

# Data Analytics and Benchmarking for US Microenterprise

December 9, 2011



**FIELD**

at the Aspen Institute

*Advancing microenterprise through knowledge and innovation*

## Tech Support

- Email: [jackieo@aspeninst.org](mailto:jackieo@aspeninst.org)

## Chat Feature

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



**FIELD**  
at the Aspen Institute

# Elaine Edgcomb

Director

FIELD at the Aspen Institute





**FIELD**  
at the Aspen Institute

# Tamra Thetford

Program Manager

FIELD at the Aspen Institute



# William Girardo

Research Associate

FIELD at the Aspen Institute



## Data Analytics and Benchmarking:

- Respond to the questions and issues you raised– how does mT help?
- Explain more about the characteristics of data available at this time, and its analytic power

## microTracker

- Make all premium features available to you
- Review the next round of data collection

# Missed the first webinar? Find it here:



**FIELD**  
at the Aspen Institute



*Advancing microenterprise through  
knowledge and innovation*

Follow us  

[FIELD mailing list](#) | [Contact us](#)

SEARCH



[Home](#)

[FIELD's Work](#)

[Publications](#)

[MicroTest](#)

[Stats & Stories](#)

[About FIELD](#)

[Webinars/Podcasts](#)

## Webinars and Podcasts by Date

Share This



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**



Special thanks to the  
**U.S. Small Business  
Administration  
PRIME Program**

# Core Sponsors



**FIELD**  
at the Aspen Institute

## 2011 MICROTRACKER SPONSORS

**Bank of America** 



**Rabobank**



CHARLES STEWART  
MOTT FOUNDATION

# Guest Today



**FIELD**  
at the Aspen Institute

## Fred Mendez

Senior Vice President  
Corporate Social Responsibility  
Rabobank, N.A.



# Poll #1: Who's on the call?



FIELD  
at the Aspen Institute

How many of you attended the first or second webinar in the series or accessed the recordings?

- Attended/viewed one of the webinars
- Attended/viewed both of the previous webinars
- Did not attend/view either webinar

# Poll #2



What is data analytics?

- The same thing as benchmarking
- Theoretical math
- Using data to make a decision

# Poll #3



What is microTracker?

- A very tiny GPS device
- An online data repository for microenterprise
- An embedded data chip for pet tracking

## microTracker

- Crucial benchmarking tools for the industry
- Who are the early adopters of transparency?
- Who has a long-term vision for sustainability?
- Implications for funders and investors

# What do you want to benchmark?



FIELD  
at the Aspen Institute

- How does my organization compare in terms of scale—how many individuals I'm serving and loans I'm disbursing, compared to others?
- What can microTracker tell me about the efficiency of lending programs—in terms of cost per loan and average loan size?
- What can it tell me about organizational self-sufficiency?
- How can I compare my portfolio quality with others?
- What information would help me assess training and TA effectiveness?
- Can I get comparative data on outcomes?

# Key Definitions



## Cost Recovery and Self-Sufficiency

**Earned Income:** Program Generated income as a percent of total income

**Training Program Cost Recovery:** Income generated from Training, TA and other BDS services as a percent of total BDS expenses

**Operational Self-Sufficiency:** Income from loan fund as a percent of total Lending Operating Expenses

**Short-Term Self-Sufficiency:** Income from loan fund as a percent of total Lending Expenses

# Total Program Cost Recovery



**FIELD**  
at the Aspen Institute

microTracker Home > Analyze > Report Wizard - The Cost of Micro

Fiscal Year

Indicators

Programs

Location, Targeting and Scale

## Choose your indicators

Select the specific indicators you would like included on your report.

### Microenterprise Program Budget

- Program Budget
- Earned Income %

### Cost per Individual Served

- Cost Per Individual Served

Continue

# Total Program Cost Recovery



**FIELD**  
at the Aspen Institute

## Location, Targeting and Scale

You may refine your report by state(s) or geographic area served.

Data points selected

1/6 

Show national median data?



Filter aggregate data by geography, targeting and/or scale indicators?

