

October 2022



Impact Report





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Survey Participants

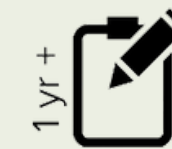
In September 2022, Centro surveyed program participants to better understand our program impact. We invited all participants of our Bootcamp, Basic Entrepreneurship Program and Advanced Entrepreneurship Programs in all locations to participate in the surveys.



< 12 mo.

Entrepreneur Journey Scorecard

Entrepreneurs who graduated a Centro's program within the last 12 months were asked to complete our Entrepreneur Journey Scorecard.



1 yr +

Entrepreneur Impact Survey

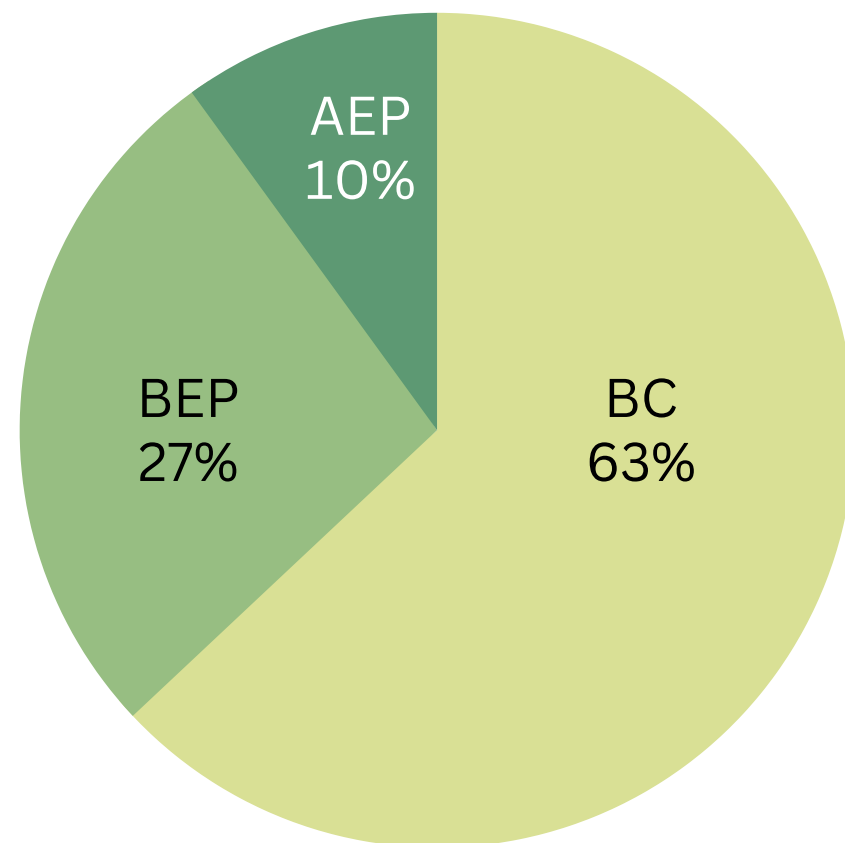
Entrepreneurs who graduated at least 1 year ago were asked to complete our Impact Survey.



Programs during the past 12 months

From August 2021 to July 2022, 372 entrepreneurs graduated from 49 programs:

+8 Δ



	Graduates	Avg Cohort Size	Graduation Rate
29 Bootcamps (BC)	234	11	72%
16 Basic Entrepreneurship Program (BEP)	101	8	83%
4 Advanced Entrepreneurship Program (AEP)	37	11	86%

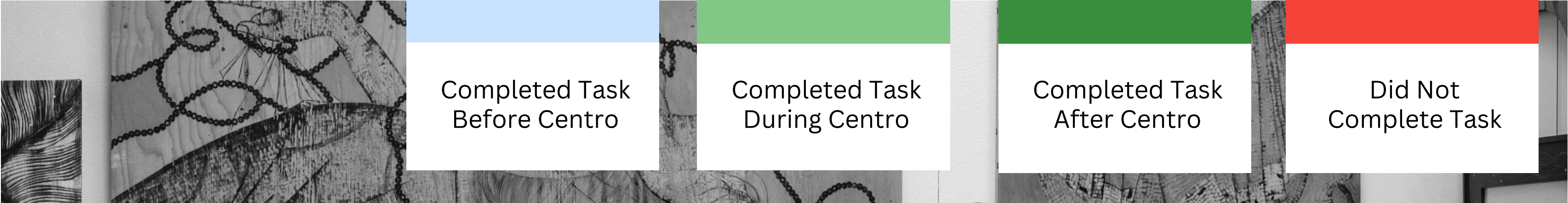


Entrepreneur Journey Scorecard

Centro’s Entrepreneur Journey Scorecard is aimed at understanding what steps entrepreneurs have taken toward starting or growing their businesses. **The completion rate was 51%** (123 of 240 entrepreneurs that graduated within the last 12 months). +18% △

The next slides show the number of entrepreneurs that completed milestones during or after Centro, compared to the respondents that did not complete those milestones.

