



**CEOAcademy**

Private Limited.

A Center for Incubating CEOs

# CEO ACADEMY

est. Pune, 2026

**BUILDING THE  
CEO MINDSET.**



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# BUILDING THE CEO MINDSET

Three verticals. One philosophy.



**CEOAcademy**

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**I**

THE FLAGSHIP

**CEO Mindset Accelerator**

*For working professionals & early-career leaders*



**II**

THE CERTIFICATES

**CEO PRISM™ · CEO EDGE™**

*For academic institutions & corporate teams*



**III**

THE FOUNDERS' TRACK

**PRIME Launch · Scale · Board**

*For startup founders — 0 to 1, 1 to 10*



**PLUS · CCAP** — The 2-Month Placement Track for recent MBA graduates

**THREE VERTICALS · ONE PHILOSOPHY**

Powered by NirNay™ — India's first Business Decision Assessment Chinchwad, Pune  
Academic partner: Langbustech University, USA

## OUR POSITION

### Building the CEO Mindset.

“ There is no formula for being a CEO.  
There is only the muscle of making decisions  
— under uncertainty,  
Without a playbook. ”



**I | DECIDE**

Under incomplete information



**II | OWN**

The enterprise view



**III | HOLD**

The room under pressure



**IV | LEVERAGE**

AI as a working discipline



**V | LEAD**

With presence & clarity

Five dimensions. One instrument to measure them:

# NirNay™

India's first Business Decision Assessment



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# THE PORTFOLIO

## Three Verticals. One Philosophy.

How we deliver the CEO mindset to three fundamentally different audiences.



**I**



### FLAGSHIP

#### CEO Mindset Accelerator Programme



**For:**

Working professionals (Weekend, 10 months) and early-career professionals (Weekday, 6+4 months).



Delivered alongside an Executive MBA / MBA pathway from Langbustech University, USA.



1100+ hours · 200+ real decisions · 6 mastery phases · 1:5 mentor ratio



**II**



### CERTIFICATES

#### CEO PRISM™ · For Academia



**For:** BBA, MBA and PGDM institutions — AI & Decision Intelligence for management graduates. 30 hours, delivered on campus

#### CEO EDGE™ · For Corporates



**For:** First-time and early managers in enterprises. 30 hours, cohort-based, delivered on-site or at CEO Academy Pune.



**III**



### FOUNDERS



**PRIME Launch · 0 to 1 —**

Idea to First Revenue



**PRIME Scale · 1 to 10 —**

First Revenue to Repeatable Growth



**Founders' Board ·**

Ongoing — Quarterly CEO / Investor Review



**NirNay™ Founder Edition ·**

Diagnostic — The Founder Decision Profile



**For:** pre-seed to Series A founders — structured mentoring where accelerators stop.



Every CEO Academy participant — in every vertical — completes NirNay™, India's first Business Decision Assessment. It is the diagnostic tool that measures how someone actually decides.

### VERTICAL I

## The CEO Mindset Accelerator

The flagship programme · Weekday & Weekend batches · Pune

## Two Formats. One Transformation.

Designed for where you are today. Engineered for where you are going.

| WEEKEND BATCH<br>CEO Mindset Accelerator      |                                             |
|-----------------------------------------------|---------------------------------------------|
| For working professionals · 3+ yrs experience |                                             |
| <b>DURATION</b>                               | 10 months                                   |
| <b>SCHEDULE</b>                               | Saturday & Sunday, in-centre                |
| <b>SELECTION</b>                              | Application + NirNay™ Assessment            |
| <b>OUTCOME</b>                                | CEO Accelerator Certificate + Executive MBA |
| <b>DEGREE</b>                                 | Langbustech University, USA                 |
| <b>PLACEMENT</b>                              | CXO in startups / industry · ₹9 LPA onwards |
| <b>TRAJECTORY</b>                             | Assoc. Director → VP → CXO in 5–7 year      |
| <b>LAUNCH</b>                                 | Friday, 8 August 2026                       |

