

microTracker: are you getting the most out of your data?

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at the Aspen Institute

Advancing microenterprise through knowledge and innovation



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- Data Analytics and Benchmarking:
 - What are some real examples?
 - How do I create my own benchmarks?
 - How do I use microTracker to help me benchmark my performance?

Missed the first webinar? Find it here:



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Nov. 15, 2011 **"microTracker: Is Your Data Working (Hard)?"** FIELD staff present [microTracker.org](#); a new site to help programs easily analyze data to understand the U.S. microenterprise industry, compare and improve performance.

Download MP3 version or Powerpoint or Webinar



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MOTT FOUNDATION

Guest Today



Wynne Lum

Senior Vice President
Global Corporate Social
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Poll #1: Who's on the call?



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Are you:

- staff of a microenterprise development program?
- staff of an intermediary support organization (trade association, policy organization, grantmaking intermediary, SMA, etc)?
- a funder?
- other?

Poll #2



Did you attend or access the first webinar?

- Yes
- No
- There was another webinar?

Poll #3



Have you used benchmarking in your organization?

- Yes, often
- Yes, sometimes
- No, not at all

Defining our Terms

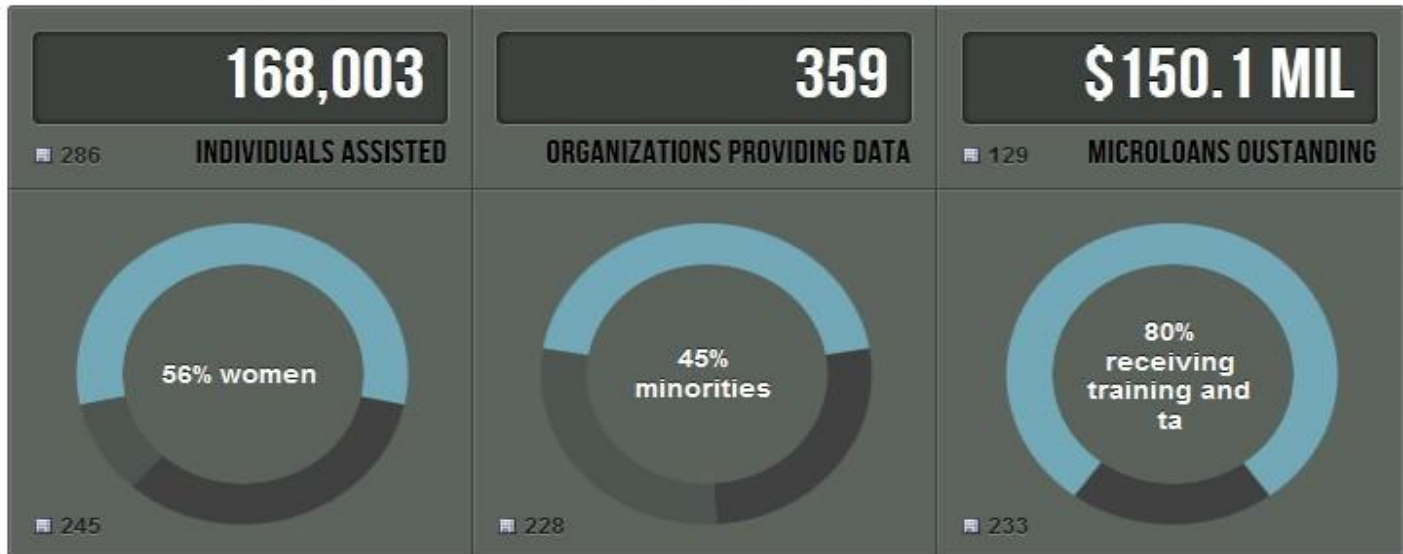
Analytics: Using *data* to make an optimal or realistic decision

Benchmarking: a type of analytics that involves comparing *data* or results to a standard or reference data.





microTracker provides information on **794** microenterprise development organizations throughout the United States. [View the directory »](#)



The information above represents FY2010 data from 360 organizations nationwide as of November 28, 2011. To see more detailed information:

[Explore microTracker »](#)

FIND AN ORGANIZATION

By name:

By state:

Be Counted!

