

EntrepreneurTracker

Do you need credible data on the outcomes of your micro and small business clients to support program management and fundraising? FIELD's EntrepreneurTracker helps you capture and share the power of your work with key data such as:

- ▶ Business start and survival rates
- ▶ Jobs supported
- ▶ Changes in revenue
- ▶ Hourly wages paid to workers
- ▶ Movement out of poverty



IDEA

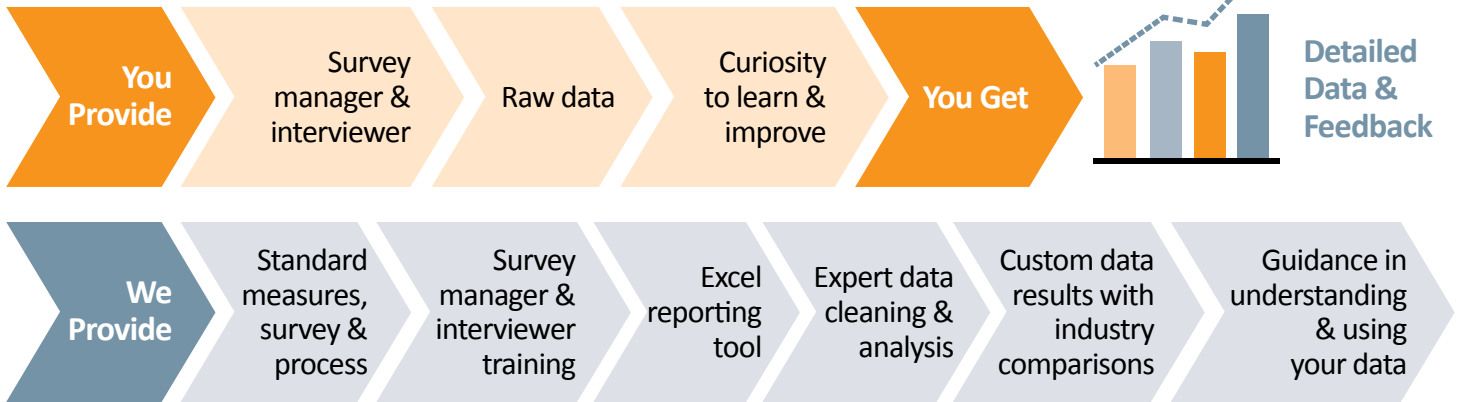


HOME BUSINESS

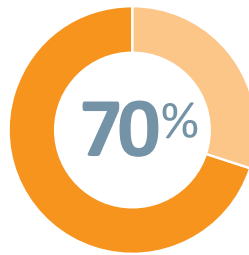


STORE FRONT

How does EntrepreneurTracker work?



Why do industry leaders use EntrepreneurTracker?



70% of nonprofit leaders indicate that **at least half of their funders** require impact measures for grant reporting.

— Nonprofit Finance Fund, 2014 State of the Nonprofit Sector Survey

STANDARDIZATION

"Funders always want comprehensive and consistent evidence. They don't just want qualitative anecdotes... We use our data in every funding report to represent our overall performance quantitatively."

Paul Quintero,
CEO, Accion East and Online

CREDIBILITY

"... because of the robustness in the metrics and the survey, the comparability—and the fact that the survey is external makes it more objective."

Kathy Ricci,
CEO, Utah Microenterprise Loan Fund

INSIGHTS

"(It) has helped enlist discussion on how we can improve in a competitive market, what it costs to create a job, how we compare... We'd done some impact surveys before, but none that are as wholesale, systematic, and organized."

Leslie Benoiel,
Executive Director, Entrepreneur Works