### Area Served:

- Any Area
- Rural
- Urban
- Statewide
- Multistate

### Product or Service Offering:

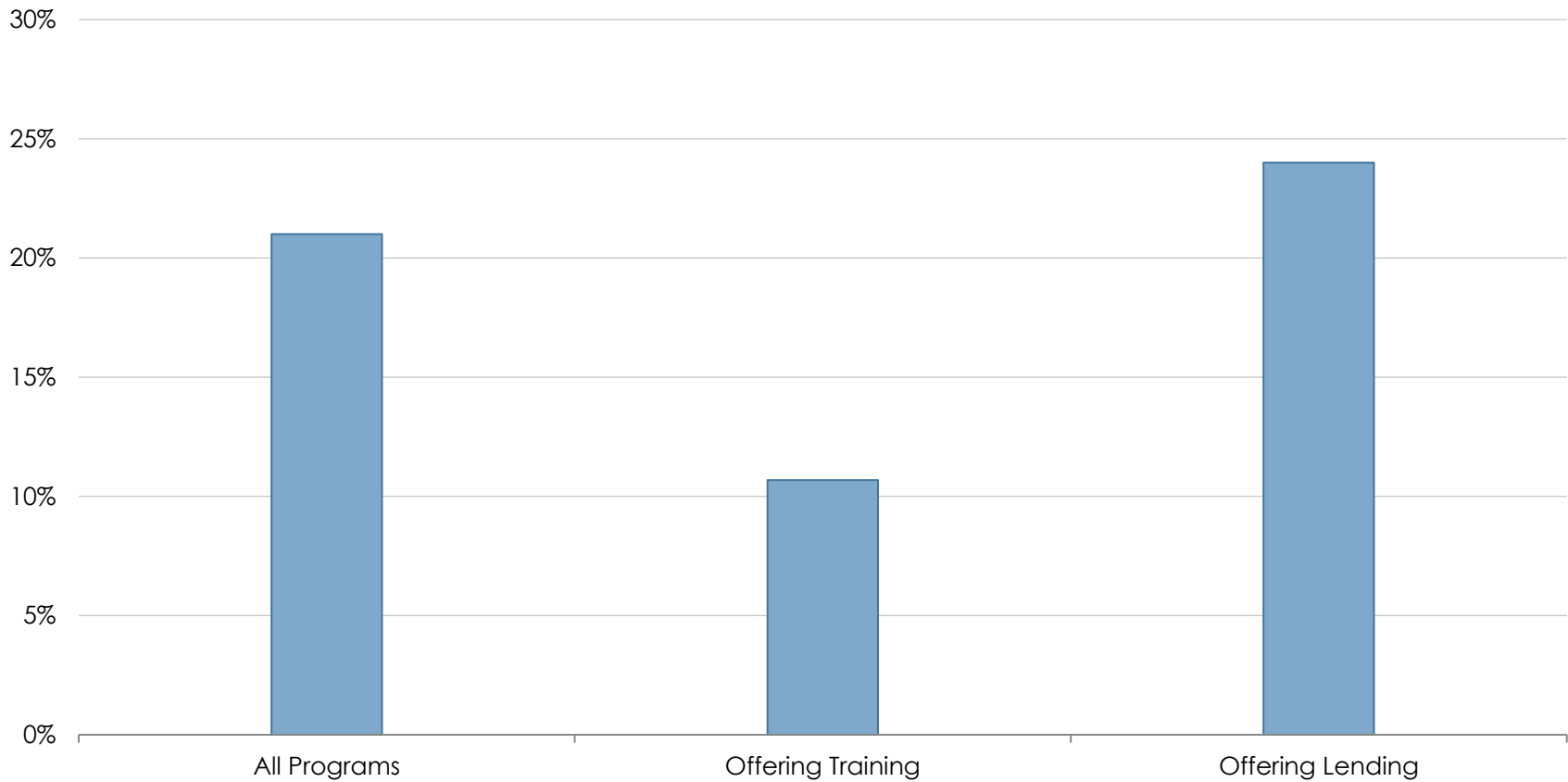
- All Programs
- Lending
- Training

# Total Program Cost Recovery



**FIELD**  
at the Aspen Institute

## % Earned Income



## Training and TA Effectiveness

**Training Completion Rate:** What percent of clients that are expected to complete courses actually complete?

**Formal/Informal Business Plan Completion Rate:** What percent of clients expected to complete either a formal or informal business plan actually do?

**Formal Business Plan:** a document that describes the businesses' products/services/operations, marketing strategies, and financial status and plan; that is ready for use for raising capital and guiding business development with an external audience.

**Informal Business Plan:** typically worksheets or assignments clients complete during or after workshops, classes or 1-1 technical assistance that are intended as internal documents to help clients think through all areas of their business.

# Key Definitions



Client  
Outcomes;  
Between  
Intake and  
Survey:

**Business Survival and Start-Rate:** What percent of businesses are still in business or started a business?

Change in number of **jobs** (including and excluding the owner): jobs includes the number of paid workers at a business

Change in **Owner's Draw:** the amount of money an entrepreneur takes out of her business for personal or household use.

Change in **Business Revenue:** Gross Sales

Change in **Household Income:** income reported by all members of the household during the calendar year

For More Information:

<http://www.fieldus.org/MicroTest/Outcomes.html>



**FIELD**  
at the Aspen Institute

MicroTest  
Outcomes  
Includes:

Standard Survey Tool

Virtual Interviewer  
Training

Data Collection and  
Reporting Tool

Detailed Custom  
Reports

Consultation on  
Results

## Integrated Microenterprise Census and MicroTest Program Performance Data

- For MicroTest members– a way to submit all your data at once, in one place
- For others– a chance to submit more data– or not-- easily

### Demographic Information

#### **Why answer these questions?**

Providing demographic and income data on the individuals you serve allows you to measure to what extent you are serving your target market, and compare your results with others serving similar entrepreneurs.

**I know it's important but I'd like to move on**

**Skip Ahead**

# 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.)

# Reflections



FIELD  
at the Aspen Institute

microTracker 

microTracker 



microTracker

The Aspen Institute

One Dupont Circle, NW, Suite 700

Washington, D.C. 20036

(773) 384-7710

E-mail: [microTracker@aspeninst.org](mailto:microTracker@aspeninst.org)

[www.microtracker.org](http://www.microtracker.org)