Hello!

FIELD
at the Aspen Institute

We identify, develop, and disseminate best practices, and educate funders, policy makers and others about microenterprise as an anti-poverty strategy.

microTracker.org
a project of FIELD at the Aspen Institute
Today’s Plan:

• Caring about data
• Domesticating data (putting it to work for you)
• Getting the right data
A Sense of the Room

You:

• Make direct investments in businesses
• Provide capacity development to businesses,
• Are a foundation, corporation, or research institution
A Sense of the Room

You track:

• Outputs from your own work (i.e. number of people trained)
• Outputs from the businesses you support (revenue and # employees)
A Sense of the Room

• You collect data via a survey and use excel or salesforce to manage it
• The data gets reported in an annual report—board/fundraising
• You are the person that is responsible for collecting, analyzing, reporting data
Why is data important?

- Improve organizational performance
- Make a better case for funding
- Provide measurable objectives for strategic planning efforts
- Provide accountability to board, staff, customers and donors—mission attainment
- Improve research and advocacy work

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What can good data do?

- Demonstrate target market outreach
- Highlight skills and competencies
- Show activity scale
- Provide insight into costs & efficiencies
- Show sources of funding
- Describe outcomes

Who?

What?

How much?

How well?

Where and How?

Why?
What do you want to do with your data?

- What problems do you want to solve?
- What questions do you want to answer?
- Who do you want to share this information with?
Hello my name is

YCKE

Don’t feed the data monster

Image adapted from feedthedatamonster.com
### Key Questions

<table>
<thead>
<tr>
<th>Question #1</th>
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<tbody>
<tr>
<td><strong>What</strong></td>
</tr>
<tr>
<td>• How much does our lending program cost? Is the cost worth all the work? Should we just give the money as grants?</td>
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<tr>
<td><strong>Who</strong></td>
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<tr>
<td>• Management team</td>
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<td>• Lending department</td>
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<tr>
<td>• Board</td>
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<tr>
<td><strong>How</strong></td>
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<td>• Internal but visual dashboard</td>
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U.S. MICROFINANCE: SMALL LOANS, BIG RESULTS

Small loans given to small businesses at the right time can produce dramatic results. With an average loan size in the United States of just $10,000, Accion and Opportunity Fund catalyze growth for entire communities and thousands of small businesses.

THERE ARE 10.8 MILLION SMALL BUSINESS OWNERS IN THE U.S. WHO CAN'T ACCESS LOANS TO GROW THEIR BUSINESSES.

MICROLOANS HELP FILL THIS GAP

OUR SMALL LOANS $10,000 HAVE A BIG IMPACT

- STRONGER BUSINESSES: 97% of businesses remain open despite challenging economic times
- EMPLOYMENT OPPORTUNITIES: 5.6 Average number of jobs created or sustained for businesses with employees
- INCREASED PAY: 32% Increase in income from business

ONE YEAR POST-LOAN BUSINESS OWNERS REPORT:

- ENHANCED FINANCIAL HABITS
- INCREASED PRODUCTION

WHO WE SERVE

U.S. microleaders fund businesses primed for growth and ready to contribute to local economies.

- 54% OF BUSINESSES FUNDED BY ACCION REPORT HAVING EMPLOYEES
- 7 OUT OF 10 BORROWERS REPORT SEEKING A LOAN TO GROW OR IMPROVE OPERATIONS

MICROLENDERS ON THE RISE

While business lending by U.S. banks has trended downward over the last two years, Accion and Opportunity Fund’s microTracker programs are on the rise.

2,400 $25M
3,200 $34M
3,600 $44M

- Dollars Disbursed (Millions)

2010 2011 2012

- Number of Loans Disbursed

Accion and Opportunity Fund’s microTracker outcomes study offers deep insight into the state of microloan recipients’ businesses during the ongoing recession.”

