



# Empowering Women Entrepreneurs with Mentoring

COVID-19 Context

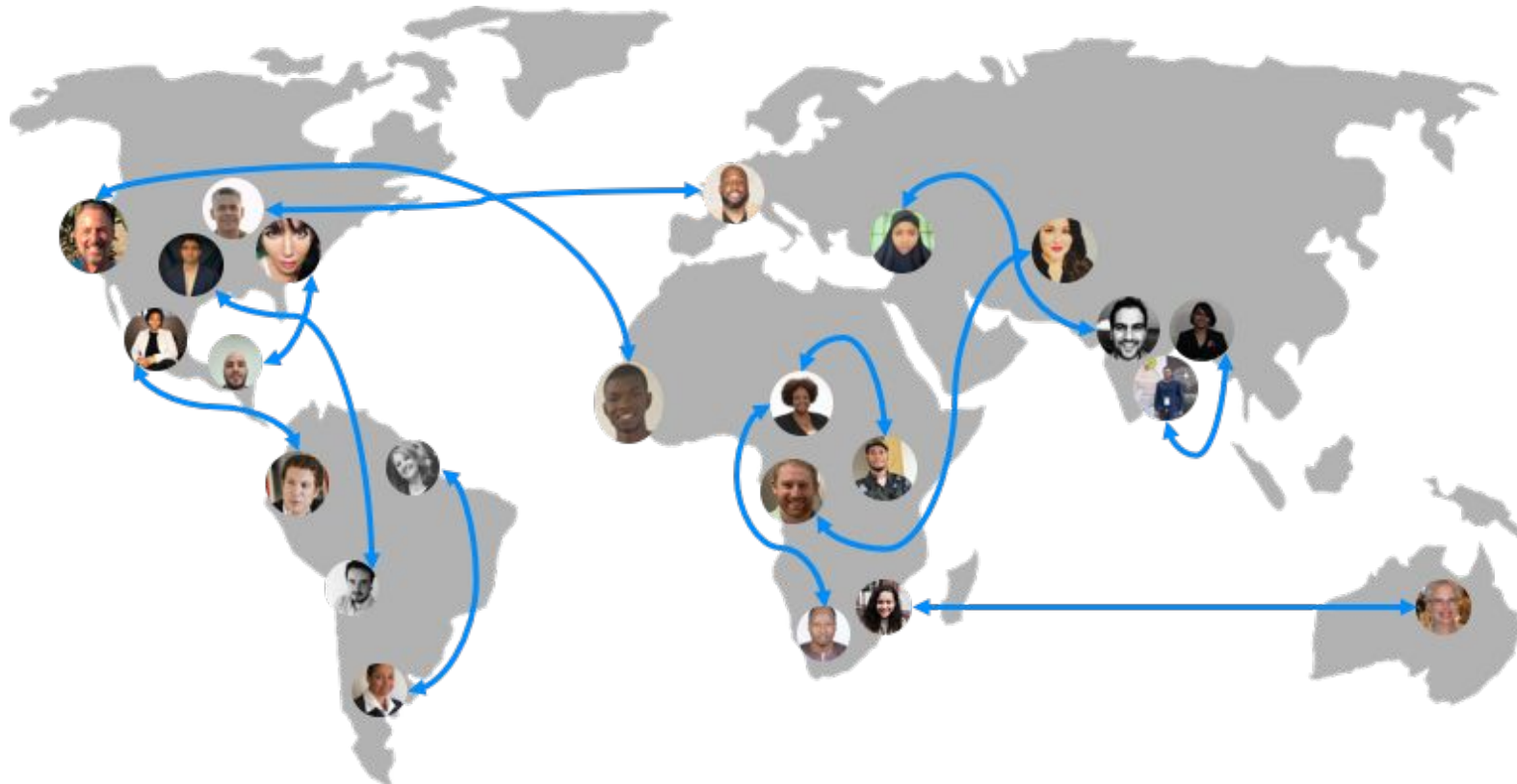
Anita Ramachandran, Executive Director





About MicroMentor

# Global Online Mentoring Community



**86,000 Entrepreneurs**

**35,000 Mentors**

**179 Countries**

**44% Female Entrepreneurs**

**Jordan:** 25% of the community is women, when female business ownership in the country only 1.3%.

**LATAM:** 38% of the community is women, female business ownership in the region is 15%

**Our easy-to-use social platform enables the world's largest community of purpose-driven entrepreneurs and business mentors to create powerful connections, solve problems and build successful businesses together.**



MicroMentor & COVID-19

# Poised to Respond

## MicroMentor was Prepared to Respond

- Established global community that is virtual
- Mercy Corps Initiative: Experienced in crisis response
- An organizational emphasis on analytics
- Available in English, Spanish & Arabic and 19 other languages offered by Mentors
- **Diverse, curated programs and partnerships**

City of  
SACRAMENTO

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**S&P Global**



**Business  
Mentor NY**

**Together with our community and partners we pledge to support 100,000 businesses affected by the Covid crisis and recruit 30,000 mentors to join us in this effort.**



