



SOCIO-ECONOMIC IMPACT VALUATION OF THE ACTIVITIES OF A MICRO- FINANCE INSTITUTION IN BELGIUM (2017)

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EXECUTIVE SUMMARY

microStart is a Belgian microfinance institution supported by BNP Paribas Fortis and Adie (French pioneer in microcredit), active since 2010. The main focus and objective of microStart is to improve the life of people excluded from the traditional banking system and willing to develop their own activity.

This report aims at providing microStart with a comprehensive study that enables it to evaluate the influence of its activity on his client and the Belgian society as a whole. This study will be used as a central tool in order to measure the sustainability of companies financed by microStart, to evaluate the job insertion and job caused by its activity and to analyze the overall situation of companies financed by microStart after 3 years of activity. Further it will also be used to understand the reasons why some businesses cease their activity and evaluate the impact of microStart activity on the Belgian budget.

We identified 5 main socio-economic fields to measure microStart's impact: (i) the client's sustainability, (ii) income evolution, (iii) employment creation, (iv) formalization rate and (v) banking access. In order to come up with suitable findings, a survey was conducted from the 15th of May until the 6th of June. The questionnaire for this survey was created with the specific goal of extracting relevant indicators from the clients so to be able to assess microStart's social impact.

The population aimed at in the survey is composed of all people that became microStart clients in the period between 2013 and 2015. By calling and emailing we managed to reach a sample of 171 people, meaning a margin for error of 7.16% and a response rate of 14.9%. Several mean tests were run in order to verify that the sample is representative enough to the population.

Overall we note positive results in each of the five socio-economic fields. Firstly 78% of the financed clients are still operating their business after 1.5 to 4.5 years while 9% are working in another company. Additionally, 30% of the surviving businesses ended up creating one or more additional jobs for a total of 107 jobs created. Translating this number into return on investment it means that for every EUR 20,000 loan granted microStart creates two jobs: one directly for the client and one created by the client's business. In more relative terms it means that every financed client produces 0.87 jobs.

Secondly microStart clients have experienced a significant increase in their life standard and income levels. On average, the monthly net family income per client has increased by 9.5% for the period from 1.5 years to 4.5 years since the date of the initial loan while the proportion of income derived from government benefits has decreased from 31% to 12%. Furthermore, the proportion of clients living above the poverty line has gone from 18% to 44% over the same period.

Thirdly, over the observed period the banking access of clients has increased from 22% to 27% while 86% of the businesses are currently registered at the Banque Carrefour des Entreprises compared to only 52% at the moment of becoming a client.

Next to a survey analysis we also conducted a research and analysis through the Bel-first database using the client's VAT-number in order to find financial information about their companies. We did so for all VAT-numbers available from clients from 2012 to 2015. Unfortunately, we found information on only 13% of the clients, of them 71% are still active. Additionally, we analyzed their turnover, EBITDA and net income.

After analyzing the primary impact of microStart on its clients through the survey results and the database research, we developed a methodology to valuate its broader impact on the Belgian budget. We calculated, based on our available data and assumptions the total surplus for the Belgian treasury. This was mainly done by calculating the savings in social contributions the government makes and the extra income it's generates from the activities of the businesses of microStart's clients. After extrapolating the results from our sample to the whole population we estimate a total surplus of EUR 15,667,412.

INTRODUCTION

microStart is a Belgian microfinance institution supported by BNP Paribas Fortis and Adie (French pioneer in microcredit), active since 2010. The main focus and objective of microStart is to improve the life of people excluded from the traditional banking system and willing to develop their own activity by offering them loans going from €500 to €15.000 euros.

After launching its activity in Brussels, microStart opened agencies in Antwerp, Ghent, Liege and Charleroi. Besides providing microloans, microStart also offers advisory services to anybody willing to improve its knowledge in business management. Since its creation in 2010, microStart has constantly grown in order to provide the best service possible. After having made a social impact study in 2014 microStart would now again like to re-evaluate the socio-economic impact of its activity on its clients and on the Belgian society as a whole.

In order for microStart to better understand whether its activity has a significant socio-economic impact, we developed this report which will take into account all clients that received a loan from 2013 to 2015. The report will be used as a central tool to: (i) measure the sustainability and survival rate of companies financed by microStart, (ii) evaluate the re-insertion rate of clients within the Belgian formal job sector, (iii) analyze the overall situation of companies financed by microStart after 3 years of activity, (iv) understand the reasons why some businesses cease their activity and (v) evaluate the influence of microStart activity on the Belgian government. This comprehensive study will be microStart's main support to demonstrate to its stakeholder that it meets its objectives and has a positive socio-economic impact on Belgium.

This paper will first give an overview of the start-up environment in Belgium as well as the microcredit industry in Europe and Belgium so to give an idea of the ecosystem in which microStart operates. It will then go more in depth on the processes used to collect the required data namely a survey and an online database consultation. First the survey will be discussed: the analyze of the population chosen, the sample obtained and the tests made to check its representability. Then the main results and conclusions will be discussed one by one. All along the presentation of the results comparisons will be made where possible between national data and the results of the two analyses we made.

As main socio-economic impact we will in first instance lay out the survival rate of the businesses of microStart's clients as well as their performance in light of different factors such as gender, age, education and agency to which they are linked. The question in these two chapters is "what is the client's activity right now and what factors have an impact on it?". Second the income evolution of the clients will be analyzed. We will look at the evolution of the income of the client from the moment of his arrival at microStart until now. This income will then be situated vi-à-vis the poverty line and the satisfaction of the client. Main question here is "how has the client's monthly income evolved since his arrival at microStart?". Third we will discuss the direct job insertion and the indirect job creation that are the consequences of microStart's activity. As a question here we ask "does the client's business employ anyone?". Fourth we look at both the banking access and the formalization rate of the clients.

Therefore, the question here is “has the client been able to reach out to a bank if needed?” and “did he formalize his business?”.

Once the result of the socio-economic impact presented we will make an attempt to evaluate this impact and put a concrete number on it. The final question answered by this chapter is “what concrete benefit does the state derives from microStart’s activity?”

Finally, the paper will briefly compare the most important results of this study to the results obtained by a similar study conducted in 2014 before the reader is faced with our final conclusion.

I. Starters in Belgium

The large majority of the clients of microStart (63%) become client before they start their activity. Additionally, of the clients that are already active, 51% (or 19% of total clients) became client with microStart within the year of the start of activity (see graph below).¹ This brings us to the conclusion that 82% of the clients of microStart can be considered starters². Therefore, to set the scene in which microStart and its clients operate and to have data to which we can compare the analysis of our survey, a short review of starters statistics will be given.³

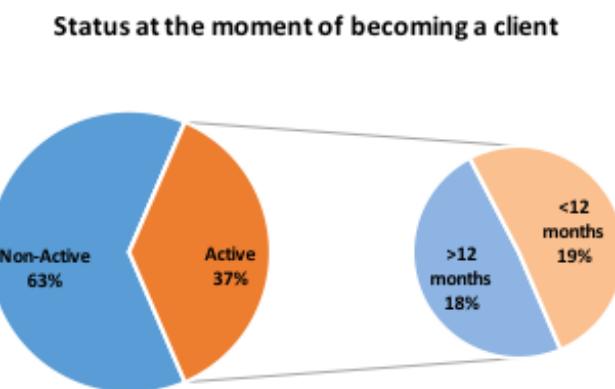


Figure 1: status at the moment of becoming client

The number of newly founded companies in Belgium has been on the rise over the last few years with an absolute record of 89,777 new companies in 2016 (an increase of 8.73% - see figure 2). This increase of 8.73% is also the highest on record as the difference in the 2010 – 2015 period was never higher than 4.69%. Region wise Flanders takes the biggest number of starters on its account (55%). It is followed by Wallonia (26%) and finally Brussels (13%)

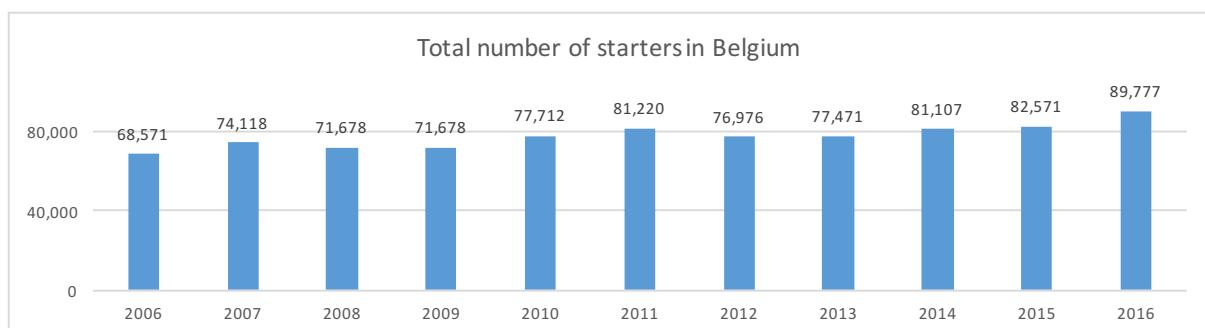


Figure 2: total number of starters in Belgium

¹ Calculations based on data provided by microStart.

² With starters we refer to newly founded businesses that just started their activities.

³ All data in this section is taken out of the 2017 UNIZO Startersatlas.

All of the starters are either one-man businesses (60.2%) or incorporated limited liability companies (39.8%). The percentage of men (57%) and women (42%) in one-man-businesses remained stable over the last few years.

Survival Rates

National statistics usually regard five years as a major milestone for starters.⁴ Therefore, a five-year period survival rate is calculated and taken as a reference. In 2017, this five-year survival rate regards starters from 201 of which 68.78% is still active. Regionally the survival rate is higher in Flanders with a 69.13% survival rate while the Walloon region has a rate of 65.84% and the Brussels region 67.14%. On the sector level difference in survival rate can be high. The liberal professions for example, reach a survival rate of 82.9% while this is 55.9% for the Hotel and catering sector.

Survival rate per province	
Antwerp	67.75%
Limburg	67.74%
Flemish Brabant	71.27%
East Flanders	69.23%
West Flanders	70.26%
Brussels Capital	67.14%
Walloon Brabant	70.41%
Hainaut	63.94%
Liège	64.62%
Namur	66.95%
Luxembourg	68.56%

Table 1: survival rate per province (national)

Survival rate per sector	
Services	70.0%
Construction	70.7%
Industry	75.1%
Commerce (retail)	60.5%
Hotel and catering	55.9%
Wholesale	73.5%
Transport	62.2%
liberal professions	82.9%
Automotive	69.6%
Other	69.6%

Table 2: survival rate per sector (national)

Employment

Of the 2011 starters 16.7% employ people in 2017. Logically this employment rate gradually increases the older the starter gets. Of the 16.7% of 2011 starters that employ people in 2017, the very large majority (84.9%) employs 4 people or less (14.17% of total number of starters).

Percentage of starters that employ people in 2017					
	2011	2012	2013	2014	2015
percentage of starters with employees in 2017	16.69%	14.72%	13.65%	11.02%	9.59%
of which have 4 employees or less	14.17%	12.65%	12.00%	9.77%	8.48%
of which have more than 4 employees	2.52%	2.07%	1.65%	1.26%	1.11%

Table 3: percentage of starters that employ people in 2017 (national)

⁴ UNIZO 2017 Startersatlas ; De Tijd: "Belgische starters hebben beste slaagkansen van heel Europa" T. STEEL, May 11 2017

How Belgium does compares to its neighbors

On the Eurostat database survival rates of Belgium's neighbors can be found up until 2014 meaning that it is the survival rate of starters from 2009. That 2014 survival rate for Belgian starters is 61.84%. As such, it is the highest survival rate in Europe. Survival rates in Belgium's neighboring countries are even significantly lower with 38.95% in Germany, 43.74% in France, 54.04% in Luxembourg and 51.53% in the Netherlands.

The reason why Belgium has such a high survival rate compared to its neighbors is that administrative steps and the starting costs are higher in Belgium which would lead to entrepreneurs being more cautious before starting a business. Alternatively, this also means that Belgium has relatively less starters than its neighbors; for example, Belgium has 3.4 starters per 1000 inhabitants, while the Netherlands have 4. Additionally, the survival rate might be high partly because closing down a business is expensive and people are afraid of the stigma of failing which would lead some entrepreneurs to keep their business artificially alive while they practically don't have any activities anymore.⁵

However, Belgian starters employ less people compared to their neighbors. Where a Belgian starter from 2009 employed 2.51 people on average in 2014 this is 3.41 for a starter in Germany, 4.19 for a starter in Luxembourg and 3.14 for a starter in the Netherlands. Only France does worse with an average of 2.33 employees per starter from 2009 in the year 2014.⁶

⁵ S. DE CLEYN, director of startup incubator iStart, and K. BROERS, CEO of start-up community startups.be in De Tijd: "Belgische starters hebben beste slaagkansen van heel Europa" T. STEEL, May 11 2017.

⁶ Eurostat, <http://appsso.eurostat.ec.europa.eu/nui/submitViewTableAction.do>

II. Overview of the microfinance sector in Belgium

a. Definition of microcredit

Microcredit can be defined as very small loans granted to impoverished borrowers who lack collateral, steady employment and credit history. It is designed to support entrepreneurship and alleviate poverty. Modern microcredit is generally considered to have originated with the Grameen Bank founded in Bangladesh in 1983.

In Europe, microcredit can be defined as a loan under EUR 25,000 addressed to micro-enterprises employing fewer than 10 people with a limited access to the traditional banking system and unemployed persons who are looking to start a business and do not have access to the traditional banking system. Of all European businesses, 91% employs less than 10 people. 99% of start-ups in Europe are micro or small enterprises and one third of these are launched by people who were initially unemployed.⁷

b. Regulation of the microfinance institutions in Europe

There is a large variety of microfinance institutions (MFIs) in Europe. They are all shaped by legislative and economical national contexts. MFIs usually emerged from partnerships with banks (microStart is being back-up by BNP Paribas Fortis) and in most European countries, MFIs and banks are not in direct competition. They focus on different segments of the market and provide different services that are complementary to each other as MFIs mainly focus on people usually excluded from the traditional banking system. By partnering with banks, MFIs can have access to funding and cost reducing technologies. On the other side banks benefit from a better image through corporate social responsibility.⁸

In Belgium, the microcredit industry is characterized by the presence of the government and the absence of the banking industry. The only banks present in the microcredit industry are BNP Paribas Fortis and the Dexia Foundation, which respectively sponsor microStart and Crédal. The remaining microcredit actors are being funded by the government.

The amount and term of loans as well as the targeted customer may vary according to the country with its banking regulations. In Belgium no regulation limits the interest rate of microloans but a usury law exists and limit the interest rates on consumer credits exist.⁹ Microcredit institutions usually apply rates that vary from 3% to 8% but on average the interest rate applies is around 3% to 4%. Belgium's interest rate restriction on traditional loans goes at 19.5%.

⁷ European Investment Fund, 2009

⁸ European Commission, 2015

⁹ Le Microcrédit en Belgique, 2008

c. Main competitors in the microcredit market of Belgium

The Participation Fund

The Participation fund is a federal financial institution aiming at supporting professionals, start-ups, small enterprises and unemployed people wishing to launch their business. It also provides advisory service in order to share its financial, technical and administrative services know-how to other institutions. It also collaborates with other organizations in order to provide advices and trainings.¹⁰

BRUSOC

BRUSOC is a subsidiary of the Société Régionale D'Investissement de Bruxelles (S.R.I.B) founded in 2009. It finances social economy, small enterprises in Brussels priority zones and cases of exclusions of the traditional banking system. Some specific conditions need to present in order to receive financing from BRUSOC: (i) develop a social activity in the region of Brussels or create an enterprise in one of Brussels priority zones (Anderlecht, Bruxelles-Ville, Forest, Molenbeek St Jean, Saint-Gilles, Saint-Josse and Schaerbeek), (ii) being in a position where one cannot access normal banking services and (iii) being able to provide your own capital contribution (EUR 620 for a micro loan and EUR 6200 for capital funding).

Crédal

Crédal is a cooperative founded in 1984. Its main activity is the funding of nonprofit organizations through micro loans. In the year 2000, it launched its microcredit program dedicated to persons excluded from the traditional banking system and formal labor market. It has also developed a consumer credit in association with the government of the region of Wallonia in order to fight over-indebtedness. Crédal focus his microcredit operations in the French-speaking area of Belgium (Wallonia)¹¹.

Hefboom

Hefboom is the Flemish alternative to Crédal. It is active exclusively in Flanders and Wallonia and offers both financing possibilities as well as management support and training. It mainly receives its funds through private investors, companies, organizations and local administrations who invest in it making it a form of crowdfunding.

Oikocredit

Oikocredit is a worldwide cooperative that promotes sustainable development by providing loans, capital and capacity building support to microfinance institutions, cooperatives, fair trade organizations, small to medium enterprises and renewable energy projects. As a social investor, its work is guided by the principle of empowering people to improve their livelihoods.

¹⁰ Syndicat des Indépendants & des PME

¹¹ <http://www.credal.be/>

d. microStart

Background information

microStart is the leading microcredit organization in Belgium. It gives access to loans from EUR 500 to EUR 15,000 reimbursable in a maximum 48 months' period. It is inspired by Adie, pioneer in French microcredits, and supported by BNP Paris Fortis with a capital of EUR 3,210,000. It is composed of two legal organizations: a social cooperative (MicroStart SCRL) and a nonprofit organization (microStart Support ASBL). Today microStart employs more than 30 people and can count on the help of about 150 volunteers. Figure 3 gives an overview of microStart's structure.

