LINK | School of Business

THE FOUNDERS COLLEGE




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THE FOUNDERS COLLEGE IS COMING TO AMERICA. AND IT'S IN MIAMI.



LINK | School of Business

CHANGING THE WORLD. ONE STARTUP AT A TIME.

Every business school in America added an entrepreneurship program. Link built what others were too cautious to build — and went all in on founders.

Link Miami is the first university in the United States where 100% of the curriculum, faculty, and resources exist for a single purpose: producing founders.

Every course is taught through the lens of a student's own venture. Every professor has built, funded, or invested in real companies.

And every metric we track leads back to one question: did the student build something meaningful?

Founded in Brazil in 2018 and now opening its next chapter in Coconut Grove, Link offers a four-year Bachelor of Business Administration conducted entirely in English, in person, inside one of the most consequential founder ecosystems in the world.

Link Miami opens August 24, 2026 — and is now accepting applications for its inaugural cohort.

LINK SCHOOL OF BUSINESS

WHO WE ARE?

For the past 6 years, Link has been educating the best entrepreneurs in Brazil. We are a business school offering a 4-year undergraduate degree in Business Administration and an 18-month MBA focused in entrepreneurship.

And now we are beginning our next chapter with a new campus in Miami.

HOW WE DO IT?

A model focused on practical activities and empowering experiences: a methodology that values individual development and the learning of business tools.

WHY WE DO IT?

To shape great human beings as individuals

To create and grow innovative companies

To train the best entrepreneurs

THE ROI UNIVERSITY

The Link ROI



America carries more than $1.7 trillion in student debt. Link responds with a fundamentally different metric.

- We do not measure success by graduation rates.
- We do not publish average starting salaries.
- We do not track how many graduates land jobs at consulting firms or investment banks.

We measure Link ROI — the moment a student's company creates value beyond the total cost of their degree.

It is a fundamentally different way of thinking about higher education: where the diploma is not the destination, but a byproduct of building something real.

"Business schools teach students to manage companies that already exist. We teach students to build companies that don't exist yet. That is a completely different curriculum, a completely different faculty, and a fundamentally different result."

— Álvaro Schocair, Founder & CEO

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THREE PILLARS

At a conventional business school, entrepreneurship is one elective among dozens — a course you take, not an institution you join. At Link, entrepreneurship is not one path among many — it is the foundation of the institution. The entire education model is built on three pillars.



VENTURES BUILDING AREA

A permanent, open infrastructure for building — not a lab that closes at 5pm.

Students practice entrepreneurship from the first week of their first semester.



BUSINESS TOOLS

The technical foundation of building and scaling a company: finance, technology, AI, marketing, operations, sales and growth, and legal — taught exclusively through the context of a student's own venture.



PEOPLE SKILLS

A structured program in self-awareness, self-management, social awareness, and social management. Data on why founders fail points consistently to psychology, not strategy — so we treat it as core curriculum, not a soft add-on.

PERSONALIZED GUIDANCE

What makes the model structurally different: individualization.

Every Link student receives three dedicated resources that no other university in America provides simultaneously:

BUSINESS MENTOR

an expert founder or investor accountable for the student's company trajectory.

MIND MENTOR

focused on the psychological demands of building under uncertainty.

WELLNESS COACH

because the physical and mental resilience of a founder is not a side concern; it is a core competency.

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BACHELOR IN BUSINESS ADMINISTRATION MIAMI

The U.S. Undergraduate Business Administration Journey at Link School of Business was designed to identify ambitious builders, future founders, and high-potential leaders.

Instead of relying solely on GPA, essays, or polished applications, the Link Journey evaluates how candidates think, adapt, collaborate, communicate, and perform under real-world business conditions. Across three stages in seven days, applicants complete unscripted videos, real business challenges, group dynamics, and live interviews designed to identify entrepreneurial talent — not just strong applications.

Duration 4 years	**Tuition** $98,000 per year	**Start** August 24, 2026	**Format** On Campus (Miami, FL)	**Applications** period: May 25 to June 19 of 2026









THE CURRICULUM

Our curriculum is designed so students apply what they learn in class from day one. Every course connects directly to the real-world journey of an entrepreneur.

Component	Credits	Purpose
General Education	30	A broad academic foundation across disciplines.
Core	68	The technical, analytical, and strategic foundation to build, operate, and scale companies.
Specialization	24	Focused study in a chosen field while keeping the breadth of a general degree.

