Responding with Resilience
Coming Together to Face a Global Economic Crisis through Small Business Mentoring
**About MicroMentor**

Small business owners are facing some of their most daunting challenges in living memory, as the COVID-19 pandemic and the ensuing economic downturn threaten the survival of businesses everywhere. With MicroMentor, small business owners connect virtually with experienced business mentors to safely and easily access critical advice, trusted guidance, and individualized support. MicroMentor presents an opportunity to build stronger businesses that can do more than just survive—through mentoring, these businesses can thrive.

Mentoring is critical to the business development ecosystem. MicroMentor provides entrepreneurs with access to essential social capital at no cost—which in turn increases their connectivity to professional networks, financing, and other business development resources. While in-person mentoring is difficult to standardize and costly to scale, MicroMentor’s online platform provides a cost-effective, scale-oriented means to connect under-resourced entrepreneurs with volunteer business mentors. That support is more crucial now than ever before.

“With my mentor, I have been able to walk the journey with an experienced guide. The journey without a mentor would have been tough and hectic, almost impossible to survive alone.”
—Salman Olawale, MicroMentor Entrepreneur, Nigeria

**How It Works**

1. **JOIN**
   Entrepreneurs and mentors begin by setting up a profile on the MicroMentor website. Here, they can share information about themselves and their business, and what they need help with or what expertise they can offer. Here, they can share information about themselves, their businesses, and the kind of advice they’re looking to either give or receive.

2. **EXPLORE**
   Entrepreneurs can search for mentors that have the experience they’re looking for. Likewise, mentors can search for entrepreneurs that fit their interests and expertise. MicroMentor’s matching algorithm makes recommendations for great fits.

3. **CONNECT**
   When they find a potential fit, either the entrepreneur or mentor can reach out through our messaging platform to start building a connection.

4. **GROW**
   Once they’ve agreed to work together, the sky’s the limit! The entrepreneur and their mentor will decide what to discuss and how frequently they’ll be in contact. This could be a few months, a year, or even longer. The average mentoring pair meets one hour per week over three months.
A Growing, Global Community

Since 2008, MicroMentor has bridged geographical and cultural barriers between entrepreneurs and business mentors, fostering more than 70,000 connections that span the globe.

SOCIAL ENTREPRENEUR BUILDS HER BUSINESS WITH TRUSTED GUIDANCE

Stories of Success: Cera Muchiri, Nigeria

Kenyan-American entrepreneur Cera wanted to give back to her community after finishing university in the United States. Harnessing the rich natural resources of her home region near Lake Victoria in Kenya, Cera founded Ecodunia, producing bags and wallets that are ethically made, sustainably sourced, and that empower Black communities.

When Cera found herself feeling uncertain about how to scale her business, a fellow entrepreneur directed her to MicroMentor. Cera recognized that she needed advice, “I felt lost and doubtful—I knew I needed that kind of guidance.” Through MicroMentor, Cera connected with serial entrepreneur and Florida-based mentor Eric Nashbar.

With Eric’s advice, Cera wrote her first business plan, designed a marketing strategy, and made her first sale. “Mentoring has been crucial for the growth of my business. It’s amazing to workshop ideas with an astute business person who is rooting for me.”

With two full-time employees and more than a dozen freelance craftspeople, Cera is hopeful about the future, despite the challenges presented by the COVID-19 pandemic. Cera’s advice for other entrepreneurs: “You have to put in the work to find a good mentor. Also, implement and trust what the mentor is advising you to do. Ask questions and respect their time. Do the work, don’t expect them to do it for you.”

MICROMENTOR DELIVERS VALUE AT SCALE

- **$194** cost to mentor one entrepreneur
- **$606** cost to create one job
- **$9M** of pro-bono hours donated by mentors
- **12 HOURS** of mentoring received per entrepreneur on average
MicroMentor’s Annual Impact Study

MicroMentor conducts an annual survey of the entrepreneurs and mentors who joined the platform during the previous year. The goal is to better understand the MicroMentor community, gauge their personal and business outcomes, and determine MicroMentor’s impact.