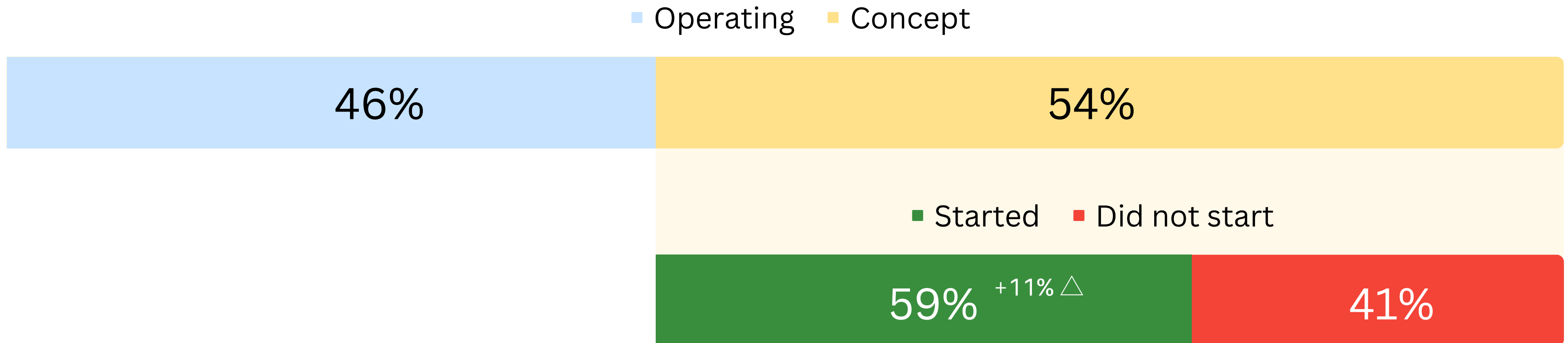
The possible responses were:





Business Stage

When entrepreneurs start in Centro's programs, **54%** are in **concept stage**. Within the first year, **59%** of the graduates reported having **started their business**.



Employment within the first 12 months



31% started **paying themselves** something

(**35%** of whom reported that it was a **living wage**)

-25% Δ



And **20%** **hired someone** else to help them with their business.

Before Centro

During Centro

After Centro

Did Not Complete Task

Increased Confidence

One of the most significant areas of impact was seen in the increase in confidence:



94% developed their **vision, mission and values** to a point that they are comfortable with, and



92% were comfortable **describing their product/service** to potential customers.

