



2023

IMPACT MEASUREMENT STUDY

MALAWI
BUSINESS TECHNICAL INSTITUTE
LEAN START ENTREPRENEUR PROGRAM

Gilles Gravelle, PhD
Consultant
(425) 444-0922
Gilles.Gravelle@gmail.com

Getting at the Heart of Change

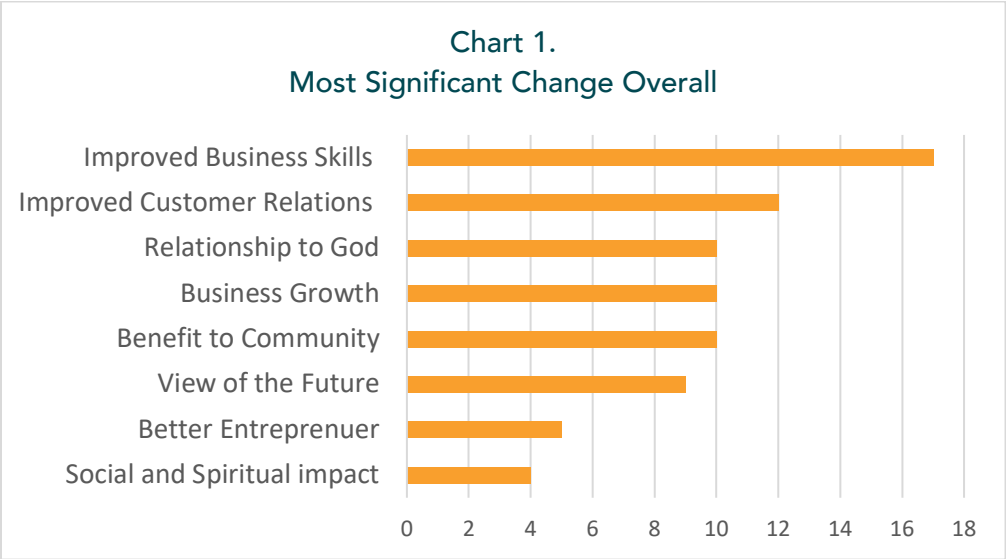
Gilles Gravelle Consulting teamed up with Hope Ventures to conduct a study on how entrepreneurs from the COTN 2021 Malawi Business Technical Institute were doing with their business venture one year later (12/2022) after completing Hope Ventures' Lean Start entrepreneur training series. We designed 12 survey questions to gain insight on how the training modules are producing results in Hope Ventures' four core areas of impact:

Spiritual—Social—Environmental—Economic

Overview

Twelve people who completed all three training modules were surveyed. Rather than presented with a list of responses to choose from, the twelve survey questions were intentionally broad and designed for conversation. Respondents were free to say whatever came to mind on a given topic. As a result, responses may not seem directly connected to a specific dialog question, but they offer insights about training outcomes in general. The aggregate of all responses provides insights on what is most significant to them.

At the highest level, Chart 1 provides all of the categories respondents mentioned as being most helpful for them, as well as the number of mentions for each category. These are comments gathered across all twelve dialogue questions. Some people provided more than one comment, so more than twelve comments are possible.

