



MicroMentor

Find a Mentor. Be a Mentor. Build a Business.

Mission and Overview

MicroMentor is a free online service that connects small business owners with business mentors. MicroMentor puts experience to work by offering business professionals meaningful volunteer opportunities and by offering entrepreneurs one-on-one advice to help build successful business. Our mission is to help small businesses grow faster, generate more revenue, and employ more people. We make it easy to be a mentor, find a mentor, and build a business.

How It Works

1. Participants sign up online at www.MicroMentor.org. Here mentors describe their experience and expertise, and entrepreneurs describe their business and their mentoring goals.
2. Members always control who they connect with – actively seeking out connections, or reviewing and approving direct requests from others in our network.
3. Once connected, relationships usually progress over email and telephone (though face-to-face is possible), lasting an average of three months. MicroMentor's customer service team collects data and offers support and resources at every step along the way.

Business Mentoring Works

MicroMentor volunteers directly impact individual entrepreneurs and collectively foster sustainable economic development in local communities across the nation. Our most recent business outcomes report shows the impressive impact of personalized business mentoring and advising, with businesses reporting:



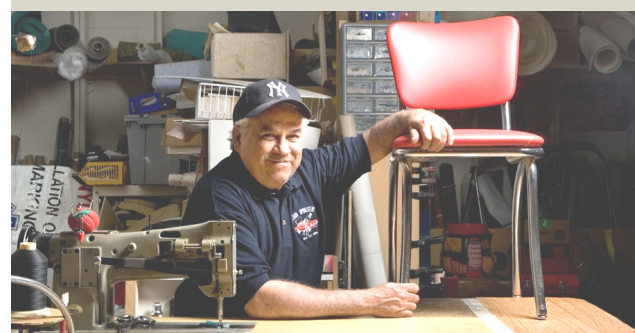
- An increase in median annual business sales of \$15,390, or 75%.
- A total increase in revenues of \$3,301,000.
- A 87% business survival rate in comparison to the national average, which is 66%.



Program Snapshot

- 2200+** Entrepreneurs Enrolled
- 1700+** Mentor Volunteers Enrolled
- 1500+** Mentoring Matches Made
- 58%** Percentage of Women Clients
- 45%** Percentage of Minority Clients

Data as of October 2009



Current Sponsors

Citi Foundation

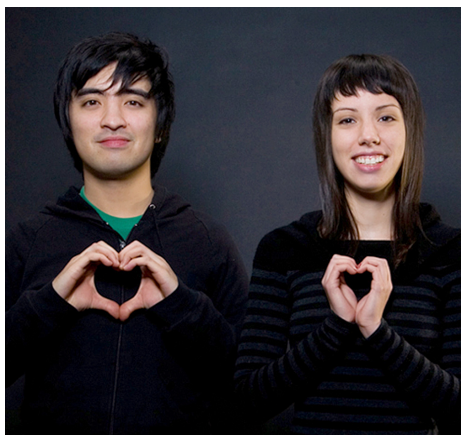


Success Story

Revising the Starving Artist Cliché

Noel Javier and Brooks Fuentes

Oh Buggy!



Unbeknownst to the other, Noel Javier headed west from Louisville, Kentucky and Brooks Fuentes headed north from Mexico City by way of Atlanta, Georgia to independently arrive in Portland, Oregon. Upon meeting, they found that their artistic interests aligned, and they decided to start a company that would combine their creative energies and incorporate their values. Thus began Oh Buggy!, an all-organic, sweatshop-free clothing design company.

A local Portland design boutique recommended that Noel and Brooks join MicroMentor, and they promptly signed up to find a mentor to help them navigate the challenges of starting a new company. The first MicroMentor mentor to respond to their inquiry was a husband and wife team also based in Portland, Oregon. Their mentor team had complimentary skills and experiences, and they were able to work with Noel and Brooks on a variety of the essential tasks that starting a successful new business required. "It was really neat to work with a duo, because one was great at networking and vetting ideas while the other worked with us from the finance perspective".



Noel and Brooks' mentors helped them to research the market for their designs and make useful industry contacts. Their mentors also helped to point them in the direction of necessary small business training. Now, several months later, Noel and Brooks' business is up and running, and they speak optimistically about the future of their endeavor. They are quick to credit MicroMentor for having connected them with the local business resources and industry-specific business expertise that they needed to get their business off to a great start.

Business Snapshot

Before MicroMentor

- A great business idea
- No business training
- No legal training
- A lack of resources

And Now!

- A business
- A solid business plan
- Copyrighted images
- Local microenterprise contacts