

microTracker: is your data working (hard) for you?

Tamra Thetford
November 15, 2011



FIELD

at the Aspen Institute

Advancing microenterprise through knowledge and innovation

Tech Support

- Email: jackieo@aspeninst.org

Chat Feature

- Type your message in text box below “Chat with Presenter” and click the “Send” button

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Is Your Data Working (Hard)?



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- Data Analytics and Benchmarking:
 - What are they?
 - Why are they useful?
- Introduce microTracker as a tool for:
 - increasing visibility
 - Improving performance



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CHARLES STEWART
MOTT FOUNDATION

Guest Today



DeJuan Woods

Associate Program Officer

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Poll #1: Who's on the call?



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



What services do you offer:

- Microfinancing (business loans, credit builder loans, IDAs, etc.)
- Business development services (training, TA, coaching & mentoring, ATM, etc.)
- We offer both
- I'm not a practitioner

Poll #3



Describe your familiarity with
microTracker.org:

- Familiar
- Somewhat familiar
- Not at all familiar



- **increase visibility** of US microenterprise industry and of individual MDOS
- **offer funders:**
 - a deep data source to learn about the industry
 - identify and assess grantees,
 - support grantees in data collection and use capacity
- **offer practitioners:**
 - Vehicle to reach broader audience
 - Use data analytics and benchmarking to improve performance



- CNN Money's Feature on the top-10 Microlenders
- Future Top-10 Lists that explore the diversity of the field and goals beyond scale
- Funder Prospecting

10 top microfinance companies

CNNMoney

0 comments

Showing startups the money

1 of 11

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Even before the credit crunch, the smallest of small businesses had trouble getting loans.

The reasons why are many: Sometimes traditional lenders view them as too risky, or the credit profiles of the small business owners are poor. Some entrepreneurs don't have enough collateral.

Enter microfinance companies, or microlenders. These nonprofit organizations help fill in the gap, lending money -- usually no more than \$35,000, but often even smaller amounts -- to companies with just a few employees. And their guidelines for lending are much more flexible than the traditional banks.

Nearly half of the millions of dollars in loans from 100 microlenders go to startups, according to data from MicroTest, a project run by the Aspen Institute's Microenterprise Fund for Innovation Effectiveness Learning and Dissemination (FIELD).

Microlenders provide one-on-one assistance and training for small businesses in addition to loans, said Tamra Thetford of FIELD. So a talented guitar repairperson who needs help with Quickbooks or an entrepreneur who wants emotional support during the launch of his or her business, can get that sort of help from a microlender.

The following 10 lenders are the largest in the country based on the number of loans disbursed in fiscal year 2008. Thetford, who is compiling a new list, said that she expects the ranking to stay pretty much the same.

These nonprofits help all kinds of businesses. Yours could be one of them.