| WEEKDAY BATCH<br>CEO Mindset Growth          |                                           |
|----------------------------------------------|-------------------------------------------|
| For fresh graduates & early-career · 0–2 yrs |                                           |
| <b>DURATION</b>                              | 10 months (6 in-class + 4 internship)     |
| <b>SCHEDULE</b>                              | Monday to Friday, in-centre               |
| <b>SELECTION</b>                             | Application + NirNay™ Assessment          |
| <b>OUTCOME</b>                               | CEO Mindset Certificate + MBA             |
| <b>DEGREE</b>                                | Langbustech University, USA               |
| <b>PLACEMENT- Assured</b>                    | Managerial roles · ₹6–9 LPA starting      |
| <b>TRAJECTORY</b>                            | Manager → Sr. Manager → CXO in 7–10 years |
| <b>LAUNCH</b>                                | Monday, 10 August 2026                    |



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# This Is Not Merely An MBA.

| Dimension              | Traditional MBA / Executive MBA             | CEO Mindset Growth / Accelerator                                        |
|------------------------|---------------------------------------------|-------------------------------------------------------------------------|
| Primary Design         | Academic curriculum — subject depth         | Decision curriculum — judgment under pressure                           |
| Pedagogy               | Cases, lectures, group assignments (~80%)   | Live simulations, board panels, investor rooms (~70%)                   |
| Time to Board Exposure | Elective, if at all                         | Core — real CXO panels, real defence                                    |
| Faculty Model          | Academic faculty, occasional guest speakers | 1:5 mentoring by active CEOs & CXOs for 6 months                        |
| AI in Curriculum       | Elective or add-on module                   | Dedicated phase + integrated across all six phases                      |
| Selection              | GMAT / CAT / interviews                     | NirNay™ Decision Assessment — how you decide, not what you know         |
| Deliverables           | Term papers, projects                       | 200+ CEO-grade artefacts: board decks, P&Ls, pitch decks, growth models |
| Placement Model        | Alumni network, campus recruitment          | Assured Placement — 100-point merit scorecard                           |
| Time to CXO Trajectory | 10–15 years post-MBA (industry norm)        | 5–7 years (Weekend) / 7–10 years (Weekday)                              |
| Degree                 | MBA / EMBA                                  | MBA / EMBA (Langbustech, USA) — same credential, embedded               |

## Seven Mastery Phases. One Transformation.

1100+ hours · 70% live simulations · 20%  
CEO/CXO mentoring · 10% frameworks.



01



### CEO Identity & Mindset

Employee-to-CEO identity shift  
· executive presence & board communication · decision psychology and bias control

Weeks 1–4 · 120 hrs

02



### Strategy & Financial Mastery

Business model & competitive strategy · P&L, cash flow & capital allocation · fundraising & investor communication

Weeks 5–8 · 120 hrs

03



### Customer, Product & Growth

Customer discovery & jobs-to-be-done · MVP, PMF & unit economics · pricing power & revenue architecture

Weeks 9–14 · 180 hrs

04



### People, Culture & Inner Leadership

Behavioural-science hiring · performance & radical candour · culture architecture from 5 to 500 people

Weeks 15–18 · 120 hrs

05



### AI, Technology & Risk

AI across finance, sales & operations  
· digital transformation decisions · enterprise risk & cyber governance

Weeks 19–22 · 120 hrs

06



### CEO Launchpad & Board Showdown

Live 3-week company simulation · real CXO board review · 15-minute investor pitch under fire

Weeks 23–25 · 90 hrs

07



### CEO International Immersion

Either of these countries – Vietnam/ Dubai/ Singapore/ Japan/ South Korea

1-Week 30 hrs

## YOU LEAVE WITH



### A CEO Mindset

Decision-first.  
People-first.  
Future-first.



### Real-World Excellence

200+ real decisions.  
Live simulations.



### Mentored by the Best

1:5 ratio Active CEOs.  
6 months.



### Global Exposure

International immersion.  
Global partners.



### Degree Assurance

Langbustech University, USA.



