



DRAGON GUILD

Cohort 0 / The case for the investment

Someone on your team has been offered one of sixteen places in the founding cohort of Dragon Guild. This is what the EUR 20 000 buys, and why it returns more than it costs.

What Dragon Guild is

The missing institution on Europe's innovation chain. Not a course, and not a network you pay to join. A four-month programme that puts sixteen senior people from four worlds, research commercialisation, venture capital, corporate innovation, and the public sector, in one room to build the cross-ecosystem fluency none of them acquires inside their own organisation.

Europe is not short of programmes that make a good investor a better investor or a good researcher a better researcher. It is short of the thing that connects them. Dragon Guild builds people who can operate across the whole chain, not just their link in it.

The credibility

The teaching lineage is drawn from five institutional traditions: Stanford Graduate School of Education (Dr Paul Kim), the HPI School of Design Thinking (Prof Uli Weinberg), the UNESCO Chair and Club of Rome (Dr Markku Wilenius), Aalto University (Dr Risto Sarvas), and Kenan-Flagler Business School at UNC (Will Cardwell). Cohort 0 is co-developed with the venture arm of a leading European research university.

Delivery is by active practitioners, not lecturers. Each team works alongside a Sage, an operator who has done the work.

What they come back able to do

- Evaluate opportunities across the full chain, from research to capital to scale, rather than only the slice their role sees today.
- Translate between research, investment, corporate strategy, and policy, the handoff points where most value currently leaks.
- Draw on a standing network of fifteen senior decision-makers across the four constituencies, the kind of relationship a conference cannot build and an organisation cannot buy.
- Apply all of it immediately. The learning runs on live problems in cross-ecosystem teams, so what comes back is applied judgement, not theory.



The structure and the commitment

Four months, mid-August to mid-December 2026. Four modules: The Human Condition, State of the Art Venture, Deep Tech, and Sustainability Beyond Green. Intensive in-person Lair Events for the deepest work, biweekly online Den Sessions to hold momentum, and team challenges in between. Designed for people whose constraint is time, not money: heavy in the room, light on travel, structured so a senior professional commits without restructuring their year.

Why this seat specifically

Cohort 0 is the founding cohort. Sixteen places, once. Its members are Founding Fellows, a permanent status that exists only for this cohort. Backing someone now buys a place inside the institution before it is established, not a ticket to it afterwards.

The cost

EUR 20 000 for the four-month founding cohort. Below most serious executive education and a fraction of an executive MBA, for a programme none of those alternatives replicates.

The decision

Places close 10 July 2026. [weblink to follow once the site is live]