Each year, MicroMentor finds evidence that entrepreneurs who receive mentoring experience better business outcomes, remarkable skill development, and increased access to business development resources.

2020 COMMUNITY AT A GLANCE

5,600 entrepreneurs received mentoring
1,900 mentors donated time mentoring
68% of connections were made across countries
28% of mentored entrepreneurs found immediate COVID-19 support from their mentors

SERVING A DIVERSE COMMUNITY

38% Female
23% Underrepresented Ethnicities* *US Only
67% Low- and Middle-Income Countries
23% Age 30 or Younger

MATCHING BUSINESS NEEDS WITH PROFESSIONAL EXPERTISE

1. MANAGEMENT
   - Requested: 56%
   - Offered: 69%
2. MARKETING
   - Requested: 51%
   - Offered: 54%
3. ACCOUNTING & FINANCE
   - Requested: 45%
   - Offered: 31%
4. STARTING UP
   - Requested: 39%
   - Offered: 44%
5. SALES
   - Requested: 25%
   - Offered: 32%

ENTREPRENEUR BUSINESS STAGE

35% Idea Stage
65% Operational

ENTREPRENEUR CHARACTERISTICS

TOP ENTREPRENEUR INDUSTRIES

- 8% Food Products & Grocery
- 7% Agriculture, Farming, & Ranching
- 7% Fashion, Clothing, & Accessories
- 5% Digital Marketing, eCommerce, & Social Media
- 5% Education & Training
- 4% Computer Services & Information Technology
- 4% eCommerce & Online Sales
- 4% Health, Wellness, Fitness, & Bodywork
- 3% Beauty, Hair, & Cosmetics
- 3% Business Consulting & Coaching

Total Industries Represented: 55

More than 75% of operational businesses on MicroMentor have three or fewer paid employees.
MicroMentor’s Pathway to Impact

Mentoring is more than just providing business advice. A good mentor can help an entrepreneur in a number of ways: by building confidence, providing just-in-time support, and by genuinely caring about their success.

ENTREPRENEUR TURNED MENTOR DELIVERS INSIGHTS AND ADVICE TO NEW YORK STATE BUSINESSES

Stories of Success: Rita Kakati

Rita Kakati Shah is an award-winning, globally recognized gender, diversity, inclusion, and career strategist with over 15 years of experience. She currently owns and operates Uma, providing work guidance for individuals on inclusion, workplace culture, and senior management.

Not only does Rita support up-and-coming entrepreneurs with her business, but also through MicroMentor as a volunteer mentor with the Business Mentor New York program. “[Mentoring] gives them more clarity about what to do next,” she says. “When you’re an entrepreneur, you have a million and ten things to do all at once. We help you prioritize that list.” She is always meeting new entrepreneurs through the website, while continuing to check-in on and advise her longstanding mentees.

Through these relationships, Rita has transformed her own experiences as an entrepreneur into thoughtful insights and actionable advice for solving business challenges.

During the coronavirus pandemic, Rita remains a beacon of hope for entrepreneurs, and a steady compass guiding their businesses through unexpected challenges. For Rita, mentoring is more than a volunteer opportunity: “It’s been a wonderful, positive experience... I’ve met some incredible mentees who have taught me something about myself too.” Each of Rita’s connections is a new relationship, and, “each relationship is one that should be cherished and enjoyed.”

ENTREPRENEURS MAKE BETTER BUSINESS DECISIONS BASED ON INCREASED SKILLS AND CONFIDENCE.

With mentoring, entrepreneurs are more likely to report improved confidence in a range of crucial, business-related skills.

ENTREPRENEURS EXPERIENCE GREATER ACCESS TO BUSINESS DEVELOPMENT RESOURCES.

Having a mentor helps entrepreneurs build access to other business development resources, like financing and professional networks.

