Driving Small Business Growth Through Mentoring

MicroMentor is an initiative of Mercy Corps, a leading global organization powered by the belief that a better world is possible. Through our online mentoring platform and on-the-ground operations in the U.S., Mexico, Guatemala, and Tunisia, we help a global community of entrepreneurs and nonprofit founders access a critical business resource they need to thrive. By democratizing access to mentoring and leveling the playing field for change-makers and innovative thinkers from around the world, we empower people to build successful enterprises that transform their communities and economies—creating jobs, expanding opportunity, and solving important societal problems.

PLATFORM & SERVICES

Our easy-to-use online platform is free for users and allows entrepreneurs and volunteer business mentors to connect, solve problems, and build successful businesses together. Accessible anytime, anywhere, people from around the world can form mentoring relationships on their own schedule, no matter where they are located. As a result, we can overcome geographic limitations and deliver much-needed business resources and training to underserved areas and communities around the globe. MicroMentor also serves as a skills based volunteering platform and program for corporations seeking to make an impact and engage their employees.

CORPORATE VOLUNTEERING PROGRAM ON MICROMENTOR

MicroMentor makes it easy for socially conscious organizations to leverage the power of mentoring to change the world, while enriching and engaging employees through skills-based volunteering. Our cloud-based, plug and play solution can be rolled out quickly to a global workforce—helping organizations support their CSR goals and make a measurable, worldwide impact without draining resources.

- Several hundred employee volunteers are serving as mentors on MicroMentor annually through dedicated skills-based volunteering programs from HPE, S&P Global, PIMCO and more.
- 70% of corporate volunteers reported improving professional skills such as communication, collaboration, problem solving among others.
- Corporate volunteers engage for an average of 11 hours in mentoring relationships.

FEATURES

- FULLY CUSTOMIZABLE Tailor the platform to your organization's unique needs with custom branding and features.
- MEASURABLE OUTCOMES Get concrete data to track your impact and illustrate the efficacy of your programs.
- RESOURCE-LIGHT Stay lean with minimal staff resources required to support the program.
- QUICKLY LAUNCH & SCALE MicroMentor enables you to set up and launch a turnkey program within weeks, then easily scale up to groups of any size.
- AVAILABLE ANYWHERE IN THE WORLD—24/7 Our online platform allows you to make an impact no matter where your organization and participants are located.
- COST-EFFECTIVE MicroMentor delivers a state of the art technology enabled proven program to fit your budget and timing needs.
- PROPRIETARY TOOLS & MENTORING BEST PRACTICES Leverage our sophisticated matching algorithm, entrepreneur self-diagnostic tools, impact dashboard, and extensive knowledge of small business mentoring to build a successful mentoring and/or employee volunteering program.

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Entrepreneurs who received mentoring through MicroMentor:

- Created an average of 3.24 jobs
- Added 3,000 jobs to the U.S. economy alone

Entrepreneurs who received mentoring through MicroMentor:

- Increased individual revenue by $18,000
- Increased total revenue by $25 million in FY2015

The U.S. Small Business Administration reports that 66% of new businesses survive in the first two years.

With MicroMentor 80% of mentored businesses survive 1-2 years

Reported personal skills improvement at a rate of 3-5x greater than those who did not receive mentoring.

TOP 10 AREAS OF EXPERTISE REQUESTED ON MICROMENTOR:

- Growth and Development
- Getting Started
- Business Strategy
- Business Planning
- Marketing
- Business Development
- Loans and Financing
- Advertising and Promotion
- Financial Planning
- Accounting
Our Reach

SERVING A GROWING COMMUNITY OF ENTREPRENEURS AND MENTORS

Total number of entrepreneurs on MicroMentor (8-year total): 35,913
Number of entrepreneurs in FY2015: 10,134

Total number of mentors on MicroMentor (8-year total): 17,910
Number of mentors in FY2015: 3,403

Total number of connections made on MicroMentor: 16,018
Number of connections in FY2015: 3,703
Mentor-mentee connections grew by 141%
Average time spent with mentee: 10 hours

Average hourly value: $125 an hour
Total hourly contribution of mentors in FY2015: 20,000+
Total value of mentoring hours in FY2015: $2.5 million

REACHING MORE COMMUNITIES ACROSS THE GLOBE

Entrepreneurs:
52% International, 48% domestic
Mentors:
34% International, 66% domestic

HELPING MINORITY-OWNED BUSINESSES GROW

Entrepreneurs:
51% Ethnic Minorities
Mentors:
36% Ethnic Minorities

EMPOWERING WOMEN WORLDWIDE

Entrepreneurs:
51% Female, 49% Male
Mentors:
35% Female, 65% Male

Users from 140+ Countries
Platform available in English, Spanish, and French
“Hewlett Packard Enterprise was able to expand its volunteer advisory program globally through the MicroMentor platform, enabling employees around the world to share their professional expertise to support small business owners, nonprofit organizations, and social entrepreneurs. The MicroMentor platform helped streamline program administration; allowing our staff to concentrate on strategy and outreach. The MicroMentor team has been responsive, collaborative, and provided their support in a timely manner.”

– Rebecca Wang, Senior Manager, Community Engagement, Hewlett Packard Enterprise Corporate Affairs

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