The Social Businesses that participated in the survey are classified as:

- 57% for profit
- 22% non-profit
- 21% hybrid

They started operating...

- before 2012: 34%
- after 2012: 66%

...And they have different focus areas.

- Education: 16%
- Agriculture: 12%
- Health: 12%
- Financial Services: 10%
- Clean Technology: 9%
- Water: 9%
- Environment: 4%
- Energy: 3%
- Housing: 3%
- Other: 20%

The biggest challenges they face are...

- Demand
- Fundraising
- Talent Acquisition
- Talent

The most important personnel skills needed to scale their businesses are...

- Client Acquisition 60%
- Sales 45%
- Business Strategy 43%

When asked which course of action would be best to increase business capacity...

- 41% Train current staff
- 27% Seek for external advice
- 4% Hire interns

The main challenge when hiring talent:

- 42% think it is the lack of resources to hire properly trained staff
- ...followed by lack of investment in Human Resources.

Currently, the most sought after positions are:

- Sales: 44%
- Business Strategy: 38%
- Client Acquisition: 40%
- Chain Production: 36%
Out of those surveyed, 73% acquire external help from mentors. The mentors work with them for some time...

- 55% from 1 month to 6 months
- 45% from 6 months to 1 year

...and these are the best rated aspects:

1. Strategic Advice
2. Listening to ideas and giving feedback
3. Give them theme-specific advice

64% of these businesses hire mentors with 10+ years of professional experience. And 80% of the surveyed rate the working experience as satisfying.

Entrepreneurs look to mentors for...

- Knowledge in a specific industry (27%)
- Networking Opportunities (16%)
- Similar experiences related to their needs (16%)
- Their impartial and external perspective (15%)

27% of the participants haven’t worked with mentors because...

- 35% They don’t know how to access them
- 27% Longer commitment is needed
- 23% They don’t know how to take advantage of their service
- 36% Other

We would like to thank the 25 organizations in Mexico and Central America that participated in this survey for their support. For any questions please contact rosario.uriarte@aspeninst.com

To read the full report visit [http://www.research.rippleworks.org/](http://www.research.rippleworks.org/)

Learn more about ANDE at [http://www.andeglobal.org/](http://www.andeglobal.org/)