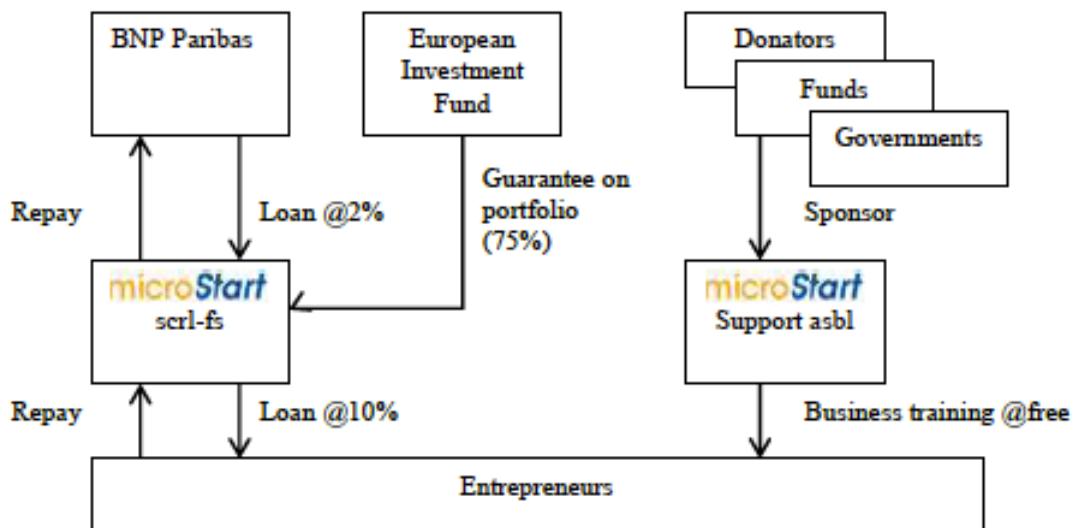


Figure 3: Structure of microStart

BNP Paribas Fortis has invested 75% of the total capital of microStart SCRL, and deals with the funding of the credit lines. Adie possess 1% of the capital and share with microStart 20 years of microcredit know-how in France. The remaining 24% are owned by the European Investment Fund.

microStart Support ASBL is a nonprofit organization that a vast network of professional experts that offer advices, follow-up and trainings (communication, marketing, management...)

In 2015, MicroStart has welcomed more than 3,500 customers spread over their 5 agencies: Liege, Charleroi, Brussels, Ghent and Antwerp. It delivered around 900 microloans for a total amount of 6.5 million euros and advised more than 1,200 people. It counted at that time 1365 clients, 32% of them being Belgian and the rest coming from all around the world.¹²

Credit Approval Process

Are Eligible people who are: (i) looking for a financing that will serve to a professional project, (ii) people who are already active or who wishes to start a business soon and that are not in

¹² microStart 2015 annual report

a collective payment of debt situation. (iii) People launching a business that will make/bring revenues in Belgium.

In order to have access to a loan, the customer has a first meeting with one of microStart advisors. During the meeting, they discuss about the business idea and model and the advisor evaluates its feasibility.

After this first meeting, the client receives the possibility to subscribe to a training if he lacks knowledge in one aspect of business management (marketing, finance...). In the meanwhile, the advisor checks the customer's financial background and verifies the business' feasibility. If the business model is not ready yet, some of microStart volunteers will coach the client in order to modify the business model to make it viable. Once the advisor accepts the business model, he presents it to the credit committee who will give the final approval for a loan. When the loan is granted, the customer signs his contract and starts reimbursing the loan.

Reasons to reject a credit

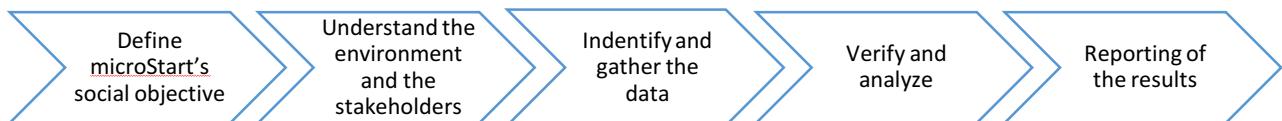
The main reasons why a loan cannot be granted are: (i) the business idea is not feasible, (ii) the size of the loan needed. microStart doesn't grant loans above EUR 15,000. (iii) The customer's legal and banking backgrounds might be an obstacle in obtaining a microloan. If those are negative, the advisor can decide to stop the process.¹³

¹³ <https://microstart.be/fr/microcredits>

III. Social impact Study: process methodology

In order to identify the social impact that microStart has in Belgium, we developed the following structured process:

- a. Define microStart's social objectives**
- b. Understand the environment where microStart operates and its stakeholders**
- c. Identify and gather the data**
- d. Verify and analyze the obtained results to measure the impact of microStart's actions**
- e. Report the results of the study to the interested parties**



a. Define microStart's social objectives

After meeting with the microStart's management we identified four social priorities to be held at importance by the company. First microStart aims at assisting people to pass above the poverty line and escape social exclusion (i) by providing the necessary financing for them to start an own business endeavor. This should help them by growing towards a sustainable business that helps increases their disposable income (ii), thereby improving their quality of life. The third goal is to indirectly increase employment and job insertion (iii) by improving the local business climate and granting entrepreneurs the possibility to start and grow a business. Finally, assisting people to gain access to the regular banking services (iv) makes the fourth social priority. microStart strives for the fulfillment of these four social priorities through two main activities: (i) give financial credit to its clients and (ii) offer business development services and support.

b. Understand the environment and stakeholders

In order to have an overall view on the economic and social surroundings that drive microStart's performance, we examined both the stakeholder and the economic environment.

Economic environment

As our aim is to estimate the impact that microStart's activity has on the social and economic wellbeing of its clients, we needed to have a clear view what the current socio-economic environment in Belgium is. This would allow us to put the results of our findings in light of the Belgian economic evolution. For example, it is important to realize that if GDP and economic environment in Belgium is decreasing this will have an impact on the survival rate of microStart's clients.

Stakeholders

The mission of microStart is also defined by its various stakeholders and beneficiaries of its services. Stakeholders that are engaged directly with the actions of microStart include the employees, the investors and private or public donators. The principal investors are the founders of microStart: BNP Paribas Fortis, the French microcredit institution ADIE and the European Investment Fund. Insurance group AG Insurance is one of the shareholders of microStart with a seat on the Board.

The beneficiaries of microStart are obviously in first instance the entrepreneurs that are client. Next to these direct beneficiaries there are a lot of parties that indirectly profit from the actions of microStart like for example the government, local municipalities and local communities.

c. Data collection

With the four parameters established, the next step was to identify which data to collect in order to determine in what way microStart answers to its own expectations regarding its social priorities. Two different ways of data collection were used. First, a survey that will be linked to data available in the microStart database. A second analysis will be based on data gathered through an online database (Bel-first database). These analyses include different data and a different target population. The national, Bel-first database gives access to financial information regarding incorporated companies which allows us to analyze the financial health of microStart clients more in depth. In the end, following data should at least be gathered to serve for the analysis of social impact:

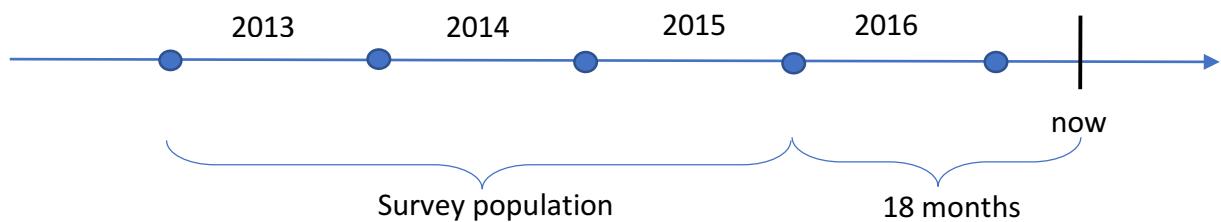
(1) Increase social inclusion and escape poverty 1. Evolution of the monthly disposable income 2. Economic and financial satisfaction 3. Satisfaction with microStart 4. Dependency on social help	(2) Sustainable business 1. Survival rate and profitability of the business 2. Financial evolution of the business 3. Degree of formalization (owning a VAT-number) 4. Number of employees in the financed businesses 5. Reasons for failures
(3) Indirect employment and job insertion 1. Evolution of professional situation of the client 2. Number of jobs created 3. Number of employees per financed business	(4) Banking access 1. Number of businesses that receive bank financing 2. Number of businesses that consider going to a bank for a new loan 3. Degree of satisfaction with microStart (likely to come back)

Table 4: data to be collected

1. Survey

Target population

In order to get significant and relevant results on the progress and evolution of microStart's clients we agreed with management that we would only look at the clients who have been so far at least 18 months or more. Also, the clients of 2011 and 2012 were excluded as they were already part of the social impact study of 2014 and because we assume that microStart doesn't have a significant impact on their personal or professional situation anymore now that they have been active for 5 years or more. This lead us to a population of 1385 microStart clients between 01/01/2013 and 31/12/2015.



Target sample

To determine the number of clients that needed to answer to our survey in order for the results to be representative to the whole population we used following calculation:

$$\frac{N}{(1+N \cdot e^2)}$$

N= total number of microStart clients 2013 – 2015 (=population)
e= margin of error

Considering an acceptable margin of error of 7.5% that was fixed in agreement with the microStart management we needed at least 158 completed surveys for the results to be representative. We agreed therefore to set a sample of 160 completed surveys as target.

Data source: microStart internal database

MicroStart holds a set of different internally kept data, which provides a range of information on their customers, collected when the customer becomes a client. All the information is hence prior of becoming a client. Data include: gender, marital status, level of education, employment status and amount of social allocations received. (for a full list of all the data collected from the internal database of microStart please see Appendix F)

Data source: survey

The second part of the data needed for the analysis is obtained by a survey that was conducted with the help of microStart volunteers. This data mainly regards the current social and economic situation of the client. This data, combined with that of the database allows us to analyze the evolution each client underwent.

Survey technicalities

An overview of the questionnaire can be found in Appendix D. The survey aims primarily at collecting following information: sustainability of businesses, formalization rate, future growth ambition, number of employees, satisfaction of microStart, personal economic situation and dependency on social benefits

The questionnaire itself was divided into five sections A, B, C, D and E. Depending on which answers the client gives, he or she is redirected towards the appropriate section fitting his personal situation. That way, clients who do not run their business anymore will not receive business related questions such as the number of people they employ. The sections were divided as follows:

- a) Section A is common to all interviewees and serves to determine whether the business of the client is still active and if not, what their status is. Based on the answer he will then be redirected to one of the following three sections that fits his status.
- b) Section B focusses on the clients that are still operating the business for which they took a credit at microStart (B-clients).
- c) Section C focusses the clients who no longer operate their business but now work as employees in a different company that does not belong to them (C-clients).
- d) Section D focusses on the clients no longer operating their business and currently unemployed (D-clients).
- e) The final section E is again common to everyone. This section consists mostly of more qualitative questions that were developed by and for the account of VISES (see below)

The survey is developed in three different languages: English, French and Dutch and was mainly conducted by phone (71% of the completed surveys) and by mail (29% of the completed surveys). The survey was conducted by us with the support of volunteers and interns of microStart. For them a document explaining how the survey works was created (see Appendix A) as well as a letter (see Appendix B). To keep the employees, interns and volunteers of microStart up to date about the survey a newsletter was sent (Appendix C).

VISES questions

While the social impact study discussed in this report is mainly based on quantitative factors such as employment rates, survival rates and government savings, another study is currently being held simultaneously on the more qualitative aspects of microStart (the VISES study). This study also aims at measuring the social impact of microStart but focusses on its coaching and supporting actions as well as on customer experience, rather than of its financing actions. We integrated some qualitative questions (mainly the first questions of section E) in our survey as well to help gathering data for this VISES study. However, we will not go more in depth into this data except where it touches our analysis and can be useful for us.

Survey results

The survey was tested on the 15th of May and was actively started the 16th to last until the 7th of June. Using the RAND-function in excel we randomized the 1385 clients of our population to eliminate selection bias and started calling. We ended up making 806 phone calls which resulted in 122 answered questionnaires. As we realized through the survey that it would be

difficult to get to our target only by making phone calls due to the amount of people not answering their phone or not having the time to answer, we sent emails as well. Emails were send to all the clients of which we managed to only reach the voicemail or that did not have the time to answer when we called them, as well as to 337 clients we hadn't called at all. This means that a total of 1143 clients were contacted at least once. The emails resulted in 50 completed surveys which leads us to a total of 171 completed surveys and a total response rate of 14.9%. The margin of error for 171 surveys is 7.16% which is better than our target margin of 7.5%

Survey statistics	
Phone calls made	806
Contacted only by email	338
Total number of contacted clients	1144
Completed by phone	122
Completed by mail	49
Total number of completed surveys	171
Response rate per phone	15,1%
Response rate per mail	14,5%
RESPONSE RATE	14,9%

Table 5: survey statistics

Representability of the results: statistical significance

In order for our sample to be unbiased and to make it representative of the whole population, the last 4 days of our survey were used to target specific clients, with the aim of replicating the observable proportions in the population to the best extent possible. We then ran a statistical significance test in which we ran 6 different mean-tests based on 6 different criteria: Gender, Age, Region of Activity, Origin, Education and Family composition. In order to turn the qualitative variables into data for a mean-test we assigned numeric values to the different qualitative variables (Ex. Males=1; Females=2). Additionally, to avoid wide ranges in the numbering of the qualitative data, we grouped certain variables into one (Ex. Illiterate + Read/Write/Count = Low Education = 1, etc.). The outcomes of the 6 different mean tests can be observed in the table 6. Based on the p-values, we can conclude that the sample represents the population to degree which is statistically significant.

Results of statistical mean tests					
Criteria	Population MEAN	STDEV	Sample MEAN	Z-score	P-value
Gender	1.32	0.47	1.30	0.04	97%
Family	1.48	0.50	1.50	0.04	97%
Education	2.19	0.65	2.23	0.07	94%
Age	2.61	1.00	2.74	0.13	90%
Region	2.01	0.77	2.01	0.00	99%
Origin	1.74	1.14	1.79	0.05	96%

Table 6: results of statistical mean tests

2. Bel-first database

Because national data uses a five-year survival period as a main milestone we needed to have this five-year survival rate for microStart clients as well in order to be able to compare both numbers. However, as we decided to take a five-year boundary on our population to be sure the impact of microStart was still very much present in the businesses of the clients, we were not going to have a comparable five-year period survival rate. Therefore, a second analysis regarding microStart's clients is conducted through data collected via an online, national database, the Bel-first database.

The question is how the microStart clients have been evolving until now. Based on the VAT-number clients had been given to microStart at the moment of the credit demand, we researched company data. However, we were quickly faced with important limitations for this research. First, as we needed a VAT number to find the client on the Bel-first database this already excluded the large majority of clients that do not have a VAT-number at the moment of their credit demand or at least it is not known. Second, and maybe most important, the Bel-first database only contains data on businesses incorporated in a legal entity and thus not of one-man businesses of small entrepreneurs which the large majority of microStart clients seem to be. Third, even for the clients we managed to find within the database, not all the information we aimed at collecting could be found. These are three important factors that should be kept in mind when looking at the results of this research.

Results

Of the 1904 clients of microStart between 2011 and 2015, 807 (42%) had a VAT-number in the microStart database. Of those VAT-numbers only information on 257 companies (32%) were found on the Bel-first database. As mentioned above, the primary reason why 550 VAT-numbers are missing in the results is that the Bel-first database only includes companies and therefore does not include independent, self-employed entrepreneurs who are not incorporated in a legal entity. The fact that 68.1% of the VAT-numbers could not be found and therefore belong to independent one-man businesses is only slightly more than the national average; 60.8% of starters are one-man businesses that do not incorporate.¹⁴ If this is indeed the only reason why those clients were not found in the Bel-first database, we can conclude that only 31.9% of the clients of which we have a VAT-number actually incorporated.

Bel-first results		
Number of microStart clients (2011-2015)	1904	
Total VAT numbers registered	807	42%
Not in database	550	68%
In database	247	<u>31%(13% of all clients)</u>
Active	183	71%
Bankrupt	74	29%

Table 7: Results Bel-first database

¹⁴ Unizo 2017 Startersatlas

d. Observation and analysis of the results

Once the data collected, we processed the output of the survey and transformed it into workable statistics that we can analyze and present. The results of this analysis can be found starting in the next chapter. We also tried as much as possible to benchmark our analysis to the previous survey of 2014 (chapter XII) and with national statistics.

e. Reporting

The data collected and the analysis made will be processed statistically and adapted into an understandable format for the readers.

IV. Sample and population

Before discussing the results in terms of social impact we will quickly overview the sample of the population we surveyed. We will also show through comparison with the whole population why the results of the survey are representative for the whole population.

Category of clients

Out of the obtained sample 129 clients (75.4%) are classified as Category B clients – which still operate the business that microStart helped finance, 15 (8.8%) as Category C- which are currently employed, but do not operate the business and 27 (15.8%) are Category D clients, which do not operate the business they started and are currently unemployed.

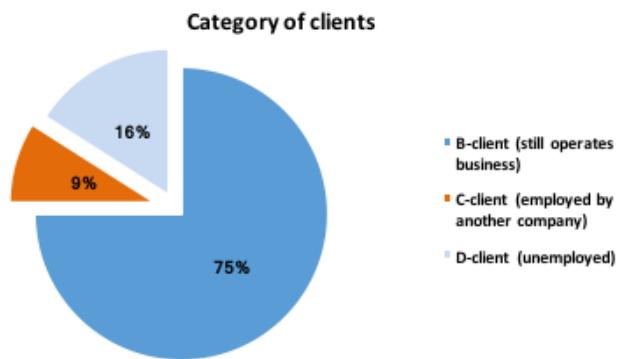


figure 4: category of clients

Status of the business at the moment of becoming client

Of the 171 clients we surveyed 106 (62%) were listed as non-active at the moment they became client of microStart. Of the active ones 38 (22%) were active for less than 12 months when they became client. Taking into account that businesses that are less than one year old are considered starters we deduce that 88% of our sample are starters.

