



EntrepreneurTracker
5-Year
Results Summary



What is EntrepreneurTracker?

- Created and controlled by the Aspen Institute, it is a survey to measure outcomes for micro- and small business owner clients of CDFIs and other microenterprise programs.
- Key outcomes: Business Survival Rate, Jobs Created & Retained, Change in Business Revenues
- Widely considered the standard for outcome measurement for CDFIs
- Verified third-party administered survey ensures legitimacy of the survey tool and findings



Opportunity Fund and EntrepreneurTracker

- We have conducted the survey since 2007 and presently administer it biannually.
- Opportunity Fund contracts a research partner to make calls to our clients.
- The Aspen Institute aggregates the responses and analyzes the data to compare our clients' baseline and survey data.



EntrepreneurTracker Results

Based on survey responses 1-2 years post-loan, by survey year

Key Outcome	2013	2014	2015	2017	2019
Business survival rate	97%	99%	93%	99%	93%
Jobs created & retained, per client	3.5	2.3	3.1	2.6	3.2
Clients reporting increased business revenues	45%	33%	39%	35%	39%



EntrepreneurTracker Response Rates

