

HERZOG GRADUATE SCHOOL OF BUSINESS



Herzog Business School MBA

MBA CERTIFICATION • 12-MONTH PROGRAM

The Herzog MBA provides unparalleled opportunities to master your business with extraordinary colleagues in a rigorous, vibrant, and collaborative environment.

The 12-month MBA for founders.

The Herzog Business School MBA is the Herzog Graduate School of Business certification for tech founders and CEOs — from bootstrapped to public company, seed stage to Series D, across every industry and sector. It is built for leaders who want to close Fortune 100 deals and never have to raise a round again.

Over two semesters, founders move from heads-down product mode to scaled-up distribution mode. Semester 1 builds the required foundation every CEO needs. Semester 2 turns that foundation into live results through electives, field immersion and a capstone delivered inside your own company.

Semester 1 • *The Foundation*

MONTHS 1-6 • REQUIRED CURRICULUM

MBA 101 Leadership & the CEO Mind

The Dual-Process Model, self-management and leading from 1 to n.

MBA 103 Finance I: Tier 1 Fundraising

Capital structure, valuation and the Tier 1 Fundraising Protocol.

MBA 105 Marketing: Deterministic Distribution

The Orthogonal Ontology and repeatable demand.

MBA 107 Data, Decisions & Judgment

Decision filters, deliberate thinking and decisions ahead of time.

MBA 102 Strategy & Competitive Advantage

Positioning, moats and the founder as the moat.

MBA 104 Financial Reporting & Control

Unit economics, cash discipline and board-ready metrics.

MBA 106 Technology & Operations

Systems, delegation and building the company that runs itself.

MBA 108 Organizational Behavior

Hiring, culture and leading high-performance teams.

Semester 2 • *From 1 to n*

MONTHS 7-12 • ELECTIVES & FIELD

MBA 201 Closing the Fortune 100

Enterprise sales and High-Velocity Closing.

MBA 203 Negotiation & Objection Mastery

Fundraising Objection Mastery and deal design.

MBA 205 Boards, Governance & Investors

Running the board and managing institutional capital.

MBA 290 Field Immersion: Live Alpha

Live case work on your own company with the MBA.

MBA 202 Customer Financed Acquisition

The protocol for growth funded by customers, not rounds.

MBA 204 Finance II: Capital Markets & Exits

M&A, secondaries, IPO readiness and exit to community.

MBA 206 Founder Mode at Scale

Staying close to the work as the company compounds.

MBA 299 Capstone & Certification

Final CEO plan, presentation and MBA Certification.

Live In-Person *Commencement*

MONTH 12 • GRADUATION WEEKEND

The program closes with a live, in-person commencement: graduates gather with the Dean and fellow CEOs to present their capstones and receive the Herzog Business School MBA Certification.

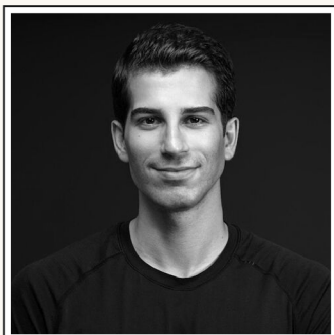


First Principles Tools

The working vocabulary of every Herzog Business School MBA graduate

The Model	Tier 1 Fundraising	Massive Action
Dual-Process Model	Objection Mastery	Result Creation
5-Step Protocol	High-Velocity Closing	Do Goal
Founder Mode	Deterministic Distribution	Decision Fatigue
1 to n	Minimum Viable Funnel	Superthinking
Live Alpha	Customer Financed Acquisition	Proactivation
CEO Identity	Fortune 100 Close	Dread Sprints
The Founder as Moat	Enterprise Champion Map	Mental Toughness
Decision Filter	Pilot to Contract	Discomfort Currency
Question Filter	Procurement Path	Capacity
Problem Filter	Pricing Power	Thought Errors
Decisions Ahead of Time	Money-Value	Worst Case Scenario
Monday Hour One	Creating Money	So What?
Deliberate Thinking	No Underearning	Suck at It
Causal Thoughts	Money Beliefs	Cognitive Dissonance
Story vs Fact	Unit Economics	Victim Mentality
Thought Download	Cash as Oxygen	Unintentional Model
Primary Question	Runway Math	Pure Circumstance
Decision Debt	Capital Stack	People Pleasing
Past vs Future Focus	Valuation Narrative	Boundaries
Holding Space	Investor Pipeline	Hire Slow, Fire Fast
Leading Life	Super-Aggregator	Delegation Ladder
Reinvention	Warm Intro Engine	Culture Code
Belief Systems	Board Cadence	Operating Rhythm
The Manual	Exit to Community	Say vs Hear
Five Things	Top 5 Outcomes	Increased Experience
Let Them Be Wrong	Desire as a Map	Bridge Thoughts
Narrative Control	Impossible Goal	Ladder Thoughts
Self Trust	Obstacle / Strategy	Emotional Vocabulary
Confidence Work	Get It Done	Allowing Emotions
Anti-Fragility	Discipline Magic	50-50
Escape Fail	Evolve Work	Buffering
Brain as Asset	Goal Cultivation	Not Better There

Led by Jonathan Herzog.



Jonathan Herzog

DEAN • HERZOG GRADUATE SCHOOL OF BUSINESS

Every founder works directly with Jonathan. A successful ed-tech startup founder (100M+), he has advised thousands of startups, including coach to OpenAI, Reddit, Coinbase and Flexport, and personally hand-selects a small group of founders each intake.

Trained by Bill Campbell, coach to Steve Jobs, Jeff Bezos and Bill Gates, Jonathan's work has received endorsements from the likes of Elon Musk, Jack Dorsey, Matt Mullenweg and Vitalik Buterin. Harvard's Valedictorian, former Goldman Sachs, he built an exit to community of \$293+ Billion.

J.D., Harvard Law School
cum laude • Dean's Scholar

M.B.A., NYU Stern
with distinction • Berkley Scholar

B.A., Harvard University
summa cum laude • 1st in class

WHAT'S INCLUDED

The MBA Experience

Weekly Live MBA Sessions — confidential live classes with the Dean and fellow CEOs.

Herzog Case Library — original case studies, readings and frameworks for every course.

Dean's Office Hours — 1-on-1 advising with Jonathan Herzog across both semesters.

Capstone Investor Day — present your final CEO plan to Tier 1 Funds, Family Offices and Fortune 100 executives.

Live In-Person Commencement — a graduation weekend to celebrate your MBA Certification.

Alumni Network — one of the most powerful founder communities in the world.

ADMISSIONS

How to Apply

- 1 **Apply online** at mba.theceocohort.com.
- 2 **Invitation-Only Interview** with Jonathan Herzog.
- 3 **Admission decision** — a small class is hand-selected each intake.
- 4 **Enroll** and begin Semester 1 with your class.
- 5 **Graduate** with the Herzog Business School MBA Certification at month 12.

WHY THE HERZOG MBA

Most MBAs cost you \$300,000+ and millions in opportunity cost — and teach you managerial theory you can learn on YouTube.

The Herzog MBA gives you the actual hands-on, applied leverage at a fraction of the investment, with 1000x the return.

TUITION • FULL 12-MONTH PROGRAM

\$50,000

Includes both semesters, all live sessions, the Case Library, Dean's Office Hours, Investor Day and certification.

[MBA.THECEOCOHORT.COM](https://mba.theceocohort.com)

The Herzog Business School MBA Certification is a private professional certificate program and is not an accredited academic degree.