Before Centro

During Centro

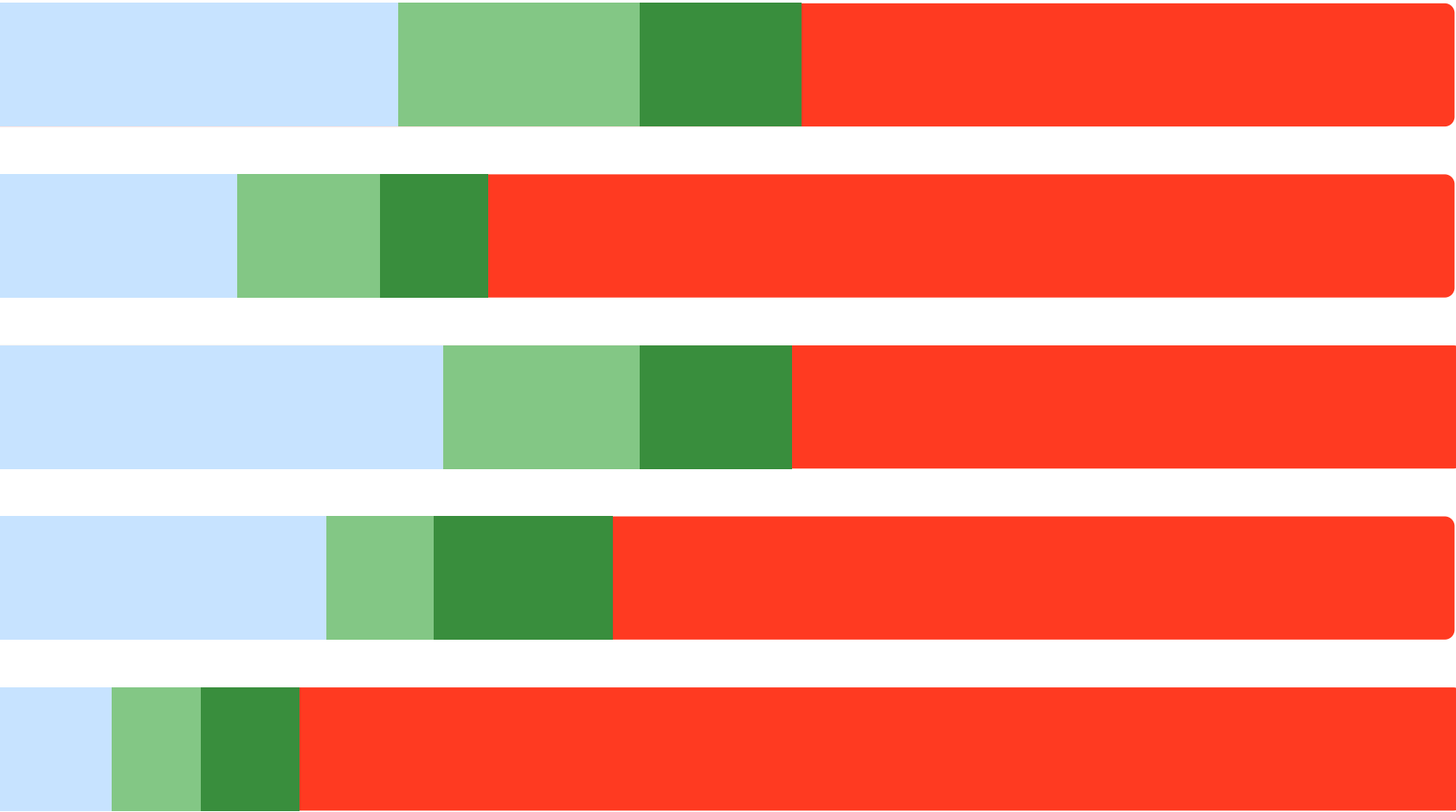
After Centro

Did Not Complete Task



Business Finance

Additionally, we found that:



38% started accepting **credit cards** payments
+12 △

21% started using **accounting or bookkeeping** software

34% opened a **business bank account**
+12% △

25% started filing **business taxes**
+14% △

14% received their **first loan** within the last 12 months

Before Centro

During Centro

After Centro

Did Not Complete Task



Impact Survey (post 1-year)

Centro's Impact Survey asks entrepreneurs that graduated more than 1 year ago to share their annual revenue, labor costs and access to funding.

The following information is based on a 27.5% completion rate (253 of 920 entrepreneurs). +10.5% Δ