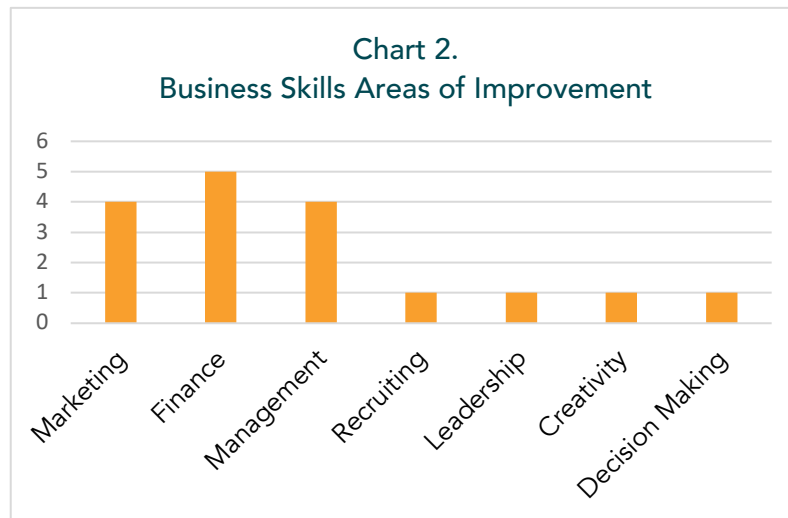


INDIVIDUAL CATEGORY VIEW

This section looks at results for each category listed in Chart 1 from the most significant to least significant in terms of the number of comments.

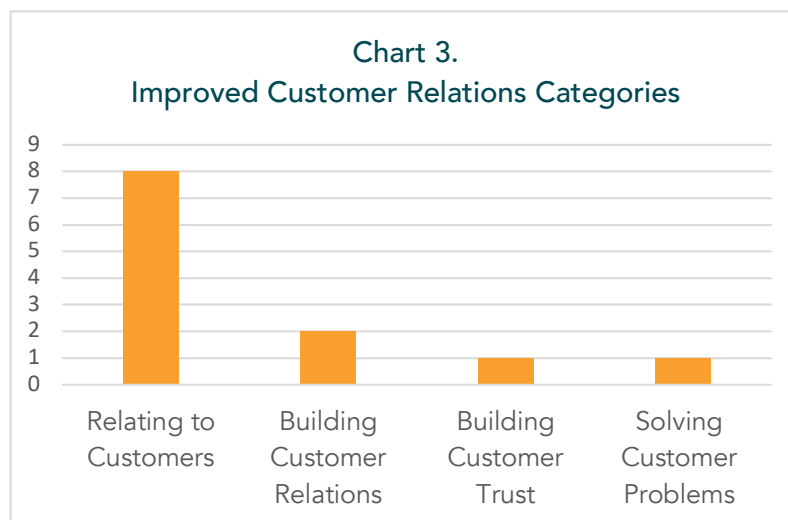
Improved Business Skills – 17 Comments

This category received the most comments about how entrepreneurs' business skills have improved. Comments covered seven areas of improvement.



Improved Customer Relations – 12 Comments

This area received the second most comments at twelve. Four ways that improved customer relations helped them were mentioned. The ability to relate to customers had the most mentions at eight.



Relationship to God – 10 Comments

When asked how God or spirituality plays a role in their business, ten out of twelve (83% of survey respondents) spoke about how God plays a significant role in their business. The Table shows how they described God’s role in their life and business.

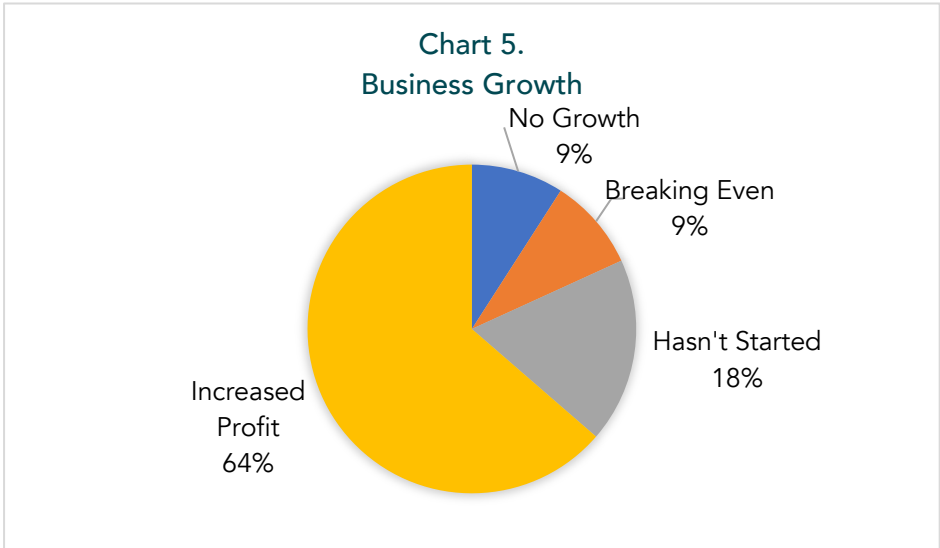
| | |
|---|--|
| Every aspect, including profits now | God is at the center of my business |
| By directing me in my business | God has been good to me |
| He influences every decision | He taught me about honesty and trustworthiness in business |
| I’ve learned to put God first in everything | God has been my help from day one |
| I’m a steward of the business God has entrusted to me | God has been everything |