Two specialization paths: Entrepreneurship · Technology

THE EIGHT-TERM JOURNEY

01 TERM

DEVELOPING A NEW VENTURE

English Composition · College Math · Concept Design · Business Analytics · New Ventures Business Modeling

Students learn to think critically, communicate persuasively, apply quantitative reasoning to real startup decisions, and turn early ideas into clear visual concepts and business models.

02 TERM

LAUNCHING NEW VENTURES

Public Speaking · Principles of Microeconomics · Managerial Accounting · Marketing · Launching a New Venture

Students develop pitch and presentation skills, understand market dynamics, learn to read unit economics, and design marketing strategies that drive traction.

LINK | School of Business

03 TERM

INNOVATION THAT DISRUPTS BUSINESS MODELS

Probability & Statistics · Principles of Macroeconomics · Low-Code Development Platform · Culture & People Management · Future Trends & Entrepreneurial Ventures

Students learn data-driven decision-making, build MVPs with low-code/no-code tools, manage early teams, and use scenario and trend analysis to anticipate future markets.

04 TERM

GETTING THE FIRST CLIENTS

Socio-Ecological Systems · Strategic Thinking · People Skills – Relationship Management · Sales & Growth · Sales & First Customers

Students build the relationship, sales, and growth systems that take a venture from first traction toward scalable revenue.

05 TERM

SCALING-UP

Financial Markets & Instruments · Teamwork & Leadership · Operations Management · State-of-the-Art Technologies · Specialization Electives

Students learn how companies raise capital, design resilient organizations, optimize operations, and leverage technology to grow.



06 TERM

CAPITAL, RISK & GOVERNANCE

Risk Management · Business Law & Contracts · Finance Principles & Valuation · Specialization Electives

Students master valuation, legal and tax foundations, and the frameworks investors use to assess companies.

07 TERM

BECOMING GLOBAL

Global Markets & Enterprise · Fundraising Strategy & Principles · Philosophy Applied to Leadership · Specialization Electives

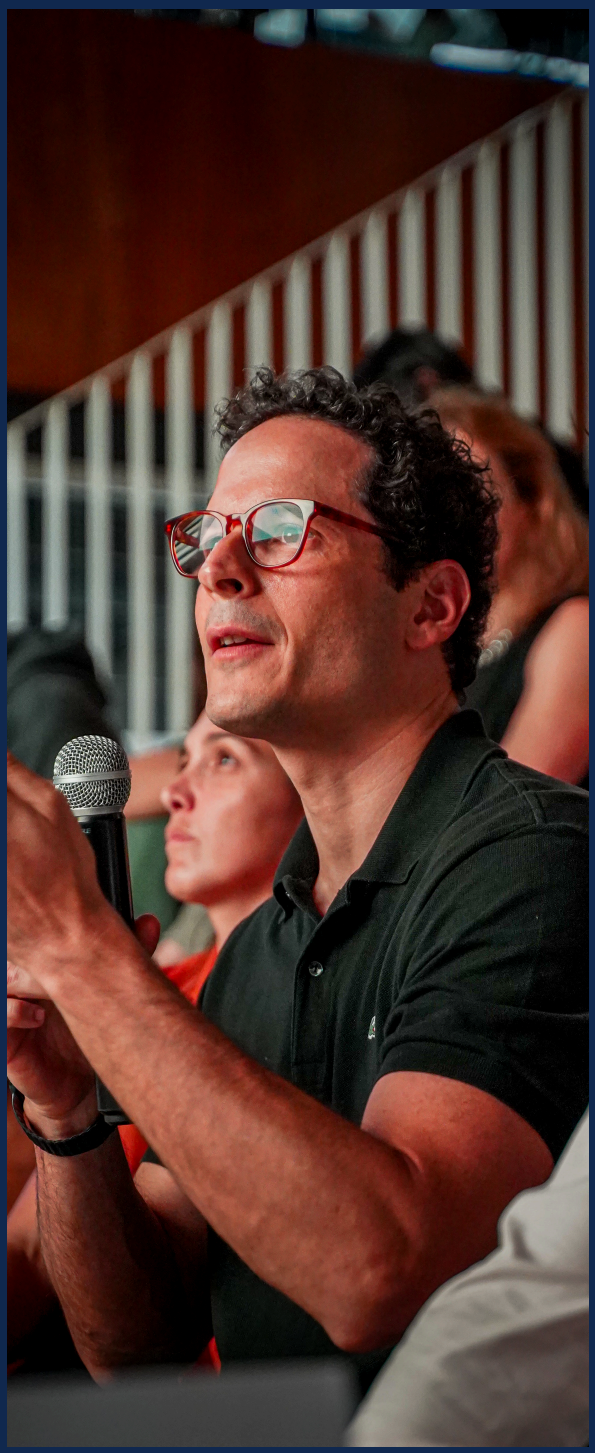
Students learn international strategy, fundraising across structures, and the ethical reasoning required of serious leaders.