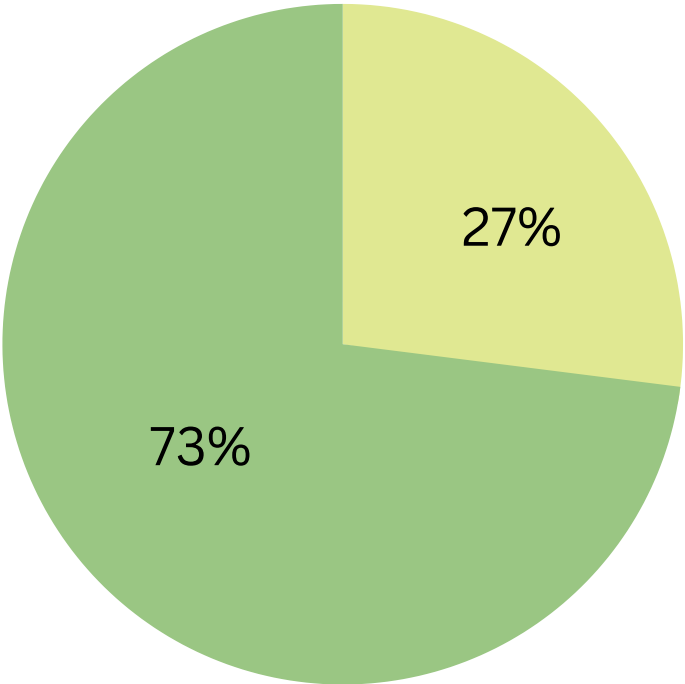




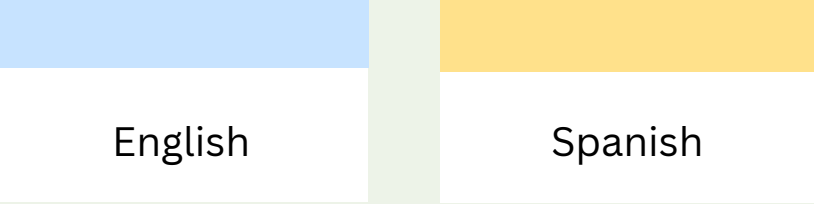
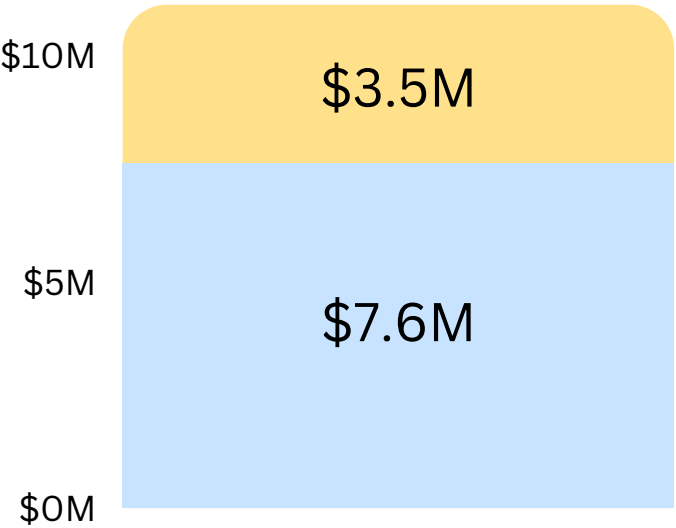
Annual Sales

Of the entrepreneurs that graduated more than one year ago, **73%** reported having sales,

generating a total annual revenue of **\$11M+** and an average annual revenue of **\$58,627+**.
+\$5M Δ
+\$7,600 Δ



\$11 M in Total Revenue

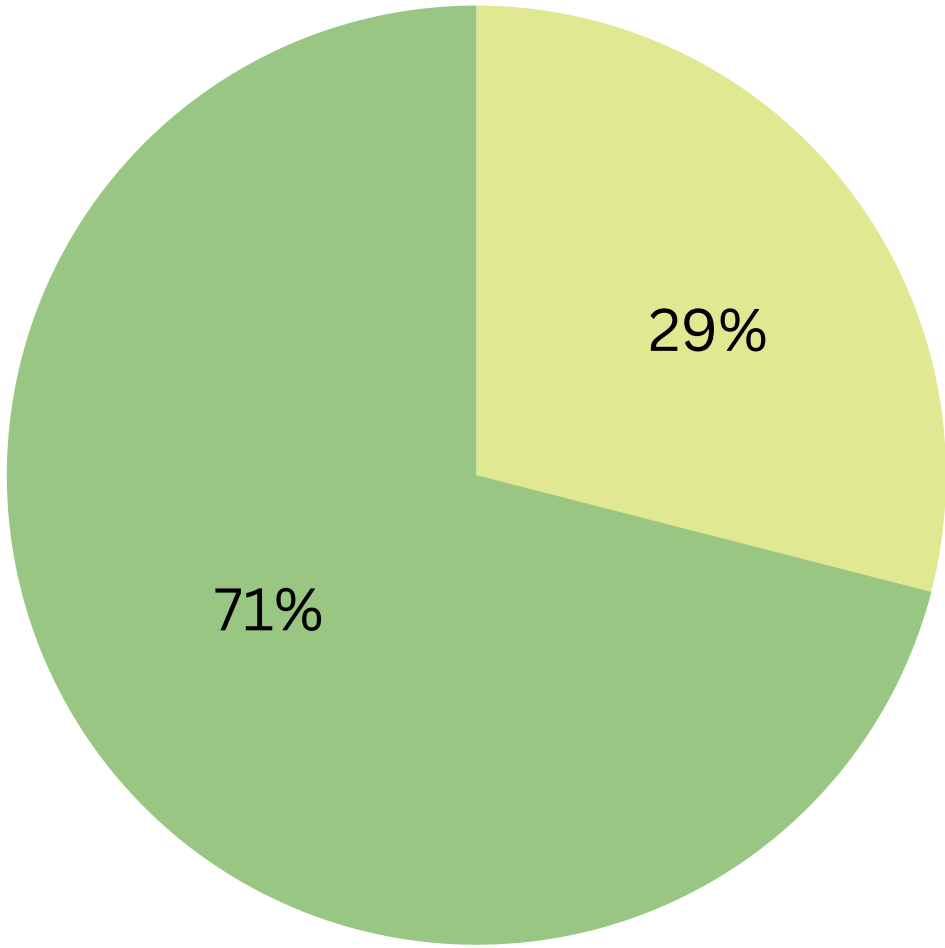





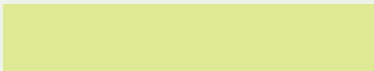
Investment in Jobs

Of those with sales,

71% incurred labor costs over the last 12
 -11% Δ
 months, resulting \$3,859,000+ in total labor
 +\$1.5M Δ
 costs and an average of \$28,500+ per business.
 -\$1,500 Δ




