

Business Case: Capital Asset Summary

Part I: Summary Information and Justification (All Capital Assets)

Section A: Overview & General Information

Date Investment First Submitted: 2018-09-19
Date of Last Change to Activities: 2021-04-30
Investment Auto Submission Date:
Date of Last Investment Detail Update: 2020-09-25
Date of Last Business Case Update: 2020-09-29
Date of Last Revision: 2021-04-30

Agency: 028 - Small Business Administration **Bureau:** 00 - Agency-Wide Activity

- 1. Name of this Investment:** (OED) Entrepreneurial Learning Initiative
- 2. Unique Investment Identifier (UII):** 028-000000065

Section B: Investment Detail

- 1. Provide at least one Agency Strategic objective code ([A-11 Section 230](#)) and/or Agency Priority Goal code ([A-11 Section 250](#)) that this investment aligns to on performance.gov. If this investment aligns to more than one Agency strategic objective code and/or Agency Priority goal code list all that apply. If your agency does not report to performance.gov please use "0". This is required for Agency IT Portfolio Summary Part 1 and Part 2 Investments, not for Part 3 Investments.**

Agency Strategic Objective(s):

028SO18189: Develop Small Businesses through Technical Assistance

028SO18190: Build Healthy Entrepreneurial Ecosystems

Agency Priority Goal(s):

- 2. Briefly describe the investment's return on investment, including benefits internal and external to the government and outcomes achieved or planned.**
Customer Metrics. Businesses/Users engaged - metrics captured by querying active users, unique users, platform hits, etc. Rural Area Participation - by querying numbers of users (aggregate) and zip code. Platform Metrics. Platform Usage/Analytics - Platform metrics. Learning Paths Completed - platforms metrics capture how many users have completed a learning path. Duration of User Session - on the operations-side will help SBA look at content what content is being consumed (or not) and inform development decisions for future content. Social media Engagement Rates - would be collected by the number of times someone clicks the share button. Diversity of Clients (serving rural or underserved areas) - by querying aggregate users by zip code.

3. If this investment will result in the elimination or the reduction of another major or non-major investment(s), please complete the following:

Table I.B.1 Affected Investment Information	
Investment UII	To Be Status
NONE	

4. Does the Investment currently include an intra- or inter-Agency shared service (common, shared, or centralized solution)?:

NO

5. Does the Investment plan to include an Intra- or Inter-Agency shared service that it does not currently include (common, shared, or centralized solution)?:

YES

6. If systems contained in this Investment collect data from the public, please identify the OMB Control Numbers which authorize that data collection as per the Paperwork Reduction Act. Use [Reginfo](#) at the following link to identify information collection requests and OMB control numbers. Agencies can work with their Records Officers to determine the applicability.

3245-0324

7. Provide the name of the Investment-level project manager:

Earl Warrington

8. Select the qualification/experience level of the Investment-level project manager (select one):

1 - FAC-P/PM(DAWIA-3)- Senior

Section C: Life Cycle Costs

1. Provide the total estimated life cycle costs for the investment in millions. Note: Do not enter information in the grey cells as these will be calculated.

Table I.C.1 Life Cycle Costs				
	PY-1 & Prior	PY 2021	CY 2022	BY 2023
Planning Costs:	0	0	0	0
DME (Excluding Planning) Costs:	\$2.534235	\$0.430032	\$0.078140	\$0.079000
DME (Including Planning) Govt. FTEs:	\$0.217650	\$0.372825	0	0
Sub-Total DME (including Internal Labor (Govt. FTE)):	\$2.751885	\$0.802857	\$0.078140	\$0.079000
O & M Costs:	0	\$1.059640	\$0.869366	\$0.854668
O & M Internal Labor (Govt. FTE):	0	0	\$0.383372	\$0.395588
Sub-Total O & M Costs (Including Internal Labor (Govt. FTE)):	0	\$1.059640	\$1.252738	\$1.250256
Total Cost (Including Internal Labor (Govt. FTE)):	\$2.751885	\$1.862497	\$1.330878	\$1.329256
Total Cost Internal Labor (Govt. FTE) costs:	\$0.217650	\$0.372825	\$0.383372	\$0.395588
# of FTE rep by costs:	2	3	3	3
Total change from prior year final President's Budget (\$)		\$1.074697	\$1.330878	
Total change from prior year final President's Budget		236.42%	0.00%	

