

Outreach

Cantillon Entrepreneurial Education

A study was conducted this quarter to measure the usage and effectiveness of the online course, Cantillon. Cantillon uses the UM's MEONLINE learning management and registration system for hosting and displaying the course. As the usage reports needed were not available initially, a project plan was mapped out and executed to produce the table that follows. In addition, a summary of the feedback on Cantillon use as part of Entrepreneurs Boot Camp from the Campers and the mentors was collected.

Focusing on just SPARK entrepreneurs (excluding Ross School and GLEQ), over 500 unique users were registered for Cantillon e-course. Typically, entrepreneurs were registered for specific units to address planning questions they were focused on answering. Almost all entrepreneurs were registered for the Executive Summary unit. The statistics here show of 487 registrants, 304 entrepreneurs and mentors logged in to use the system. 62% of the registrants used the course. Of these active users, 41% were based in the Ann Arbor area. Similar high usage was found for the units on Innovation, Marketing Strategy and Entrepreneurial Finance. Starting in Nov 2008, these three units and Executive Summary unit have been offered as pre-camp preparation to all Boot Camp participants. The mentors use and refer to the Cantillon units in advising companies.

A satisfaction survey of the Entrepreneurs Boot Camp participants was conducted immediately after camp. One question focused on the value of the Cantillon Executive Summary unit and its impact. For the Camps in 2007 – April 2009, the Cantillon average score was 5.90 on a scale of 1 to 7 where 7 is Excellent and the impact of the Executive Summary averaged 5.71. From a survey of mentors who have engaged with Entrepreneurs to use the course at Camp, they had a similar high rating and opinion.

Cantillon Usage Data from the Period
Oct 2006 to April 2009 for
SPARK BA projects and Entrepreneurs Boot Camp

Cantillon Usage Summary Chart

Unit Number	Course Title	Total Registrations	Active Users	Ann Arbor Total	Active Ann Arbor Users	% Active AA
2	Executive Summary*	487	304	314	199	41%
3	Innovation*	257	69	156	36	14%
4	Marketing Strategy*	377	141	249	94	25%
5	Management Team	200	25	127	22	11%
6	Business Model	99	13	68	10	10%
7	Systematic Selling	122	9	68	6	5%
8	Finance*	337	141	224	102	30%
9	Leadership	127	22	80	16	13%
10	Entrepreneurial Life Cycle	117	10	72	7	6%
1	Entrepreneur & Funding	169	62	106	37	22%
ALL UNITS		2287	796	1464	529	

*Boot Camp required by Nov 2008