NEXT: ACCION USA

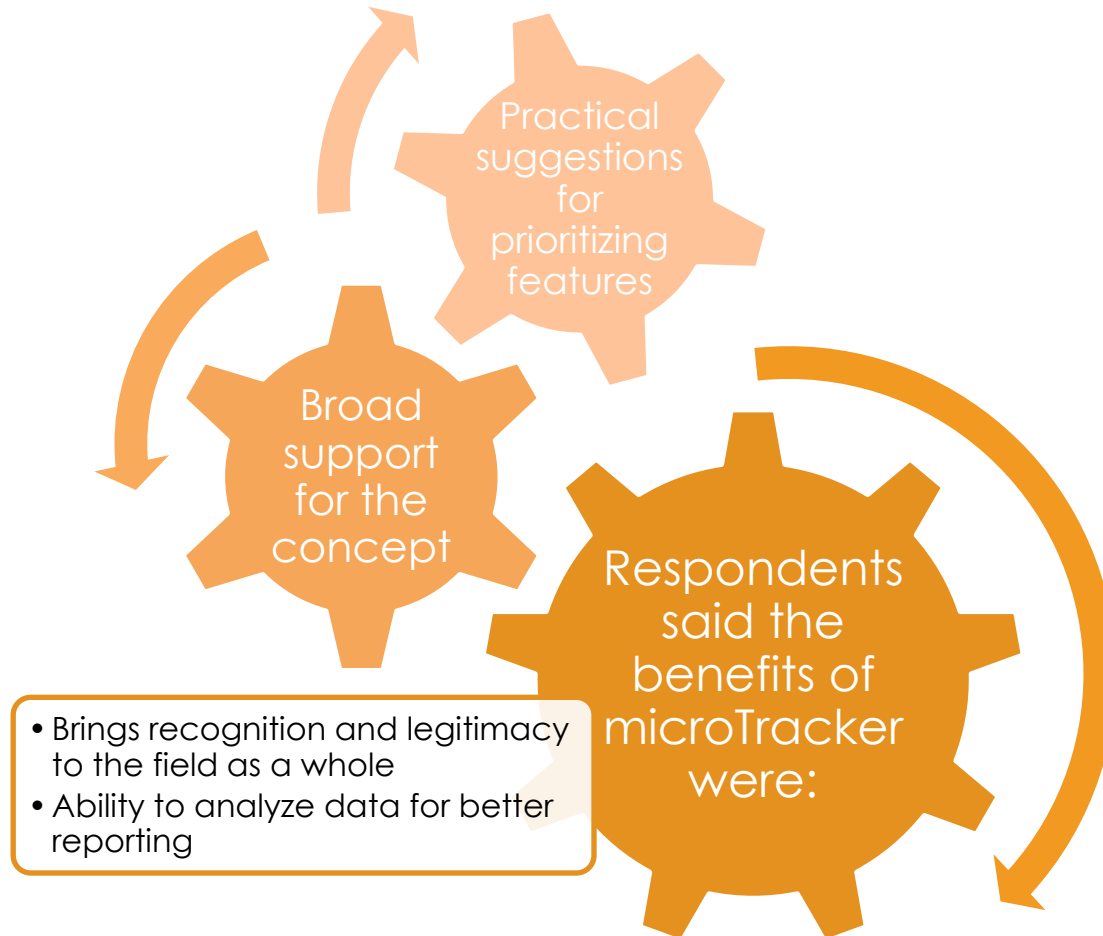


PHOTO: THINKSTOCK

Practitioner Interviews



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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.)

Increasing Visibility

- More and diverse audiences interested &
- More and diverse stakeholders funding the field

microTracker as key capacity building tool for MDOs

Sustainability Strategy Key

What is...Analytics and Benchmarking?



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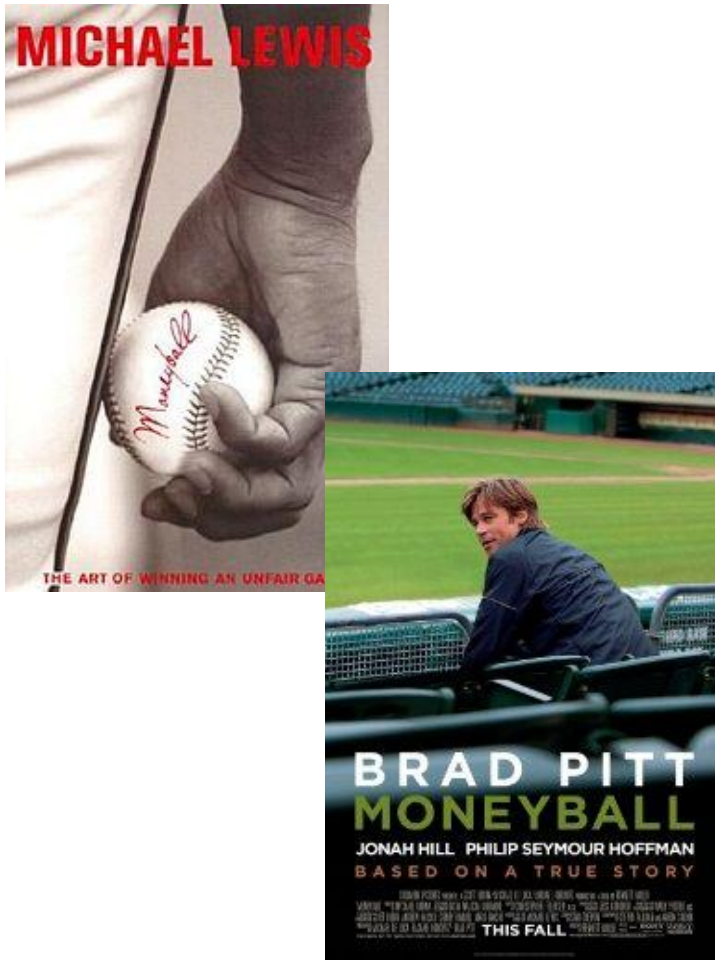
- Are you achieving your mission?
- Are you efficient, effective and innovative?
- Where do you look for how to improve practice?