Table I.C.1 Life Cycle Costs

	PY-1 & Prior	PY 2021	CY 2022	BY 2023
(%)				

2.
 - a. In which year did or will this investment begin? (specify year - e.g., PY-1= 2019)
2018
 - b. In which year will this investment reach the end of its estimated useful life? (specify year - e.g., FY+5 = 2027)
2023
3. Compare the funding levels for PY and CY to the final FY 2022 President's Budget for those same years. Briefly explain any significant changes. When making comparisons, ensure that you compare same-year-to-same-year (e.g., the FY20 level for 2020 versus the FY21 level for 2020):
NA

Business Case Detail: Performance Measurement Report

Section A1: General Information

1. **Name of this Investment:** (OED) ENTREPRENEURIAL LEARNING INITIATIVE
2. **Unique Investment Identifier (UII):** 028-000000065

Section C1: Projects Table

Projects Table C.1

Unique Project ID	Project Name	Project Goal	Project Start Date	Project Completion Date	Project Lifecycle Cost (\$M)	Software Project?
ELI	Entrepreneurial Learning Initiative	Digital learning platform, initially targeting women entrepreneurs to eventually grow as the learning resource for entrepreneurs.	09/27/2019	09/30/2023	\$13.0	Yes

Section C2: Project Activities

1. Provide all non-agile project activities for projects in Table C.1 that started in a previous FY (PY and earlier) and that have not been completed by the beginning of the CY, as well as activities that are scheduled to start in the current FY and BY.

Project Activity Table C.2.1

Unique Project ID	Activity Name	Activity Description	Structure ID	Planned Start Date	Projected Start Date	Actual Start Date	Planned Completion Date	Projected Completion Date	Actual Completion Date	Planned Total Costs	Projected Total Costs	Actual Total Costs
ELI	Update Landing Page	Making updates to the Ascent Landing Page	ELI.3.2	2019-09-27	2019-09-27	2019-09-27	2019-10-24	2019-10-24	2019-10-24	0.138421	0.138421	0.138421
ELI	User Acceptance Testing	Internal testing on the Ascent Platform	ELI.3.4	2020-03-06	2020-03-06	2020-03-06	2020-05-14	2020-05-14	2020-05-14	0.346052	0.346052	0.348052
ELI	Load Testing within Ascent	Performing load testing on the Ascent platform	ELI.3.3	2020-01-08	2020-01-08	2020-01-08	2020-05-15	2020-05-15	2020-05-15	0.637724	0.637724	0.637724
ELI	508 Compliance	Run tests to ensure entire platform is 508 compliant	ELI.3.5	2020-03-06	2020-03-06	2020-03-06	2020-06-12	2020-06-12	2020-06-12	0.489416	0.489416	0.489416
ELI	Journey 1 - Disaster Recovery	Create a new journey addressing disaster and recovery.	ELI.3.6	2020-06-15	2020-06-15	2020-06-15	2020-07-02	2020-07-02	2020-07-02	0.088985	0.088985	0.088985

