

MicroTest measures are metrics or indicators that are standard measures to assess performance across the industry. In MicroTest, we took considerable care to develop a set of indicators that define performance for the domestic microenterprise industry; are accurate, reliable and easy-to-use; and that allow us to make comparisons across programs and over time. Each metric or indicator has a very specific definition that is used by all MicroTest members. For a full list of the measures and definitions please see: <http://microtest.org/Microtest/MTMeasures09.pdf>.

The MicroTest measures are divided into six areas of program performance: Outreach to Target Groups, Scale, Credit Program Effectiveness, Training Program Effectiveness, Efficiency, and Sustainability. The measures in these datasheets follow this format.

In these datasheets we focus on standard statistical summary values of mean, median, minimum, and maximum. The summary statistics are mathematical representations of the data. Throughout the datasheets, we use two values for the notion of “average”, one the arithmetic average or mean, and the other the median or value in the middle. Note that neither of the mathematic terms necessarily describes what is “common”.

The other statistic we report is “Top Performance,” defined as the numeric value needed to reach to the top 20% of the database. It is a statistic, not a practice nor a behavior. For a more detailed discussion of how to read and understand MicroTest data, please see: <http://fieldus.org/Microtest/PerformanceBenchmarking.pdf>.

2009 Data		38	38	1	1	15	23	
Measures		All Program Averages	All Program Medians	Minimum	Maximum	Credit-Led Program Medians	Training-Led Program Medians	Top Performing 1/5 of Programs Floor
Training Performance								
Training Graduates	n=	135	86	1	896	82	92	
Training Completion Rates	n=	81%	80%	20%	100%	79%	80%	91%
Formal Business Plan Completions	n=	92	41	1	896	36	41	
Formal Business Plan Completion Rates	n=	76%	76%	20%	100%	96%	75%	93%
Informal Business Plan Completions	n=	64	36	0	238	149	15	
Informal Business Plan Completion Rates	n=	77%	84%	0%	100%	99%	79%	99%
Unduplicated Participants Receiving Training	n=	373	142	0	2954	96	186	482
Training Hours per Participant	n=	18	15	0	96	5	17	32.7
Unduplicated Participants Receiving TA	n=	393	260	1	1563	477	173	767.8
Total TA Hours	n=	1970	604	1	13940	705	478	3403.8
TA Hours per Participant	n=	5	3	1	23	3	4	10.3