-Small Loans, Big Results: MicroTracker Report for Accion and Opportunity Fund
2014 WWBIC FACT SHEET

2014 OUTCOMES

223 New Businesses Started
2,456 Jobs Created & Retained

2014 PROGRAMS & SERVICES

EDUCATION & COUNSELING
- 3,568 Clients Assisted
  - 1,875 Clients Trained
  - 1,197 Clients Counseled
  - 496 Clients Trained and Counseled
- 18,969 Counseling Hours

LENDING
- 340 Loan Applications Received
  - 133 Loans Closed - Number
  - $5.5M Loans Closed - Dollars
  - 335 Active Borrowers

FINANCIAL CAPABILITY
- 102 Active IDA Holders
- $95,991 Saver Deposits
- 2,766 New Wisconsin Savers
- 16 Assets Purchased

STARTUPS EXISTING
- 54% Business Status of Loans Closed
- 46%

LIFE CYCLE INDUSTRIES
- As of 12/31/14
  - 17% Manufacturing
  - 15% Retail & Wholesale Trade
  - 14% Professional Services
  - 14% Food Services
  - 11% Healthcare Services
  - 10% Other Services
  - 7% Construction & Waste Management
  - 6% Arts, Entertainment & Recreation
  - 6% Transportation & Warehousing

2014 CLIENT DEMOGRAPHIC SNAPSHOT

GENDER BREAKDOWN
- 71% Women
- 26% Men

CLIENT PROFILE
- 62% Low to Moderate Income
- 10% Resumes Public Assistance
- 6% Veterans
- 10% People With Disabilities

RACIAL & ETHNIC MINORITIES
- 80% Milwaukee Area
- 54% Statewide

AVERAGE AGE
- 43 Years

2014 WWBIC REFERRAL SOURCES

- 23% Word of Mouth
- 23% Other:
  - SBA, Farm, Local Economic Development Orgs., etc.
- 14% Existing WWBIC Clients
- 11% WWBIC Website
- 7% Financial Institutions
- 5% Social Media
- 5% SBA
- 4% Government Offices
- 4% Newspapers and Magazines
- 3% Educational Institutions
- 3% WWBIC Direct Mail

2014 CLIENT SATISFACTION

98% of respondents said they would recommend WWBIC to others*

96% of respondents said WWBIC's services met or exceeded their expectations*

*Based on responses to the 2014 Annual Client Survey
## WWBIC - Milwaukee Market

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<thead>
<tr>
<th>OWBO Milwaukee</th>
<th># Needed</th>
<th>YTD</th>
<th>% Achieved</th>
<th>Oct Nov Dec Q1</th>
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<th>City of Milwaukee CDBG</th>
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<td>New business startups/expansions</td>
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<td>Full time LMI jobs retained</td>
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<td>New part time LMI jobs created</td>
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<td>Part time LMI jobs retained</td>
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Twitter: @AspenMicro @FordPeople
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<th>2015</th>
<th>Q1</th>
<th>Actual YTD</th>
<th>2015 Goal</th>
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<th>2014 Actual</th>
<th>2013 Actual</th>
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<td>% Loans to low-to-moderate income individuals</td>
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<td>% Loans to women-owned businesses</td>
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<td>% Loans to racial/ethnic minority-owned</td>
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<td>Assigned portfolio risk including Opportunity Fund(^1)</td>
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<td>Access to Capital (Leveraged) - Totals</td>
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<td>(^2) In compliance with CDFI and SBA (tracking only)</td>
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<td>Clients Both Trained and Counseled</td>
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<td>Business Owners Assisted</td>
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<td>Jobs Created/Retained</td>
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Key Question

• How much does our lending program cost?

Measure

• Cost to make and manage every $1 in our outstanding loan portfolio.

Data Points

• Lending costs
• Average outstanding loan portfolio

Data Source

• Portfolio management system
• Time Tracking
Making data useful...

How much does our lending cost?

$ .29
Making data useful...

Look at it in relation to something

• Your goals
• Your trends over time
• Others, including:
  – Your peers
  – Industry leaders
Graph 17: Operational Cost Rate
Definitions that don’t match

Inconsistent time periods

Is that a ‘0’ or a ‘Don’t Know’?

What does a blank mean?

How can they have 20 FT employees and $20 in sales?
Consistent definitions

- Comparison and benchmarking
- Funder accountability
- Advocacy and fundraising
How many employees did the business have when they filled out the form?

Please answer the following questions about your current business or the business you are starting:

Type of business: Retail   Service   Wholesale   Manufacturing   Construction
Legal form of business: Sole Owner   Partnership   Corporation   Other
Brief Description of business: ________________________________________________
Business Name: __________________   Business Phone: __________________
Business Address: ___________________________________________________________
Number of Employees: ________________________________________________________
What needs changing...?

- Most excited about
- Biggest challenge
- Most immediate change/fix
- Who you will need to engage