 Paid for labor

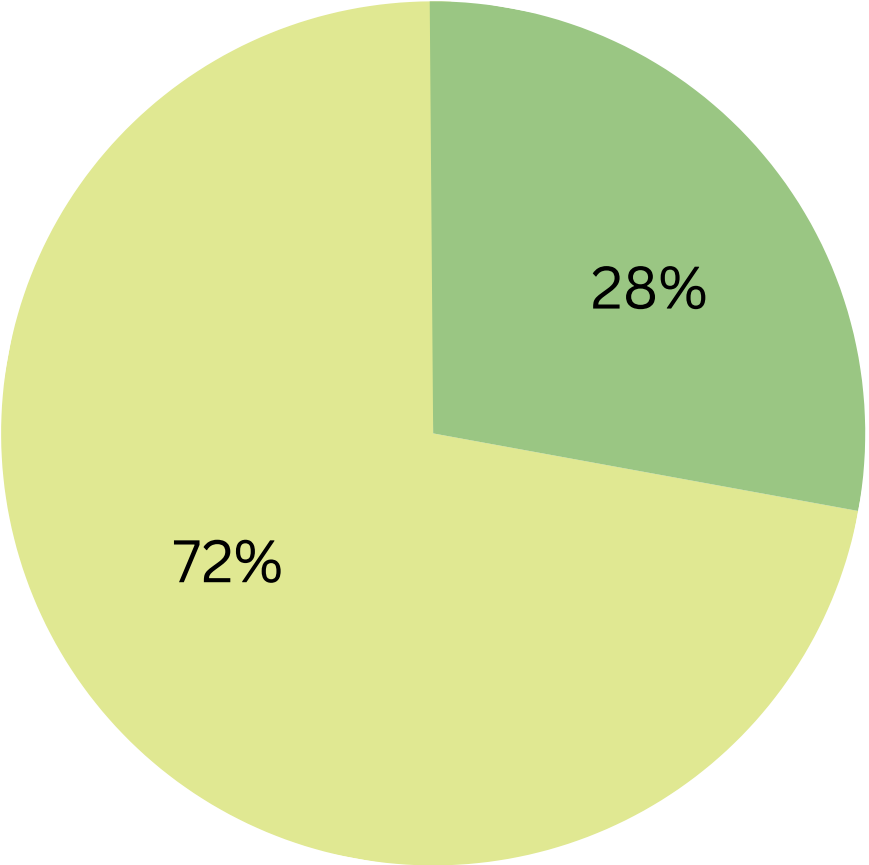

 No labor cost



Access to Capital

28% of the entrepreneurs reported having accessed capital within the last two years, representing a total of over \$1,238,000.

As of October, 2022, Centro has facilitated access to **\$6,461,831 (+320) in loans** consisting of community development financial institutions (CDFIs), Kiva, SBA loans, grants and other microlenders.



Observations

After analyzing the data, we noticed some interesting differences between progress made by different groups of graduates. We have used the following groupings:

Program

BC vs BEP vs AEP

Language

English vs Spanish

Locations

Bay Area vs Stockton vs NY
vs Partners in the Bay Area





Observation 1: Program Differences

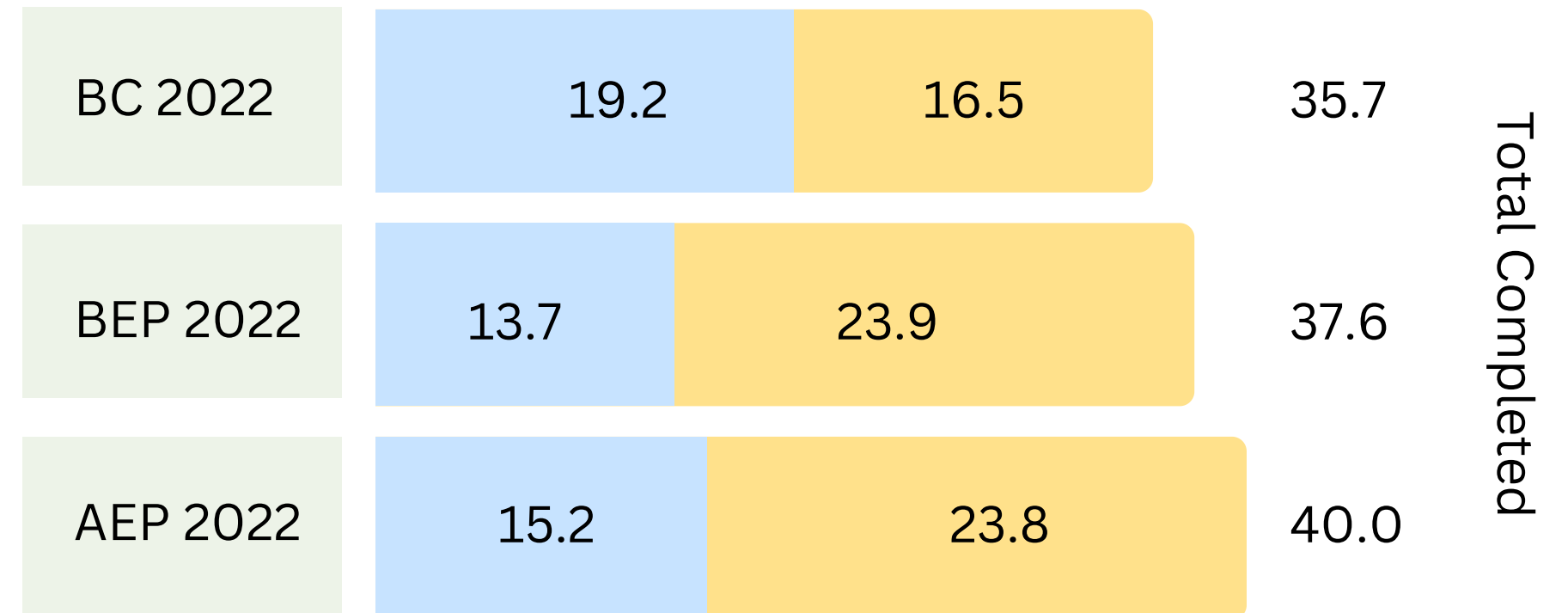
Graduates of BEP tended to grow in areas related to business fundamentals, whereas AEP graduates grew in areas related to marketing strategy and financial goals.

BEP	AEP
<p>Growth concentrated on business fundamentals:</p>	<p>Growth concentrated on marketing strategy and financials goals:</p>
<ul style="list-style-type: none"> • Mission vision values • Created logo • Basic Skills • Tried creating product or delivering service • committed to creating a business and not a hobby • Determined what type and size of commercial space you need • Created Business Plan 	<ul style="list-style-type: none"> • Created a marketing strategy • Made progress towards your personal financial goals • Conducted a promotional campaign • Gotten any equipment, inventory, software or other key resources for their business • Created a personal budget • Gotten any professional certifications to enhance credibility • Track personal finances

Observation 2: Program Differences



✦ In 2022, entrepreneurs in **Bootcamps started with more milestones completed** than those in other programs. This might have been impacted by Bootcamps conducted for new partners in New York, who may have been slightly more advanced in their businesses than our typical entrepreneur. (See page 19)



Baseline: Avg # milestones completed at start

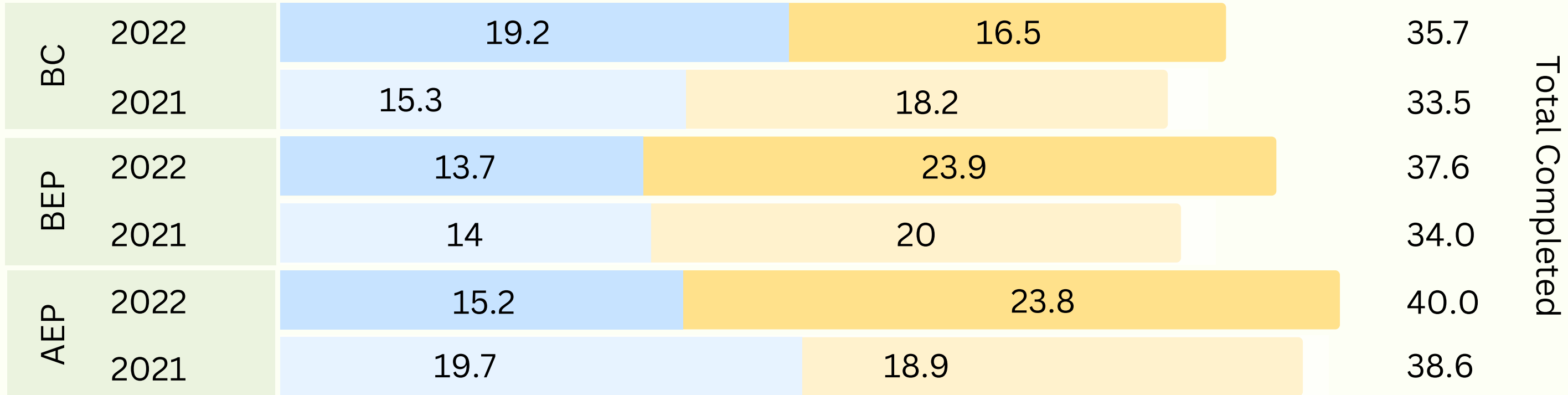
Growth: Avg # milestones completed after starting



