Session Description:
This case-based session will dive into the ways that qualitative and quantitative data complement each other to deepen analysis, with a special focus on how insight from qualitative results can inform program design. Examples come from TechnoServe’s Chile program Impulsa tu Empresa, and research from ANDE on what works in acceleration. Attendees can expect to come away with ideas of methodologies that work well in the field.

Panelist(s):
Juan Carlos Thomas, Technoserve
Abigayle Davidson, ANDE
Moderated By: Kate Scaife Diaz, Technoserve

Discussion:
GALI (Abby)

- Collaboration between ANDE and Emory to explore questions about enterprise accelerators
- Entrepreneurship Database Program
  - First step was to collect data
  - Then 6 months later, track all the applicants to the accelerator (both accepted and not accepted)
- Village Capital Accelerator Programs (General framework)
  - Determine location
  - Recruit entrepreneurs
  - Work with them
  - Assess them
- Overall, Village Capital Programs do Accelerate businesses (Fifteen village capital programs)
  - 1 – year investment growth is statistically significant – most obvious short term impact is on investment – effects all across the board
  - Sample Size: 427 rejected applicants, 138 accepted applicants

How GALI measured qualitative data
Hypothesis to test
- Mentor quality improves performance
- Networking among cohorts improves performance
  - Data was collected through interviews

Findings
- Networking
  - High performing programs: most common adjectives were “collaborative”, “productive” and “sincere”
  - Low-performing programs: most common adjectives were innovative, passionate and knowledgeable
- Mentorship
  - Few differences between high and low performing programs
    - Adjectives such as engaged, experienced and helpful were used to describe the mentors

Challenges faced
- How many observations are enough?
  - Unequal response rates for low performing and high performing programs for the mentor quality question
- How to group adjectives
  - Negative vs positive adjectives
  - Synonyms
- Logistical challenges

Takeaways
- Determine ahead of time what a “critical mass” is for using qualitative questions to draw conclusions (or) drill down with deeper, more transparent interviews.
- Understand how the sample is comprised.
- Start with the end in mind when developing interview questions.

Juan Carlos, Technoserve
- Technoserve works in Developing countries to build businesses, farms and enterprises
- Launched Impulsa Tu Empresa in Chile,
  - 6 months later, endline vs baseline measurement showed contradictory results
    - Are these results sustainable? (Post program survey – 65% of graduated entrepreneurs)
    - What are the real needs of these entrepreneurs?
- Post program survey conducted found
  - Increase in adoption of financial products
Learnt that
  - Perceptions matter
    - Entrepreneurs perceived products providing short term benefits as more important (so a bank account Vs insurance)
    - Misconceptions such as saving by building inventory existed among cohort
  - Change our “theory of change”
  - Improved their training program
    - Not all the products were relevant
    - Savings and loans were more effective at a specific stage in the business

**Main takeaways**
- Project performance doesn’t end when the project ends
- Qualitative assessments matter
- Be ready to challenge your initial assumptions

**Q&A**
- With the move towards being cost-effective and lean data, what are the trade-offs?
- To what extent is qualitative data useful when making comparisons under different situational contexts?
  - Very difficult to say.
- When the donor – M&E interests are misaligned, what do you do?
  - Find partners within the donor company and leverage those relationships in aligning your interests.
  - Leverage other donors to influence “more demanding” donors