



**MicroMentor**

Find a Mentor. Be a Mentor. Build a Business.



**FOR IMMEDIATE RELEASE**

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**ACCION San Diego and MicroMentor  
Provide 24/7 Online Business Resources for Emerging  
Entrepreneurs**

*Two organizations join forces to foster engagement of small business entrepreneurs and business mentor volunteers in the San Diego business community.*

San Diego, CA -- ACCION San Diego and MicroMentor have formed a new partnership to provide San Diego's small business owners with online access to industry-specific mentoring and business advice.

By connecting emerging entrepreneurs with volunteer business mentors through an innovative web-based platform, ACCION San Diego and MicroMentor are assisting small business owners as they overcome the challenges of starting and growing successful businesses.

According to a recent Aspen Institute study, approximately half of the estimated 21.5 million micro-enterprises across the country are underserved and could benefit significantly from better access to capital and business development services. By using technology to increase the scale and sustainability of regional small business support services, the new partnership between ACCION San Diego and MicroMentor takes a critical step in the right direction. Through this partnership, ACCION San Diego clients will now have access to a large database of experienced business mentors that are available via web and phone, offering the business owner flexible and convenient one-on-one technical assistance.

ACCION San Diego and MicroMentor are dedicated to providing low-income micro-entrepreneurs with the resources they need to succeed. Both organizations recognize that access to flexible resources is crucial to the economic and social well-being of the San Diego business community.

**How it Works**

**→ For ACCION Clients and other San Diego Small Business Owners**

- **Find a Mentor** - Small business owners who want to be matched with a mentor can go to [www.MicroMentor.org](http://www.MicroMentor.org) and sign up to find a



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mentor by submitting a short enrollment application describing their business needs and mentoring goals. If they are ACCION clients they would list ACCION San Diego on their enrollment.

- **Be a Mentor** - Individuals interested in volunteering as a business mentor should go to [www.MicroMentor.org](http://www.MicroMentor.org) and sign up to be a mentor. After submitting a short enrollment application describing their business interests and skills, mentor volunteers can search the MicroMentor database for entrepreneurs in Southern California (and across the nation) who are looking for a business mentor.

## **Business Mentorship Works**

ACCION San Diego and MicroMentor will track each MicroMentor engagement to achieve a detailed aggregate impact of mentoring on aspiring entrepreneurs, their families and their communities. Data from MicroMentor's most recent business outcomes report shows the impressive impact of personalized, business mentoring and advising, with participating businesses reporting:

- An increase in median annual business sales of \$15,500, or 63%
- An increase in median annual household income of \$20,000, or 50%
- A 74% business survival rate, compared to a 66% national average

ACCION San Diego and MicroMentor are committed to bringing similar success stories in the San Diego business community.

## **About MicroMentor -- [www.MicroMentor.org](http://www.MicroMentor.org)**

MicroMentor helps entrepreneurs grow their businesses through mentoring relationships with experienced business professionals. Our mentors volunteer their time to meaningfully impact the lives of those new to the world of small business.

## **About ACCION San Diego -- [www.accionsandiego.org](http://www.accionsandiego.org)**

ACCION San Diego is a non-profit organization striving to bring economic opportunity to small business owners in San Diego. By providing small business loans and support to entrepreneurs who lack access to traditional forms of credit, our goal is to help them create their dreams, provide for their families and contribute to their communities.