Project Activity Table C.2.1

Unique Project ID	Activity Name	Activity Description	Structure ID	Planned Start Date	Projected Start Date	Actual Start Date	Planned Completion Date	Projected Completion Date	Actual Completion Date	Planned Total Costs	Projected Total Costs	Actual Total Costs
ELI	Technical review of Journey 1	Perform a technical review of Journey 1 (disaster/recovery)	ELI.3.7	2020-06-19	2020-06-19	2020-06-19	2020-07-02	2020-07-02	2020-07-02	0.069210	0.069210	0.069210
ELI	Updating infographics	updating infographics for journey's 1-7	ELI.3	2019-09-27	2019-09-27	2019-09-27	2020-07-10	2020-07-10	2020-07-10	1.883511	1.883511	1.885511
ELI	Production Layout	Content refinement and layout in production	ELI.3.8	2020-06-19	2020-06-19	2020-06-19	2020-07-10	2020-07-10	2020-07-10	0.108759	0.108759	0.108759
ELI	Project Delivery	Journey 1 delivered - ready for production	ELI.3.9	2020-07-10	2020-07-10	2020-07-10	2020-07-10	2020-07-10	2020-07-10	0.004944	0.004944	0.004944
ELI	Journey 1-5 Delivered	Journey 1-5 Delivered	ELI.4.1	2020-06-12	2020-06-12	2020-06-12	2020-07-14	2020-07-14	2020-07-14	0.197827	0.197827	0.197827
ELI	New Journeys	New Journeys	ELI.2	2019-09-27	2019-09-27	2019-09-27	2020-09-26	2020-09-26	2020-09-26	0.390544	0.390544	0.390544
ELI	Ascent Project DM&E	Ascent Project DM&E	ELI.4	2020-06-12	2020-06-12	2020-06-12	2020-09-29	2020-09-29	2020-09-29	0.781088	0.781088	0.781088
ELI	New Sprints	New Sprints	ELI.4.0	2020-07-13	2020-07-13	2020-07-13	2020-09-29	2020-09-29	2020-09-29	0.390544	0.390544	0.390544
ELI	New Learning Ctr	New Learning Ctr	ELI.4.2	2020-07-13	2020-07-13	2020-07-13	2020-09-29	2020-09-29	2020-09-29	0.192717	0.192717	0.192717
ELI	O&M part 1	O&M part 1	ELI.5.1	2020-10-01	2020-10-01	2020-10-01	2021-03-31	2021-03-31	2021-03-31	0.734358	0.734358	0.734358
ELI	DME Phase 1	DME Phase 1	ELI.5.3	2020-10-01	2020-10-01	2020-10-01	2021-03-31	2021-03-31		0.056500	0.056500	
ELI	ELI Portfolio	ELI Portfolio	ELI.5	2020-10-01	2020-10-01	2020-10-01	2021-09-30	2021-09-30		1.566421	1.566421	0.734358
ELI	O&M part 2	O&M part 2	ELI.5.2	2021-04-01	2021-04-01	2021-04-01	2021-09-30	2021-09-30		0.512563	0.512563	
ELI	DME Phase 2	DME Phase 2	ELI.5.4	2021-04-01	2021-04-01	2021-04-01	2021-09-30	2021-09-30		0.056500	0.056500	
ELI	Security Certs	Security Certs	ELI.5.5	2021-09-01	2021-09-01		2021-09-30	2021-09-30		0.002500	0.002500	
ELI	Software and infrastructure	Software and infrastructure	ELI.5.6	2021-09-01	2021-09-01		2021-09-30	2021-09-30		0.204000	0.204000	
ELI	DME Phase 1	DME Phase 1	ELI.6.3	2021-10-01	2021-10-01		2022-03-31	2022-03-31		0.058195	0.058195	
ELI	ELI Portfolio Yr 2	ELI Portfolio Yr 2	ELI.6	2021-10-01	2021-10-01		2022-09-30	2022-09-30		0.320390	0.320390	

Project Activity Table C.2.1

Unique Project ID	Activity Name	Activity Description	Structure ID	Planned Start Date	Projected Start Date	Actual Start Date	Planned Completion Date	Projected Completion Date	Actual Completion Date	Planned Total Costs	Projected Total Costs	Actual Total Costs
ELI	DME Phase 2	DME Phase 2	ELI.6.4	2022-04-01	2022-04-01		2022-09-30	2022-09-30		0.058195	0.058195	
ELI	Software and infrastructure	Software and infrastructure	ELI.6.5	2022-09-01	2022-09-01		2022-09-30	2022-09-30		0.204000	0.204000	
ELI	DME Phase 1	DME Phase 1	ELI.7.3	2022-10-01	2022-10-01		2023-03-31	2023-03-31		0.064864	0.064864	
ELI	ELI Portfolio Yr 3	ELI Portfolio Yr 3	ELI.7	2022-10-01	2022-10-01		2023-09-30	2023-09-30		0.342348	0.342348	
ELI	DME Phase 2	DME Phase 2	ELI.7.4	2023-04-01	2023-04-01		2023-09-30	2023-09-30		0.064864	0.064864	
ELI	Security Certs	Security Certs	ELI.7.6	2023-09-01	2023-09-01		2023-09-30	2023-09-30		0.002500	0.002500	
ELI	Software and infrastructure	Software and infrastructure	ELI.7.5	2023-09-01	2023-09-01		2023-09-30	2023-09-30		0.210120	0.210120	

