

	E-learning	In-person
Delivery and costs of delivery		
Length	Indefinite	6 weeks
Methodology	Online, via app and self-paced	Classroom-based, including lectures, presentations, and group exercises
Language	English or Amharic (user's choice)	Amharic
<i>Fixed costs (per person, USD):</i>		
Content preparation (curriculum development cost is included under both modalities, plus modality-specific content costs)	121	231
App development and maintenance	108	N/A
In-person training staff	N/A	101
<i>Variable costs (per person, USD):</i>		
Licenses	5	N/A
Recruitment costs (including in-person orientation session)	44	42
In-person training costs	N/A	137
Marginal cost per person (USD)	49	179
Total cost per person (USD)	278	511
Logistics and attendance		
Venue	N/A	Central training centers across Addis Ababa
Groups	N/A	20
Size of groups	N/A	25
Spacing of classes	N/A	Classes ran twice a week for 6 weeks straight for each cohort of 5 classes (about 125 participants trained at a time, before moving onto the next cohort)
Completed at least 1 module/Attended at least 1 session	80%	76%
Partially completed at least 8 modules/Attended at least 8 sessions	31%	71%
Completed at least 8 modules/Attended at least 8 sessions	22%	71%
Content		
1. Entrepreneurship Fundamentals		
2. Opportunity Recognition		
3. Customer Discovery		
4. Defining your business vision		
5. Working in groups and teams		
6. Marketing fundamentals		
7. Marketing Mechanics		
8. Data collection		
9. Accounting		
10. Finance fundamentals		
11. Developing a business plan		