



FULL PROGRAM



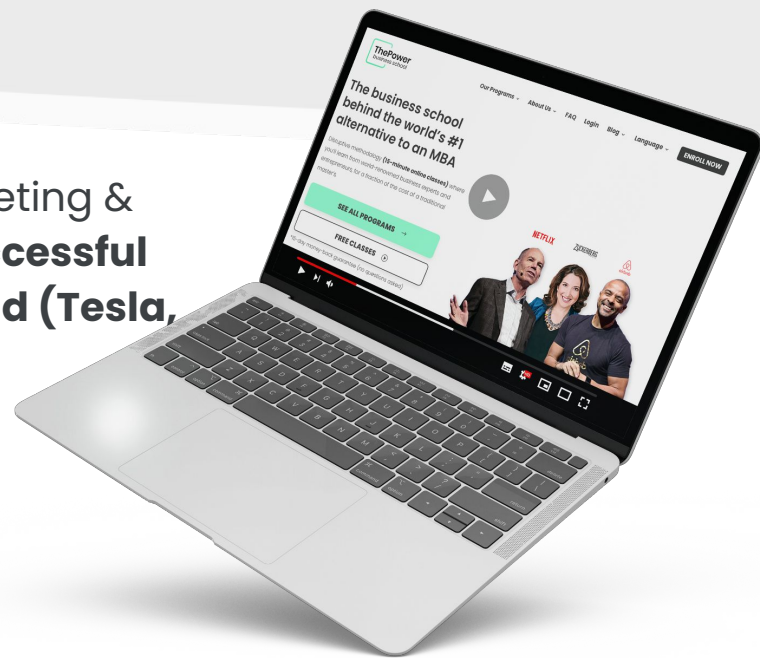
BUSINESS

ThePowerMBA

The complete business program to gain a 360° vision and learn the concepts, tools and methodologies that you can apply from day one

Learn how to master business, marketing & digital innovation from the **most successful founders and executives in the world (Tesla, Netflix, Youtube, Airbnb...)**

WATCH VIDEO



+85h
of content



18 months of access
to platform



Average completion
time: 14 months



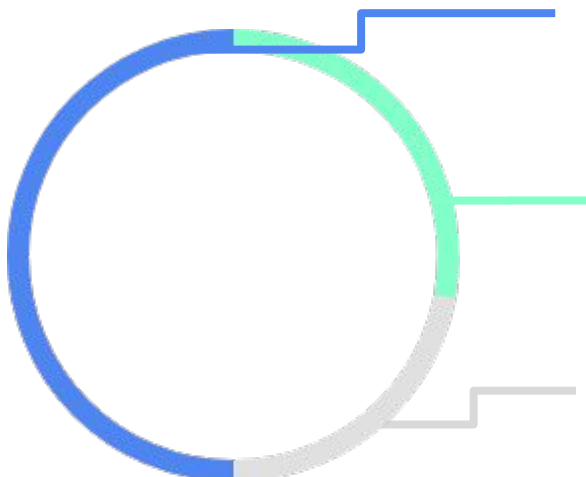
Live sessions
with experts



Forum and
downloadable resources

What is ThePowerMBA?

A 360° business program where you learn tools that you can apply right away, no matter what you do professionally, be it working in Adidas, N26 or Deloitte as a freelancer, aspiring entrepreneur or a business owner. All that while learning from top founders and executives in the world (Waze, Shazam, Netflix, Youtube, Cirque du Soleil...), in 15 min microlearning classes that fit in your daily life.



50% THEORY CLASSES

Get a real understanding of how business works in today's world through the key frameworks and tools.

30% CASE STUDIES

Analyze successful business cases with their founders and top executives to consolidate your knowledge.

20% INSIGHTS FROM EXPERTS

Gain powerful insights from experts in key areas like Digital Marketing, Lean Startup or Entrepreneurship.

Who is going to be teaching you?



MARC RANDOLPH
Co-Founder, Netflix



MARTIN EBERHARD
Co-Founder, Tesla



STEVE CHEN
Co-Founder, YouTube



DEBORAH SINGER
CMO, Girls who code



CHRIS BARTON
Co-Founder, Shazam



RANDI ZUCKERBERG
CEO & Founder, Zuckerberg Media



JENNIFER FLEISS
Co-Founder, Rent the Runway



DANIEL LAMARRE
President & CEO, Cirque du Soleil



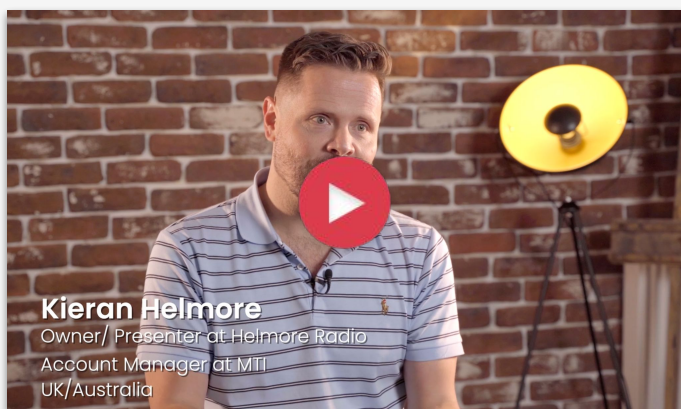
BORJA ADANERO
Co-CEO & Founder, ThePowerMBA