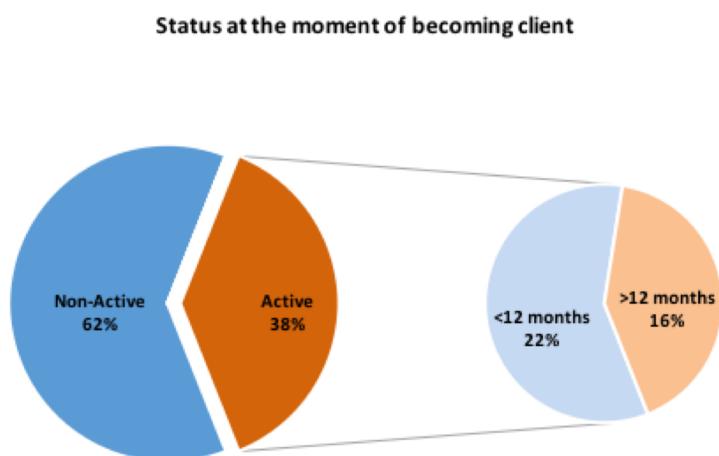


figure 5: status at the moment of becoming client

When comparing this factor with the population we reach very similar proportions:

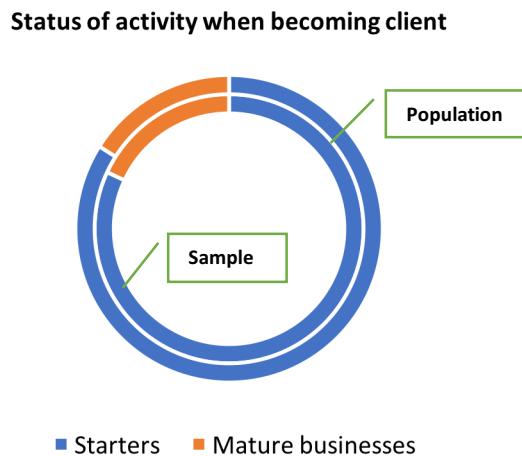


figure 6: status of activity at moment of becoming client

Aspects of the credits

The clients of our sample account for a total borrowed credit of EUR 1,969,069 distributed over 287 loans. This means an average of 1.68 loans per client and an average of EUR 6861 per loan. The distribution is as follows:

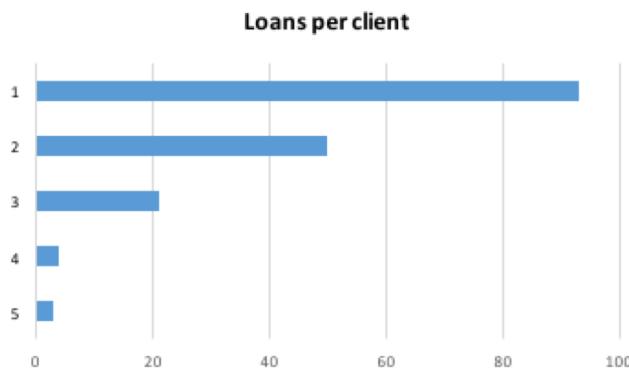


Figure 7: number of loans per client

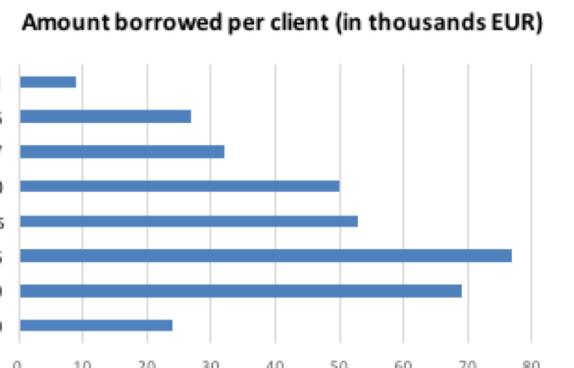


Figure 8: amount borrowed per client

Gender

The sample consists of 50 female clients and 121 male clients which is significantly different from national numbers of 57% men and 43% women (see higher). However, figure 10 shows that the sample is still very consistent with the population (68% of men and 32% of women).

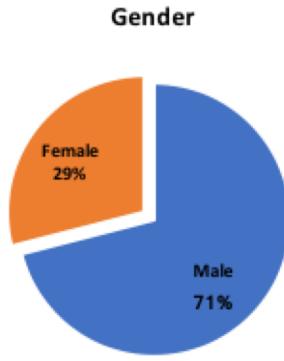


Figure 9: Gender of population

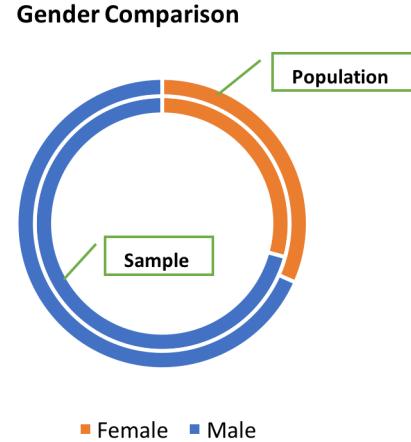


Figure 10: Gender - sample to population comparison

Family status

We divided the clients of microStart into 5 different categories according to the family status parameter, which are: Single (57), Legal Cohabitants (10), Married (75), Divorced (28) and Widowed (1) (figure 11). Figure 12 shows that the difference between gender and population is a bit larger than the gender comparison. However, the largest discrepancy is still only 7 percentage points which we find acceptable

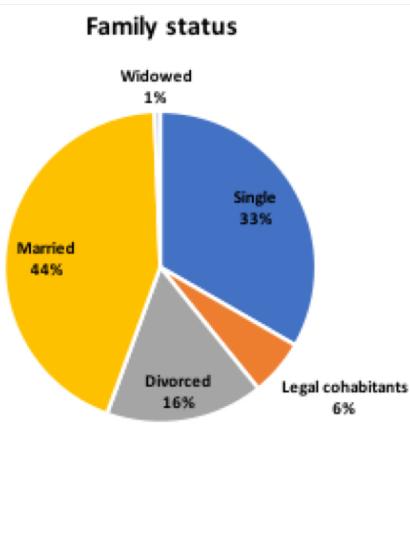


Figure 11: Family status of sample

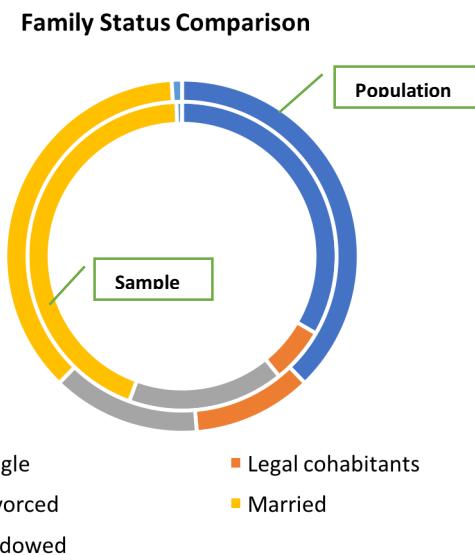


Figure 12: Family status - sample to population comparison

Education

In total, there are 6 different educational levels in which microStart's clients are separated into: Technical education (43), High-school (37), Bachelor degree (38), Master degree (27), Able to only "Read, Write and Count" (23), Illiterate (3) (figure 13). Again when comparing this sample to the whole population (figure 14) the discrepancy is nowhere bigger than 6 percentage points (technical education).

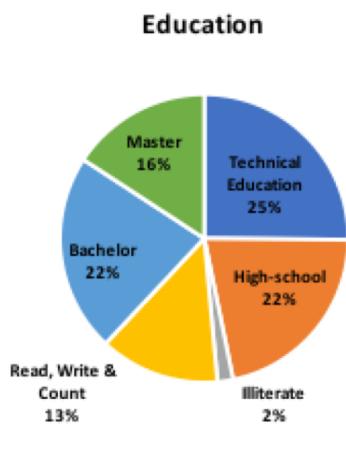


Figure 13: Education level of the sample

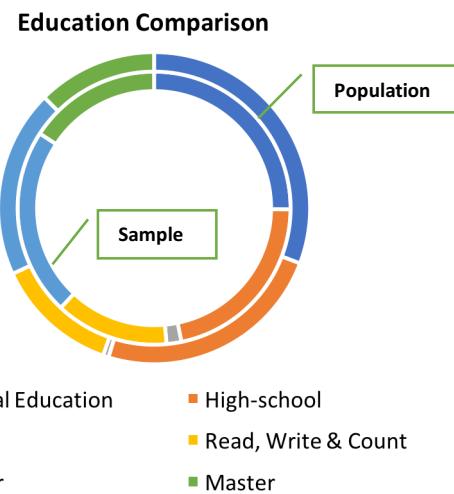


Figure 14: Education level - sample to population comparison

Age

All of the observed clients of microStart are between the ages of 22 and 68 and are distributed into the following age groups: 20-29 (12%), 30-39 (30%), 40-49 (30%), 50-59 (23%) and 60-69 (5%). In the comparison with the population the biggest difference is in the proportion of 50-59 years old which amounts to 4 percentage points.

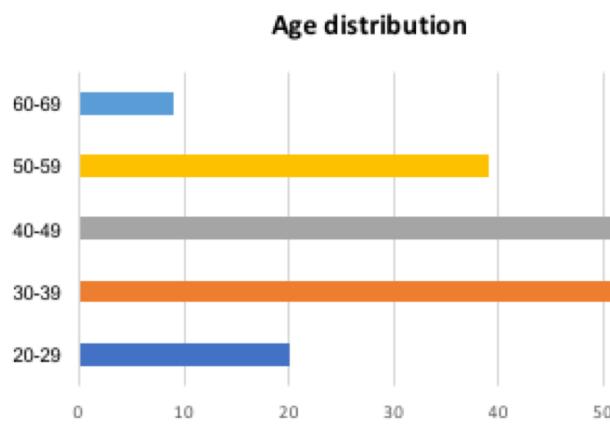


Figure 15: Age distribution of sample

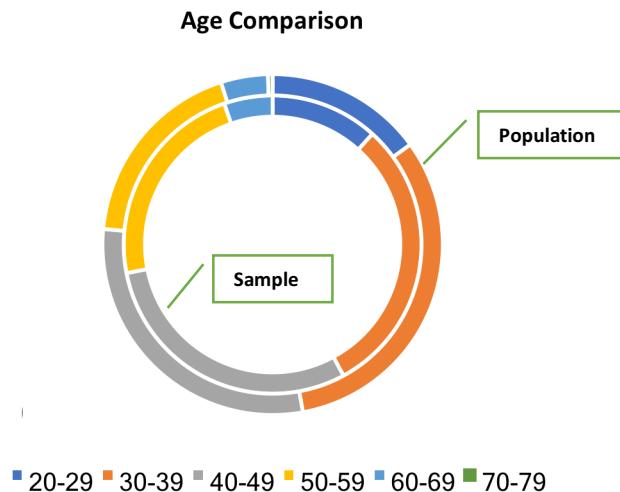


Figure 16: Age- sample to population comparison

Agency

Through its offices at 5 different locations (Brussels, Gent, Antwerp, Liege and Charleroi) microStart has a client base spread between every of the 10 Belgian provinces. The head office in Brussels still has the largest client base. In our sample 58 (34%) of the clients are linked to the Brussels office, 47 (27%) to the Antwerp office, 23 (13%) to Gent, 26 (15%) to Liege and 9 (10%) to Charleroi (figure 19). When we compared this distribution with the one from the population we could not find significant differences. Only the percentage of clients in Antwerp differs from 20% in the population to 27% in the sample (figure 18).¹⁵

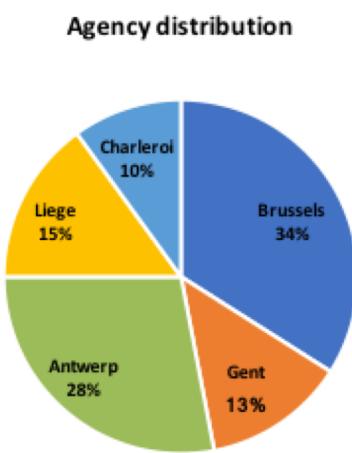


Figure 19: Agency distribution of sample



Figure 18: Agency comparison – sample to population comparison

Region of origin

A lot of microStart's client are people that originate from other countries and have immigrated. Due to this fact the sample includes people from a wide array of different countries of origin. In order to consolidate the information, we divided the clients into the following regions of origin: Belgium (107), South America (1), Asia (22), Europe (except Belgium) (18), North Africa (2), Sub-Saharan Africa (21).

¹⁵ Because the internal database of microStart did not give us any information on the Agency to which the client was linked we assumed that the go to the agency which is the closest to their home city.

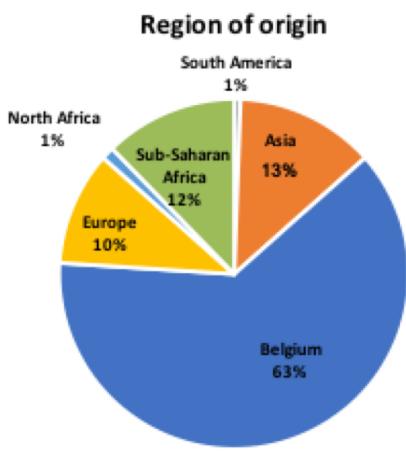


Figure 19: Region of origin of sample

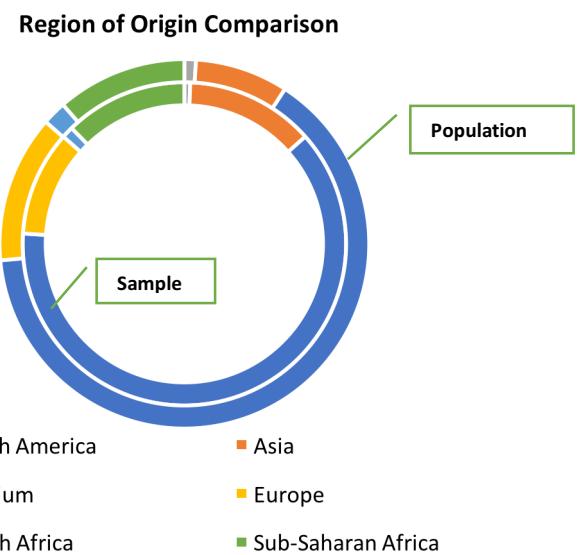


Figure 20: Region of origin – sample to population comparison

Comparison with population

After examining the proportions in both the population and the sample and having ran the statistical significance test (table 6) we can conclude that our survey results are representative for the whole population. For the exact proportions in the sample and population of each factor please see Appendix G.

V. Survival rate

a. Survey results

Among the 171 clients that we observed, 165 actually started businesses, while 6 of them did not start a business at all. As our observed period is between 1.1.2013 and 31.12.2015 all of the businesses in the sample have an age between 1.5-4.5 years. In total 129 companies from the ones financed in the period are still active as of June 2017. That translates to 78% survival rate for a period range of 1.5-4.5 years. The exact distribution of active and inactive businesses, spread by the year in which they became clients of microStart can be observed in table 8:

Survival rate per year				
	Total	Survived	Survival rate	National average (UNIZO numbers)
2013	22	15	68%	70.7%
2014	60	45	75%	77.1%
2015	83	69	83%	84.1%
TOTAL	165	129	78%	

Table 8: survival rate per year

Survival rate of starters

When we look at the specific survival rate of microStart's clients we consider as being starters (see figure 5) we found no significant difference with the overall survival rate. Out of the 144 starters in our sample 109 survived which translates into a survival rate of 75.7%. Table 9 gives an overview of the survival rate when a distinction is made according to the year in which the businesses were started.

Survival rate by year of start				
	Total	Survived	Survival rate	National average (UNIZO numbers)
2013	17	11	64.7%	70.7%
2014	52	37	71.2%	77.1%
2015	75	61	81.3%	84.1%
TOTAL	144	109	75.7%	

Table 9: survival rate by year of start

b. Bel-first results

Of the companies that were found in the database we calculated a five-year survival rate of 69% which strongly coincides with the Belgian national survival rate of 68.8%. However, we would like to point out that this survival rate should be handled with care as it only represents a small amount of microStart clients that all had a VAT-number already at the time they became client and they all incorporated their business into a legal form. Therefore, this survival rate might not be representative. Additionally, comparing this survival rate with the national five-year survival rate for starters assumes that the microStart clients are to be considered starters as well.

Through the Bel-first database we also looked at the survival rate per sector. We found that also the survival rates of each sector of the microStart clients differed a lot with the nationwide survival rates per sector (see table 10 and table 11). For example, the survival rate of the microStart clients in the transport sector is 33% while it is 62.2% on average nationwide. For the Hotel and catering sector it is the opposite with a survival rate of 67% for the microStart clients against a rate of 55.9% for the nationwide data.

While we cannot provide a specific waterproof explanation of this discrepancy we believe that a potential conclusion for this is that construction and transport sector are cyclical and often require bigger investments and cushion against setbacks. As the clients of microStart typically have low financial and monetary force and no access to banking finance, they are vulnerable to every little setback. We strongly believe that these setbacks are less likely to happen in sectors such as Horeca, commerce or services. These higher asset turnover businesses are geared towards serving specific local communities on which the business owner can fall back. Therefore, the commercial risk for these microStart clients is lower. The opposite is in effect for businesses with lower turnover, but higher margin such as construction.

