Empowering Women Entrepreneurs with Mentoring

COVID-19 Context

Anita Ramachandran, Executive Director
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.

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%.
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

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
• 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

Volunteer Business Professionals
- Mentoring resources & training developed with insight and trends from community
- Tools & features for organizations
- Continuous product iterations
- Online community management
- Security measures for privacy and safety

Global Entrepreneur Community
- Data Analytics tools for surveys, site analytics, CRM
- Rigorous and continuous monitoring and evaluation

Partner Mentoring Community
- Detailed impact reporting
- Human-centered product development
- Evaluating everything for the “at scale” test

Security measures for privacy and safety
Thank You!

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