



CURRICULUM

Operate like Wolfberg. Five days.

The founder teaches it himself.

FOUNDATION · AI OPERATIONS · TEAM PROCESS · BRAIN PROCESS · OPEN

W H Y T H I S E X I S T S

Most AI training stops at a deck.

Three categories of training exist. None of them produce a working operating model. That's the gap.

M c K I N S E Y - T I E R

AI transformation slide decks.

Three to nine months. A roadmap. A reference architecture. Partner-led with associate bench. The deliverable is a plan; the work is yours.

\$250K – \$1M+

B I G - 4 O P S

Modernization engagements.

Six to twelve months. Frameworks. A target operating model. Excellent diagrams. Same deliverable shape — the operation is still yours to build.

\$250K – \$2M+

A I B O O T C A M P

Curriculum access.

One to three days. Recorded video. TAs. Concepts. Tools demos. Trainees leave knowing what's possible, not how to operate it.

\$5K – \$30K

B O T T O M L I N E

The Curriculum doesn't compete with these. It produces what they can't, and what no tool vendor sells: a working operating model you run yourself.

T H E D E L I V E R A B L E

Five days. Five working artifacts.

You don't watch slides. You run a working specimen of the operating model for a week — alongside the person who built it.

0 1

Your tenant

108 AWS resources, designed to NIST 800-171, on your account. Yours to keep.

0 2

Your brain

CLAUDE.md + memory files. A fresh agent picks it up cold and operates. Verified Day 4.

0 3

Your team shape

Human/AI division of labor, designed for your business and signed off by the founder.

0 4

Your 90-day plan

First-90-days operating plan. Sprint cadence. Publish rhythm. Built against your business.

0 5

The certification

Wolfberg Curriculum Graduate. Granted by working demonstration, not exam score. Travels with you.

T H E W E E K

Five days. One pillar each.

Each day produces one durable artifact. Day 4 is the day no other curriculum on the market teaches.

| | | | | |
|---|---|---|---|--|
| <p>M O N</p> <h2>Foundation</h2> <hr/> <p>The operating model. Two services, two products as proof, one brain.</p> <p>E O D</p> <p><i>Tenant live. Model articulated.</i></p> | <p>T U E</p> <h2>AI Operations</h2> <hr/> <p>How Wolfberg actually runs, end to end.</p> <p>E O D</p> <p><i>Operating runbook. One debugged override.</i></p> | <p>W E D</p> <h2>Team Process</h2> <hr/> <p>The human / AI division of labor.</p> <p>E O D</p> <p><i>Team-shape design, founder-signed.</i></p> | <p>T H U ★</p> <h2>Brain Process</h2> <hr/> <p>Context-as-Code. The defensible day.</p> <p>E O D</p> <p><i>Brain v0.1, cold-start verified.</i></p> | <p>F R I</p> <h2>Operating Open</h2> <hr/> <p>Sprint cadence. Security-first rule. Publishing.</p> <p>E O D</p> <p><i>Certification + 90-day plan.</i></p> |
|---|---|---|---|--|

B O T T O M L I N E

Daily shape: 9 sync · morning intensive · lab block A · lab block B · retro. Berg every hour, all five days.

T H E D E F E N S I B L E D A Y

Day 4 is the day no one else teaches.

0 9 : 3 0

The brain explained.

Live walkthrough of the founder's own CLAUDE.md. Every line, why it's there. The four memory types. The audience-tag convention. The artifacts everything else is downstream of.

1 3 : 0 0

Build your own.

Write your CLAUDE.md. Seed 5 to 10 memory files. Author your first session delta. Lock your operating rules — including the meta-disciplinary check that catches when a rule's mechanism fails even when followed correctly. Real content from your own week, not a template exercise.

1 6 : 0 0

The cold-start test.

Start a fresh agent in your tenant. The agent operates from the brain alone, no human hand-holding. Pass = the agent makes correct moves on its first three actions.

EOD deliverable: your working brain v0.1, cold-start verified.

What you take. What stays.

The Curriculum makes a clean distinction. The patterns are yours forever. The specifics stay with Wolfberg. Both are protected.

M E T H O D O L O G Y · Y O U R S T O K E E P

The patterns. Perpetually licensed.

- The brain-and-memory pattern — four memory types, audience tags
- The AI-employee role architecture (Concierge, Steward, Liaison, ...)
- The human / AI division of labor; the sprint cadence
- The Day 4 cold-start verification discipline
- Public acknowledgment of attendance — "I'm a Wolfberg Curriculum Graduate"

B R A I N C O N T E N T · S T A Y S W I T H W O L F B E R G

The exact words. Read-access only.

- Wolfberg's actual CLAUDE.md, memory files, session deltas — verbatim content
- Sprint board state, AI employee system prompts, escalation rules
- Named third-party relationships disclosed during the week
- Read-access during the week + 12-month tail; destroyed at month 13
- No reproduction. No public republication. No training models on it.

T H E C O M P A R I S O N

Why \$150K is the price.