08 TERM

CREATING THE FUTURE

Capstone Project · Specialization Electives

A capstone that integrates strategy, leadership, finance, operations, and marketing into the practical challenge of building and managing a real venture.



YOU DREAM BIG. WE'LL HELP YOU DELIVER.

Ventures is Link's engine — where students stop studying entrepreneurship and start practicing it, with real capital, real customers, and real outcomes. That work happens alongside a global network of corporate partners, including Google, Amazon, Microsoft, PayPal, Nestlé, and ArcelorMittal, as well as Brazilian leaders such as Stone, Embraer, Natura, iFood, and Ambev.



STARTUP SCHOOL: THE INCUBATOR

- 90 days to take an idea from concept to a real, operating startup.
- 13 weeks of intensive acceleration in three phases:
  - Stress Test — 3 weeks pressure-testing the idea
  - Launch — 6 weeks putting the product in front of real customers
  - Sell — 4 weeks focused on revenue and business model
- Ends with a Demo Day in front of investors.
- 100% equity-free for students.
- Two cohorts per year, with ongoing mentorship sessions.



LINK VECTOR: THE ACCELERATOR

- For students and startups that have made it through the incubator and have real traction.
- Link Vector invests approximately $20,000 for around 5% equity in selected ventures.
- Two acceleration batches per year.
- Hands-on biweekly tracking of growth metrics — MRR, CAC, LTV — with a target of 3x or better growth during the program.
- Founders get sessions with operators and warm introductions to follow-on capital.
- Mentorship Sessions



LINK CAPITAL: THE VENTURE FUND

- Link Capital is the early-stage investment arm of Link Ventures. It invests in startups with origins or strong connections to the Link ecosystem, building a long-term portfolio.
- Maintains active co-investment relationships with established funds.
- Targets a high-volume top-of-funnel pipeline — 100+ deals reviewed per year.
- Access to Mentors

$30M+

12M Total Startups Revenue

$60M+

Total Startups Valuation

263+ student-founded startups in 6 years

PORTFOLIO HIGHLIGHTS

CAVEO

SAAS **HEALTHTECH**

FOUNDING TEAM
Wilgo Cavalcante
Lorenço Boettcher

SEGMENT / VALUE PROPOSITION:
Caveo is a Brazilian financial and accounting platform designed exclusively for doctors, operating as a digital "accountant" and "bank" for healthcare professionals. It automates company registration, invoice issuance, tax management, and business banking, with a focus on eliminating bureaucracy.

BEWO

BEAUTY

FOUNDING TEAM
Karen Geppert

SEGMENT / VALUE PROPOSITION:
Bewo is a brand focused on feminine hygiene and self-care, specializing in bodycare products primarily designed for teenagers. The company develops solutions for hair removal and young skin care, with safe formulas adapted to this stage of development. It positions itself as a digital-first brand supporting the female journey from an early age.

NOWAY

FOODTECH

FOUNDING TEAM
Arthur Soares
Victor Bueno

SEGMENT / VALUE PROPOSITION:
Noway is a brand in the functional nutrition segment, specializing in protein beverages in juice format and offering an alternative to traditional whey. The company focuses on innovation through the use of BodyBalance technology, prioritizing convenience, lightness, and accessibility for consumers seeking muscle gain, increased strength, and improved body composition without compromising on taste.

NORTE

CREATOR ECONOMY

FOUNDING TEAM
Enzo Gabriel
Gabriel Delgado
Jõao Vitor

SEGMENT / VALUE PROPOSITION:
Norte Media is a Brazilian holding company focused on the creator economy, specializing in building consumer brands (DNVBs) in direct partnership with digital influencers. Founded in 2023, the company operates under a "house of brands" model, with successful cases such as Guday, created with Manu Cit.

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GLOBAL FROM DAY ONE

Link Miami students are global from their first semester — through structured international immersions woven into the curriculum and a network of founder houses in the world's leading ecosystems.