Survival rate per sector (MicroStart clients)	
Commerce (retail)	67%
Art and leisure	67%
Transport	33%
Construction	57%
Horeca	67%
Services	83%

Survival rate per sector (national statistics)	
Services	70.0%
Construction	70.7%
Industry	75.1%
Commerce (retail)	60.5%
Horeca	55.9%
Wholesale	73.5%
Transport	62.2%
liberal professions	82.9%
Automotive	69.6%
Other	69.6%

Table 10: Survival rate per sector (microStart clients)

Table 11: Survival rate per sector (national statistics)

VI. Client performance by factor

As mentioned previously in the report, we divide our clients into 3 distinct categories: B- clients that still operate the business microStart helped finance, C- clients that no longer operate the business and are currently employed, and D- clients that no longer operate the business and are currently unemployed. Among all 171 clients observed, as of June 2017, 129 are classified as B, 15 as C and 27 as D. Before we display how the clients performed depending on various factors such as gender, education, age, origin or agency we first look at the main reasons that lead business failure.

a. Reasons for business failure

The number one reason of clients stopping their businesses is “Worsening financial situation”, which was reported by 41% of the clients that do not operate their own businesses anymore. Additionally, 15% answered that their business never took off. When asked for the specific reasons why they either got into financial trouble or that they failed to make their business take off they mainly answered that they had liquidity (cash) problems or that they had commercial problems (lack of clients). In some cases (16%) a bad partnership with a supplier or other partner caused the business to collapse. Figure 21 shows the main reasons. Note that often more than one reason is given by the client meaning that the failure is more due to a combination of factors rather than only to a single one. In addition, most of the reasons are closely connected e.g. lack of clients will mean less turnover which then leads to liquidity problems.

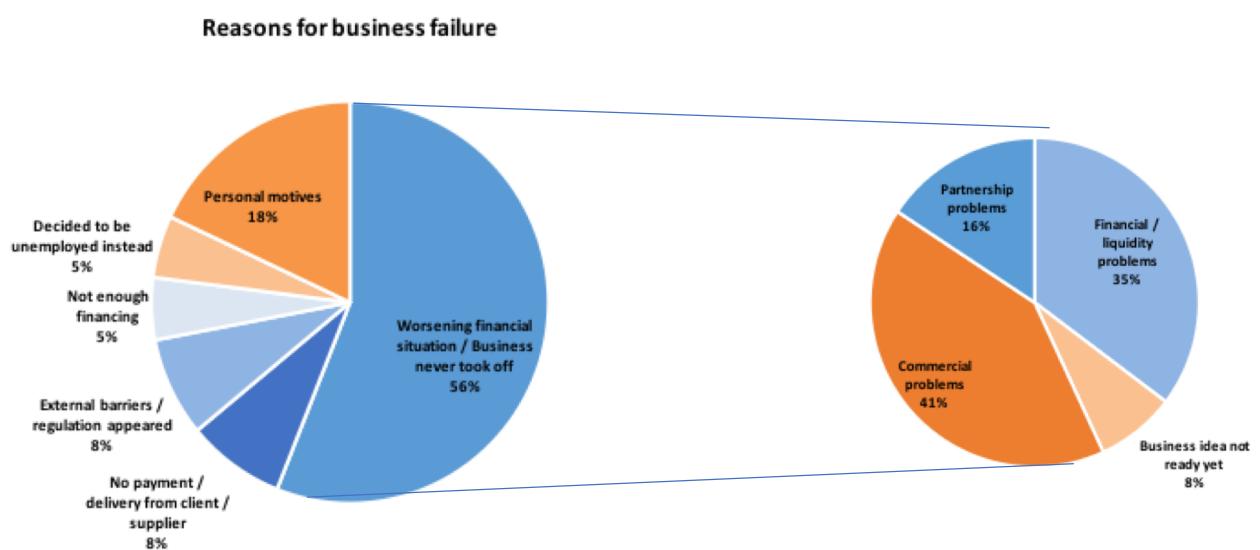


Figure 21: Reasons for business failure

b. Client performance by qualitative factors

Gender

From the total 171 clients that we observed, 50 are female and 121 are male. There is no drastic difference between the proportion of B, C and D category depending on the gender of the client (figure 22).

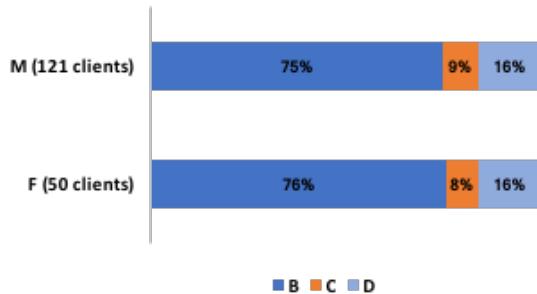


Figure 22: client performance by gender

Family status

Figure 23 shows that clients without children are the least likely to be unemployed. This seems to lead to the conclusion that it is not the marital status of the client that has an impact on his employment but rather whether he has children or not. However, it is important to note that no significant difference exists in the percentage of B-clients.

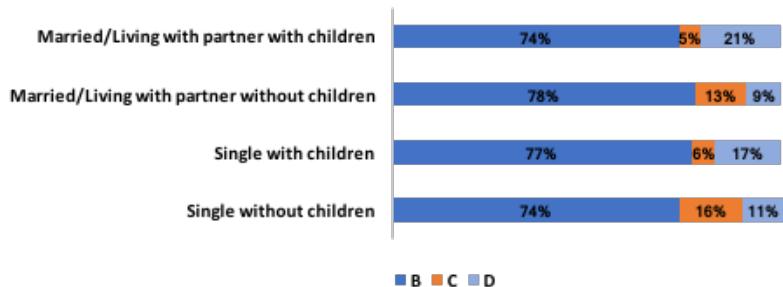


Figure 23: client performance by family status

Education level

Among the clients in the sample only three are classified as illiterate, so should be excluded from any conclusions. What is surprising is that the highest likelihood of falling into category B have people who are classified as "Read/Write/Count", while the least likelihood has people with Master degrees (figure 24).

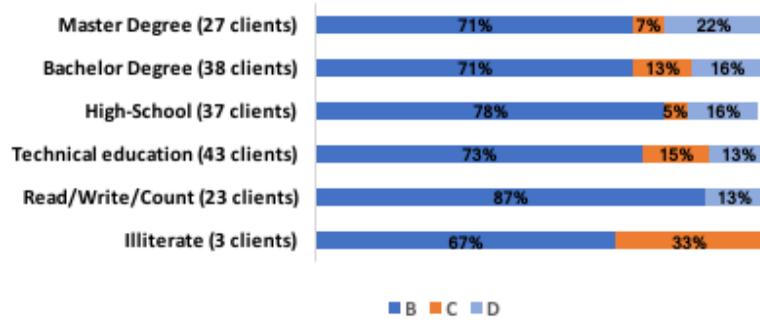


Figure 24: client performance by education level

Age

The majority of microStart's clients are aged between 30 and 59 years, which corresponds to our sample. Nine clients are aged between 60 and 69, so again we exclude them from any conclusion making. Among the other four age groups, figure 25 shows that the highest probability of operating your business have people between the ages of 30 and 39, while the least likelihood is for people below the age of 30. People aged 50-59 have double the average likelihood of being classified as section D, which can be explained through the fact that many of them receive additional income through pensions and other social benefits, as well as the fact that it is harder to find a job at that age.

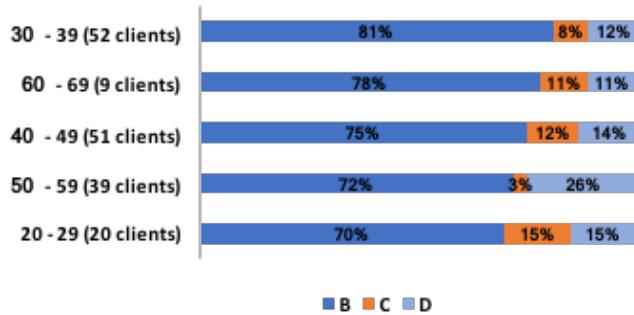


Figure 25: client performance by age

Agency

Out of our sample we can distinguish two agencies where the likelihood for the clients to still be operating their business is the highest: Antwerp (83%) and Charleroi (17%) (see figure 26). The lowest likelihood of survival comes from the clients of the Liege agency (65%). However, the clients from Liege still seem to be more likely to find a job than in Brussels or Gent if their business fails.

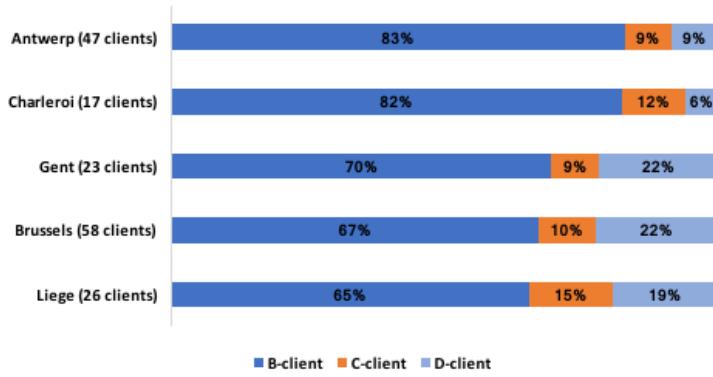


Figure 26: client performance by agency

When looking at the performance of the clients depending on the agency to which they are linked (figure 26) we must take into account the average number of active months per business (table 12). Indeed, a possible explanation to why the performance of Antwerp is far better than that of Brussels is that the average number of active months per business is 25.4 months in Antwerp while this is 38.8 months in Brussels. On average businesses in Brussels are much older which means more of them have had time to fall off the wagon.

Average active months per business				
Antwerp	Brussels	Charleroi	Gent	Liege
25.4	38.8	27.4	29.1	26.4

Table 12: average active months per business

Region of Origin

We have survey only one client originating from South America and two from North Africa, so we exclude these 2 regions. As can be seen in figure 27, highest proportion of B-clients is observable in people originating from Asia (82%) and Belgium (77%), while the least in people originating from other countries in Europe (67%), although they display the highest proportion of employed (17%).

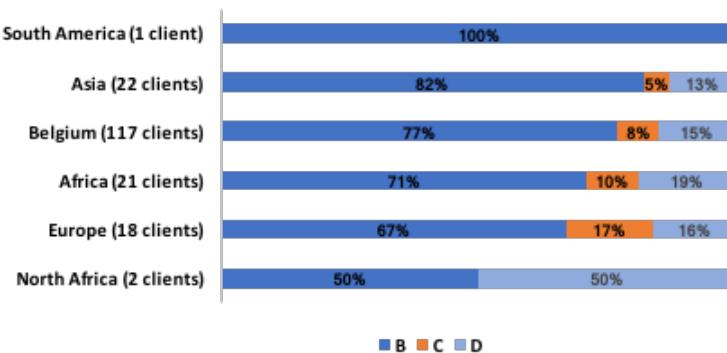


Figure 27: client performance by region of origin

Project Sector

The biggest chunk of microStart's clients, observed in the sample, start businesses in the sectors of HORECA, Commerce, Services and Transport. Among those 4 sectors, the ones with highest proportions of survival rate are Services (79%) and Commerce (77%) (figure 28).

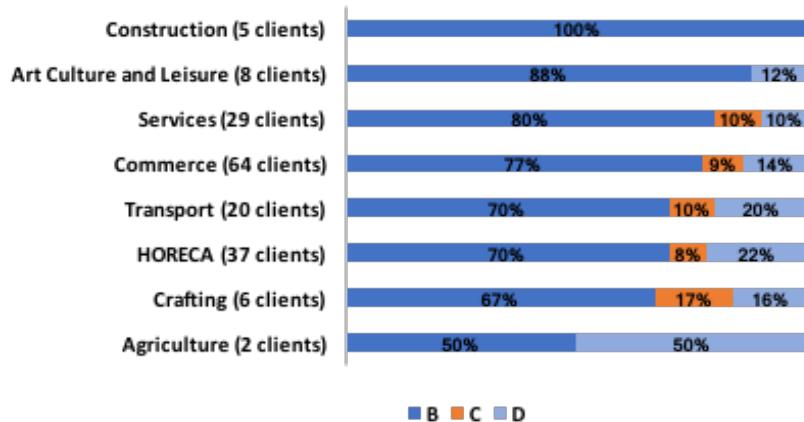


Figure 28: client performance by project sector

Additional support from microStart

Out of the 171 clients surveyed, 104 received coaching and 67 did not, although 23 out of them reported that they wanted to. Looking at the employment evolution of the 2 different types of clients, it is surprising to find that people that did not receive coaching are more likely to still operate their business (82%) against clients (71%) that did receive microStart's additional support. However, we believe that this might be explained by the fact that people that receive coaching are the people that really need it and hence it could be that a lot more amongst them would have failed if not properly coached. We believe it is therefore not possible to conclude that coaching is ineffective.

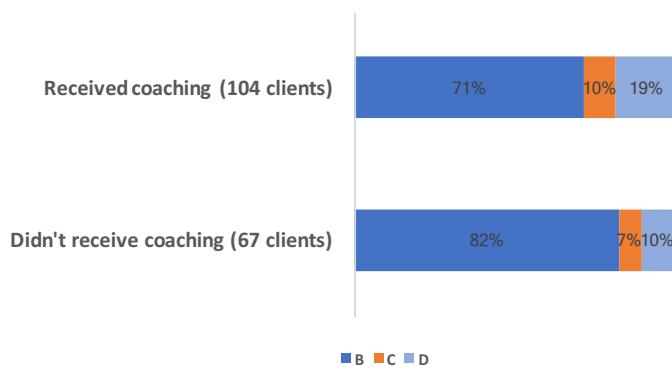


Figure 29: client performance according to additional support from microStart

VII. Income evolution of clients and businesses

A major part of our research is to provide information on the income evolution of both the clients of microStart and the businesses that they operate.

a. Company income

Survey

Out of 129 active companies as of June 2017, we managed to collect information on the monthly income before tax of 78 businesses (60% of all businesses). The total monthly income before tax as of June 2017 is EUR 141,804 which translates to EUR 1818 monthly average income before tax per company. Compared to a year ago the average income per company displays a 3.7% growth (Belgian compounded GDP growth for the period is 2.7%) from total income of EUR 136,734 or per company income of EUR 1753.

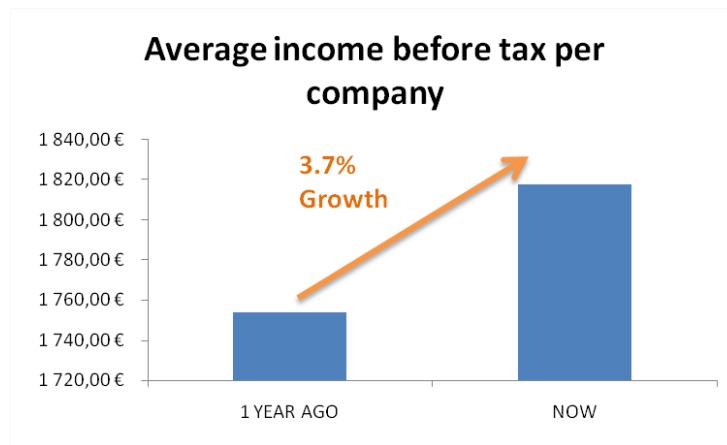


Figure 30: average monthly income before tax per company

If we look at the regional distribution of the average income before tax of the 78 businesses 19 are located in Brussels (24%), 34 in Flanders (44%) and 25 in Wallonia (32%). We see that a sharp difference in growth between Wallonia and the two other regions exists: in Wallonia business income grew by 3.8% while this is 8.9% in Brussels and 8.3% in Flanders (see figure 31). This might be because their profit before tax is already high (at least higher than the other regions) and therefore it is more difficult for them to have significant growth.



Figure 31: average monthly income before tax per company

Bel-first

Through the Bel-first database we also managed to have a more in depth access to the financials of the clients' companies. Through analysis of the turnover, EBITDA and sales we wanted to see how the surviving companies had been evolving. Although we found some inconsistency in the financial data we managed to have an unbiased output as we only compared data of companies that have comparable data in terms of financial years reported and financial accounts reported. As almost none of that information could be found for the years 2011 and 2012 we decided not to include these years in the analysis as we believe it would not be representative to the population.

Table 13 shows an impressive 18% increase in turnover from 2014 to 2015 with an average turnover per company of EUR 211,584. As not enough companies had sales numbers for 2013 we decided to disregard that year. The low number of 22 companies reporting their sales and the lack of them for the year 2013 is more than probably linked to the fact that it is not mandatory in Belgium to report these numbers.

Sales evolution (Bel-first)		
	2015	2014
Total	4,654,855 €	3,934,727 €
<i>YoY Growth</i>	18%	
Average Sales/Company	211,584 €	178,851 €
Number of companies with Sales information for the 2 years		22

Table 13: sales evolution

The EBITDA evolution seems to very volatile even if a three years' period is too short to take that sort of conclusion. A sharp increase of 22% in 2014 followed by a decrease of 20% in 2015 means that the companies were still under the 2013 level in 2015. This seems to indicate that 2014 was a particularly good year. Unfortunately, we do not hold a particular explanation for this.

EBITDA evolution (Bel-first)			
	2015	2014	2013
Total	517,106 €	649,767 €	534,462 €
<i>YoY Growth</i>	-20%	22%	
Average EBITDA/Company	10,773 €	13,536 €	11,134 €
Number of companies with EBITDA information for all 3 years		48	

Table 14: EBITDA evolution

The net income evolution of the companies included in the Bel-first database is as confusing as the EBITDA evolutions. Unfortunately, we cannot compare both because the companies that reported their EBITDA numbers are not the same as those that reported their net income evolution. This is also the explanation why the numbers are so contradictory. As can be seen in table 15 2014 seems to be a rather disastrous year on a net income level with a decrease of 75% compared to 2013. 2013 could be an exceptional year but 2015 seems to be suggesting that the businesses restored from a bad year in 2014 by booking an increase of 102%.

