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COURSE NUMBER	COURSE TITLE	PROFESSOR
Cantillon Online.Unit 8	Unit 8 - Financial Plan and Sources of Entrepreneurial Growth Capital	
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Unit 3: Product Innovation

Larry Schmitt - President Inovo. Guest Lecturer at UM Ross School from which this Unit was developed, and noted authority on the front end of innovation.

Do you need to develop an entire suite of products for one market or a unique product offering for a targeted group of customers whose satisfaction will lead to invaluable references? In this unit, you will focus on defining your customers, their needs and their personas in order to create insights into product strategies for various market segments.

Unit 4: Market Strategy and Competitive Positioning

Thomas C. Kinnear - Eugene Applebaum Professor of Entrepreneurial Studies and Professor of Marketing, Stephen M Ross School of Business. Active angel investor and advisor to startup companies.

Your company is defined by its positioning and the marketing battles it chooses to fight. Identifying your corporate strengths, weaknesses, opportunities and threats will help you zero in on the battles you can win.

Richard Cantillon (1680 - 1734) helped to define the term "entrepreneur" and was the first economist to develop insights concerning the role entrepreneurship plays in the economy.

Unit 5: Management Team

Kurt Riegger - Managing Partner, Business Engines, a venture catalyst and investment firm, Serial Entrepreneur, board member for Great Lakes and Ann Arbor Angels.

The right people in the right roles plus the guiding principles they need to achieve extraordinary results: this is pivotal for any company's success. Unit 5 will address the management team, what it should look like at each stage of development and how to hire complementary team members.

Unit 6: Business Model and Key Metrics

The Business Model explains how your company will make money and the strategies for building up your core strengths. Learn how to define the metrics that will help you "keep score" in your business by measuring the progress of the various factors that drive your business.

Unit 7: Growing Sales

Growing sales in an early stage technology company can be a considerable challenge. While your customers struggle to understand the value in a new solution, you must assemble an ecosystem of partners in order to deliver that solution. This unit will help you explore the sales barriers you face, the cost of acquiring customers (based on pricing, distribution and product costs) and methods for accelerating sales.

Unit 8: Entrepreneurial Finance

David J. Brophy - Director of the Office for the Study of Private Equity Finance; Associate Professor of Finance, Founder of Michigan Growth Capital Symposium.

How will you find investors and other sources of capital? Start with a compelling and well-rehearsed business pitch. Then add a finance plan that explains where your business is going and the milestones that lie ahead. Learn how to determine the amounts and timing of your capital requirements as well as the sources of funding that are best for your company.

Unit 9: Entrepreneurial Leadership

Dr. Roger Netwon - Co-Founder and CEO of Esperion Therapeutics

Dr. Newton was the Co-Founder and CEO of Esperion Therapeutics and lead the firm from inception of the company, to the raising of more than \$100M from private and public sources to the acquisition by Pfizer for \$1.3 Billion. Dr. Newton uses the Esperion story to help illustrate getting

the message right, how to position the company and the process of raising capital. Entrepreneurial leadership is discussed in the context of building consensus and making very tough decisions that eventually lead the team to success. Dr Newton highlights how the company and he personally applied elements of Jim Collins Good to Great and Bob Quinn's Deep Change as he describes the exciting journey of Esperion Therapeutics.

Unit 10: Firm Lifecycle

Ensuring that a raw startup can mature quickly into a growth company requires the early adoption of disciplines that can evolve with the organization. Understanding the growth process can shape key decisions about company structure and management. It can also help eliminate the difficulties many entrepreneurs face in "scaling" their growing companies.

Course Fees

The Cantillon eCourse is available to you and up to five members of your team for a single fee. The course fee includes access to the course for a full year and matching your team with a mentor to review the plans entrepreneurs develop and answer questions. Although the course is priced affordably, financial assistance is also available through participating organizations. Several mentoring organizations across Michigan offer full or partial reimbursement upon completion of the Cantillon course or with satisfactory advancement to the next recommended stage of business development.

How to Begin

To register, contact a mentoring organization for a login ID. You will be assigned a business mentor at the same time our mentor will work with you throughout the course and will review all deliverables.

For more information visit: www.AnnArborUSA.org/cantillon or <http://www.gleq.org>.

Technical Support

If you have difficulties or if your browser has trouble displaying the course, technical support is available Monday through Friday from 8:00 a.m. to 11:00 p.m. (Technical support is available at other times as well, but with delayed response times.) The course requires Internet Explorer 5.5 or higher. If you have questions or difficulties logging in or with content of the course talk to your mentor.

Mentoring Organizations:

**Great Lakes
Entrepreneur's Quest**
info@gleq.org
(734) 527-9151

Ann Arbor SPARK
info@AnnArborUSA.org
(734) 761-9317

"The Cantillon online course was outstanding. It provided me with a concise and easy-to-use approach to building my business plan. I would recommend it to entrepreneurs as a way to quickly zero in on the key elements of their strategy and more effectively work with a coach to develop and refine their plan."

Dan Killeen
President/CEO
KAK Enterprises
Winner of the 2007
Great Lakes
Entrepreneur's Quest