ENTREPRENEURS BUILD MORE RESILIENT BUSINESSES.

Entrepreneurs are more likely to survive the early stages of entrepreneurship, stay in business, and retain employees with the help of a virtual business mentor.

AND ENTREPRENEURS EXPERIENCE BETTER BUSINESS OUTCOMES IN THE LONG TERM.

Entrepreneurs with mentors are more likely to create jobs and increase their revenue.
Mentoring Enables Better Business Decisions

MENTORING HELPS ENTREPRENEURS TO GROW PROFESSIONALLY

92% of mentored entrepreneurs reported an increase in confidence in one or more business-related skills over time.

MENTORING BUILDS CONFIDENCE IN KEY BUSINESS SKILLS

FINANCE

81% improved their financial literacy
41% improved their ability to manage financial statements

SALES

44% improved their elevator pitch
40% improved their vision casting
36% improved their professional networking

MARKETING

47% improved their ability to design a marketing campaign
41% improved their ability to determine a competitive price for their product

OPERATIONS

46% improved their ability to delegate tasks
41% improved their ability to manage day-to-day operations
39% improved their ability to train and motivate employees

ENTREPRENEURS HAVE POSITIVE MENTORING EXPERIENCES

72% took action based on their mentor’s advice
63% were satisfied with their mentoring relationship
54% accomplished the goals they set with their mentor(s)

MENTORING INCREASES ACCESS TO RESOURCES

Access to resources is a key factor in growing and sustaining a business. Entrepreneurs who are mentored are more likely to find access to a range of resources.

When joining the MicroMentor community, 40% of entrepreneurs reported not having access to business development resources outside of MicroMentor.

PERCENT OF ENTREPRENEURS REPORTING INCREASED ACCESS TO RESOURCES

<table>
<thead>
<tr>
<th>Resource</th>
<th>Mentored</th>
<th>Non-Mentored</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Development Resources</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>New Grant or Debt Financing</td>
<td>17%</td>
<td>7%</td>
</tr>
<tr>
<td>Professional Networks</td>
<td>37%</td>
<td>32%</td>
</tr>
</tbody>
</table>
MENTORING PAIR BOND OVER THEIR VISION FOR A DIVERSE FUTURE

Stories of Success: Krista and Amanda
Krista Robinson, an Illinois-based entrepreneur, was in the early stages of building her virtual dance studio assistant business, Ezra Virtual Assistance, when the pandemic hit. Passionate about her vision, Krista’s excitement for her new business kept her moving forward. She joined MicroMentor in June 2020, seeking guidance with the legal components of launching a business, as well as with marketing and lead generation. Through MicroMentor, Krista met Amanda Mailey, a Portland, Oregon-based marketing expert and founder of a consultancy that specifically works with women and BIPOC business owners on strategy, planning, creativity, and leadership. The pair instantly clicked over a shared background in professional dance and their similar “a la carte” business models. Amanda recognized the important and timely role of Krista’s service offerings in supporting small dance studios through virtual assistance during the pandemic. With Amanda’s guidance and encouragement, Krista has been tackling some of her early challenges: fine-tuning her messaging, getting the word out about her business, finding the right clients, building a fair pricing model, and contracting with new clients.

Since June, Krista has launched Ezra’s website, started a few small projects, and started talks with potential clients. The women have forged a friendship and plan to continue working together to fully realize Krista’s vision for Ezra.
MENTOR ADVISES ON OPPORTUNITY TO PIVOT
Stories of Success: Vibhas Sen

When he decided to volunteer on the MicroMentor platform, the last thing Paralympian and strategic marketing consultant Vibhas Sen expected was to help entrepreneurs pivot their businesses in the midst of a crisis: “Mentoring someone with a business plan and guiding them with marketing strategy is totally different than pivoting a business. The dynamics are very different—a wrong pivot would make struggling businesses disappear—with no second chances.”

Yet pivoting is exactly what Vibhas had to do. In January of 2020, he began working with an appliance rental startup to create a detailed plan geared towards growing the business. By March, everything changed.

