

MICROMENTOR MENA

2019-2027



since 2019,

6,320

mentors joined
MicroMentor

15,650

entrepreneurs reached by
MicroMentor

PROGRAM BRIEF

MicroMentor is a free online business mentoring platform that enables the world's largest community of purpose-driven entrepreneurs and business mentors to create powerful connections, solve problems and build successful businesses together. Mentors unlock ideas, tools, networks, and best practices that can result in better business decisions and offer support that can improve venture outcomes. When entrepreneurs have the skills they need, they have the potential to be potent drivers of innovation and sustainable economic growth by creating jobs locally in the communities they serve. MicroMentor was launched in 2009 by Mercy Corps in the USA and has since flourished people with 20 different languages and 179 countries reaching 209,000 entrepreneurs and 84,000 mentors. Together, we created 84,000 mentoring connections and 40,000 meaningful connections with an average of 48% of first messages receiving a response and 48% of profile completion rate. The MicroMentor platform was officially launched in Jordan in April 2019 and now it has expanded to the MENA region.

Donor:

MasterCard Center for Inclusive Growth | Google.org |
EBRD | USAID (IqIaa)

Target Participants:

Entrepreneurs and Business Mentors in the Middle
East and North Africa

Implementing Organizations:

Mercy Corps

Geography Focus:

Middle East and
North Africa
Region



Contact Information:

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INTERVENTIONS



ONLINE MENTORING PLATFORM

Our easy-to-use online platform is free for users and accessible anytime, anywhere. People from around the world can form mentoring relationships on their own schedule no matter where they are located. As a result, we can overcome geographic limitations and deliver much-needed business resources and training to underserved areas and communities. The Arabic platform is currently available in the MENA region.



PARTNERSHIPS

MicroMentor MENA is partnering with relevant stakeholders across the MENA region to reach more entrepreneurs and mentors through their networks, integrate MicroMentor into their suite of services as well as utilize their expertise to provide training for entrepreneurs and mentors.



TRAINING & SUPPORT

MicroMentor MENA conducts presentations, orientation sessions, webinars, online courses, and training courses for key partners and potential users. These sessions focus on how mentoring works, the benefits of mentoring, and the registration and match-making processes on the MicroMentor platform.



DIGITAL MARKETING

MicroMentor MENA is now carefully focusing on Digital Marketing to reach more entrepreneurs and mentors in the MENA region and help in the process of creating opportunities to help entrepreneurs grow their businesses and give mentors the chance to give back to the community.

