

“I fear not the man who has practiced 10,000 kicks once, but the man who has practiced one kick 10,000 times.”

— BRUCE LEE

THE BET

We chose **one kick.**

Claude Code, on the terminal. Taught to people who had never opened one.

WHAT HAPPENED

They had never touched a terminal.

48 hours later, they were deploying.

2,000+

LEADERS TRAINED

Every

COHORT TAUGHT LIVE

Zero

SLIDES IN THE ROOM

WHO WE TEACH

We teach one audience: **non-technical leaders.**

Founders, CXOs, product and marketing heads, consultants. People who run things and have never opened a terminal.

WHY THE UNLOCK IS BIGGEST FOR THEM

A developer gets faster. A leader gets a capability they never had.

01

They own the problems worth solving

The P&L, the customer, the decision. They always needed an engineer between the idea and the build. Claude Code removes the engineer from that loop.

02

The gain is from zero

An engineer with AI gets faster. A leader with AI goes from “cannot” to “shipped by Sunday”. Nothing else in their career has moved that far in 48 hours.

03

They already have the judgment

Twenty years of knowing what is worth building. The only missing piece was hands. AI is hands.

04

When they run it, the company follows

An engineer running agents is a project. A CEO running agents is a culture. That is why the ladder ends at “your company”.

WHY NOBODY ELSE SERVES THEM

**Mass ed-tech gives them awareness.
IT services gives them
implementation.
Nobody gives them hands.**

*We have, 2,000 times. Live, on their own work, by founders
who run their companies this way.*

The gap is wider than you think.

Most AI courses teach you what AI is. Slides, frameworks, certifications. Nobody teaches building. The building part is what makes all the difference.

“None of them were building-oriented. The building part is what makes all the difference.”

– Participant, on the certifications she did before joining

Fear is the wall. Not skill. Not aptitude.

People walk in terrified of the terminal. The first thing that must go is fear. Once it goes, the rest is fast.

“I used to get so scared of the tech and the coding part. This fear is gone. Now, I am ready to test different use cases.”

– Prapti Jain, Investments, Early-Stage VC

What replaces fear is confidence.

Not the kind you get from watching a demo or passing a quiz. The kind you get from deploying something that works, on your own data.

“Before: I have never written code in my life. After: Confident. Flooding with use cases to implement.”

— Bhavini Kamdar, Founder, Knowledge Process Outsourcing

The room is built to resonate, not intimidate.

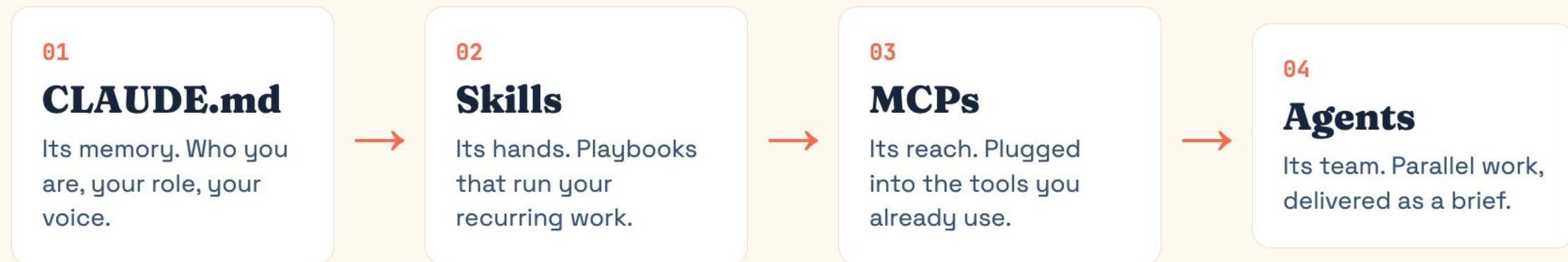
Three instructors and a TA for thirty people. Dedicated breakout rooms. Nobody gets left behind, and nobody blinks at a question.

“Well prepared, well documented, well executed. I am very comfortable with the Terminal now.”

— Ekhlague Bari, AI Consulting & Workshops

Slow is smooth. Smooth is fast.

We do not rush. The same spine, in the same order, every cohort.



No slides. No theory. No lectures. No demos.

You build for fourteen hours straight, on your own files. The people who expected to doze off are the ones who stay late.

“I learnt more in a weekend of this bootcamp than I did with days of online learning. Hands-on learning, building an AI foundation by actually doing and shipping projects.”

— Venkatesh Adavi, Vice President, Sales

The cohort becomes a team. The team does not dissolve.

By mid-Day 1, participants are answering each other's questions. After the weekend the group chat keeps going, and people keep building.

"I am totally hooked on to Claude Code since last evening. Built an intelligent RFP agent today that is delivering awesome results."

— David Paul M, Sales & Business Development

“You didn’t just teach me a tool. You gave me a new lens.”

— A PARTICIPANT, AFTER THE WEEKEND

That is the mission. That is theCRUX.