INTERNATIONAL PROGRAMS

01 02 03 04 05 06 07 08

PALO ALTO
Venture Capital World

ESTONIA
Digital Innovation and Entrepreneurial Ecosystems

ASIA
Asian Markets

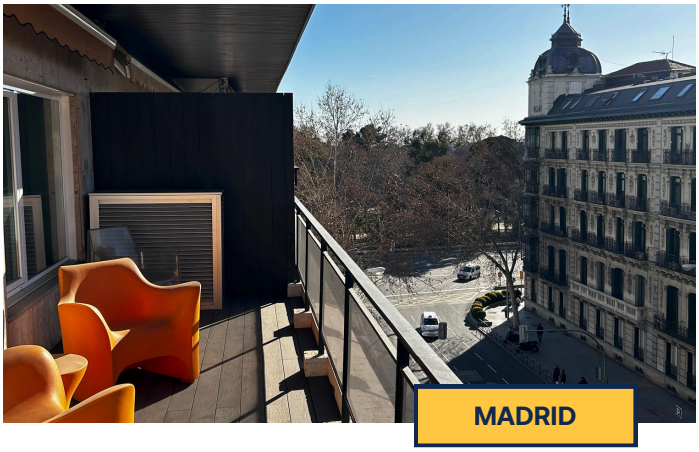
Designed as an integral part of the academic journey, our immersions connect students with leading institutions, founders, and investors abroad.

Term	Destination	Focus
3rd Term	Palo Alto / Silicon Valley	Technology & venture-driven innovation
5th Term	Estonia & Finland	Startup creation & digital innovation ecosystems
8th Term	China	Asian markets



LINK LODGES

Students spend transformative weeks living and working inside global founder houses — immersing in dynamic business ecosystems through company visits, university and research-center access, and mentorship from renowned professionals.





PROJECT-BASED LEARNING

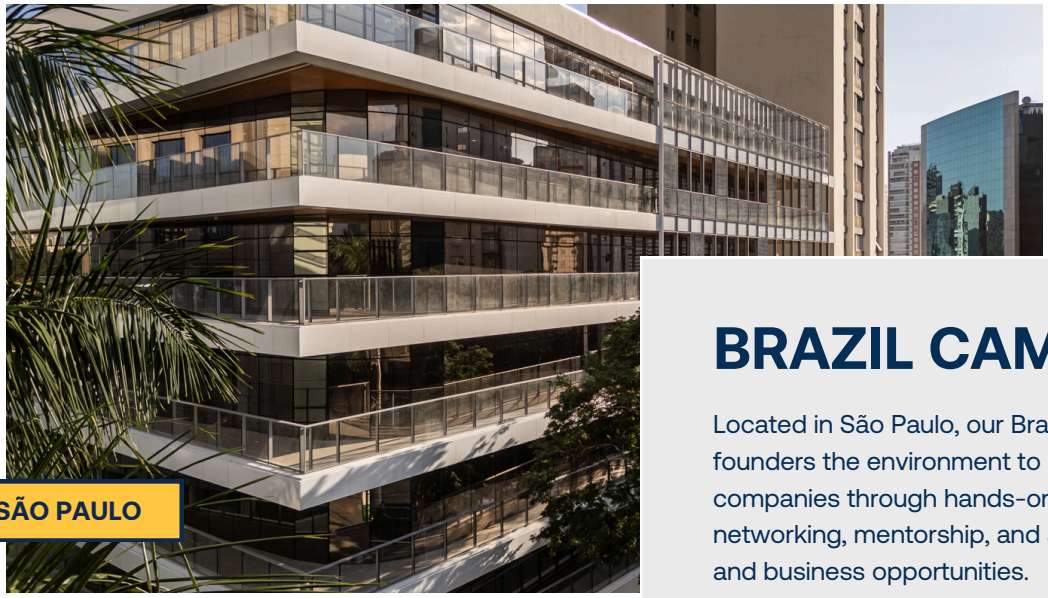
Develop impactful projects with hands-on guidance from experienced international mentors during your stay abroad.

INNOVATION ECOSYSTEM VISITS

Explore top companies, cutting-edge startups, and research centers in leading global business and innovation hubs.

GROW YOUR GLOBAL NETWORK

Connect with inspiring global leaders and build a strong international network that will support your future career and ventures.



BRAZIL CAMPUS

Located in São Paulo, our Brazil campus gives founders the environment to build, connect, and scale companies through hands-on learning, global networking, mentorship, and access to new markets and business opportunities.

LINK | School of Business

THE FULL STUDENT EXPERIENCE

Beyond the classroom, Link Miami surrounds every student with the structure, community, and infrastructure of a real founder's life.