Business Growth – 10 Comments

At survey time, nine of the twelve entrepreneurs reported that they had launched a business. The remaining three had not started a business yet or they were still in the ideation phase. So, **75% of the cohort were able to launch a business.**

Are they profitable?

Entrepreneurial training should lead to business growth, and business growth should lead to an increase in thriving people and communities. The survey sought to discover how entrepreneurial training impacted business startup and growth. Within the first year of completing the training modules, **64% of respondents reported profit growth within their first year, with an average of +33% growth** (between 60% and 10%). That is remarkable considering Malawi had an annual inflation rate of 21% in 2022.



Benefit the Community – 10 Comments

Nine people (75% of survey respondents) commented how they wanted their business to benefit their community. The list below provides the comments made by individuals, one per person. The last comment was made by two people.

- Support communities through food contribution
- Greatest motivation is to benefit the community in general
- Provide jobs for vulnerable women
- Create job opportunities
- Encourage others in the community to do business
- Mentor people in business
- Want to support the community through business

View of the Future – 9 Comments

66% Expressed Optimism

When asked how they viewed their business future in general, eight respondents (66%) expressed a positive view of the future. One confessed to being scared because of the size of his vision, yet he was determined to pursue it. The other four people did not comment.

Better Entrepreneur – Five Comments

While eleven comments provided detail on how people had become a better entrepreneur based on other dialogue questions, only five people specifically mentioned that training had made them a better entrepreneur in general.

Social and Spiritual Impact – Four Comments

Seven of the twelve people surveyed (58%) said that they wanted their business to benefit society at large both in social and spiritual ways without elaborating. When added to the Benefiting Community category, fourteen comments were made about how respondents wanted their business to benefit others in tangible and spiritual ways.



Summary of Survey Results

All twelve entrepreneurs surveyed had completed the three Lean Startup Entrepreneur training modules. 75% of them successfully launched a business, and 63% were profitable within the first year. Of the eight improvement categories mentioned throughout the survey, improved customer relations and improved business skills received the most mentions. How do survey results compare to Hope Ventures' four core impact areas?

Spiritual

83% of respondents said God plays a significant role in their business.

Social

83% of respondents expressed how a major goal of their business is to benefit their community. Responses included better nutrients, help vulnerable women attain employment, mentor others, create community training and job opportunities.

Environmental

This area did not receive much attention. One entrepreneur mentioned sourcing his fabric manufacturing using organic material.

Economic

A total of 25 part time and 2 full time employees were added by seven business entrepreneurs.

Conclusion

Hope Ventures' solution for ending poverty focuses on expanding entrepreneurship in the marketplace. But they don't work with just any entrepreneurs. Entrepreneurs enrolled in Hope programs share the vision and goal of helping communities thrive economically, socially, and spiritually within a safe and sustainable environment.

This study indicates that, in the early phase of their business, at least 83% of the entrepreneurs have clearly demonstrated that they are the kind of people who are motivated to serve their community by excelling in business. Beyond meeting their own needs, they are committed to providing more jobs and more nutritious food, while operating with deep spiritual conviction and reliance on God in all they do in their community. The more Hope Ventures produces these kinds of entrepreneurs, the more people will permanently move out of poverty and into a better future for them and their children.

Gilles Gravelle, PhD

Consultant

Messaging—Marketing—Impact Measurement

Gilles.Gravelle@gmail.com

M: 425-444-0922

Movingmissions.org