Section D: Operational Data

1. Provide the date and results of the last Operational Analysis (for operational and mixed life cycle systems/Investments):

1. Date of Analysis:

2. Analysis Results:

3. Analysis Conclusion: continue as is

2. Report a minimum of 5 metrics using the following table to provide metrics and actual results for each individual metric:

Metrics Definitions and Actual Results Table D.2 / D.3

Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
30308	Class material	Percentage	2 - Strategic and		0.000000	95.000000	Over target	Quarterly	028SO18190 :	No

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Metrics Definitions and Actual Results Table D.2 / D.3

Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
29638	Percentage of resolved helpdesk tickets that meet SLA	Percentage of helpdesk tickets closed or resolved	1 - Customer Satisfaction (Process Results)	0.000000	0.000000	90.000000	Over target	Quarterly	028SO18189 : Develop Small Businesses through Technical Assistance	No
					Metric ID	Actual Result ID	Actual Result	Date of Actual Result	Comment	
					29638	289209	100.000000	07/14/2021	All helpdesk tickets resolved within SLA	
					29638	284499	100.000000	04/20/2021	All helpdesk tickets resolved within SLA	
					29638	278750	100.000000	02/18/2021	All helpdesk tickets resolved within SLA since production date1/11/21	
29635	Platform Metrics will include: Platform Usage/Analytics.	Percentage	2 - Strategic and Business Results	99.500000	0.000000	99.500000	Over target	Monthly	028SO18189 : Develop Small Businesses through Technical Assistance	No
					Metric ID	Actual Result ID	Actual Result	Date of Actual Result	Comment	
					29635	289210	100.000000	07/14/2021	Product in production 1/11/21	
					29635	287279	100.000000	06/24/2021	Product in production 1/11/21	
					29635	286389	100.000000	05/13/2021	Product in production 1/11/21	
					29635	284500	100.000000	04/20/2021	Product in production 1/11/21	
					29635	281214	100.000000	03/08/2021	Product in production 1/11/21	
					29635	278760	100.000000	02/10/2021	Product in production 1/11/21	
					29635	278759	100.000000	01/14/2021	Product in production 1/11/21	

Metrics Definitions and Actual Results Table D.2 / D.3										
Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
					29635	278758	0.000000	12/10/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	278757	0.000000	11/12/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	278756	0.000000	10/08/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	278755	0.000000	09/11/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	278754	0.000000	08/14/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	278753	0.000000	07/17/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	278752	0.000000	06/12/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	278751	0.000000	05/15/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	264455	0.000000	04/17/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	264454	0.000000	03/18/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	264453	0.000000	02/18/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	264452	0.000000	01/20/2020	Product is still in BETA and scheduled to go into production in 2020	
					29635	264451	0.000000	12/13/2019	Product is still in BETA and	

Metrics Definitions and Actual Results Table D.2 / D.3

Metric ID	Metric Description	Unit of Measure	Performance Measurement Category Mapping	Agency Baseline Capability	2020 Target	2021 Target	Measurement Condition	Reporting Frequency	Agency Strategic Objective / Agency Priority Goal	Is Metric Retired?
					29635	264450	0.000000	11/24/2019	Product is still in BETA and scheduled to go into production in 2020	
					29635	264449	0.000000	10/24/2019	Product is still in BETA and scheduled to go into production in 2020	
					29635	264448	0.000000	09/17/2019	Product is still in BETA and scheduled to go into production in 2020	