

# MicroMentor MENA

## CONTEXT

### MENA REGION

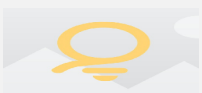
- 90%** of registered companies are SMEs
- 45%** of formal jobs come from SMEs
- 35%** of youth are unemployed

## IMPACT

**4,320** entrepreneurs reached by MicroMentor

**1,530** mentors joined MicroMentor

## KEY PARTNERS



مؤسسة محمد بن راشد  
لتنمية المشاريع الصغيرة والمتوسطة  
DUBAI SME



Migrate



## DONOR



Center for Inclusive Growth  
\$750,000 | Apr 2019-Mar 2022



\$350,000 | Oct 2020-Sept 2021



\$230,000 | Jan 2021- Dec 2022



## 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 organically to 179 countries of 20 different languages reaching 118,000 entrepreneurs and 44,000 mentors. Together, we created nearly 25,000 jobs 76,000 mentoring connections and 28,000 meaningful connections. The MicroMentor platform was originally launched in Jordan in April 2019 and now it has expanded to the MENA region.

## 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.

