

The Economic Power of Entrepreneurship and Purpose-filled Mentorship in a Changing World



Micromentor's Mission & Impact

At Micromentor, we are committed to a thriving socio-economic future for all.

On our platform, business owners become changemakers in their communities, and their mentors achieve professional development milestones. These mentoring pairs develop each other's sense of purpose.

In 2023, Micromentor saw:

almost

60,000
new entrepreneurs

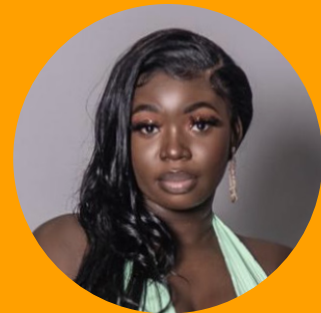
over

20,000
volunteer mentors

creating a projected

10,500
jobs

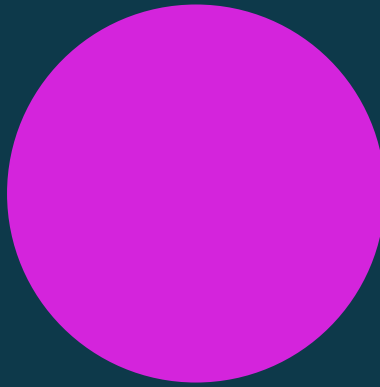
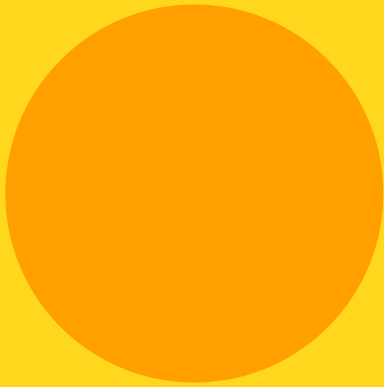
Women entrepreneurs on Micromentor see nearly double the improvement in access to networks and markets than their male counterparts, pointing toward the outsized impact of business mentoring for women.



“I wouldn't be here if it wasn't for my mentor... Our first goal was for me to just file for my LLC, then create a website... find manufacturers... Every month or every week, we try to set a goal and work towards that goal.”

—Blanche Kouekouma
Founder of Francois Beauty

A letter from Anita, Micromentor Executive Director



The world witnessed significant change in 2023 - regional conflicts flared, artificial intelligence began altering economies, dramatic effects of climate change were felt across the globe, and so much more. And yet, determined, innovative small business owners and entrepreneurs like Cera Muchiri connected with mentors to navigate how to adapt their businesses and mindsets to our changing world.

For many business owners and entrepreneurs, their endurance during change is emboldened by a support group, often a mentor or two. Business owners who find mentors on the Micromentor platform consistently report significant improvements in both critical business skills and their psychological well-being when they work with a mentor.

To match more entrepreneurs with mentors, Micromentor is proud to be launching an

open-source, mobile mentorship app made possible through the support of Google.org and a dedicated team of Google Fellows. Our app will provide free mentorship to 5,000 women business owners in the Middle East and North Africa (MENA) and equip our community with climate change training designed to bring business owners up to speed with carbon-reduction best practices.

Join us in celebrating the resilient success of entrepreneurs globally and our new chapter of growth and transformation. Thank you for your ongoing support and belief in the economic power of entrepreneurs and inspired mentorship.

Here's to creating space for human connection to be the engine for a thriving socio-economic future for business owners and their communities!

Mentoring Highlights from Our Community



“My ability to deal with day-to-day problems and crises has developed since joining Micromentor. My mentor has challenged me...to always focus on the company's vision and goal in whatever I do.”

Achim Sidakara | Entrepreneur
Project Manager at YoungFarm

74% of mentored entrepreneurs improved their ability to deal with day-to-day problems.



“I joined Micromentor because I was looking for someone to help me with my entrepreneurial skills...I appreciate my mentor a lot. She has really opened my eyes to so many things that I didn't even know.”

Natasha Coker | Entrepreneur
Founder of Colezna Ventures

37% of entrepreneurs, the largest segment, come from Sub-Saharan Africa, with Nigeria, Kenya, and Ghana being the most represented countries.



“My mentor has been helping me to really have a solid strategy in pursuing funding... He has been helping me with the specifics, like looking at my spreadsheets, looking at my data, looking at my financial statements, looking at my pitch deck... Since he's usually the person who's on the other side of that conversation [and] people are pitching to him; he understands what [investors are] going to want to see.”

Alexis Craig | Entrepreneur
Founder of The Next Fitness Thing

76% of mentored entrepreneurs take action on their mentor's advice.