### Career Trajectory

Associate Director to VP to CXO in 5–10 years

Seven phases. One integrated Journey. Designed not just to educate – but to Transform.



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# THE PEOPLE YOU LEARN FROM

## Guided by Leaders Who Have Led.



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Six founding mentors · 1:5 mentor-to-participant ratio · 20+ active CEOs in the network.

### Prof. (Dr.) Kuldeep Charak

Founder – CEOAcademy.  
Pro-Chancellor, Langbustech University, USA  
40+ years across government, industry & higher education. PhD, HRM. Architect of the US academic partnership.

### Rohit Ghosh

Chief Program Officer – CEO Academy ·  
Founder, NirNay™  
INSEAD General Management. 20+ years across EdTech, SaaS, FinTech and consulting. Mentored 1.5M+ students. Architect of CEO PRISM™, CEO EDGE™ and the CCAP programme.

### Maj. Gen. (Dr.) Ajay Pal Singh, VSM

Faculty – Strategic & Operational Leadership  
Retd. Additional Director General, Indian Army. Deep expertise in strategic planning and high-stakes leadership.

### Ketan Gandhi

Faculty – Operations, Data Science & Business Growth  
30+ years in organised operations, project management, & business growth. A proven & experienced enterprise consultant.

### Dr. Mahesh M.

Faculty – Retail, Enterprise & Business Leadership  
30+ years in organised retail, project management, branding & destination marketing. A seasoned enterprise leader.

### Dr. Manmohan Vyas

Faculty – ESG, Governance & Consulting  
Founder & MP, Janvriksha Consulting LLP. ESG integration, corporate governance and sustainable institutional leadership.

### Dr. Fatema Tinwala

Director – CEOAcademy and International Alliances  
18+ years in L&D and behavioural excellence. Leads executive education and cross-border corporate transformation.

**+20**  
CEOs

### AND GROWING — OUR MENTOR NETWORK

Beyond the founding team, 20+ active CEOs and industry leaders from Technology, Manufacturing, BFSI, Retail, Healthcare, Consulting and Startups are joining as programme mentors — giving every participant real-world executive access.

## VERTICAL II

## The Certificates

CEO PRISM™ for academia · CEO EDGE™ for corporates

### CEO PRISM™

*Program for Intelligent Strategy & Management · For Academia*

30 HOURS · ON YOUR CAMPUS · BBA / MBA / PGDM  
WHAT IT IS

A structured 30-hour certification that transforms management students into AI-fluent, decision-ready graduates. Not an AI workshop — a five-phase learning arc from AI literacy to a live business simulation.

#### WHAT MAKES IT DIFFERENT

- NirNay™ BBDI — an individual decision-intelligence report for every student
- Every session ends with a real deliverable, not a lecture recording
- AI-first curriculum, refreshed continuously as the tools evolve
- Maps directly to NAAC criteria on value-added courses and placement outcomes
- Delivered by an active practitioner — not a rotating guest faculty

#### OUTCOME

CEO PRISM™ Certificate · Individual NirNay™ BBDI report · Portfolio of AI-augmented work samples the student can carry into interviews.

### CEO EDGE™

*For Corporates · First-Time & Early Manager Certification*

30 HOURS · COHORT-BASED · ON-SITE OR PUNE  
THE GAP IT ADDRESSES

Enterprises promote their best performers to manager and give them almost nothing structured for the transition. CEO EDGE™ was built to close that gap — for people who now have a team, a target, and no framework.

#### WHO IT IS FOR

- Recently promoted managers (0–3 years in the role)
- Senior individual contributors leading informal teams
- High-potentials identified for structured leadership development

#### THE 10 MODULES

Identity Shift · Performance Architecture · Communication Under Pressure · Decision Intelligence · AI Tools for Managers · Leading Without Authority · Hiring & Team Building · Time, Priority & Delegation · Crisis & Conflict Resolution · 90-Day Leadership Plan

#### OUTCOME

CEO EDGE™ Certificate · NirNay™ BBDI decision self-assessment · Personalised 90-day leadership blueprint the manager applies from day one.