# MicroMentor & COVID-19 Mentorship in a Pandemic

- MicroMentor COVID-19 Task Force - 200+
- COVID-19 Badged Entrepreneurs - 200+
- Female entrepreneurs are connecting at a 25% higher rate than the global average
- Top 5 industries for female entrepreneurs now: Fashion/Clothing/Accessories, Beauty/Hair/Cosmetics, Food Products/Grocery, Education/Training, Artisan/Craft Work
- **New partnerships with AEO, Accion, EBRD, Verizon, TripAdvisor**

MicroMentor by Mercy Corps

Entrepreneurs Mentors Ask and Answer Questions Sign In EN

## COVID-19 Mentor Task Force Resource Page

Sign up for a COVID-19 Response

**Wesam Altali**  
COVID-19 Response  
الزرقاء, الثورة العربية الكبرى, Jordan  
Education/Training

**Recent Activity**

**How I can help**  
Growth and Development, Leadership, Other Management, Planning and Goal Setting, Project Management, Work-Life Balance, Business Planning, Getting Started, Other Business Planning



Center for Inclusive Growth

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Center for Disaster Philanthropy



MicroMentor & COVID-19

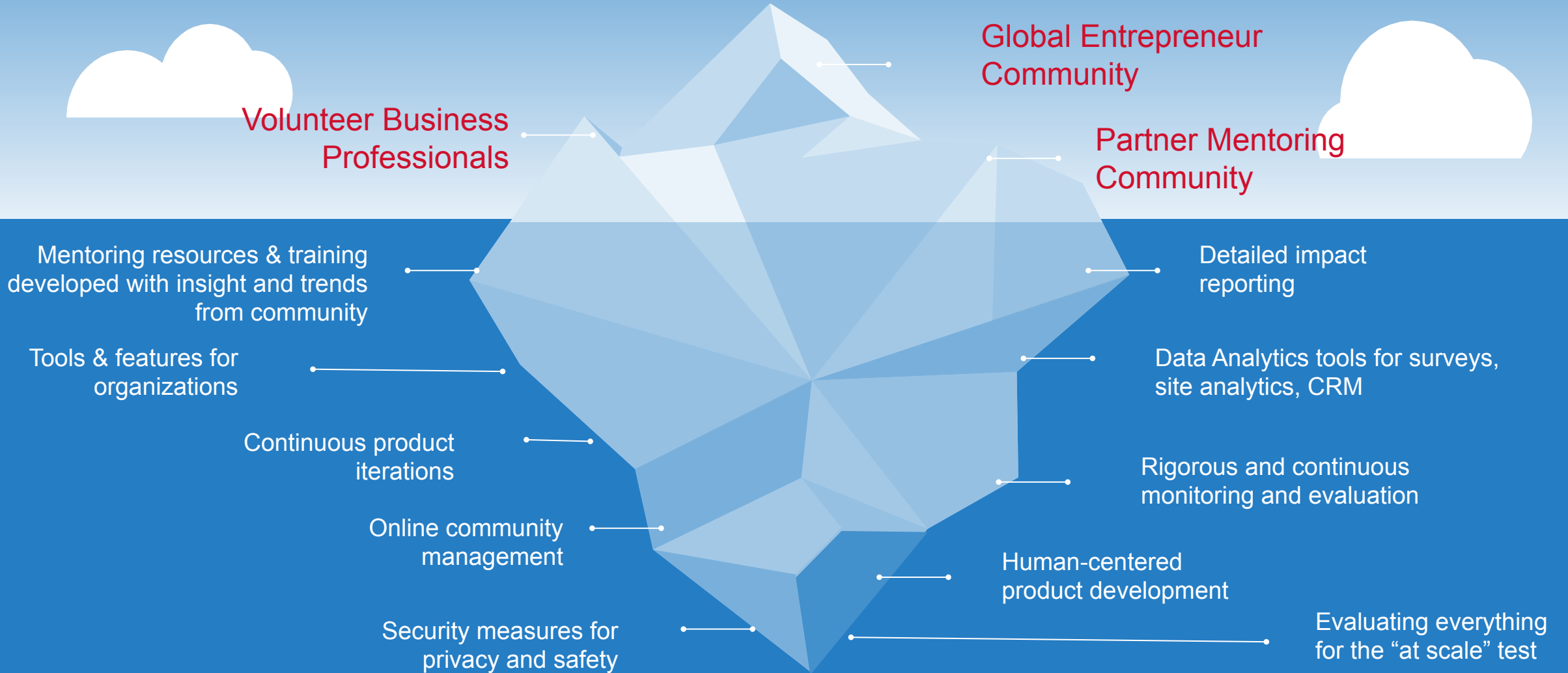
# Sharing Lessons Learned

- RCT found female entrepreneurs **respond better to video content** (also delivered by a female)
- Seeking **partnerships** to support underserved communities
- 3rd party independent research early results point to MicroMentor → **receiving external finance**
- **Choice** and **agency** is still important when you decide to automate
- Research has shown that **women prefer to utilize network-based business support services**, so seek to offer community in the solutions you design or choose
- Building a product through **human centered design** - be careful not to “slap a tech solution”





# Online Mentoring at Scale



# Thank You!

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