Net income evolution (Bel-first)			
	2015	2014	2013
Total	103,097 €	51,160 €	207,650 €
YoY Growth	102%	-75%	
Average NI/Company	2,104 €	1,044 €	4,237€
Number of companies with NI information for all 3 years	49		

Table 15: net income evolution

Comparison with the survey results

In our survey we asked for the monthly net income before tax of the clients' businesses today and one year ago. This means we received information of the years 2016 and 2017. As 2017 is not included in the Bel-first database yet and an insignificant amount of companies had already reported their numbers of 2016 we are unfortunately not able to compare the results of both analyses.

b. Client's personal income

On average a client of microStart receives a family net monthly income¹⁶ of EUR 1616 as of June 2017. The increase represents an 9.5% income growth on average per client for the time since becoming a client of microStart until now (see figure 32). Another beneficial observation is that microStart's clients have become more self-reliant, as currently on average 57.3% of their family monthly income is generated through their own work in comparison with 32% at the time of becoming a client.

¹⁶With "family net monthly income" we mean refer to the total conjoint disposable income of a family. This includes the salary of both adults when present and the social benefits any family member might receive. For an overview of the income structure of the clients please see table 16.

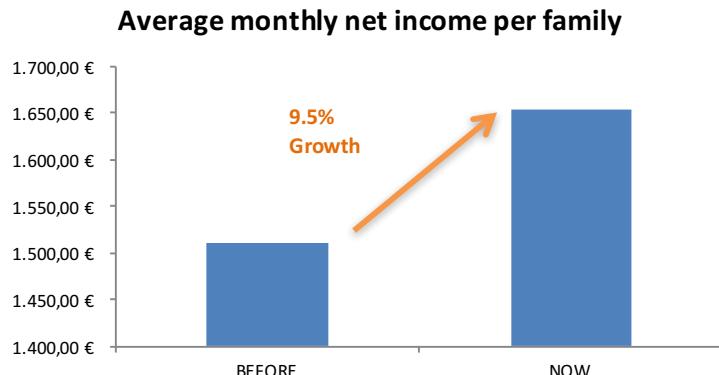


Figure 32: average monthly net income per family

Additionally, we looked at the income evolution of clients based on the region where they live. Of the 141 clients that gave their income, 68 (48%) live in Flanders, 38 (27%) live in Brussels and 35 (25%) live in Wallonia. The best performance is registered in the region of Flanders, where the average net monthly income per family increased with 18.4% for the period between becoming a client and June 2017. What is surprising is that the data shows that clients in Wallonia have their average total family incomes decreased with 2.7% for the period. This is due to the fact that initially they had the highest average income, which was fueled by higher proportion of income deriving from family support. The results are displayed in the graphs below:

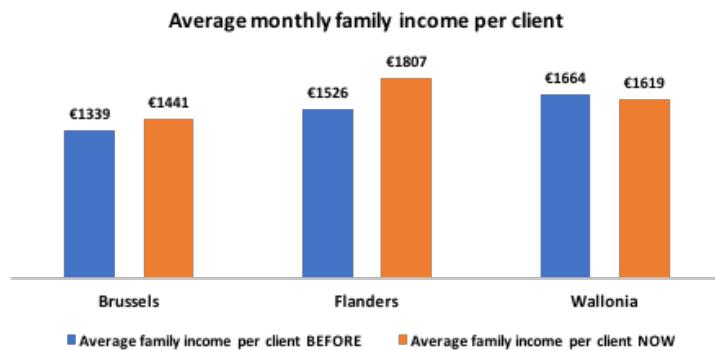


Figure 33: average monthly family income per client

Clients income structure

From the 171 clients present in our sample, we succeeded collecting income information for 152 clients prior of them becoming a client of microStart. Out of those 152, we had relevant income information for 141 clients. In our income study we distinguished between 3 different types of income: **(i)**. Income from salary/business – is the income that the client receives from his own activities as a micro-entrepreneur or an employee, **(ii)**. Income from family – is all income attributed to other members of the family unit and not the client itself, **(iii)**. Income from government-is everything that the family unit receives in terms of different types of social benefits.

Besides the overall average family income increase, a further improvement from client's perspective is the change in income structure. As shown in the table 13, at the date of becoming a client, on average, a client's income is almost equally divided between the 3 income categories discussed above. By June 2017, the situation has drastically changed as

57% of the average family income derived from salary or business. This improvement came for the expense of shrinking reliance on government support, while income coming from family has experienced only a slight drop.

The overall structural change in income is beneficial to microStart's client, because it expresses their growing reliance on their own capabilities and labor.

Clients income structure (Bel-first)		
	At becoming a client	As of June 2017
(i) income from salary/business % of total	32%	57%
(ii) Income from family % of total	37%	31%
(iii) Income from government % of total	31%	12%
Total monthly family income	1462 €	1616 €

Table 16: client income structure

c. Poverty

An important part of microStart's mission is to help people escape poverty and social exclusion. In order to make such a conclusion out of our research we based ourselves on the poverty line as calculated by the Belgian Government:

1. According to national statistics the poverty line for a single individual is EUR 1114 net per month.
2. According to national statistics the poverty line for a family of four people is EUR 2300 net per month.
3. Based on national statistics the poverty line for a family of 2 people is EUR 1672 net per month.
4. For calculating the poverty line for every family unit above 2 people, we used the national method, which is adding additional EUR 334 (30% of single family poverty line) for every additional child part of the family.
5. Based on data from the survey, retrieved from the questions: "Are you married / living together with a partner?" and "How many children do you have?", we calculated the number of members in the family. Here we made the assumption that the children live with their parents and have not already left the household.
6. Combining the information from the previously mentioned points we calculated the specific poverty line for each family present in the sample.
7. In order to make an accurate estimation about the evolution of the families in the samples we had to compare only families for which we have all of the necessary information about family status, number of children, total family income before becoming a client and total family income as of June 2017. After cross-checking those criteria, we were left with 141 client's families.

For the period since becoming clients of microStart until now 5 families that used to be above the poverty line¹⁷ are currently below it, while 41 families that used to be below the poverty line have passed over it. The overall results are illustrated in the graph below:

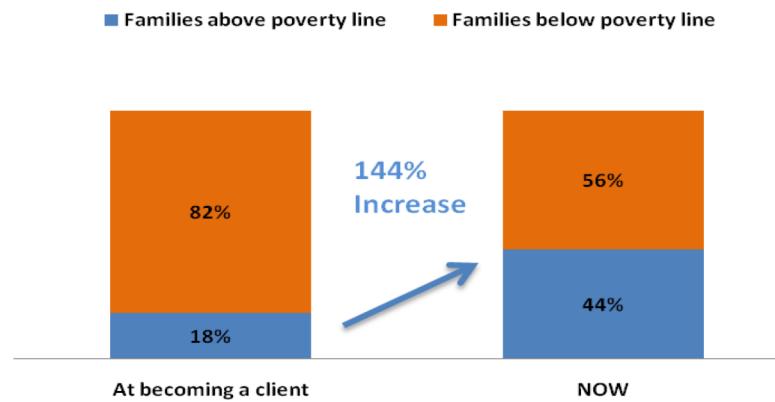


Figure 34: evolution of percentage of clients above poverty line

When we looked at the clients below and above the poverty line more in depth we made a distribution based on the distance of the family income from the poverty line. Figure 35 show the results. Note that no client had an income either more than 75% above or more than 75% below the poverty line.

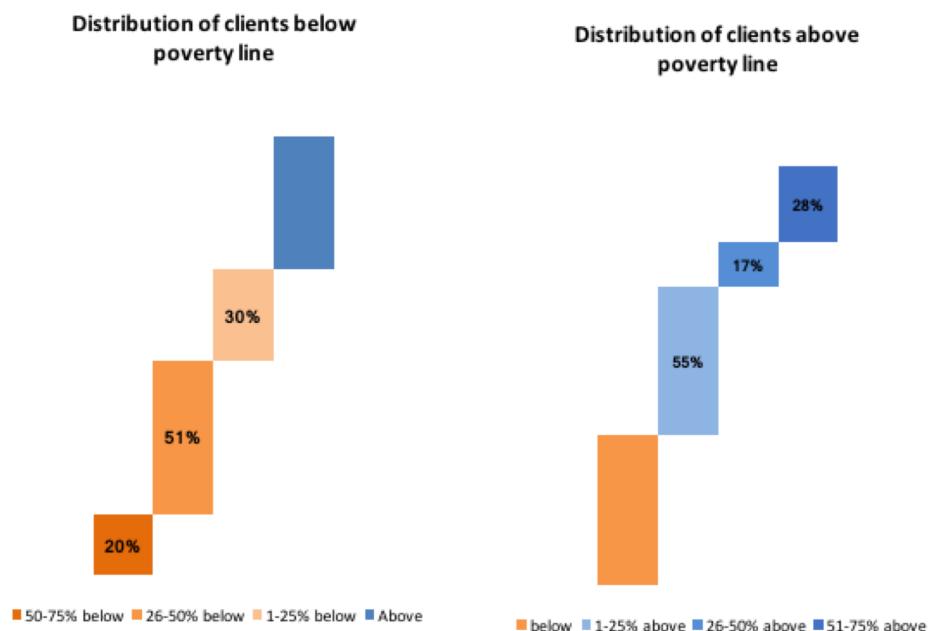


Figure 35: Distribution of clients above and below the poverty line: distance from poverty line

¹⁷ Above the poverty lines mean that the disposable income of the family is higher than the income set as the poverty line by the government. Below the poverty line means that the income is lower.

d. Income satisfaction

Due to the fact that our poverty calculation is subject to many assumptions and may not represent the real situation, in our survey we asked the question “Do you consider this amount (family income) to be sufficient to satisfy your needs?”

We received 149 answers to this question with 83 of the participants in the survey responding with a positive answer. That translates to an income satisfaction rate of 55.7%.

Out of the families included in the poverty calculation, 127 answered, out of which 73 were positive about their current income satisfaction, which represents 59.3% income satisfaction rate. The observed difference between the satisfaction rate and the proportion of families above the poverty line is 15.3 points meaning that being below the poverty line is not synonymous to being unsatisfied with its income. Moreover, 54 (87%) out of the families that were estimated to be above the poverty line gave a positive answer, while only 19 (24%) of the families estimated to be under the poverty line did the same.

VIII. Job insertion and job creation

a. Job insertion

Combining the information, we have extracted from microStart's internal network, we classified their clients in one of four categories: Employed, Unemployed, Independent (which may be both, an independent employee or a person operating their own business) and Inactive (people in this categories are not on the job market, such as students, etc.). From the 171 clients present in the sample, at the point of becoming a client there were 81 independents, 19 employed, 67 unemployed and 4 inactive. Based on these numbers the unemployment rate was 40.1% at the point of becoming a client. As of June 2017, we recorded 129 independents, 15 employed and 27 unemployed clients of microStart, which leads to an unemployment rate of 15.8%, which is a reduction by 24.3 percentage-points in the level of unemployment. The graph bellow demonstrates the division of microStart's clients per employment categories at the point of becoming clients and currently:

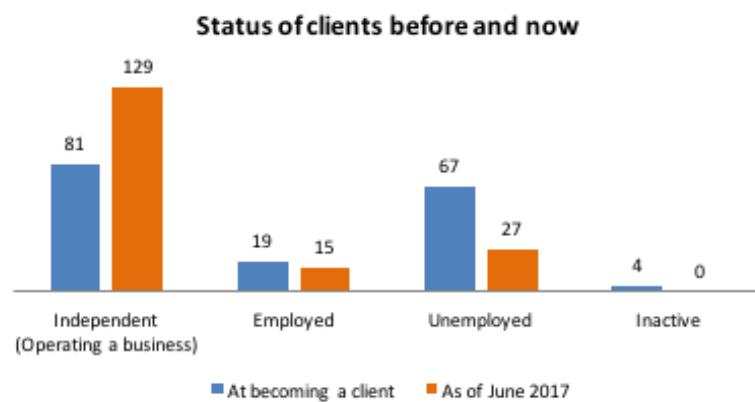


Figure 36: status of clients before and now

Interesting observation that can be made from analyzing the cross-category evolution of clients is that people that used to be unemployed are more likely to operate their business now than people that were employed before becoming clients. Figures 37 to 40 represent the cross-category migration of microStart's clients from the date of becoming clients until now.

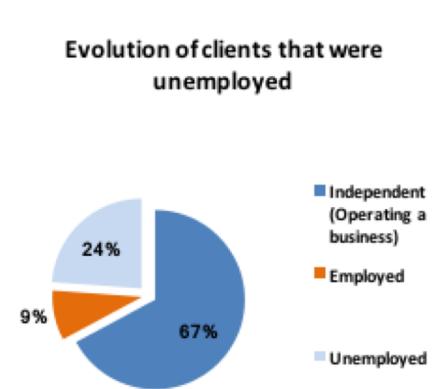


Figure 37: evolution of clients that were unemployed

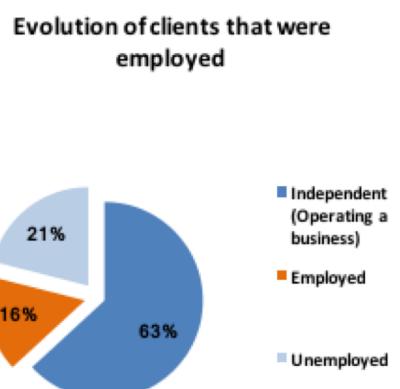
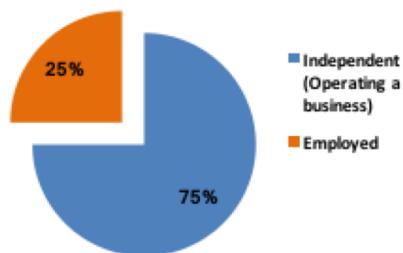


Figure 38: evolution of clients that were employed

Evolution of clients that were inactive



Evolution of clients that were independent

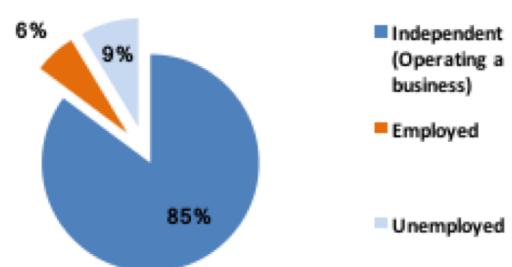


Figure 39: evolution of clients that were inactive

Figure 40: evolution of clients that were independent

There was an observable discrepancy between the unemployment levels of microStart's clients based on the region of living. At the date of becoming a client people in Flanders were more than twice less likely to be unemployed than people in Brussels and Wallonia. As of June 2017, the unemployment rates in all 3 regions have decreased and converged to one another, although clients in Brussels still have the highest probability of being unemployed. Figure 41 displays those results. We also us figure 41 to compare the data with the national statistics for 2013 and 2016. We see that still the unemployment rate among microStart's clients is higher than the average unemployment rate for the three Belgian regions, but has experienced a significant level of convergence with the national average.

:

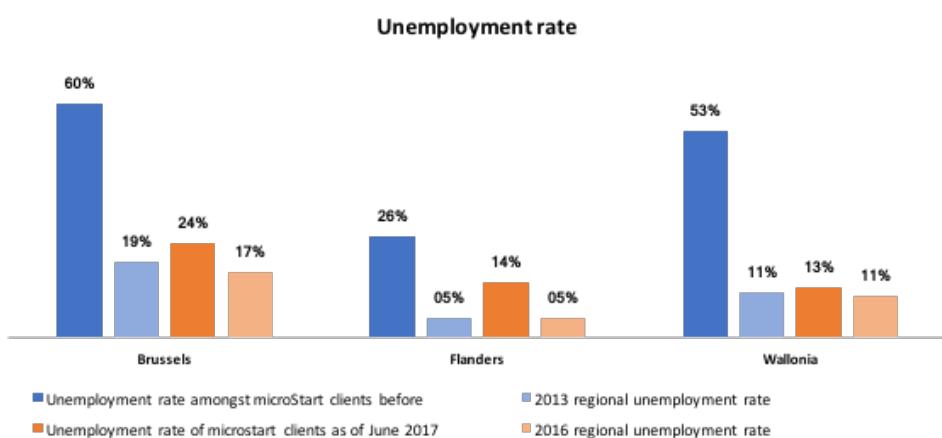


Figure 41: unemployment rate amongst microStart clients and regional

b. Job creation

Although microStart's main objective is to create better opportunities for its clients, by doing so it indirectly creates further employment. Among the 129 still active businesses, 39 (30%) have hired additional employees. In total the number of additional employees hired by the businesses that microStart's clients operate is 107 people. Amongst those people the unemployment rate was 41%. Figure 42 represents the status of the new hires prior to being employed:

Status of new employees before being hired

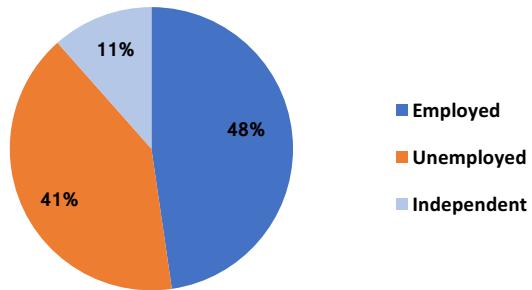


Figure 42: status of new employees before being hired

Based on the above mentioned data we have calculated the average additional employees per business having recruited employees, the average additional employees per active business, the average additional employees per started business and the average additional employees per client financed. Additionally, we calculated that per EUR 1000 loan granted, 0.05 jobs are created or in other words, per EUR 20,000 invested by microStart in its clients one extra job is created. The results can be observed in figure 43. As can be seen, on average 0.63 additional employees were hired per financed client. If we use this metric to extrapolate towards the total population of the observed period, that means 873 additional employees have been hired by microStart's clients. If we take into account that one of the 39 businesses that have hired additional employees has 25 workers and can be considered as an outlier, then the average number of additional employees per client financed falls down to 0.48 or 668 additional employees hired overall by the population.