The announcement of lock-downs and social distancing had the team back at the drawing board. In just five days they had a new plan.

Their quick thinking paid off—the startup began outperforming their pre-COVID goal for the entire quarter in just a single month. They already have plans to hire more employees and increase warehouse capacity to meet demand. Vibhas’ advice helped this startup thrive in unprecedented circumstances. To other mentors he offers this advice: “A mentor’s responsibility, unlike an advisor or consultant, is typically on the individual and not on a specific task or performance.”

MENTORS IMPROVE THEIR PROFESSIONAL SKILLS

1. Collaboration 68%
2. Critical Thinking and Problem Solving 67%
3. Ability to Come Up with Innovative Solutions 64%
4. Communication 68%
5. Leadership 75%
6. Project Management 62%
7. Ability to Influence Others 67%
8. Ability to Motivate Others 68%

A MicroMentor mentor has on average 12 years management experience and 7 years business ownership experience.
MicroMentor Delivers Programs Globally

MicroMentor is a social enterprise, working with partner organizations, corporations, and governments to deliver country-specific, regional and global mentoring and employee engagement programs that promote economic development and skills-based volunteering.

The diversity of MicroMentor’s partnerships and programming alongside the expertise of our global staff has an impact on entrepreneurs that is both broad and deep. MicroMentor has proudly worked alongside partners to deliver the following programs in 2020:

- **4 country and regional programs**
- **10 economic development and technical assistance programs**
- **8 employee engagement programs**

**MIDDLE EAST AND NORTH AFRICA (MENA)**
Since 2019, MicroMentor Jordan has been the MicroMentor headquarters for the entire MENA region. MicroMentor launched its Arabic platform in early 2020, expanding virtual business mentoring access to tens of thousands of entrepreneurs in the region.

- **3,000 entrepreneurs reached**
- **1,000 volunteer mentors**
- **More than 1,200 mentoring connections**

**INDONESIA**
MicroMentor Indonesia launched in 2019 with a dedicated local team working diligently to serve Indonesian entrepreneurs and offer business training and educational resources to entrepreneurs and mentors.

- **3,400 entrepreneurs**
- **1,100 jobs created**
- **Indonesian businesses were 10% more likely to survive with a mentor**

**SOMALI REGION**
MicroMentor launched a Somali language platform in late 2020 with the mission to provide under-resourced entrepreneurs in Ethiopia, Kenya, and Somalia with virtual business support.

**LATIN AMERICA**
Since 2013, MicroMentor’s Mexico City-based office has built and expanded the MicroMentor community throughout Latin America, forging partnerships and positioning the platform as a key resource for local entrepreneurial ecosystems.

- **4,400 Entrepreneurs**
- **2,300 Mentors**
- **3,500 Connections**

**BAHAMAS**
MicroMentor was leveraged in the disaster response efforts after Hurricane Dorian devastated the region in 2019 and has continued as an essential small business support system during the pandemic.

- **3,400 entrepreneurs**
- **1,100 jobs created**
- **10% more likely to survive with a mentor**
Curated Partner Programs

As a social enterprise, MicroMentor experts deliver curated mentoring programs to promote economic development, technical assistance, and employee engagement. Our partners use MicroMentor to add value for their employees and small business clients, connect their stakeholders, and build supportive mentoring ecosystems that reach beyond place-based initiatives. MicroMentor’s partners enrich the virtual community, contribute to our global mission, and support operational sustainability.

Coalitions of corporations, nonprofits, government entities, and financial service providers are leveraging MicroMentor to connect their stakeholders in virtual ecosystems with MicroMentor.

The European Bank for Reconstruction and Development (EBRD) is offering MicroMentor to the MENA region through its existing small business programming and select partner financial institutions with support from regional partners like Mastercard Center for Inclusive Growth, as a key ecosystem builder for small business support.

Financial service providers see the value in offering their small business clients individualized support through MicroMentor.