**CCAP**  
Corporate Career Accelerator Programme  
8 WEEKS · 110 HOURS · IN-PERSON · PUNE

## PHASE 1

**Common Core**

48 hours · Weeks 1–2

AI fluency, corporate communication, business decision-making, presentation and reasoning.

## PHASE 2

**Specialisation**

42 hours · Weeks 3–5

Pick one track: Marketing, Finance or Human Resources. Applied projects, industry cases.

## PHASE 3

**Placement Lab**

18 hours · Weeks 6–8

Interview readiness, portfolio, mock rounds, employer engagement, offer support.

**What You Walk Out With**

## THE CAPABILITY

- AI-fluent, ready for the workplace
- One functional specialisation — deep, not shallow
- A NirNay™ personal decision profile
- A live portfolio of projects, not a syllabus recap
- CEO Academy — Langbustech University co-branded certificate

## THE OUTCOME

**Assured Placement\***

100-point merit scorecard. Placement outcomes tiered to score band — Priority, Assured, Conditional Support. Same framework used across CEO Academy programmes.

## NEXT INTAKE · ROLLING ADMISSIONS

Cohorts start every 6–8 weeks. Apply, take the NirNay™, secure your seat.

\* Subject to eligibility: minimum score, attendance, portfolio completion and process participation. Full terms in the programme document.

## VERTICAL III

**The Founders' Track**

Where accelerators stop, structured mentoring begins.



01

**PRIME LAUNCH**

0 to 1

Idea to First Revenue

12 WEEKS · COHORT + 1:1 MENTORING

## THE VALUE

Leave with validated problem, priced MVP, unit economics and a pre-seed narrative you can defend.

## FOR

Founders pre-revenue or first paying customers.

02

**PRIME SCALE**

1 to 10

First Revenue to Repeatable Growth

16 WEEKS · COHORT + BOARD REVIEWS

## THE VALUE

A repeatable sales motion, first ten hires, operating cadence, and a Seed / Series A investor pack.

## FOR

Founders at ₹1–10 Cr ARR planning the next raise.

03

**FOUNDERS' BOARD**

Ongoing

A quarterly board of your own

QUARTERLY · ANNUAL COMMITMENT

## THE VALUE

Structured board review — defend decisions, get honest challenge, leave with a 90-day action plan.

## FOR

Any founder pre-seed to Series A without a real board.

04

**NIRNAY™ FOUNDER EDITION**

90 minutes

The Founder Decision Profile

DIAGNOSTIC · ASSESSMENT + PERSONAL REPORT

## THE VALUE

Personal decision profile across 5 dimensions — how you decide today, and where the blind spots are.

## FOR

AVAILABLE ON DEMAND · FOR ANY FOUNDER

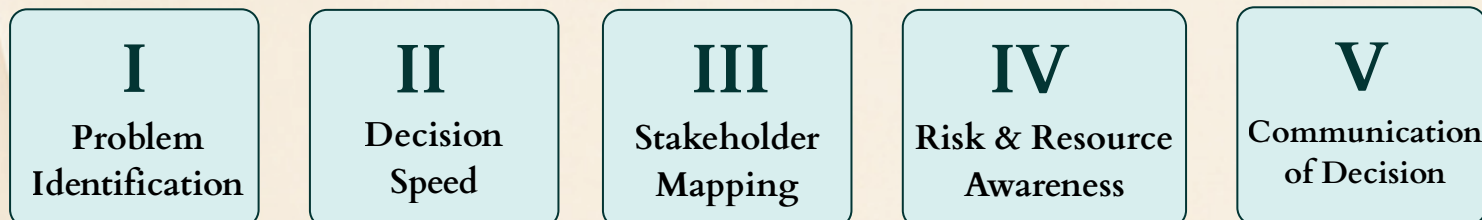
“Accelerators fund founders. CEO Academy builds the founder who runs the company after the accelerator ends.”



“You cannot improve what you cannot measure. Decision quality has always been the hardest thing to measure. That is what NirNay™ was built to change.”