Average job creation per:

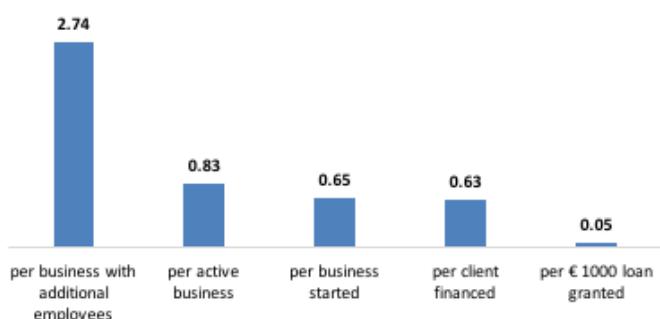


Figure 43: average additional employee per business

Job creation - comparison with national data

Among the 165 started businesses from the surveyed clients as of June 2017, 39 (24%) businesses employ additional people and 5 of them employ 4 (3%) or more. In comparison with national data (table 3), microStart's clients perform drastically better in this respect, with results almost two times higher than the national averages.

Bel-first database: Job creation

The Bel-first database also includes information regarding job creation of companies. We managed to find a limited amount of information on the employment level for 21 clients the microStart clients included in the Bel-first database. Due to lack of information in 2013, only 2014 and 2015 are discussed. For these 21 companies we see that the average number of employees is high and increased significantly from 2014 to 2015. The average number of 3 and 3.9 clients per company for the years 2015 and 2014 is considerably higher than the average of 2.74 employees per business that resulted out of the survey. Even if only 21 companies reported their number of employees in the Bel-first database it shows us that incorporated companies seem to hire more people than the overall average.

Employment evolution (Bel-first)		
	2015	2014
Total employees	81	62
YoY Growth	31%	
Average Employees/Company	3.9	3.0
Number of companies with Employment information for the 2 years	21	

Table 17: employment evolution

IX. Bank access and formalization

a. Bank access

In order to evaluate the changes in banking access that microStart's have experienced throughout the observed period, we did ask all of the interviewees about whether they were clients of a bank prior and post becoming a client of microStart. When asking the question, we defined the term "client of a bank" of something more than just having access to payment cards and current accounts, but also having access to more sophisticated banking products as for example consumer financing, credit cards, etc. Additionally, we excluded personal mortgage loans. The outcome of our research was that less than one quarter of the clients had access to such type of bank access, which grew to 27% of the overall client base as of June 2017.

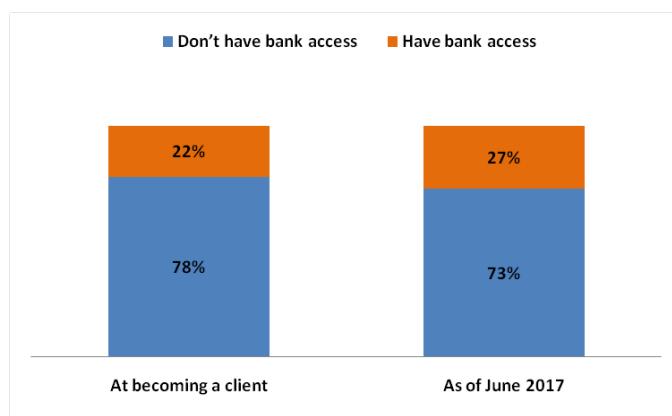


Figure 44: client banking access

Among the 171 clients at the date of becoming a client 133 didn't have access to bank financing of any kind. Of those 133, 13 reported that they currently have such an access, which translates to roughly 10% of new access. Among the people that initially reported that they can use forms of simple bank financing, 4 reported the opposite as of June 2017.

b. Formalization rate

From the 171 clients base that we survey, 165 were the started businesses. At the point of becoming a client 61 of those businesses were already active and the rest were not started yet. Among those 61 active businesses 47% were not formalized (29 businesses). As of June 2017, there are 129 active businesses, of which 106 are formalized, which leads to total formalization rate of 82.2%. Out of the 29 not formal businesses at becoming a client 25 (86%) became formal until now and among the 104 businesses that were initiated after becoming a client of microStart, 49 (47%) were formalized for the period until June 2017. The chart below demonstrates the distribution of business prior and post becoming a client of microStart:

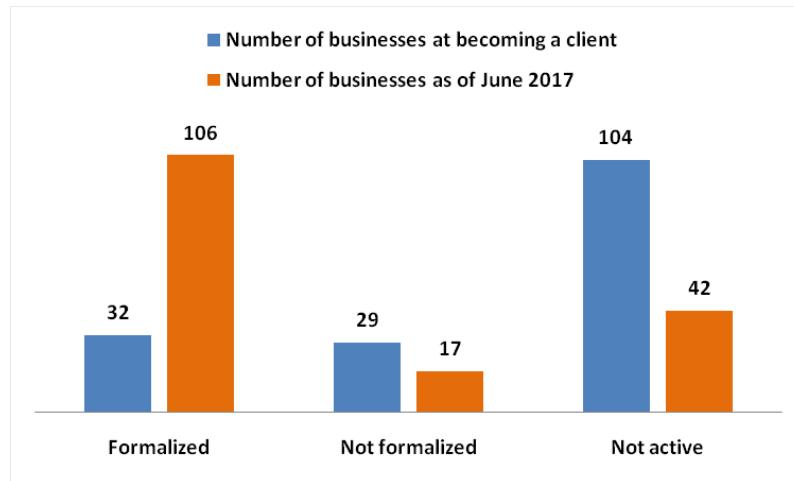


Figure 45: formalization of businesses

X. Government budget surplus

Three different socio-economic impacts generated by microStart's actions can be identified:

- a) The savings for the Belgian government in their social benefits programs;
- b) The additional revenues for the Belgian treasury generated by the activities of microStart's clients;
- c) Enhancement of local economies and economic inclusion of communities.

While the first two impacts can and will be quantified in this report, the third category is a wider, indirect effect of microStart's actions. Therefore, it falls outside of the scope of the survey and we will not attempt to quantify it but we will provide a short description of what we believe this third impact is.

In order to valorize the socio-economic impacts a) and b) we identify two factors: first the job insertion rate which consists of addition revenues and savings caused by a client that was previously unemployed and is now either operating his own business or employed in another company. Second is the sustainability of a business that allows the client to grow, increasing his contribution to the Belgian state and eventually hiring new employees (job creation). From this valuation the job loss effect should be deducted. This job loss effect is the additional revenues the government loses if a client that was previously employed is now unemployed after closing his business. The final result after deduction is then the net government budget surplus generated by microStart actions.

Job insertion

With job insertion we mean the amount of clients that were previously employed and are now, thanks to microStart either managing their own business or employed somewhere else when this employment is a consequence of their experience as an entrepreneur. The job insertion leads directly and indirectly to a saving for the government. Directly because a previous unemployed people won't receive unemployment benefits any longer. Indirectly because if the Belgian government does not have to pay unemployment benefits it also does not have to incur the administrative costs that are paired with each unemployed. Job insertion also leads to extra income for the state as it means extra social contributions and income tax will be paid.

Business sustainability and job creation

The more profitable a business is the more income tax it will pay and the more likely it will be that extra employees will be hired. Depending on the status of the employee prior to his enrolment this will consist a saving and an extra revenue for the state (if he was unemployed before).

Methodology and calculation

To calculate the financial surplus for the government, we based ourselves on information obtained by the internal database and the survey. Our methodology has a simple approach and makes broad assumptions. This analyses therefore serves as a first, wide glance of the

socio-economic impact of microStart on the government treasury. In accordance with the management of microStart a more in depth calculation and analyses will be provided by KPMG. For our analyses we followed these steps:

1. Out of our sample of 171 people we took the information from the internal database about unemployment benefits that were paid to the clients prior the start of their business, annualized them and summed them up. Additionally, for each client that used to receive unemployment benefits we considered a fix, administrative cost of EUR 1,683 per unemployed.¹⁸

As a result, we found 67 clients (39%) were unemployed at the moment they became client. The cumulated, annualized amount of social benefits they received is EUR 849,370. The administrative cost for these 67 unemployed persons is EUR 112,761.

2. We took a look at which of the clients that used to receive unemployment benefits are back to being unemployed and checked whether they gave information through the survey on the amount of unemployment benefits they receive. Where this information was missing we assumed that they received the same amount as before their attempt to start a business. People that used to be employed but are now on an unemployment status after failing to start up their business were also considered (to take into account the job loss effect). The amount of social benefits they receive was either taken from the survey or, where this information was missing, we took the average unemployment benefit.¹⁹ As for point 1. we also considered an additional fixed administrative cost of EUR 1683 per unemployed.

17 clients that were unemployed before are currently back at unemployment (25%) together with 11 clients that were previously working. These 28 clients together receive a total of EUR 336,657 in unemployment benefits annually while the administrative cost for these allocations is EUR 47,124.

3. The difference between 1 and 2 is the government saving (impact a)). This amounts to a total of EUR 578,350.
4. For the additional revenues we had to look at different sources: (i) the extra revenues through social contributions, (ii), the extra taxes generated by the businesses, (iii) the extra taxes generated by people that were unemployed but are now employed in

¹⁸ This fixed administrative cost of EUR 1683 per unemployed was calculated by the European Federation for Services to Individuals (EFSI), December 2012.

¹⁹ Of the 28 unemployed clients 21 gave their unemployment benefits. The other 7 clients admitted in receiving benefits but without wanting to specify the exact amount. Therefore, we decided to calculate the average unemployment benefit for the other 21 clients and assumed that this would be the benefit received by the remaining 7.

another company than their own (iv) and extra taxes generated by each extra employee of a microStart financed business.

- (i) For the extra social contributions, we used the data obtained through the survey where the clients were asked how much contributions they paid. These contributions were annualized and summed up:

83 of the 129 businesses still active (64%) pay social contributions or were willing to say that they did. Of those 83 only 50 clients (60%) could give us the exact amount or were willing to do so. For the other 40% we made the cautious assumption that contributed they at least the minimum amount (which is EUR 719,34 per quarter)²⁰. The total, annualized amount of social contributions is: EUR 483,678.

- (ii) Through the survey we also obtained data on the amount of taxes each client pays with his business on a yearly base. We consider this to be a net increase in revenue and do not consider the potential loss of the income taxes these clients were previously paying if working for another company. We assume that if they left that company to start their own business someone will most likely have taken their place which means the government still has that source of revenue. This leads to following calculation:

90 of the 129 businesses still active (70%) pay taxes on their business activities or were willing to say they did. Of those 90 only 51 (57%) could give us the exact amount, or were willing to do so. In this case we could not make any assumptions regarding the amount of taxes paid by the other companies as the effective tax rate in Belgium can vary from one company to another taking into account all kinds of tax advantages and carried forward losses. The total, annualized amount of taxes is EUR 151,800

- (iii) For clients previously unemployed and now employed after their experience with a business we only took into account those who admitted that the creation of a business has been helpful for finding a job afterwards. We extracted the gross salary information about these clients and based thereon, we calculated the extra revenues that are generated through income taxes as

²⁰<http://www.xerius.be/hubfs/docs/NL/sociale-bijdragen-zelfstandigen.pdf?t=1438873146770>

well as the extra social contributions they are making.²¹ This leads to following calculation:

4 clients that were previously unemployed admitted that the creation of a business had helped them find a job afterwards. Of these 4 clients, 3 work full-time while one works part-time. The annualized sum of their gross salary is EUR 111,918. After deduction of their annualized social contributions which amount to a total of EUR 14,628 they all fall into the same tax segment of 45%. This brings the total amount of taxes paid by these clients to EUR 43,781.

- (iv) We took a look at all the additional employees that were hired by the companies founded with microStart's support. Based on the reported gross salaries of employees, we calculated the extra taxes they contribute as well as the social contributions they are making.²² The income taxes employees pay are calculated on their gross salary minus the social contributions they make (13,07%). This leads to following calculation:

39 of the 129 active businesses (30%) employ a total of 107 people all of whom are formal workers meaning they pay taxes and social contributions. Of these 39 clients 9 (23%) did not give us any information on the gross salary they were paying their employees (18 in total, 17%). For the remaining 76 employees we calculated their social contribution as well as their income taxes. Their total annualized social contributions amount to EUR 233,326. Their total annualized income taxes equal EUR 659,728. Coming from a total taxable base of EUR 1,522,589 this means an average effective tax rate of 42%.²³

- 5. We summed the amount in point 3 with the amount in point 4 and we got our final result which amounts to EUR 1,934,388
- 6. Extrapolation of the results on the whole population of microStart clients. This leads to a total surplus of EU4 15,667,412.
- 7. Calculate the return on investment (ROI) for the government. This return is calculated using the total amount of credit granted (EUR 11,954,707) divided by the total surplus to obtain 131%. This means that for every euro microStart grants as a loan the

²¹ In Belgium the employer contributes approximately 32% of the gross salary of his employee. Additionally, the employee has to contribute 13.07% of his gross salary to the social contributions. The taxable base is then calculated as their gross salary minus the social contribution made.

²² In Belgium the employer contributes approximately 32% of the gross salary of his employee. This is what we have calculated in point (i). Additionally, the employee has to contribute 13.07% of his gross salary to the social contributions.

²³ Of the 76 employees, 37 pay 45% income tax, 28 pay 40%, 1 pays 30% and 10 pay 25%

government adds 1.31 euro to its budget. As this might seem excessively high we like to point out that this is mainly due to the fact that this calculation does not take into account the operational costs of microStart nor the default rate of its granted loans. If those factors would be included the ROI would be much lower.

All data has been annualized:

Government budget surplus calculation	
1. Total unemployment benefits paid to clients prior loan	849,370 €
Administrative costs prior to loan	112,761 €
2. Total unemployment benefits paid now	-336,657 €
Administrative costs now	-47,124 €
3. TOTAL SAVINGS	578,350 €
(i) Total social contribution paid by businesses founded through microStart's support	483,768 €
(ii) Taxes paid by businesses founded through microStart's support	151,800 €
(iii) Income tax paid by clients previously unemployed and employed by another company now	43,781 €
(iii) Social contribution paid by clients previously unemployed and employed by another company now	14,628 €
(iv) Income tax paid by employees employed in businesses of microStart clients	659,728 €
(iv) Social contribution paid by employees employed in businesses of microStart clients	2 333 €
4. TOTAL ADDITIONAL INCOME	1,356,038 €
5. Budget surplus	1,934,388 €
<i>microStart clients surveyed</i>	171
Average surplus per client of microStart	11,312 €
<i>total microStart clients in the population</i>	1385
6. Total surplus for government of all 1385 clients	15,667,412 €
7. Total ROI for the government	131%

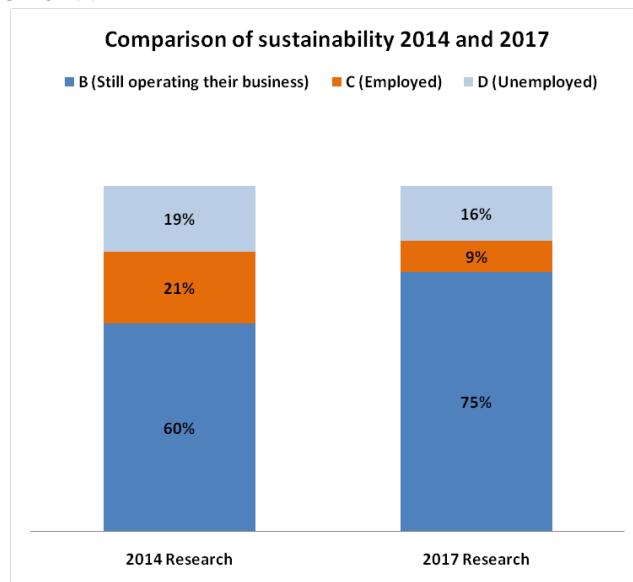
Table 18: government budget surplus calculation

XI. Comparison with 2014 Social Impact Survey Results

As a similar research report was done by Vlerick students in 2014 that reviews all of microStart's clients from 2011 and 2012, it is an important part of this report to benchmark and compare the observed results. In this chapter we compare the sustainability of businesses, the income evolution and the job creation that resulted out of both studies.

a. Sustainability/ Client evolution

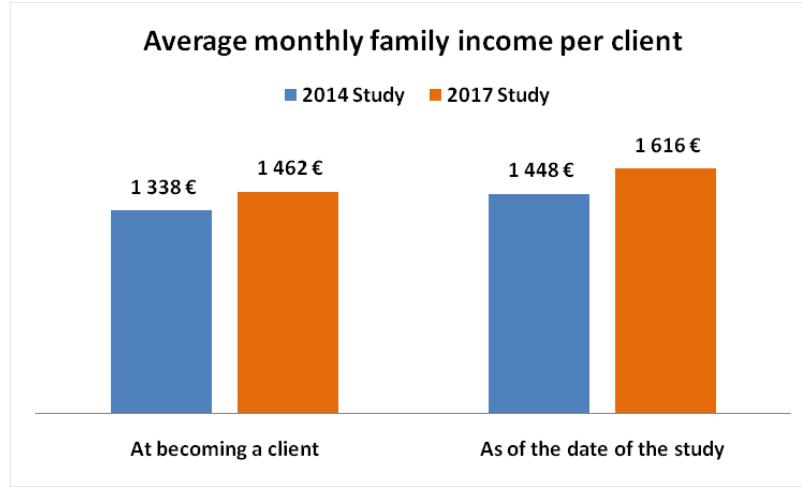
The used sample in the 2014 study was composed by 106 clients of microStart. Among those people 60% were category B clients, 21% category C and 19% category D. Comparing it with the outcome of the current research as of June 2017, it can be observed that the probability of a microStart client to still operate its business has increased with 15 points and currently stays at 75%, which is significant increase since the last observed period. Such an increase may be explained with the macroeconomic situation in Europe within the previous period of observation, which was worse than the one encompassing the period of the current research. Furthermore, it can be concluded this increase in category B clients, has come predominantly for the expense of category C clients, which have decreased with 12 points. The proportion of category D clients remains quite stable, although it also exhibited a slight decrease of 3 points to 16% as of June 2017.