JANICE FRASER
Partner, Seneca VC

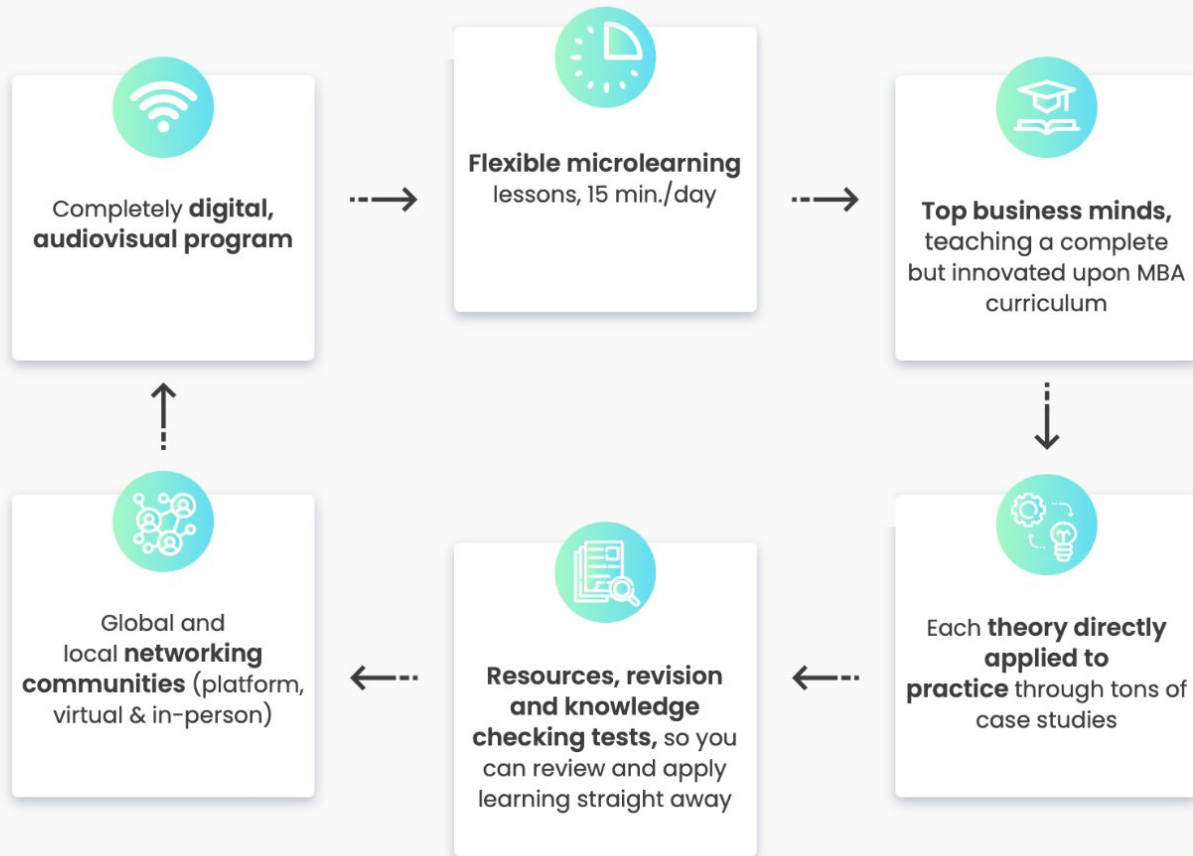


Our students will tell you how ThePower Business School has changed their lives.



How does it work?

Our programs always reflect the most relevant concepts and tools in every field and pack the most punch in the least amount of time (and for the least amount of money!).



One of the world's fastest growing business communities

90.000+ students worldwide

90+ countries around the world

600+ companies training their employees

800+ in-person meetups and countless others online

250+ top business minds sharing knowledge

Our curriculum

Module 1

Business Model Innovation

- 1.1 Business Model Analysis
- 1.2 Engines of Growth
- 1.3 The Power of Platforms
- 1.4 Segmentation and Targeting
- 1.5 Value Propositions

Module 5

Entrepreneurship & Fundraising

- 5.1 The Foundations of Entrepreneurship
- 5.2 Building the Right Team
- 5.3 Fundraising

Module 6

The Power of Being a (Digital) Marketer

- 6.1 Marketing 360°
- 6.2 PowerSelling

Module 7

Finance & Accounting

- 7.1 Introduction to Accounting
- 7.2 From Accounting to Taxation
- 7.3 Analysis of Financial Statements
- 7.4 Investments & Company Assessment
- 7.5 Sources of Financing

Module 8

HR & Talent Management

- 8.1 Integrated Talent Management
- 8.2 HR 3.0
- 8.3 Organizational Design & Agility

Module 9

Bonus: Disruptive Tech in Business

Module 2

Testing Business Ideas & Lean Startup

- 2.1 Lean Startup Principles
- 2.2 Testing Business Models

Module 3

Business and Marketing Strategies

- 3.1 Blue Ocean Strategy
- 3.2 Industry Analysis
- 3.3 Corporate Growth Strategies
- 3.4 Brand Strategy
- 3.5 Blitzscaling
- 3.6 Pricing

Module 4

Leadership

- 4.1 Leading Self
- 4.2 Leading Teams and Organizations
- 4.3 Agile

How much it will cost?



ThePowerMBA

999€

+85h hours of class time

At your own pace

15 minutes a day

Live sessions with experts

Forum and downloadable materials

More than 250 networking events per year



www.thepowermba.com