



## **Mindvalley U to Host 50 Top Authors in Amsterdam, Adds New 3-Day Passes for Greater Accessibility**

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Mindvalley, a global leader in personal transformation, has announced a significant evolution of its annual global event, now rebranded from Mindvalley University to Mindvalley U. The upcoming event, scheduled for August 4-17, 2025, in Amsterdam, is already marking historic milestones with ticket sales surging 60% higher than the previous year. This unprecedented interest signals a major shift in what individuals are seeking from educational experiences.

The rebranding to Mindvalley U represents a deliberate move away from the traditional connotations of the word "university," which founder Vishen Lakhiani feels no longer aligns with the dynamic, future-focused curriculum the event offers. "The word 'university'?... it just doesn't feel aligned anymore. It carries baggage," Vishen stated in a recent communication. This strategic pivot reflects a broader societal trend in which alternative learning models are gaining credibility and momentum over traditional institutions.

Lakhiani expressed that even his own son, Hayden, a gifted student with applications to Stanford and

Harvard, is taking a gap year. "He's doing our AI Mastery program. He's doing Social Media Mastery. He's doing Speaking Mastery," Lakhiani explained. "Because even Hayden knows, the university system isn't adapting fast enough. At Mindvalley U, he's learning the things that actually prepare you to thrive in the 21st century."

This year's event in Amsterdam is shaping up to be Mindvalley's most significant yet. Over 50 of the platform's most celebrated authors and speakers will be attending in person, not just as presenters but as active community members participating in socials, workshops, and conversations. The event is also attracting its most diverse, multi-generational, and global audience to date, from teenagers and entrepreneurs to CEOs and spiritual healers. In a move to improve accessibility, Mindvalley has introduced new 3-day passes, allowing attendees to get a concentrated experience if they cannot commit to the full two weeks.

The philosophy behind Mindvalley U was born from a pivotal conversation, a story Lakhiani often recounts. During a 2015 trip to Boston with the XPRIZE Innovation Board, he found himself on a bus next to billionaire entrepreneur Naveen Jain. Impressed by the confidence and presence of Jain's 24-year-old son, Ankur, Lakhiani asked how he had raised such a remarkable young man. Naveen's response was simple yet profound: "I exposed my kids to fields of possibility." He explained that from the age of six, he brought Ankur to high-level networking events with CEOs and inventors. "He didn't always understand the conversations? but he absorbed the energy. And that changed his identity," Jain suggested.

This idea that environment, more than formal schooling, shapes a child's potential became the seed for Mindvalley U. Fast forward to today, and Ankur Jain is the founder of Bilt Rewards, a company valued at over \$4 billion, making him one of America's youngest billionaires. For Lakhiani, this was a powerful validation of a new educational paradigm. He sought to create an event where his own son could have similar exposure, not just to information, but to inspiration. "I started looking for events I could attend with Hayden. Conferences. Summits. Retreats. But nothing existed. None welcomed kids," Lakhiani recalled.

This gap led to the creation of the first Mindvalley University in 2017, an experimental, city-based campus for the entire family. It focused on subjects often overlooked by traditional education: emotional mastery, entrepreneurship, conscious relationships, and resilience. Now, with the children's program for the 2025 event completely sold out and a waitlist open, the concept has proven its demand. While 70% of attendees come without children, the family-inclusive design creates a unique, multi-generational learning atmosphere that is a core part of its appeal.

The two-week immersive campus allows attendees to design their own journey, choosing between 3-day, 7-day, or full 14-day experiences. A unique aspect of the event is its co-creative nature. Participants can host their own meetups and sessions through the event app, and from those, 50 attendees are selected to speak on the main community stage.

For those seeking an elevated experience, VIP and First-Class tickets offer premium access. VIP guests receive priority seating and exclusive access to stage talk recordings. Both VIP and the extremely limited First-Class ticket holders (only 24 available) gain entry to a private social event with esteemed guests. First-Class attendees are also treated to front-row seats and an intimate private dinner with over 10 of the event's speakers.

With the event approaching, a final pricing tier is set to take effect. Ticket prices will rise after 11:59 PM PST on Friday, June 27. Mindvalley is also offering a \$400 discount to its members, who can find a promo code in their email inbox with the subject line "Excalibur." For peace of mind, a flexible cancellation policy allows for full refunds up to 30 days before the event starts.

As Mindvalley U prepares for its largest gathering, it champions a new vision for education—one that is immersive, community-driven, and focused on building lives, not just résumés. It's a vision that started with a conversation on a bus and has since grown into a global movement.

For more information about Mindvalley U and a special discount on Mindvalley Membership, visit the company's website

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