## The BBDI Framework

Bharat Business Decision Index • Five measured dimensions.



## How NirNay™ Shows Up Across the Portfolio

| Where                     | How NirNay™ Is Used                                                                                     |
|---------------------------|---------------------------------------------------------------------------------------------------------|
| CEO Flagship Programme    | Selection instrument — admission is decided on decision profile, not on GMAT or CAT.                    |
| CEO PRISM™ (Academia)     | Individual BBDI report for every management student — a career document, not a class assignment.        |
| CEO EDGE™ (Corporates)    | Personal self-assessment for every manager — mapped to their 90-day leadership plan.                    |
| Founders' Track           | NirNay™ Founder Edition — a diagnostic no accelerator has built. Available to any founder on request.   |
| Corporates & Institutions | Available as a standalone assessment — cohort analytics, individual profiles, comparative benchmarking. |

## Assured Placement

Placement is earned — through a transparent, 100-point merit scorecard.

|                              |                            |                              |                              |
|------------------------------|----------------------------|------------------------------|------------------------------|
| 85–100<br>Priority Placement | 70–84<br>Assured Placement | 60–69<br>Conditional Support | < 60<br>Placement Assistance |
|------------------------------|----------------------------|------------------------------|------------------------------|

Subject to eligibility: minimum score, attendance, portfolio completion and process participation. Full terms in the programme document.

## Why CEO Academy Exists

Five convictions — in one line each.

|                                                                                              |                                                                                        |                                                                                                  |                                                                                                                    |                                                                                                    |
|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| <br><b>BEYOND THE DEGREE</b><br>A degree tells you what CEOs know. We build how CEOs decide. | <br><b>COMPRESS THE LADDER</b><br>Fifteen years of hoping → ten months of consequence. | <br><b>AI-NATIVE LEADERSHIP</b><br>AI redefined capable. Curricula have not caught up. Ours has. | <br><b>ONE CAPABILITY, MANY FORMATS</b><br>Founder, manager, graduate — same capability, delivered where they are. | <br><b>MEASURE THE UNMEASURED</b><br>How a person decides — measured, for the first time in India. |
|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|

“Where you build the CEO mindset determines whether you ever become one.”



THE DEGREE

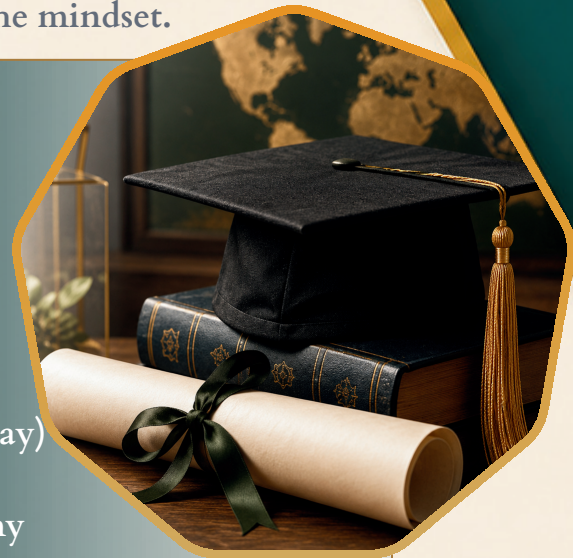
# Your Credential. Globally Recognised.

A US university Executive MBA / MBA — earned alongside the mindset.

## LANGBUSTECH UNIVERSITY

New Jersey, USA · Globally Recognised · CEO Academy's Academic Partner Since Inception

- ◆ Accredited US university with international recognition
- ◆ Executive MBA embedded within the CEO Accelerator (Weekend) format
- ◆ MBA embedded within the CEO Mindset Growth (Weekday) format
- ◆ Programmes designed in collaboration with CEO Academy curriculum
- ◆ No two-year career pause. No hundred-thousand-dollar cost.



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Building the CEO mindset · Chinchwad, Pune

# 2026

The year your trajectory changes.

## GET IN TOUCH



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