Accion Opportunity Fund integrated MicroMentor into its small business lending program, providing under-resourced US entrepreneurs with the one-to-one support they need to face the challenges of the pandemic and better manage their financial resources.

Governments and non-profits add value to their entrepreneurship and small-business development programs by integrating MicroMentor into their suite of support services.

The City of Sacramento and MicroMentor launched a city-wide initiative to connect diverse small business owners and aspiring entrepreneurs to mentors to promote local economic resilience and growth.

Corporations offer MicroMentor to their employees as a skills-based volunteering and professional development opportunity.

Verizon launched a skills-based volunteering program in 2020 that has engaged 350 employees as volunteer business mentors, contributing to the company’s goals of donating 2.5 million hours by 2025 by adding an estimated 1,000+ volunteer hours.

Coalitions of corporations, nonprofits, government entities, and financial service providers are leveraging MicroMentor to connect their stakeholders in virtual ecosystems with MicroMentor.

Partner Testimonials

“It is an amazing feeling to actually provide valuable suggestions and guidance to many who are struggling due to the COVID-19 crisis.”
—Praveen Nidumolu, Verizon Mentor

“When we needed a partner to serve our clients... especially amidst the peak of the COVID-19 crisis... MicroMentor came with a valuable product, strong organization, superb service, and a committed team.”
—Josefa Alofaituli, Senior Director, Education and Partnerships at Accion Opportunity Fund
While the world adapts to a new way of doing business during the global pandemic, MicroMentor offers entrepreneurs a just-in-time virtual resource. In this unique time of need, MicroMentor has committed to serving 100,000 small businesses affected by the COVID-19 crisis over the next year.

MicroMentor’s Response to an Unprecedented Crisis

MicroMentor’s close contact with its community during the COVID-19 crisis has confirmed that entrepreneurs are confronting extreme adversity. Yet, even when faced with reduced revenue and potential closure, entrepreneurs on MicroMentor show inspiring resilience.

Mentoring Is Key to Resilience

I’m not the first to say that 2020 was unlike any other year in recent history. The trials we faced collectively have been a lesson in humility, kindness, courage, and most of all, resilience. Along with 2020’s challenges have come opportunities for reflection about how we can best reach those in need and increase access to business mentoring as a critical resource.

When COVID-19 struck a devastating blow to the global economy, MicroMentor committed to serving 100,000 affected small businesses. We mobilized a Mentor Task Force, built an index of external resources for entrepreneurs, and hosted targeted online events. The results have been inspiring: 22% of mentored entrepreneurs reported that their mentors helped them fight the impacts of COVID-19 within three months of our response’s launch. With the pandemic now impacting nearly all global entrepreneurs, we wound down our task force program in November and integrated COVID-19 support into our greater community.

Virtual mentorship continues to be a safe, socially-distanced way for entrepreneurs to receive the support they need during this crisis and we are looking deeper into MicroMentor’s role in the future of entrepreneurship. Not all communities have been impacted by the pandemic equally and MicroMentor’s core audience—under-resourced entrepreneurs with operational businesses—are best positioned to benefit from the access to social capital that MicroMentor provides.

With this in mind, MicroMentor has continued the expansion of our programs in Latin America, Indonesia, Jordan and the MENA region, US-based BIPOC communities, and the Somali region. With a new platform launched at the end of 2019, MicroMentor is now available in five languages, increasing our global reach as demonstrated by massive growth in our community. This year, MicroMentor has grown and deepened the size and expertise of our team and built diverse new partnerships enabling us to serve the communities that need mentoring most.

Despite the challenges, entrepreneurs remain optimistic. 60% of mentored entrepreneurs report having a positive outlook for the future.