[Take the Census](#)



Watch the 2011 census video

FY 2008 CENSUS DATA AND REPORTS

Benchmarking tools for U.S. Microenterprise

- How can programs best help clients, spend money efficiently and effectively?
- Encouraging the industry to take advantage of benchmarking tools

What are your key questions? How do you measure success?

- What measures will you use?
 - What indicators give you the data you need?



MicroTest Framework



Target Groups

- Who is the program serving?
- Is the outreach mission being met?

Program Scale

- How many people are reached in a year?
- What is the magnitude of services delivered in a year?
- What is the lending volume?

Financing Effectiveness

- What is the portfolio quality?
- How does the portfolio risk influence quality?

BDS Effectiveness

- To what extent are clients' achieving key training objectives?

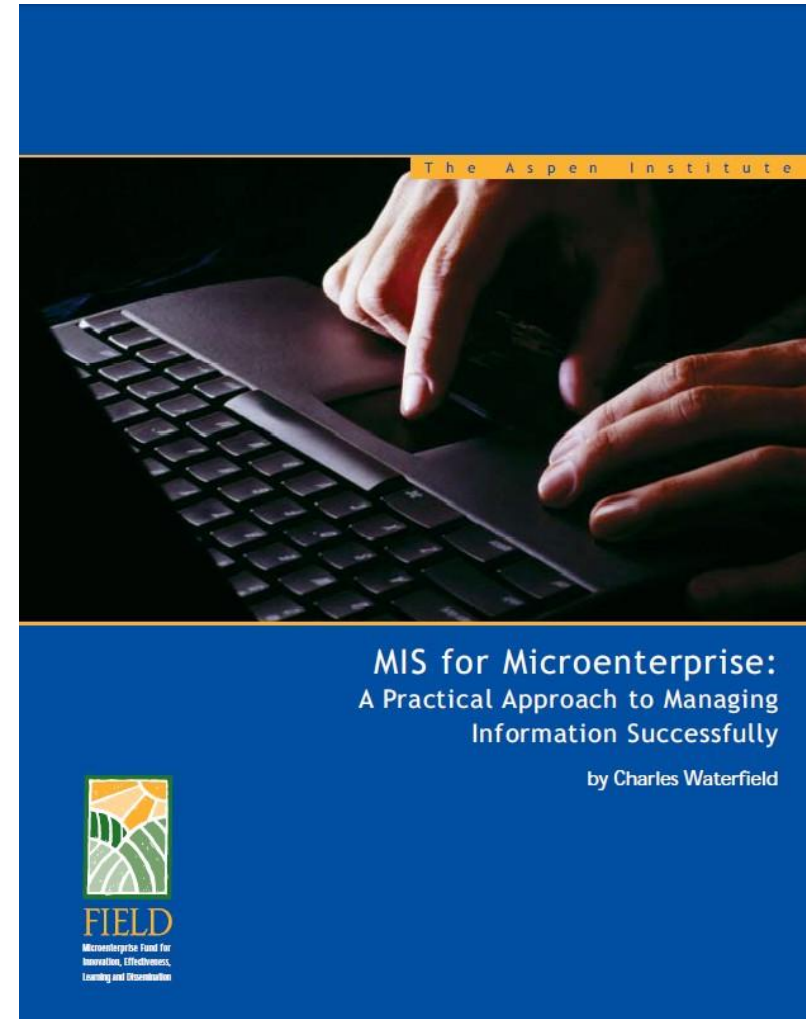
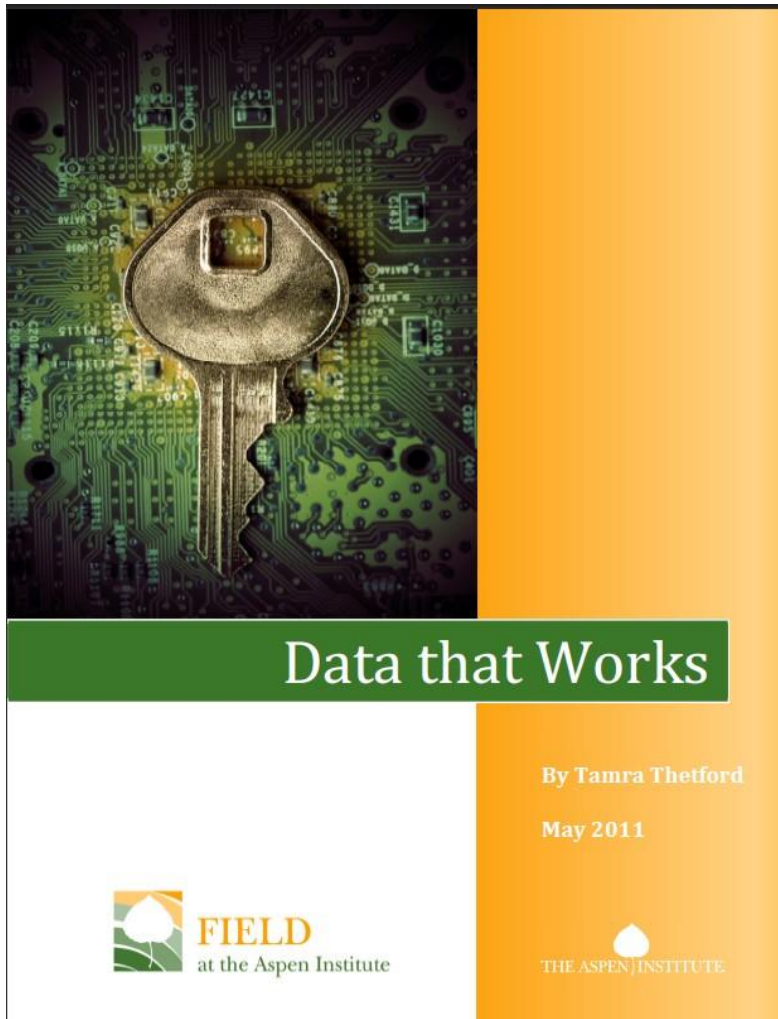
Efficiency and Sustainability