- Onboarding — an immersive first week that sets the tone for the journey.
- Link Labs — company visits, ecosystem hubs, master tracks, lectures, and guest speakers.
- Triple Mentorship — a Business Mentor, a Mind Mentor, and a Wellness Coach for every student.
- Physical Performance — wellness, gym, sports, and personal training, because founder resilience is built daily.
- Communities & Clubs — student-led communities that build network, culture, and belonging.
- Lifestyle — a campus experience designed where ambitious founders and entrepreneurs live and work.
- Summer Programs — seasonal travel and immersion experiences.
- Brand & Community Events — marketing events that build awareness, lifestyle, and connection.



Link was designed as more than an academic institution. International immersions, access to Link Lodges, venture-building programs, mentorship, and founder experiences are integrated into the educational journey and included within tuition (excluding airfare, food, personal travel expenses, and travel insurance).

The result is not simply a degree, but a fully immersive global founder ecosystem



THE CITY — MIAMI
COCONUT GROVE'S NEIGHBORHOOD

Miami was a deliberate choice. Over the last decade, the city has emerged as one of the most important intersections of global capital, technology, entrepreneurship, and international talent in the world — attracting ambitious founders building globally relevant companies from a uniquely multicultural base.

Coconut Grove, where Link Miami is located, reflects that vision. More than a financial district or entertainment hub, it is a neighborhood defined by creativity, sophistication, intellectual curiosity, and a strong community of founders, operators, investors, and builders who are shaping the future quietly and intentionally.

Link Miami was designed for students who do not want to simply study entrepreneurship academically, but to live inside a real entrepreneurial ecosystem from day one — surrounded by the people, conversations, opportunities, and culture that define modern entrepreneurship.

Campus: 2982 Grand Ave, Coconut Grove, FL 33133

LINK | School of Business

INVESTMENT & FINANCIAL AID

Tuition Investment at Link is $98,000 per year (excluding housing and living expenses), positioning the program among the most premium undergraduate educational experiences in the United States. We believe a university designed to build founders should ultimately be measured not by its price, but by the long-term value, opportunities, and companies its students create.

At the same time, we believe financial circumstance alone should never prevent exceptional entrepreneurial talent from accessing the right environment to build, grow, and succeed.

- Link does not offer traditional merit-based scholarships. Instead, we offer tailored deferred tuition payment plans designed to increase accessibility for promising entrepreneurial talent from different backgrounds and realities.
- Our financial aid and deferred tuition support programs are provided directly by Link School of Business and are primarily evaluated on a need basis rather than a merit basis.
- Each applicant goes through a comprehensive evaluation process so we can better understand their financial reality, entrepreneurial profile, and long-term potential. Based on this assessment, we structure a personalized financial aid plan according to the student's specific needs.
- A core part of Link's value proposition is that students actively build businesses, ventures, and entrepreneurial projects throughout the program. As a result, students may develop companies capable of generating revenue or creating enterprise value during or after their academic journey, potentially supporting their ability to repay tuition obligations over time.

*Link does not guarantee business success, revenue generation, fundraising outcomes, company valuation growth, or future financial performance, as these outcomes depend on multiple factors outside the school's control, including individual effort, execution, market conditions, and broader economic circumstances.



ADMISSIONS PROCESS

The Link Journey is our founder-focused admissions process, designed to identify ambitious builders, problem-solvers, and future leaders. Rather than relying solely on GPA, essays, or polished applications, it evaluates how candidates think, build, adapt, collaborate, communicate, and make decisions under real-world conditions.

Conducted entirely online, the process allows applicants from anywhere in the world to participate while giving us a deeper understanding of their entrepreneurial mindset, resilience, creativity, and potential for impact.

STAGE 01

Who Are You? Why Link?

A 90-second unscripted video, a short essay, an academic transcript, and a list of personal achievements and experiences.

STAGE 02

Sleepless 48

A real business challenge developed and presented under time pressure: an initial video submission, followed by a final video presentation and a one-page written deliverable.

STAGE 03

Live Action

A live group exercise evaluating collaboration, communication, and leadership, followed by a one-on-one interview with the admissions team.

*A $100 USD non-refundable application fee completes the process. English proficiency is required, as all academic instruction is delivered entirely in English.

IMPORTANT:

Applications will be open from May 25th through June 19th, 2026, with the Link Journey taking place from June 15–19, 2026.

Stage 01: June 15
Stage 02: June 16 and 17
Stage 03: June 18 and 19

Final admissions results will be announced shortly after the completion of the process.

Link Miami — The Founders College 2982 Grand Ave, Coconut Grove, FL 33133

Website: linkschoolofbusiness.us
Admissions: admissions@linkschool.us
Instagram: @linkschoolmiami











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@linkschoolmiami
contact@linkschoolofbusiness.us
www.linkschoolofbusiness.us