



MicroMentor's 2009 Business Outcomes

Mission

MicroMentor's mission is to help entrepreneurs grow their businesses through mentoring and advising relationships with experienced peers and business professionals. MicroMentor nurtures emerging small businesses as they generate livelihoods, produce needed goods and services, and provide jobs that remain rooted in local communities.

Program Overview

MicroMentor is a pioneering web-based community and professional social network focused on producing business outcomes for individual entrepreneurs, increasing the opportunity for skills-based volunteering by business professionals, and strengthening local business assistance organizations, thereby effecting systemic change within the microenterprise development industry. MicroMentor increases economic and asset-building opportunities for emerging entrepreneurs in impoverished communities, strengthens community-based economic development organizations, and builds lasting relationships between microenterprises and the larger business community.

Program Snapshot

- 1,261 Entrepreneurs Active
- 1,042 Mentor Volunteers Enrolled
- 1338 Mentoring Matches Made
- 59 percent Women Clients
- 44 percent Minority Clients

Data since January 1, 2005

Methodology

For the 2009 Business Outcome Survey, we chose our survey population to be all entrepreneurs matched with a mentor on the website from July 2007 to March 2008. This included a total of 301 individuals. Of these, 63 (21 percent) provided contact details which were no longer valid, 128 (42 percent) did not respond, and 107 (37 percent) are included in the sample. A bit less than half of these respondents were from email, while the rest were from phone calls conducted by the staff. As an incentive for completing the survey, respondents were offered a chance to win one of three \$100 Amazon.com gift certificates. Because some individuals in the population didn't respond, there is a non-response bias, which probably tends towards entrepreneurs who had a successful mentoring relationship and who are still in business.

To find the effects of mentoring, individuals who had connected and continued their mentoring relationships were the ones studied.



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Some Results

The median enrollee received 6 hours of mentoring (n=47, average 16 hours). 43 percent of those entrepreneurs who connected with their mentors are still in contact, over a year later.

Entrepreneurs saw an increase in revenue of \$15,390 - representing a 75 percent increase in their income (n=32). Overall, MicroMentor contributed to an increase in revenues of \$3,301,000, or a 114 percent increase on baseline revenue.

Employment

Employment for those entrepreneurs with a mentor increased by 39 full-time and part-time jobs. Part-time employment went from 11 to 42 jobs, while full-time employment went from 17 to 25 jobs. On average, businesses which received mentorship increased full-time employment by .17 jobs, while part-time employment increased by .65 jobs. This increase is even more impressive when one considers the rough atmosphere for employment that the recession has created.

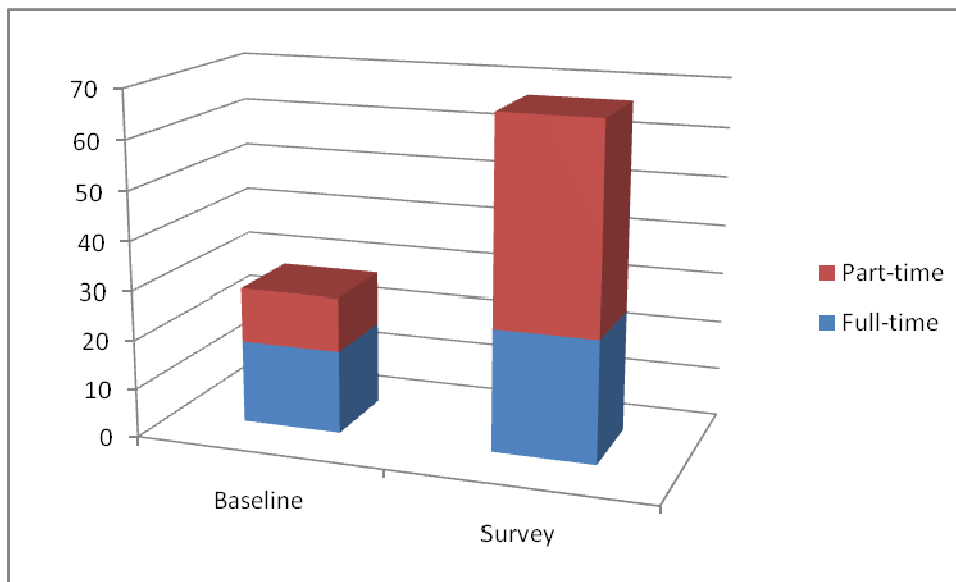


Figure 3. Full-time and part-time employment before and after mentoring.