The Curriculum is positioned above commodity bootcamps and below big-consultancy decks. The reason is structural — there is no consulting bench.

| | <i>Big consultancy</i> | <i>Big-4 ops</i> | <i>AI bootcamp</i> | Wolfberg Curriculum |
|----------------------|------------------------|------------------------|--------------------|--|
| Price | \$250K – \$1M+ | \$250K – \$2M+ | \$5K – \$30K | \$150K |
| Timeline | 3 – 9 months | 6 – 12 months | 1 – 3 days | 5 days + 12-month tail |
| Deliverable | Slide deck + roadmap | Reference architecture | Curriculum access | Working tenant + brain + plan |
| Teacher | Partner + associates | Partner + associates | Recorded + TAs | Berg, every hour, all five days |
| What's copied | Frameworks | Reference designs | Concepts | The operating model itself |

B O T T O M L I N E

There is no consulting bench. The founder and the AI employees deliver. That's why 1–2 cohorts per month is the cap.

W H O I T ' S F O R

Three buyers. One trigger.

Different titles. Different scale. Same recognition: the operating model has to change, and there is no internal template for how.

F O U N D E R / C E O

Mid-market service business.

\$5M – \$250M revenue. Ready to operate AI-native end-to-end. Not bolt on a chatbot.

"Our model has to look fundamentally different in 18 months. I cannot wait for it to converge from internal experiments."

O P S L E A D E R

Inside a larger organization.

COO, GM, or transformation lead chartered to redesign a service unit around AI employees.

"We have the mandate. We need to install the model in one unit and prove it before scaling. The first unit is mine."

P E / F A M I L Y O F F I C E

Portfolio operator.

Operating Partner or principal at a roll-up or family office that wants a working model, not a McKinsey deck about one.

"We need this in three portfolio companies by next year. The first cohort is the proof case."

B O T T O M L I N E

Not for: people who want a deck. People who can't carve five full days. People who want to teach the model to others.

W H A T ' S I N C L U D E D

The pre-week. The week. The tail.

Twelve months of structured support from the founder. Not a video portal. Not a Slack group with no one home.

PRE - WEEK

7 days standard. 72 hours blitz.

- Span Assessment on your existing app + draft IaC
- Conversational scoping intake — no calls, no meetings
- Personalized pre-reads, generated against your business
- AWS cross-account role + signed NDA

THE WEEK

5 consecutive weekdays.

- On-site or full-immersion remote
- Cohort of 1–4 seats maximum
- Berg co-teaches every hour, all five days
- Lab tenant — 108 AWS + Curriculum developed resources on your account, yours to keep

1 2 - MONTH TAIL

Async, structured, founder-touched.

- Weekly 1-hour office hours, recorded — cohort + alumni
- Direct Slack to the AE-team; founder handles judgment
- Day-30 / Day-60 / Day-90 written operating reviews
- Brain audit at Day-365 — consolidation, cleanup, evolution

B O T T O M L I N E

The week is the spike. The tail is what makes the spike land. Both are priced as one.

T H E I N V E S T M E N T

\$150,000. Capped at 12 cohorts a year.

Premium pricing reflects the structural truth: the founder delivers every cohort, every hour. No bench, no scale, no dilution.

T H E N U M B E R

\$150K

per organization · 1–4 seats

50% on countersignature · 25% on Day 1 · 25% on certification.

T H E C A P

1 – 2 cohorts per month.

Maximum 12 organizations per year. Schedule books 60 – 120 days out.

A D J A C E N T

Cornerstone Week.

\$100K. Software-licensee tier. Same delivery shape, focused on running the Keystone tenant rather than operating-model transfer.

N O T I N C L U D E D

A franchise.

No "Wolfberg [whatever]." No permission to teach the methodology to your customers. No outcome guarantee.

B O T T O M L I N E

Premium pricing for productivity, not labor. Same thesis across the Wolfberg product stack.

THE THROUGHLINE

This is how the operating model gets installed. The deliverable is a working brain.

Five days is the engagement shape. The artifact you leave with is your tenant, your brain, and the patterns that produced ours.

RESOURCES · YOURS

108

AWS

Stood up on your account, designed to NIST 800-171. Starts at 108 and grows as you build out your own deployments. Yours to keep — the infrastructure receipt is the curriculum receipt.

ONE WORKING BRAIN

5

DAYS

CLAUDE.md authored, memory files seeded, audience tags configured. The brain operates on Day 5 the same way it operates on Day 90 — and 365.

STRUCTURED TAIL

12

MONTHS

Weekly office hours. Day 30 / 60 / 90 reviews. Day-365 brain audit. The founder, not a Slack channel with no one home.

T H E A S K

Email the founder.

There's no application form. The email is the application.

01 · THE BUSINESS

Your business as it is today.

What you do. Current revenue band. Current headcount. The shape that exists.

02 · THE DESTINATION

What you'd want to be running in 12 months.

The shape of the AI-native operation you want to install. Concrete enough to argue about.

03 · THE TIMING

Why you. Why now.

The trigger. The urgency. Why this is the right cohort window for your organization.

berg@wolfberg.ai · Reply within 72 hours, personally

wolfberg.ai/curriculum · A Wolfberg LLC service · Capped at 1–2 cohorts per month