—Anita Ramachandran, Executive Director

THE IMPACT OF COVID-19 ON MICROMENTOR ENTREPRENEURS

- 75% report a decrease in revenue as a result of COVID-19
- 12% report being temporarily closed as a result of COVID-19
- 2% report permanently closing
- 16% report that they are at risk of closure

While we are still in the throes of a global pandemic, we know that there are entrepreneurs around the world working to bounce back stronger than ever. Mentoring is the key; not just to surviving, but to growing and thriving after this crisis subsides. We look forward to addressing these challenges head-on as a growing organization and as a more resilient community.
Thank you!
MicroMentor is grateful for the collaboration of our partners and champions. Our mission would not be possible without their support.

PARTNER PROGRAMS
Accion Opportunity Fund
Association for Enterprise Opportunities
Business Mentor New York, a program of Empire State Development
Capital One
City of Sacramento
European Bank for Reconstruction and Development (EBRD)
Enactus Mexico
Gaza Sky Geeks
Justine Petersen
Moody’s
myWay to Credit
S&P Global
Tripadvisor
US Chamber of Commerce Foundation
Verizon

THOUGHT LEADERS AND ADVISORS
ANDE
Innovation Growth Lab
Old Dominion University
Mercy Corps
MicroMentor Advisory Board
University of Oregon

FUNDERS
American Red Cross
Argidius Foundation
Bacardi
Center for Disaster Philanthropy
Google
Kauffman Foundation
Mastercard Center for Inclusive Growth
USAID Feed the Future through RiPA
S&P Global
European Union Trust Fund through STEDE
Tripadvisor
Mercy Corps COVID-19 Resilience Fund

MICROMENTOR COUNTRY AND REGIONAL PROGRAMS
MicroMentor Caribbean
MicroMentor Somali Region
MicroMentor Indonesia
MicroMentor MENA
Mercy Corps Northwest
MENTORING OUTCOMES—DEPTH OF MENTORING RELATIONSHIP

A. Value of Pro-Bono Consulting
The estimated USD value of the time and advice donated by Mentors, valued at the CECP rate for pro-bono business consulting ($150/hr). Calculated as the product of the Average Hours of Mentoring Given, the Projected Number of Volunteer Mentors, and the pro-bono business consulting rate.

B. Projected Number of Mentored Entrepreneurs
The projected number of MicroMentor Entrepreneurs who received some degree of mentoring. Calculated by multiplying the percentage of surveyed Entrepreneurs reported receiving mentoring by the total MicroMentor Entrepreneur population in a given year.

C. Projected Number of Volunteer Mentors
The projected number of MicroMentor Mentors who gave some degree of mentoring. Calculated by multiplying the percentage of surveyed Mentors who reported participating in mentoring by the total MicroMentor Mentor population in a given year.

D. Average Hours Mentoring Received
The projected number of hours of business mentoring received by each mentored Entrepreneur. Self-reported, corroborated by the average number of mentoring hours given by Mentors.

E. Average Hours of Mentoring Given
The projected number of hours of business mentoring given by each volunteer Mentor. Self-reported, corroborated by the average number of mentoring hours received by Entrepreneurs.

F. Mentoring Success
The percentage of mentored entrepreneurs who reported agreeing with the following statements. Calculated by comparing self-reported scores on a 1-5 Likert scale before and after mentoring.
   a. Accomplished Goals — “I feel that I accomplished the mentoring goals I set with my mentor(s)”
   b. Value to Business — “Mentoring has been valuable in developing my venture”
   c. Took Action — “I took action based on my Mentor’s advice”
   d. Overall Satisfaction — “I am satisfied with my mentoring experience on MicroMentor”

MENTORING OUTCOMES — ENTREPRENEUR SKILLS AND SELF EFFICACY

G. Entrepreneur Skills and Self-Efficacy: Overall
The percentage of mentored Entrepreneurs who reported an aggregate increase in skills. Calculated by comparing the sum of Likert responses before and after mentoring.

H. Entrepreneur Skills and Self-Efficacy
The percentage of mentored Entrepreneurs who reported improved skills in one of the following areas. Calculated by comparing self-reported scores on a 1-5 Likert scale before and after mentoring.