Observation 3: Program Differences

(year comparison)

- Entrepreneurs in the **BEP and AEP completed more milestones** during and after their programs than the previous year.
- AEP participants started with fewer milestones completed** this year. This is likely because we changed our AEP registration policy to also allow entrepreneurs to join the AEP that have not yet started selling.

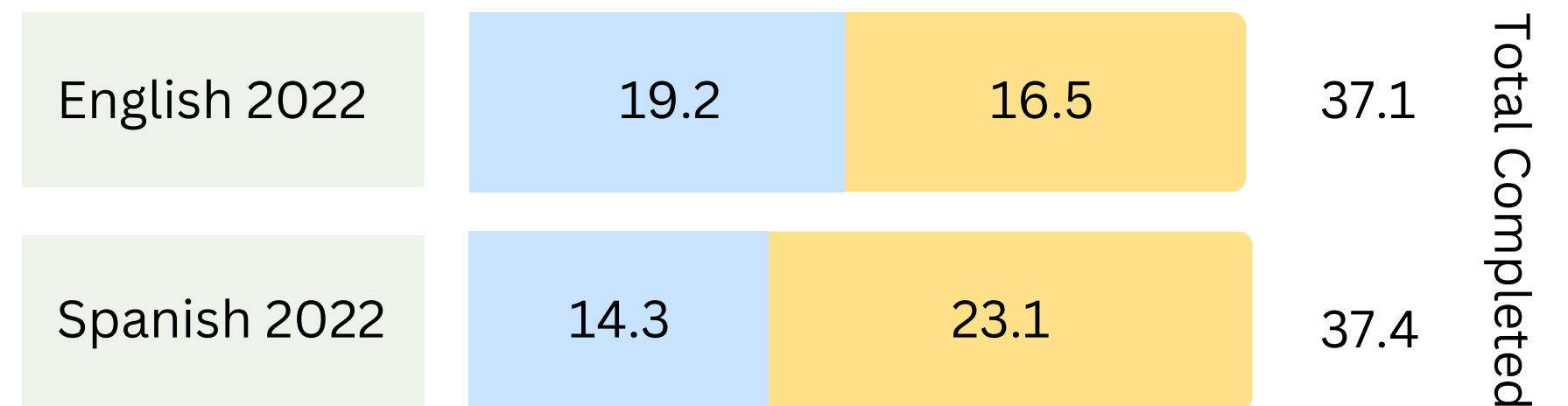


Baseline: Avg # milestones completed at start

Growth: Avg # milestones completed after starting

Observation 4: Languages Differences

- ✦ In 2022, **we have reduced the difference** between English and Spanish Programs.
- ✦ **Spanish participants show bigger progress** than the English participants, and they both finish with very similar milestones completed after the programs.



Baseline: Avg # milestones completed at start

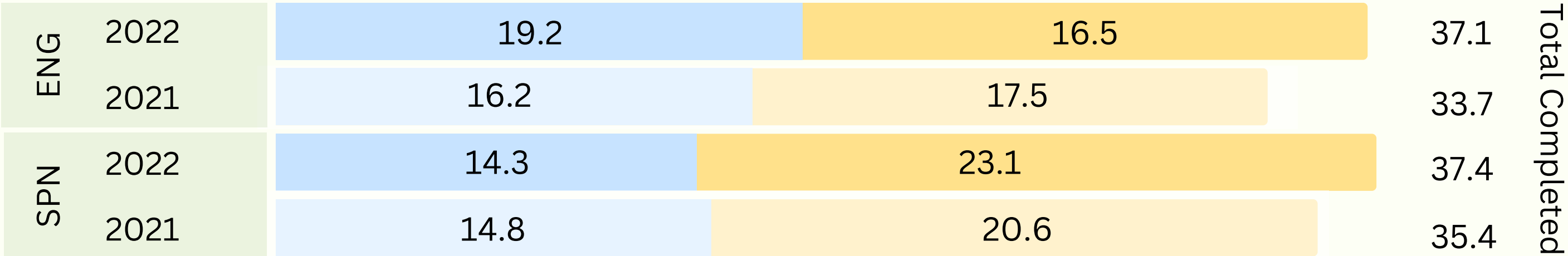
Growth: Avg # milestones completed after starting



