

[00:00:00] **Jothy Rosenberg:** Welcome to Mastering Startup Operations Exit Strategies and Beyond. The fourth and final course in the Who Says, you Can't Start Up Program? I'm Jothy Rosenberg, and after founding or leading nine startups throughout my 37 year entrepreneurial career, I can tell you that reaching this point in your startup education represents something remarkable.

You've built your leadership foundation and mastered fundraising. You've navigated from MVP to profitability, you've assembled and scaled your dream team With the right culture, now comes the advanced operational mastery that separates company that merely survive from those that create lasting value and achieve successful exits.

This is where things get both exciting and. You're no longer just a startup founder trying to prove your concept works. You're now an experienced entrepreneur managing sophisticated operational challenges, navigating board dynamics, preparing for potential exits, and making strategic decisions that will determine your company's ultimate legacy.

This 14 lesson course tackles the advanced operational challenges that most founders only learn through expensive trial and error. We'll explore scaling your processes and systems without losing agility. Building the operational controls that sophisticated investors and acquirers expect. Navigating the complex legal IP and compliance landscape, mastering board dynamics and investor communications, and preparing for the strategic decisions around growth capital partnerships and potential exits.

This course goes beyond just operational excellence. We'll also address the scenarios that textbooks rarely cover crisis management when everything goes wrong, the realities of downsizing, when necessary, and how to pivot successfully when your original strategy isn't working. Because in my nine startups I've learned that how you handle the difficult moments often determines your ultimate success.

You'll also learn about opportunities that come with maturity, international expansion strategies, advanced financial management, and ultimately how to prepare for and navigate successful exits. Whether that's an acquisition, an IPO, or another exit strategy. We'll cover what you need to know. And because this is the final course in our program, we'll conclude with something most entrepreneurship coaches never address.

Post wealth management and legacy planning. What happens after you've achieved that successful exit? How do you handle sudden wealth responsibly? How do you think about your next chapter and the impact you want to create? This isn't theoretical knowledge from someone who's never been in the trenches.

Every lesson draws from real world experiences, both from my successes and my failures. You'll learn why some of my companies achieve spectacular exits, while others struggled with operational challenges that could have been avoided with the right frameworks. This course completes your comprehensive startup education.

The who says You Can't Start Up Program brought to you by , the incorrigible entrepreneur has taken you from initial ideas through successful exit building systematically on each foundation. At just \$375 per course, you're getting extraordinary value compared to traditional business education or expensive consulting.

Whether you're currently scaling your operations, preparing for growth capital rounds, or thinking about eventual exit strategies, this course will provide the advanced operational mastery you need to maximize your chances of creating lasting value. Are you ready to master the final phase of startup success?

Let's get started. As always, see you soon and TTFN, Tata for now.