MENTORING OUTCOMES — ENTREPRENEUR ACCESS TO RESOURCES

I. Entrepreneur improved access to resources
The percentage of mentored Entrepreneurs who reported having improved access to the following business resources. Calculated by comparing self-reported scores on a 1-5 Likert scale before and after mentoring.
   a. Professional networks
   b. New export markets

J. Outside Business Development Support
The percent of mentored Entrepreneurs who reported having access to business development resources other than MicroMentor. Self-reported by selecting from a list of potential business development resources.

K. Increased Access to Outside Finance
The percentage of entrepreneurs who reported receiving more grant and/or debt financing at endline.

MENTORING IMPACTS — BUSINESS STARTS AND SURVIVAL

L. New Businesses Started
The rate of mentored Entrepreneurs who reported advancing their business from “idea” stage to any operational business stage (“operational,” “revenue generating,” or “profitable”) multiplied by the Projected Number of Mentored Entrepreneurs in a given year.

M. Business Survival Rate
The rate of business survival for mentored Entrepreneurs. Calculated using the following areas. Calculated by comparing self-reported scores on a 1-5 Likert scale before and after mentoring.
   a. Accomplished Goals — “I feel that I accomplished the mentoring goals I set with my mentor(s)”
   b. Value to Business — “Mentoring has been valuable in developing my venture”
   c. Took Action — “I took action based on my Mentor’s advice”
   d. Overall Satisfaction — “I am satisfied with my mentoring experience on MicroMentor”

N. Average Jobs Created and Average Jobs Safeguarded
The average number of jobs created by entrepreneurs with an operational business. Calculated by comparing the self-reported number of employees (weighted for full time - 1, part-time - 0.5 and temporary - 0.25) at baseline and endline.
   a. Average Jobs Created as a Result of Mentoring
   b. Estimated Number of Jobs Created as a Result of Mentoring

O. Revenue Increase
The percent of mentored Entrepreneurs who reported increasing their revenue. Calculated by comparing self-reported revenue before and after mentoring.
   a. Degree of Revenue Increase
   b. Rate of Revenue Increase

P. Mentor Sentiment
The percentage of mentors who reported agreeing with the following statements. Calculated by comparing self-reported scores on a 1-5 Likert scale before and after mentoring.
   a. Benefit from Mentoring — “I feel that I benefited from my mentoring experience”
   b. Relevance to growth — “I feel that the mentoring experience was relevant to my professional and personal growth”
   c. Improved understanding — “I feel that I have developed a better understanding of the challenges and issues faced by Entrepreneurs”
   d. Social impact — “I feel that I have made a positive social impact through mentoring”
   e. Sense of purpose — “I feel that I have a greater sense of purpose as a result of my participation on MicroMentor”

Q. Mentor Skills and Self-Efficacy
The percentage of mentors who reported improved skills in one of the following areas. Calculated by comparing self-reported scores on a 1-5 Likert scale before and after mentoring.
   a. Collaboration — “Collaboration skills”
   b. Critical Thinking — “Critical thinking and problem solving skills”
   c. Innovative Solutions — “Ability to develop innovative solutions”
   d. Communication — “Communication skills”
   e. Leadership — “Leadership and coaching skills”
   f. Project Management — “Project management skills”
   g. Influence Others — “Ability to influence views and behaviors of others”
   h. Motivate Others — “Ability to motivate others”

IMPACTS OF COVID-19

R. COVID-19 Impact on Revenue
The percentage of entrepreneurs who answered a question on the impacts of COVID-19 that reported a decrease in revenue.

S. Risk of Closure Due to COVID-19
The percentage of entrepreneurs who answered a question on the impacts of COVID-19 who reported they were at risk of closure, temporarily closed, or permanently closed.

T. Assistance from Mentors
The percentage of reporting entrepreneurs who indicated that their mentor was able to help them specifically with the impacts of COVID-19.

U. Outlook During COVID-19
Find the business help you need. Share the knowledge you have.

MicroMentor.org