Observation 5: Languages Differences

(year comparision)

- ✦ This year, **English participants started with more milestones completed** than Spanish participants this year and English last year.
- ✦ **Spanish participants completed more milestones** than ENG this year and Spanish last year. Both, English and Spanish participants have finished with more milestones completed this year.



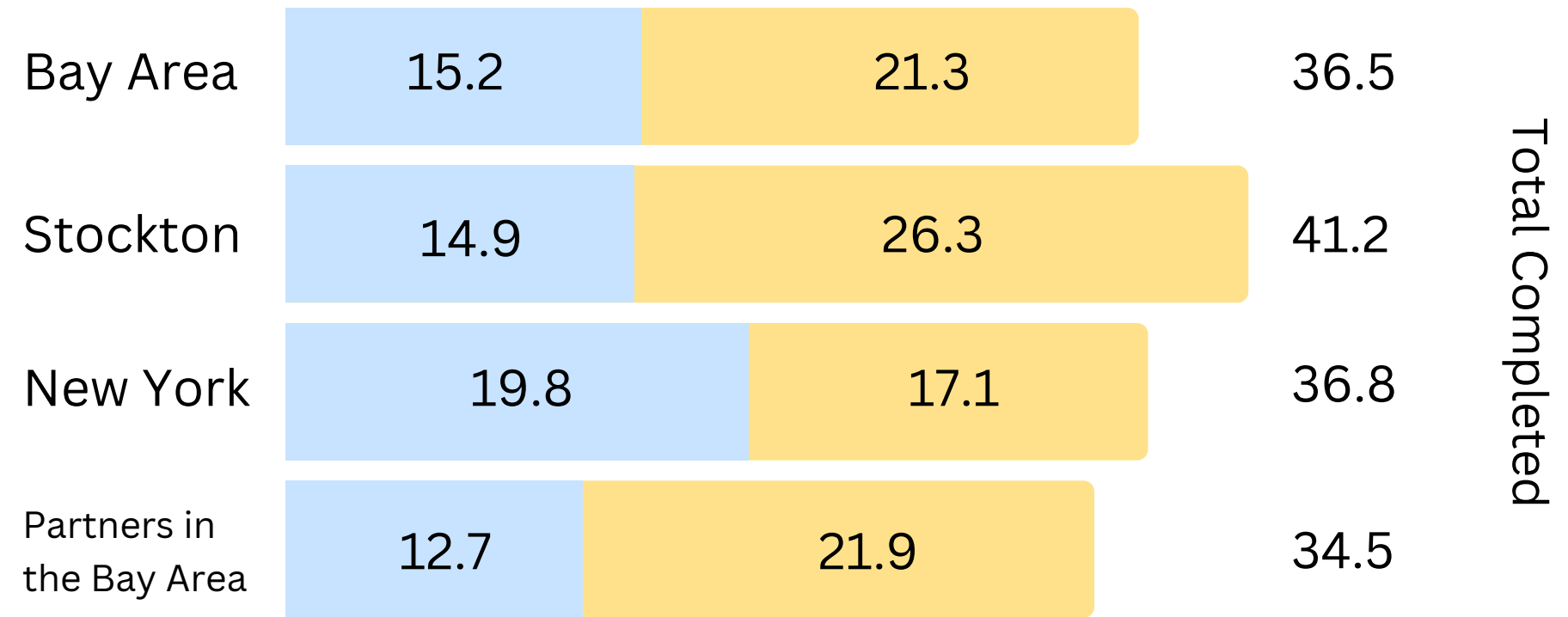
Baseline: Avg # milestones completed at start

Growth: Avg # milestones completed after starting

Observation 6: Program Location



- ✦ **NY started** with **most milestones completed** of all our program locations.
- ✦ **Stockton completed** the **most milestones after starting**.
- ✦ Entrepreneurs that were trained through **Bay Area partnerships** started the program from an **earlier stage** in their journey



Baseline: Avg # milestones completed at start

Growth: Avg # milestones completed after starting