- How efficiently does the program use internal resources?
- How self-sufficient is the program?
- How diversified is funding?

Client and Business Outcomes

- Are clients in business?
- Is the business generating a return for the owner and household?
- Is the business generating additional employment?

<http://fieldus.org/Publications/index.html#mis>



Advancing microenterprise through knowledge and innovation

City Enterprises is meeting its mission in a given year when:

- At least X% of those served are women
 - 65%
- At least Y% are low-income (as defined by the 150% HHS poverty threshold)
 - 85%

City Enterprises is operating a successful microenterprise program when:

- At least X loans are disbursed during a fiscal year and
 - 29
- Total portfolio at risk does not exceed Y%
 - 10%
- Cost per individual does not exceed \$Z
 - \$3,500

Business Model- 3 Practitioner Subscription Options



- **Option 1:** Free Registration. Basic data on targeting, scale, scope, and budgets available to all registered users
- **Option 2:** Single-year, custom benchmarking reports available for a \$250 annual fee.
- **Option 3:** Multi-year, fully custom benchmarking reports and the full suite of MicroTest data review and consulting services available for a \$650 annual fee (after an initial, one time training fee of approximately \$1000.)

PRIME microTrackers



A **small group of MDOs focused on developing and applying customized data analytics** to address self-identified critical issues and using results to improve performance.

PRIME microTrackers will receive...

- Training in MicroTest data collection and reporting, if not already members
- Training in data analytics and practicums
- One-on-one assistance
- 12-month microTracker prime plus subscription

Reflections



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