b. Client's family income comparison

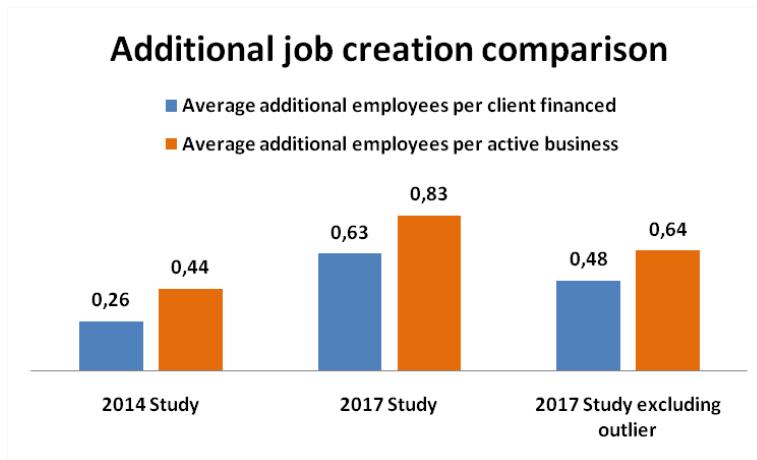
Out of the 106 client sample in the 2014 report, 91 people were included in the calculation of average family monthly income. Among the clients that were subject to the research the average family monthly income was EUR 1338 prior of becoming a client compared to EUR 1448 as of the date of the survey. That represents an average income growth of 7.6%. Comparing those incomes with the finding subject of the current research, we can observe a positive evolution in microStart's clients. Both absolute value and growth are higher in respect to the 2014 study. On average the income of clients prior of becoming a client has increased with 9.3% to EUR 1462. It should be noted that in order to compare income growth rates after becoming a client, we need to equalize the duration of the observed periods as the one subject to the current study is 1 year longer, 1.5y-4.5y since becoming a client in respects to

the 1.5y-3.5y period subject to the 2014 study. In order to do so, we make the assumption that income growth is compounded annually, which leads to a comparable income growth rate of 6.2%. This growth rate is 140 basis points lower than the growth rate observed in the 2014 research. The most possible explanation of these income growth slowdown can be the significantly higher base observed in the 2017 study.



c. Job creation

Among the 106 interviewed clients in 2014, 64 were still operating their businesses. These still-active businesses in total employed 28 additional employees. Therefore, the average amount of additional employees per client financed was 0.26 and the average amount of additional employees per active business was 0.44. Based on the conducted study in 2017, a significant improvement can be observed in this respect. As of June 2017, we interview 171 clients of which 129 still operate their businesses and have hired 107 additional employees in total. That translates to 0.63 additional employees per client financed and 0.83 additional employees per active business. The dramatic increase in those two parameters may have been subject to the fact , that one of the active businesses is employing 25 people as of June 2017 and can be considered an outlier. Excluding this outlier from the calculation, a considerable improvement can still be observed – the average additional employees per client financed are 0.48 and corresponds to 0.64 additional employees per active business.



CONCLUSION

At the beginning of the project we identified the relevant indicators to measure microStart's socio-economic impact. After discussions with the representatives of the company itself and our university mentor, we mutually agreed that the most important indicators are clients' sustainability, income evolution and employment creation, with the addition of formalization rate and banking access being of secondary importance. Taking into account what output we were aiming for at the end of the study, we tailored a survey questionnaire that would present us with all the necessary information to conduct the measurements we need.

The population that we were aiming for was composed of all people that became clients of microStart for the period between 1.1.2013 and 31.12.2015. The reason we chose this period was the fact that, we deemed that the performance of clients from 2011 and 2012 can't be solely attributable to microStart, due to the amount of time they had to become self-sustainable. Furthermore, clients newer than 2015 were deemed as not mature enough to make conclusions about their performance. Our population was comprised of 1385 clients, with our sample target being 160 in order to comply with 7.5% margin for error. Throughout the survey period we called 806 different clients from the target population, of which 122 responded to our survey. Furthermore, we sent 438 e-mails and received 49 responses. In total we contacted 1144 clients out of the population and received 171 answers to our survey, which correspond to 14.9% overall response rate and a 7.16% margin of error.

In order to check our sample for any form of bias towards certain category of clients, we ran several mean tests. The resulting p-values indicate that our sample is not deviating from the population and can be considered as representative.

Profile of the clients

The clients of microStart have a wide array of diverse educations, origins and other qualitative features, although still males represent 70% of our sample. In terms of region of origin 63% of microStart clients have originated from Belgium, while 26% have originated from countries in Africa and Asia, with lower standard of living than Europe. That means that microStart's involvement in the integration and the prevention of social exclusion for people coming to search for a better life is significant. Nearly half of the clients possess a medium level education, such as technical or high-school degree and 38% has a bachelor of higher type of education. Lastly, microStart's clients are well spread throughout Belgium, with the biggest part of them living in Flanders, while almost the same proportion of people are spread between Brussels and Wallonia.

Sustainability and client performance

In our research we distinguish between 3 different client category types. B category includes clients that still operate the business that microStart financed, C category encompasses clients that do not operate the business anymore, but are currently employed and D category is composed of clients that do not operate the business anymore, while being currently unemployed. From the 171 clients in our sample as of June 2017, 129 clients (75%) are still category B, 15 clients (9%) fall in the C category and 27 clients (16%) are part of category D. No individual factor such as Age, Education, Gender, etc. has a strong correlation with business continuity.

Income evolution

For the observed period since becoming a client of microStart, which ranges from 1.5 years to 4.5 years since the date of its initial loan, an increase in income levels can be observed for microStart client, which outperform the total compounded GDP growth for the same period. On average the monthly net family income per client has increased with 9.5% for the period. Furthermore, what is more important is that a drastic change in the composition of incomes can be seen. At becoming a client on average 31.2% of total family income was attributed to government benefit, which significantly decreased to 12.1% as of currently. This attest to the empowerment of microStart's client to be more self-sufficient and rely on themselves. There is a significant positive increase in people living above the poverty line. Before becoming a client only 18% of clients reported incomes could be classified as above the poverty line, while as of currently this proportion has grown to 44%. Furthermore, when asked about their own opinion about the sufficiency of their monthly income 55.7% of clients answered that they feel completely comfortable with their income level.

To conclude, we can observe that on average microStart clients, experience significant increases in their life standard and income levels in the mid-term.

Employment and job creation

Serious improvement can be observed in the employment levels of microStart clients as well. As of the date of becoming a client the registered unemployment rate among client was 40.1%, which was drastically higher than the national average. Since then until June 2017 the observed unemployment rate has decreased significantly and it is currently at 15.8%.

Additionally, microStart's support may indirectly influence additional employment of people as well. Among the 129 still active businesses, as of June 2017, 39 have hired additional employees. The total amount of additional employees is 107, which can be transferred to 0.63 additional employees per financed client. Amongst those 107 additional employees 41% were unemployed prior to being hired, which translates to 44 new jobs created by additional hiring. Taking both direct and indirect employment into consideration we can conclude that a total of 84 new jobs have been created for people that were previously unemployed. That makes 0.49 new jobs created per client financed.

Banking access and formalization rate

As a secondary goal of microStart, banking access is important to its client in order to assure them with having access to the basic level of financial services, that may help them to be more self-sufficient in both their consumer and investment behavior. The banking access rate of clients has experienced a slight increase in the observed period, starting from 22% as of the date of becoming client to 27% as of June 2017.

In terms of business formalization, microStart's clients have dramatically improved their situation. At becoming a client only 52% of all active business were registered at the Banque Carrefour des entreprises, while as of currently this proportion has grown to 86%. Such an increase attests to the impact that microStart has on bringing its clients into the "white" economy, which in the long-term benefits the micro-entrepreneurs, employees and society in general.

APPENDIX A: Survey process

Survey Control List

microStart is active in all around Belgium, this means that its clients speak either French or Dutch. We divided the 1385 clients into 2 categories according to their preferred language, Dutch or French. It gave us a list of 960 French speaking clients and 342 Dutch speaking clients to call.

From those 2 lists we created a “Survey Control Sheet” per preferred language. The goal of this excel spread sheet is to have an overview of the calling process and a follow-up of each client’s status.

In the survey control sheet, there are nineteen fields available. The eight first fields are already filled and provide the interviewer this information about the client:

1. Last Name: last name of the client
2. Name: Name of the client
3. Gender: Male or Female
4. Main phone number:
5. Other phone number: If main phone number is not in use
6. Language: preferred language
7. Date when becoming client: Date at which the person became client of microStart

The eleven remaining fields have to be fill by the interviewer after the calling has been made:

1. Name: Name of the interviewer
2. Interview date – day 1: Date at which the first call occurred.
3. Interview date – day 2: Date at which the second call occurred if the client didn’t pick up on the first call.
4. Interview date – day 3: Date at which the first call occurred if the client didn’t pick up on the second call.
5. Interview date – day 4: Date at which the first call occurred if the client didn’t pick up on the third call.
6. Survey completed (Yes/No): Interviewer indicates if the interviewee completed the survey or not.
7. If survey Not completed, why: The interviewer will have to give a reason why he wasn’t able to complete the survey. When clicking on the cell, A drop-down menu appears with these options: do not want to participate, unreachable, number not in use and not available at the moment
8. To call back (Yes/No): Depending on the reason why the survey wasn’t completed, A YES or NO will automatically appear.
9. Will take the survey via e-mail; If the client cannot answer the survey at the time the interviewer called, he has the possibility to send the survey via e-mail.
10. Comment: The interviewer can write when to call back the client if he’s not available at the time of the calling.

11. Would you be able to call again (YES - I will call back/ No- someone else should): If the interviewer is able to call back the client at the agreed date he writes Yes, otherwise he writes No.

E-mail control list

If a client wishes to answer the survey online, the interviewer needs complete the “List of People to be mailed” excel document. The document is divided into two, with one part being dedicated for the French speaking clients and the other one for Dutch speaking ones. He needs to fill the following fields:

1. Surname
2. Name
3. E-mail
4. Date of the call
5. Survey sent (Yes/No)

After every calling day, an employee of microStart (who possesses a microStart e-mail address) send an explicative e-mail with the link of the survey attached to it. The microStart employee who send the e-mail will then fill the last field (Survey sent) himself.

Google/Excel Survey

In order to make the survey more user friendly and less time consuming for both the interviewer and the interviewee, the survey is divided in 5 sections:

- Section A (3 questions): This section is common to all interviewees and serves to determine whether the business of the client is still active and if not, what their status is. Based on the answer he will then be redirected to one of the following three sections that fits his status.
- Section B (15 questions): This section focusses on the clients that are still operating the business for which they took a credit at microStart (B-clients).
- Section C (18 questions): This section focusses on the clients who no longer operate their business but now work as employees in a different company that does not belong to them (C-clients).
- Section D (14 questions): This section focusses on the clients no longer operating their business and currently unemployed (D-clients).
- f) Section E (21 questions): this section is mandatory for every client. It consists mostly of more qualitative questions that were developed by and for the account of VISES (see below)

Teams

In order to reach our target number of survey completed, microStart provided us with volunteers and interns willing to help us with the calling process. Because the interns were spread out all over Belgium (Liege, Brussels, Gent and Antwerp) and some volunteers preferred to call from home, we provided them with a letter giving instructions to guide them through out the calling process. This letter gives first a brief explanation of the goal of the project and explains the different excel documents they would need to fill out after

completing a survey. We've also send a newsletter to all microStart employees, interns and volunteers (that took part in the survey) to fully involve them in this project.

The Dutch team involved in the calling consisted of 5 members:

- 2 volunteers
- 2 interns
- Lucas as supervisor

As our Dutch speaking representative, Lucas travelled to Ghent and Antwerp to supervise the volunteers and interns.

The French team involved in the calling process consisted of 11 members:

- 1 microStart employee
- 2 volunteers
- 7 interns
- Davide as supervisor

In total, 16 people were directly involved in the calling process: 4 volunteers, 9 interns, 1 employee, Lucas and Davide.

APPENDIX B: Letter for volunteers

Chers Bénévoles,

Fidèle à sa vision que chaque individu, indépendamment de son revenu, son éducation ou son origine a le droit à l'initiative économique, microStart offre des microcrédits à des entrepreneurs en Belgique. Une telle activité possède potentiellement un grand impact positif sur la société en offrant la possibilité au gens qui se trouvent dans la précarité à prendre les choses en mains et à démarrer leur propre activité économique améliorant ainsi leur qualité de vie ainsi que celle de leur famille et de leur communauté. En tant que bénévole nous vous demandons votre aide pour pouvoir analyser à quel point cet impact est positif.

Nous nous appelons Lucas, Vladimir et Davide et nous collaborons actuellement avec microStart dans le cadre de nos études à la Vlerick Business School. Notre objectif premier est la réalisation d'une étude d'impact social ainsi que l'établissement d'un rapport quantitatif qui montrera à quel point les activités de microStart ont eu un impact positif sur la société.

Pour réaliser ce projet nous avons besoin de votre aide ! Afin de récolter toutes les informations nécessaires nous allons procéder à une enquête téléphonique destinée aux clients de microStart. Plus nous parviendrons à interviewer des clients, plus les résultats du sondage seront statistiquement précis et auront plus de poids lorsqu'ils seront présentés aux investisseurs, aux autorités gouvernementales et aux autres intervenants. Encore une fois, nous aimerais vous demander de bien vouloir nous aider à prouver la valeur sociale de microStart auprès des communautés locales belges. Cette aide, que vous savez fournir facilement en contactant les clients de microStart par téléphone, nous est d'une grande utilité. N'hésitez pas à nous contacter si jamais vous avez un problème ou une question.

Nous vous remercions d'avance de vous être fait porter volontaire pour ce projet.

Lucas , Vladimir, David

APPENDIX C: Newsletter



L'Etude d'Impact Social, où en sommes nous?

Chers bénévoles, chers employés de microStart,

Comme vous le savez maintenant, microStart se lance dans la réalisation d'un rapport d'impact social avec la collaboration de Davide, Vladimir et Lucas, 3 étudiants de la Vlerick Business School. Le but de ce rapport est de montrer à quel point les activités de microStart ont un impact positif sur la société.

Afin de récolter toutes les informations nécessaires, une enquête téléphonique destinée aux clients est actuellement en cours de réalisation et se terminera le 2 Juin 2017.

Aujourd'hui, 64 enquêtes téléphoniques ont déjà été réalisées. Nous avons pour objectif d'en atteindre 300. Pour cela, nous organisons une mobilisation générale des membres de microStart, avec la participation d'employés, stagiaires et bénévoles.

Mardi dernier, c'était Guy, bénévole à Charleroi, qui participait à l'étude. Selon lui, « *c'est un projet intéressant car ça permet de se faire une idée d'où en sont nos clients aujourd'hui* ».

Vendredi, ce sont les stagiaires de Gand et Anvers, ainsi que Gilbert, bénévole à Gand, qui se sont prêtés au jeu et nous ont permis de contacter un bon nombre de clients néerlandophones.



L'aide de toutes ces personnes, nous permet de réaliser une enquête de qualité qui pourra démontrer la valeur de microStart au sein des différentes communautés en Belgique !

Il n'est pas trop tard pour nous rejoindre et participer à cette superbe aventure. Pour cela, n'hésitez pas à contacter Justine par mail : justine.werbrouck@microstart.be

A très vite.

L'équipe Social Impact



microStart Bruxelles
77 Rue de Fiennes - 1070 Anderlecht
welcome@microstart.be 02/888 61 00
www.microstart.be

APPENDIX D: Questionnaire

Date:	
Client's Name	
Client's Phone #	
Advisor's Name	

Questionnaire

Section A: First Questions done to all the different kinds of customer (B,C or D)

A 1 Is the business microStart helped finance still active?

Yes

-> Please go to question No. A2

No

-> Please go to question No. A3

A 2 Are you still operating the business that microStart helped you finance?

Yes

-> Please go to Section B

No

-> Please go to question No. A3

A 3 Are you currently working?

Yes

-> Please go to section C

No

-> Please go to Section D

Section B: You are still operating the original business that microStart financed.

The following questions are for those who answered 'Yes' in the question No. A2

- B 1 Do you have a VAT number? (are you registered?)
- Yes [-> Go to question No. 4](#)
- No [-> Go to question No. 2](#)

- B 2 If you answered No, why don't you formalize the business? (multiple answers possible)
- I am afraid. [-> Go to question No. 3](#)
- I will have to pay too much taxes if I formalize [-> Go to question No. 4](#)
- I will lose social welfare if I formalize [-> Go to question No. 4](#)
- I don't know if it is worth it [-> Go to question No. 4](#)
- Others (_____) [-> Go to question No. 4](#)

- B 3 If you are afraid, of what are you afraid ?

- B 4 What is your net profit before tax per month? (approximately, today and one year ago)

	NOW	One YEAR AGO
Less than 800€	<input type="text"/>	<input type="text"/>
Between 801€ and 1,200€	<input type="text"/>	<input type="text"/>
Between 1,201€ and 1,600€	<input type="text"/>	<input type="text"/>
Between 1601€ and 2,000€	<input type="text"/>	<input type="text"/>
Between 2,001€ and 2,400€	<input type="text"/>	<input type="text"/>
More than 2,401€	<input type="text"/>	<input type="text"/>

- B 5 Do you pay social contribution for yourself?
- Yes [-> Go to question No. 6](#)
- No [-> Go to question No. 7](#)
- Don't want to say [-> Go to question No. 7](#)

- B 6 If you pay social contribution, how much do you pay per quarter on average ? (in EUR)

- B 7 Do you pay income tax ?
- Yes [-> Go to question No. 8](#)
- No [-> Go to question No. 9](#)
- Don't want to say [-> Go to question No. 9](#)

- B 8 If you pay tax, how much do you pay per year? (in EUR)

- B 9 Did you work with a bank BEFORE becoming client at microStart ?
- This question is to determine access to a bank for financing. So having a bank account
- Yes [-> Go to question No. 10](#)
- No [-> Go to question No. 11](#)

- B 10 If "Yes", what was the amount borrowed from the bank?