“I was looking for a well experienced mentor who will sail me through the business world. My biggest challenges are finance, operations and making sales. My mentor has helped me improve my financial assets management skills. My mentor taught me how to manage and utilize finance, no matter how little it is. In terms of operations and sales, certain strategies were analyzed and reviewed by him to determine what strategies worked best for my business.”

Iorwuese Michael Targuma | Entrepreneur
CEO of Lyrics Ventures



“My mentor helped me secure a big land. As a result, I could increase the number of trees I could generate from only 5,000 trees to 10,000 trees per month. My mentor also helped me out with securing business partners... The money that my business earns has increased by up to 25% since joining Micromentor.”

Manfred Muvungi | Entrepreneur
Founder of Moringa Forest Nursery



“I have been in the consulting business for a long time [and] I want to use my experience to help people. That's why I decided to join Micromentor. [I've been on] Micromentor since 2020, I think the most important skills that I improve is not only communication skills but also being empathetic with the people that you're working with.”

Hassan El-Meligy | Mentor
Executive Director at ITHW Strategic Management Services

Cera Muchiri and Blake Nichols: Building Sustainable Dreams

Three years ago, we met entrepreneur Cera Muchiri, the founder of Ecodunia, a social enterprise that collaborates with Kenyan artisans to craft eco-friendly products and create employment opportunities. Cera's first mentor, on Micromentor, Eric Nashbar, helped her lay the foundation for Ecodunia's journey to success. Today, Micromentor is excited to revisit this inspiring journey and examine the transformative changes Cera has made in her business with new mentorships.



No One Understands Your Business Like You

Blake's initial guidance focused on elevating Ecodunia's brand awareness. Cera attempted to set up shop at a local market but encountered unforeseen challenges due to inclement weather: "I paid for the market, I showed up. It rained. It just didn't work, and he told me that that's one market, let's do another one, let's do another one." Blake also guided Cera to create customer profiles to identify her ideal client.

Blake's mentoring was not just about offering advice: he also provided support and validation. Instead of offering solutions, he guided Cera to express her own thoughts and design solutions, recognizing that no one could understand Ecodunia better than her. Cera recalled, "There was a time when I didn't know how to calculate inventory. I got on a call every Wednesday with Blake. I told him my thoughts. He was really listening and then giving me the feedback of just what I just said." By guiding Cera to find her own solutions, Blake bolstered her self-belief and decision-making abilities for her business.

Significant Milestones

With the invaluable support of her mentors and her unwavering determination, Cera's business has achieved significant milestones over the past three years.



Growing her team in Kenya and in the US.



Transitioning from a one-woman show, Cera now leads a team of nine.



Cera is helping her artisans and employees build economic stability.

With her revenue growing, Cera and her team have opened their first flagship store in Chicago, marking a pivotal moment in Ecodunia's journey. Cera founded Ecodunia to create opportunities in her home village near Nakuru and she continues to prioritize giving back. With Ecodunia's revenues, she is supporting an organization in Kenya dedicated to providing educational opportunities for girls. [Read more about Cera here.](#)

2020



With the European Bank for Reconstruction and Development, to address the multifaceted nature of entrepreneurial growth barriers, such as their access to capital, Micromentor developed a customized virtual mentoring microsite in English and Arabic in partnership with the EBRD.

Its goal was to improve entrepreneurial skills among SMEs participating in the Women in Business and Youth in Business programs and EBRD's existing network of SMEs. This program was created as the EBRD's pilot engagement to pair financial services offered by the EBRD with mentoring through Micromentor as part of their non-financial service offerings.

2023



Together we have successfully scaled the solution further across the region, reaching more than:

3,500 Entrepreneurs

750 Mentors

In the Middle East and North Africa (MENA) region



Micromentor's partnership with the EBRD has had a tremendously positive and significant influence for small businesses, including increased entrepreneurial skills, job creation, job retention, and revenue improvements in the MENA region.

This year, the EBRD and Micromentor launched in a new region and are now active in Kazakhstan and Uzbekistan, with the goal to scale across Central Asia in the next two years. This new endeavor holds the promise of opening up increased opportunities for SMEs in the region, offering them enhanced access to financial resources and the means to foster the growth of their businesses.

Aligned Visions

“Is to help entrepreneurs access finance so the businesses can grow and thrive. We aim to make businesses more resilient and competitive in our markets. Mentorship plays a vital role in this process, providing essential support to businesses. This is where I see EBRD's values matching Micromentor's mission, and it's a crucial alignment.”

—Salema Gulbahar Clemenceau
Financial Product Development EBRD

Thank you!

Thank you to our partners and donors who champion the spirit of free mentoring to foster innovation, empower communities, and build economic resilience.

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Channel Partners



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Are you interested in learning more about partnering with Micromentor?

Email partnership@micromentor.org

Thank you to our community of mentors and entrepreneurs for contributing to one another's success and providing the opportunity to understand better how mentoring contributes to business success.