“Moneyball: Brad Pitt Discovers Statistics” ~Seattle Weekly



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Cost per Win	
Oakland A's	\$441,000
Yankees	\$1.308 M

Would be like...

Cost per Business Outcome*	
Your Program	\$1,000
Industry	\$7,500

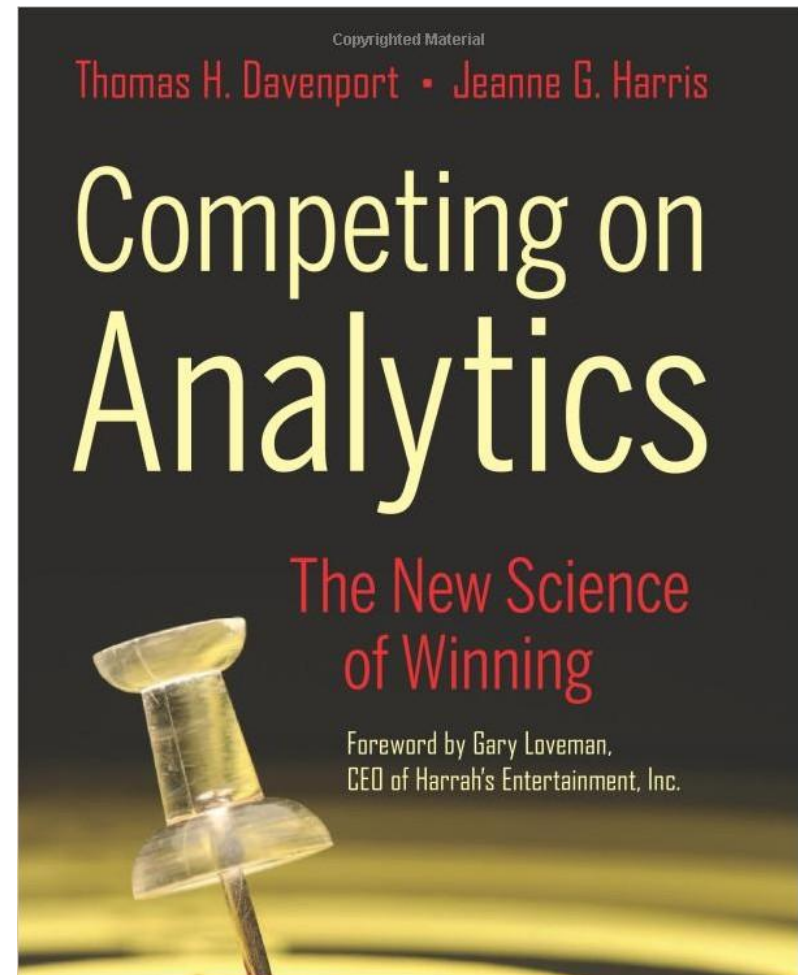
*sample data only– not actual figures

Why Analytics and Benchmarking?



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*“Higher performing organizations use data analytics roughly **three times** as extensively as the lower performers in their field.”*



How does this apply to Micro?



- Microlenders have compared **portfolio quality** and **modified** practices with respect to **underwriting and/or loan monitoring**.
- A low-income focused program examined **training and TA costs** and determined their **spending** was in line with peers.

How does microTracker help?



microTracker



- Directory of over 800 programs
- Descriptive data on size, scope and targeting
- Detailed program performance &
- Client Outcomes data coming online soon

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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