- B 11 Did you get financing from other microfinance institutions after becoming client of microStart?
- Yes
- No

B	12	Are you planning to apply for a new loan within the next 12 months ?	<input type="checkbox"/>	-> Go to question No. 13																								
		Yes	<input type="checkbox"/>	-> Go to question No. 14																								
		No	<input type="checkbox"/>	-> Go to question No. 14																								
		Don't know	<input type="checkbox"/>																									
B	13	If "Yes", with whom ?	<input type="checkbox"/>																									
		microStart	<input type="checkbox"/>																									
		Bank	<input type="checkbox"/>																									
		Other microfinance institution	<input type="checkbox"/>																									
B	14	Do you employ people ?	<input type="checkbox"/>	-> Go to question No. 15																								
		Yes	<input type="checkbox"/>	-> Go to question No. 16																								
		No	<input type="checkbox"/>																									
B	15	If you answered "Yes", how many people do you employ ?	<input type="text"/>																									
B	16	What was his/her working situation before you hired him/her?	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Employee 1</th> <th style="text-align: center;">Employee 2</th> <th style="text-align: center;">Employee 3</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table>		Employee 1	Employee 2	Employee 3																					
Employee 1	Employee 2	Employee 3																										
B	17	Is he/she formally employed ?	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Employee 1</th> <th style="text-align: center;">Employee 2</th> <th style="text-align: center;">Employee 3</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table>		Employee 1	Employee 2	Employee 3																					
Employee 1	Employee 2	Employee 3																										
B	18	How much do you pay for him/her? (on average, gross salary before income tax in EUR)	<input type="text"/>																									
B	19	What was his/her working situation before you hired him/her ?	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: center;">Employee 1</th> <th style="text-align: center;">Employee 2</th> <th style="text-align: center;">Employee 3</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td></tr> </tbody> </table>		Employee 1	Employee 2	Employee 3																					
Employee 1	Employee 2	Employee 3																										
B	20	Do you plan on employing new employees within the next 12 months ?	<input type="checkbox"/>																									
		Yes	<input type="checkbox"/>																									
		No	<input type="checkbox"/>																									
		Don't know	<input type="checkbox"/>																									

Section C: You are currently working but not operating the business that microStart financed anymore.

****The following questions are for those who answered 'Yes' in the question No. A3****

C 1 What happened with your business ?

You have decided to stop it

You never launched it

You sold it/left it to someone else

C 2 When did you business stop?

C 3 Did you have a VAT number ? (were you registered)

Yes

[-> Go to question No. 6](#)

No

[-> Go to question No. 4](#)

C 4 If you answered "No", why didn't you formalize the business? (multiple answers possible)

I was afraid.

[-> Go to question No. 5](#)

I would have to pay too much taxes if I formalize

[-> Go to question No. 6](#)

I would have lost social welfare if I formalize

[-> Go to question No. 6](#)

I didn't know if it was worth it

[-> Go to question No. 6](#)

Others (_____)

[-> Go to question No. 6](#)

C 5 If you answered "I was afraid" What were you afraid of ?

C 6 Did you work with a bank BEFORE becoming client at microStart ?

Yes

No

C 7 Did you work with a bank AFTER becoming client at microStart ?

Yes

No

C 8 Did you get financing from other microfinance institutions after becoming client of microStart ?

Yes

No

<p>C 9 What is the reason of stopping the business/never launching the business that microStart financed ?</p> <p>The business has never taken off <input type="checkbox"/></p> <p>Because the health of the company has decreased <input type="checkbox"/></p> <p>Because of personal situation – family issue, your health etc. <input type="checkbox"/></p> <p>Because you decided to be employed <input type="checkbox"/></p> <p>Because you decided to create a new business <input type="checkbox"/></p> <p>Being an entrepreneur did not fit my personality <input type="checkbox"/></p> <p>Others (_____)</p>	<p>-> Go to question No. 10</p> <p>-> Go to question No. 10</p> <p>-> Go to question No. 11</p>
<p>C 10 If you chose one of the first two reasons above, why didn't you company take off/ health of the company decreased ? (multiple answers possible)</p> <p>My business idea is not ready yet <input type="checkbox"/></p> <p>Business activity was not profitable <input type="checkbox"/></p> <p>Had cash problem <input type="checkbox"/></p> <p>Commercial problem (customer problem etc.) <input type="checkbox"/></p> <p>Lack of partnership <input type="checkbox"/></p> <p>Administrative difficulties <input type="checkbox"/></p> <p>Being entrepreneur didn't fit your personality <input type="checkbox"/></p> <p>Important incident/accident happened (fire, robbery, breakdown etc.) <input type="checkbox"/></p> <p>Others (_____)</p>	
<p>C 11 What do you do now?</p> <p>Created a new business <input type="checkbox"/></p> <p>Employed by another company <input type="checkbox"/></p> <p>Informally employed (not declared) <input type="checkbox"/></p> <p>Others (_____)</p>	
<p>C 12 If you answered "Employed by another company" , is the working contract in definite/indefinite terms ?</p> <p>Definite term <input type="checkbox"/></p> <p>Indefinite term <input type="checkbox"/></p>	
<p>C 13 Do you work formally?</p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>	
<p>C 14 Is the current job full-time or part-time?</p> <p>Full-time <input type="checkbox"/></p> <p>Part-time <input type="checkbox"/></p> <p>On occasional basis <input type="checkbox"/></p> <p>Others (_____)</p>	
<p>C 15 Did the creation of the business financed by microStart help you to find a job?</p> <p>Yes <input type="checkbox"/></p> <p>No <input type="checkbox"/></p>	
<p>C 16 If you answered 'Yes', choose the reasons why you think it was useful</p> <p>Because you acquired new business competencies <input type="checkbox"/></p> <p>Because you are more confident in yourself <input type="checkbox"/></p> <p>Because you earned network <input type="checkbox"/></p> <p>Because you have been in contact in a working environment <input type="checkbox"/></p> <p>Others (_____)</p>	
<p>C 17 What is your gross current salary or revenue (approximately)</p> <div style="border: 1px solid black; width: 100%; height: 1.2em; margin-top: 5px;"></div>	

Section D: You are currently not working.

****The following questions are for those who answered 'No' in the question Section No A3****

D 1 What happened with your business ?

- You have decided to stop it
- You never launched it
- You sold it / left it to someone else

D 2 When did you stop your business ?

D 3 Did you have a VAT number ? (were you registered ?)

- Yes
- No

[-> Go to question No. 5](#)
[-> Go to question No. 4](#)

D 4 If you answered "No", why didn't you formalize your business? (multiple answers)

- I am afraid.
- I would have had to pay too much taxes if I formalized
- I will lose income as social welfare if I formalized
- I didn't know if it was worth it

Others (_____)

D 5 Did you work with a bank BEFORE becoming client at microStart ?

- Yes
- No

D 6 Did you work with a bank AFTER becoming client at microStart ?

- Yes
- No

[-> Go to question No. 7](#)
[-> Go to question No. 8](#)

D 7	If "Yes", what was the amount you borrowed from the bank ?		
D 8	Did you get financing from other microfinance institutions after becoming client of microStart ?	<input type="checkbox"/> Yes <input type="checkbox"/> No	
D 9	What is the reason of stopping the business / never launching the business that microStart financed ?	<input type="checkbox"/> The business has never taken off <input type="checkbox"/> Because the health of the company has decreased <input type="checkbox"/> Because of personal situation – family issue, your health etc. <input type="checkbox"/> Because you decided to be employed <input type="checkbox"/> Because you decided to create a new business <input type="checkbox"/> Being an entrepreneur did not fit my personality Others (_____)	<input type="checkbox"/> -> Go to question No. 10 <input type="checkbox"/> -> Go to question No. 10 <input type="checkbox"/> -> Go to question No. 11 <input type="checkbox"/> -> Go to question No. 11 <input type="checkbox"/> -> Go to question No. 11 <input type="checkbox"/> -> Go to question No. 11
D 10	If you chose one of the first two reasons above, why didn't you company take off/ health of the company decreased ? (multiple answers possible)	<input type="checkbox"/> My business idea is not ready yet <input type="checkbox"/> Business activity was not profitable <input type="checkbox"/> Had cash problem <input type="checkbox"/> Commercial problem (customer problem etc.) <input type="checkbox"/> Lack of partnership <input type="checkbox"/> Administrative difficulties <input type="checkbox"/> Being entrepreneur didn't fit your personality <input type="checkbox"/> Important incident/accident happened (fire, robbery, breakdown etc.) Others (_____)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
D 11	What do you do now?	<input type="checkbox"/> Preparing next start-up of new business <input type="checkbox"/> Looking for a job <input type="checkbox"/> Studying <input type="checkbox"/> Working in informal market <input type="checkbox"/> Retired Others (_____)	<input type="checkbox"/> -> Go to question No. 13 <input type="checkbox"/> -> Go to question No. 13 <input type="checkbox"/> -> Go to question No. 13 <input type="checkbox"/> -> Go to question No. 12 <input type="checkbox"/> -> Go to question No. 13
D 12	If you work on the informal market, Why don't you formalize?	<input type="checkbox"/> I am afraid. <input type="checkbox"/> I will have to pay too much taxes if I formalize <input type="checkbox"/> I will lose income as social help (welfare etc) if I formalize Others (_____)	<input type="checkbox"/> -> Go to question No. 13 <input type="checkbox"/> -> Go to section E <input type="checkbox"/> -> Go to section E
D 13	If you are afraid, what are you afraid of ?		

Section E

****The following questions are for everybody****

E 1 In which area did microStart support you? (multiple answers)

- Financing
- Management/accounting work
- Communication/marketing/Commercial
- Relationship with the bank
- Administration/Legal
- microStart did not support me
- Others (_____)

E 2 Did microStart answer to your expectations?

- Yes
- No

E 3 What did working with microStart help you improve ?

For example: family situation, personal situation, relationship with clients, skills, economical situation

E 4 According to you, has working with microStart has improved your ability to act?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

E 5 microStart requiers that you have a guarantor when taking a credit. Was it difficult to find a guarantor ?

- Yes
- No

E 6 On a 1 to 10 scale, how would you evaluate the need of having a guarantor ?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

E 7 Did the guarantor play a role in the launch of your company ?

- Yes
- No

E 8 How did you perceive the support of your coach ?

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

E 9 Did your advisor visit your company ?

- Yes
- No

-> Go to question No. 10

-> Go to question No. 11

E 10 If your advisor came for a visit, indicate your level of satisfaction

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

E 11 If your advisor never visited your company, do you wish he did ?

- Yes
- No

E 12 Did you do a training ?

- Yes
- No

-> Go to question No. 13 & No. 14

-> Go to question No. 15

E 13	If you did a training, did you find it adapted to your expectations ?	<input type="checkbox"/> <input type="checkbox"/>
	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
E 14	If you did a training, did it help you to better identify what you want ?	<input type="checkbox"/> <input type="checkbox"/>
	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
E 15	Are you married / Living with a partner ?	<input type="checkbox"/> <input type="checkbox"/>
	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
E 16	Do you have children ?	<input type="checkbox"/> <input type="checkbox"/>
	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
E 17	If "Yes" , how many ?	<input type="text"/>
E 18	Do you have other sources of income thn your salary / allocation ?	<input type="checkbox"/> <input type="checkbox"/>
	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
E 19	What is your total monthly income (salary + other sources of income)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Less than 1,100 EUR/month	<input type="checkbox"/>
	Between 1,101-1,500 EUR/month	<input type="checkbox"/>
	Between 1,501-1,900 EUR/month	<input type="checkbox"/>
	Between 1,901-2,300 EUR/month	<input type="checkbox"/>
	More than 2,301 EUR/month	<input type="checkbox"/>
	Don't know/Don't want to tell	<input type="checkbox"/>
E 20	Do you consider this amount to be sufficient to satisfy your needs ?	<input type="checkbox"/> <input type="checkbox"/>
	Yes	<input type="checkbox"/>
	No	<input type="checkbox"/>
E 21	Do you and your family receive allocations from the government ? If yes, how much ?	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
	Unemployment benefit	<input type="checkbox"/>
	Family allowances	<input type="checkbox"/>
	Retirement pension	<input type="checkbox"/>
	Alimentary pension	<input type="checkbox"/>
	Health disability allowance	<input type="checkbox"/>
	Other additional source of income	<input type="checkbox"/>

APPENDIX E: Daily statistics of the survey process

	15/05/2017			16/05/2017			17/05/2017		
	French	Dutch	Total	French	Dutch	Total	French	Dutch	Total
Calls made	6	0	6	27	14	41	14	21	35
Completed by phone	1	0	1	6	2	8	2	3	5
Completed by mail	0	0	0			0	1		1
E-mail/Call again	3	0	3	2	2	4	2	3	5
Unreached	2	0	2	16	4	20	8	14	22
Doesn't want to participate	0	0	0	3	2	5	2	1	3
Number of callers per day	1	0	1	3	1	4	2	1	3

	19/05/2017			22/05/2017			23/05/2017		
	French	Dutch	Total	French	Dutch	Total	French	Dutch	Total
Calls made									
Completed by phone	12	66	78	63	35	98	20	35	55
Completed by mail	3	11	14	9	8	17	3	7	10
E-mail/Call again	1		1			0	1	2	3
	3	7	10	8	4	12	5	7	12
Unreached	5	45	50	44	22	66	11	18	29
Doesn't want to participate	1	3	4	2	1	3	1	3	4
Number of callers per day	2	4	6	5	2	7	1	1	2

	24/05/2017			26/05/2017			29/05/2017		
	French	Dutch	Total	French	Dutch	Total	French	Dutch	Total
Calls made	41	20	61	17	0	17	67	29	96
Completed by phone	2	9	11	2	0	2	6	6	12
Completed by mail	0	0	0			0	0		0
E-mail/Call again	6	4	10	3	0	3	15	4	19
Unreached	28	4	32	9	0	9	43	16	59
Doesn't want to participate	5	3	8	3	0	3	3	3	6
Number of callers per day	2	1	3	1	0	1	2	1	3

	30/05/2017			31/05/2017			01/06/2017		
	French	Dutch	Total	French	Dutch	Total	French	Dutch	Total
Calls made	56	25	81	60	23	83	38	0	38
Completed by phone	10	5	15	7	5	12	5	0	5
Completed by mail	6	4	10	6	7	13	8	3	11
E-mail/Call again	7	11	18	12	6	18	4	0	4
Unreached	33	8	41	35	9	44	25	0	25
Doesn't want to participate	6	1	7	6	3	9	4	0	4
Number of callers per day	2	1	3	5	1	6	1	0	1

	02/06/2017			06/06/2017			07/06/2017		
	French	Dutch	Total	French	Dutch	Total	French	Dutch	Total
Calls made	10	32	42	0	28	28	47	0	47
Completed by phone	1	3	4	0	4	4	2	0	2
Completed by mail	3	2	5	4	1	5	0	1	1
E-mail/Call again	1	4	5	0	5	5	5	0	5
Unreached	5	23	28	0	17	17	33	0	33
Doesn't want to participate	3	2	5	0	2	2	7	0	7
Number of callers per day	1	2	3	0	1	1	1	0	1

	TOTAL
Calls made	806
Completed by phone	122
Completed by mail	49
E-mail/Call again	133
Unreached	477
Doesn't want to participate	70
Number of callers per day	3
RESPONSE RATE(incl e-mails)	14.9%
Calls/hour	6,7
Responses(by phone)/hour	0,9

APPENDIX F: data recuperated from microStart's database

First name
Surname
Téléphone principal (phone number)
Contact Microstart (microStart contact)
Autre telephone (Other phone number)
E-mail
Sexe (gender)
Situation familiale (family situation)
Niveau de formation (education)
Age
Langue de preference (language)
Localite (address)
Province
Nationalité (nationality)
Date the person became a client
VAT number
Date of formalization
Date of start of the activity
Status of the business at the point of becoming a client
Responded to survey?
Salary income
Conjoint income
Chomage (unemployment benefits)
Number of loans
Amount of loans(total)
Employment status prior becoming a client
Formalized or not
Sector of the project

APPENDIX G

	Population		Sample	
Gender				
Male	438	32%	50	29%
Female	947	68%	121	71%

Education	Population		Sample	
Techincal Education	426	31%	43	25%
High-School	332	24%	37	22%
Illiterate	8	1%	3	2%
Read, Write & Count	177	13%	23	13%
Bachelor	270	19%	38	22%
Master	172	12%	27	16%

Province	Population		Sample	
Antwerp	244	19%	40	25%
Brussels	407	32%	45	28%
Flemmish Brabant	164	13%	17	11%
Hainaut	96	8%	15	9%
Liege	249	20%	26	16%
Limburg	11	1%	5	3%
Namur	20	2%	2	1%
Walloon Brabant	32	3%	3	2%
West Flanders	44	3%	6	4%

Nationality	Population		Sample	
South America	14	1%	1	1%
Asia	113	8%	22	13%
Belgium	892	64%	107	63%
Europe	179	13%	18	11%
North Africa	29	2%	2	1%
Sub-Saharan Africa	158	11%	21	12%

Age	Population		Sample	
20 - 29	208	15%	20	12%
30 - 39	445	32%	52	30%

40 - 49	406	29%	52	30%
50 - 59	258	19%	39	23%
60 - 69	62	4%	9	5%
70 - 79	6	0%	0	0%

Family	Population		Sample	
Single	523	38%	57	33%
Legal Cohabitant	151	11%	10	6%
Divorced	188	14%	28	16%
Married	510	37%	75	44%
Widowed	13	1%	1	1%

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