces of the puzzle that I have been putting together and it has been a steep learning curve. 🌿

Thank you to everyone that has reached out to offer to give a talk/webinar, I will be in touch again in due course and hope to launch sometime in May. 🚀



GL greg lande
4 reviews 🌐 US

★★★★★ Verified Mar 8, 2024

Worth the investment and time spent improving you...

What an unbelievable experience...TM aMBA as I wholly believe that the real-life lessons learned far outweigh what you'd get from a class reviewing a book.

LOVED the experience front to back; staff is A++ and content was phenomenal!

Date of experience: February 26, 2024

👍 Useful 🗨️ Share

FAQs

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

[APPLY NOW →](#)

What are the entry requirements?

We care more about your drive than your past studies or job experience. Primarily, we look at your motivation and willingness to apply the knowledge in your daily life. There's no need to have a co-founder or a business idea to apply either.

What if my application isn't successful?

This is usually because we didn't sense enough motivation to commit to the MBA program. If this happens, we encourage you to try again in a few weeks or months.

I work full-time. Is this program for me?

Yes, most of our students work full-time. We designed Augment to be completely online and self-paced. Our program works around your busy schedule, with most students making a 20-40-minute daily commitment.

Is Augment more than just video lessons?

Yes. About one-third of our program consists of video lectures. There is also written text, visualizations, case studies, interactive quizzes, downloadable handbooks, events, and more.

FAQs

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

[APPLY NOW →](#)

Does Augment Offer Financial Aid?

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.

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 by making it as affordable as possible.

Is the Augment MBA accredited?

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

How long does Augment take to complete?

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