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Survival

For startups, 52 percent started a new business, while 38 percent were still in a pre-launch stage, many because of the recession, and only 10 percent abandoned their plans. Of those entrepreneurs who were already in business when they enrolled, 87 percent survived - an impressive number even without the economic downturn.

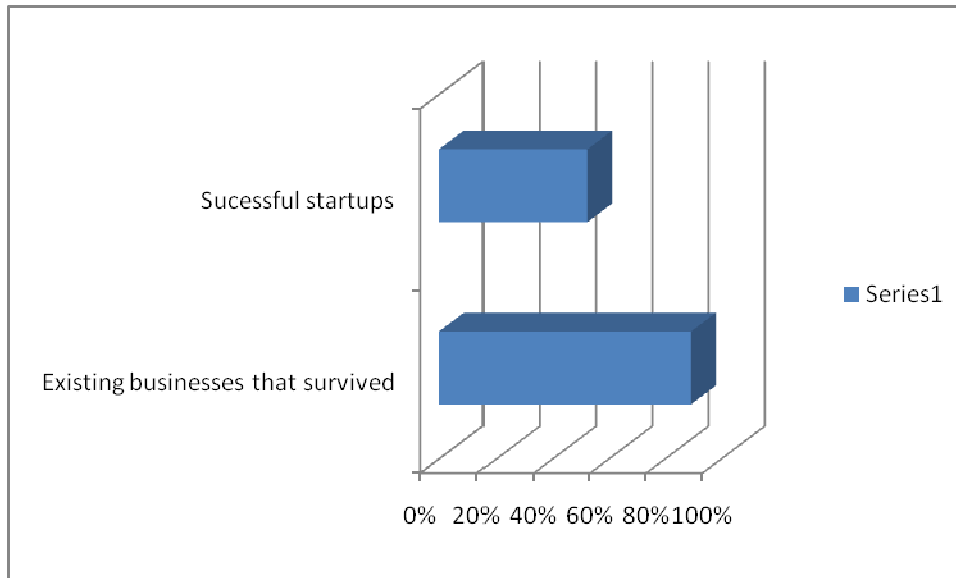


Figure 1. Survival rates for businesses with entrepreneurs who received MicroMentor mentoring. Successful startups are those startups who are currently operating a business. Existing business were in operation for more than 6 months before they enrolled in MicroMentor.

Client Ratings

- 62 percent of entrepreneurs surveyed said they had a good or very good experience with their MicroMentor mentor.
- 66 percent said that MicroMentor was somewhat to very helpful to helping their businesses survive.
- 73 percent found their mentor's expertise and experience to be appropriate or very appropriate to the area in which they needed help.
- 84 percent said that they found their mentor to be somewhat to very helpful to their business.
- 92 percent said they'd recommend MicroMentor to another small business owner.



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Testimonials

What was the most valuable part of working with your mentor(s)?

- *"[My mentor is] brilliant. He shares his time and his expertise generously. He has made a significant difference in my practice."*
- *"All the fantastic ideas she gave me coupled with her thoughtful follow-up (even well beyond our designed period of mentorship had ended)."*
- *"Advice from people who have been where I'm going"*
- *"Just to have someone to bounce ideas off, to get opinions."*

Do you have any other feedback that would help us to improve the MicroMentor program? We appreciate your input!

- *"I would have never met my mentor without your efforts, and I appreciate it greatly! You have a great organization, and I am very grateful."*
- *"Great group of people and I have learned a lot. I hope to turn into a strong profit for 2009-2010 and be able to give back by mentoring someone myself."*