

JOB CREATION THROUGH MICRO- ENTREPRENEURSHIP

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¡Viva! Las Micro-Empresas

October 7, 2010 , Los Angeles, CA

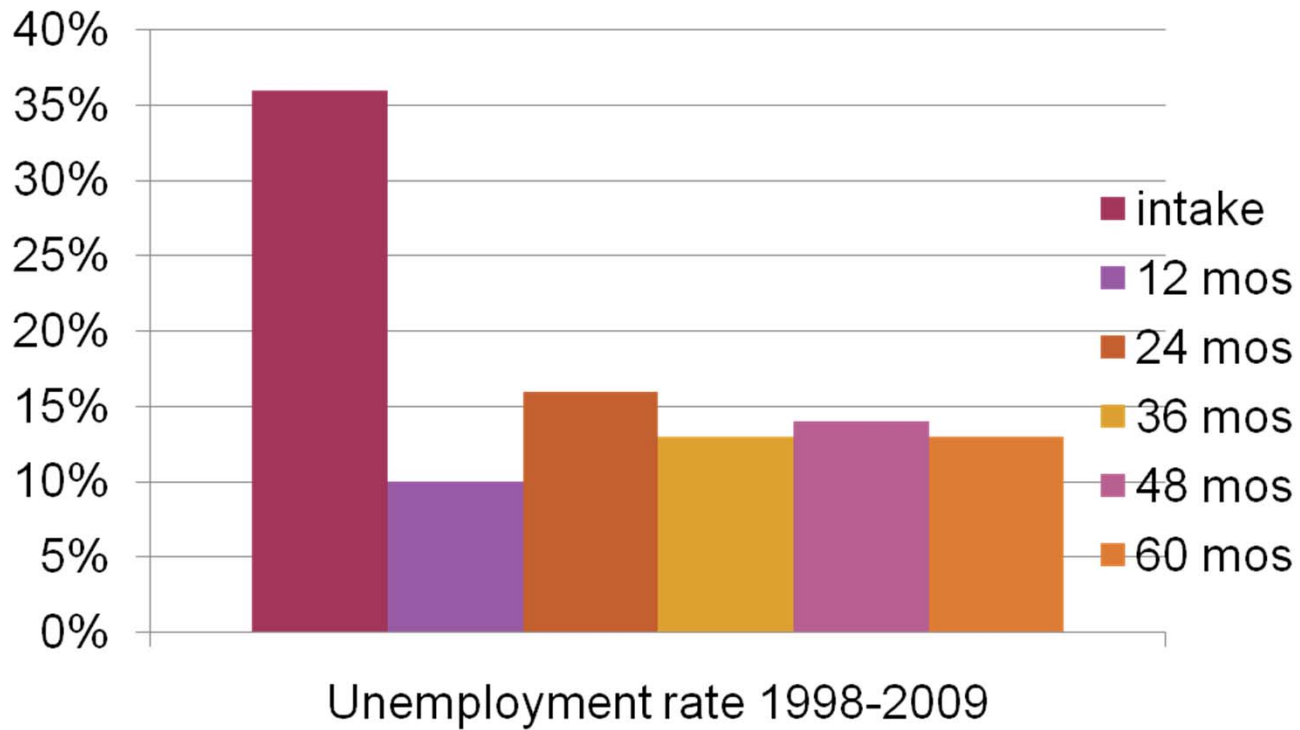
THE RESEARCH QUESTION

Is microenterprise
development an effective job
creation strategy during a
recession?

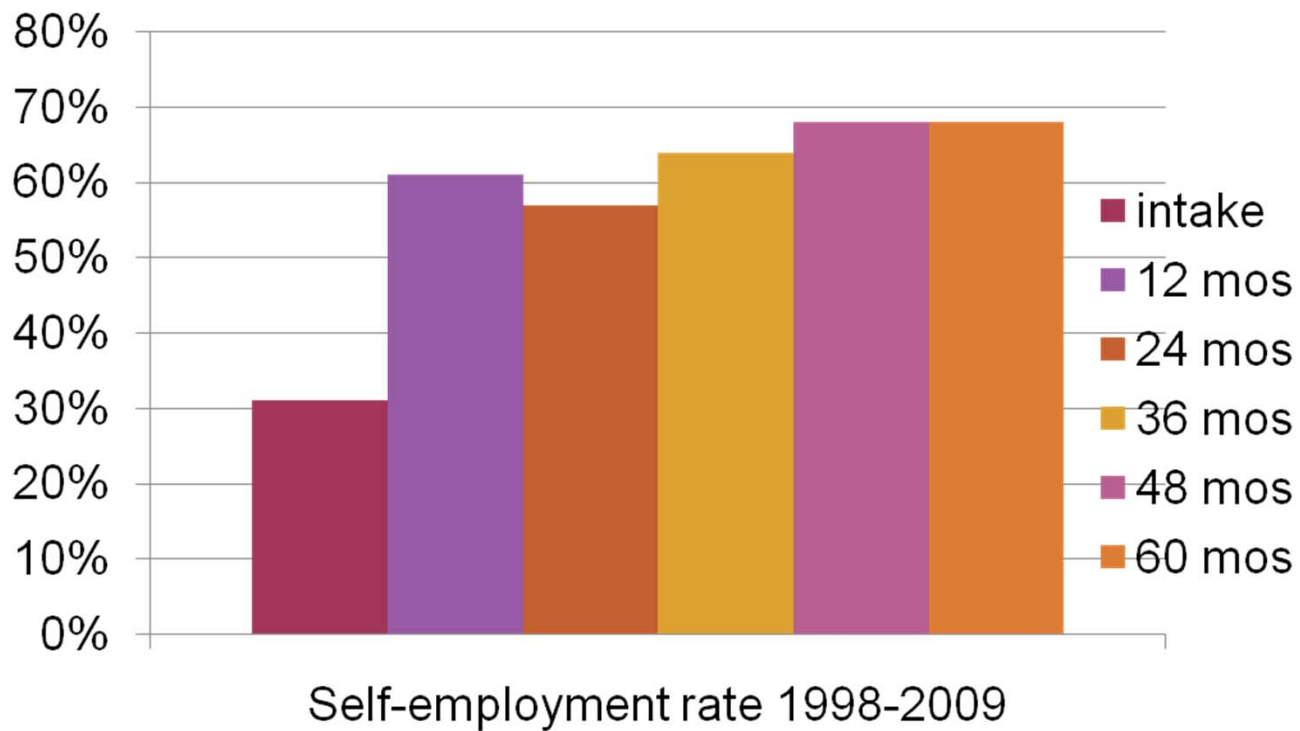
KEY FINDINGS

- ◉ Women entered employment and self-employment
- ◉ Self-employment
- ◉ Jobs for others
- ◉ Retained and created jobs
- ◉ Full-time jobs

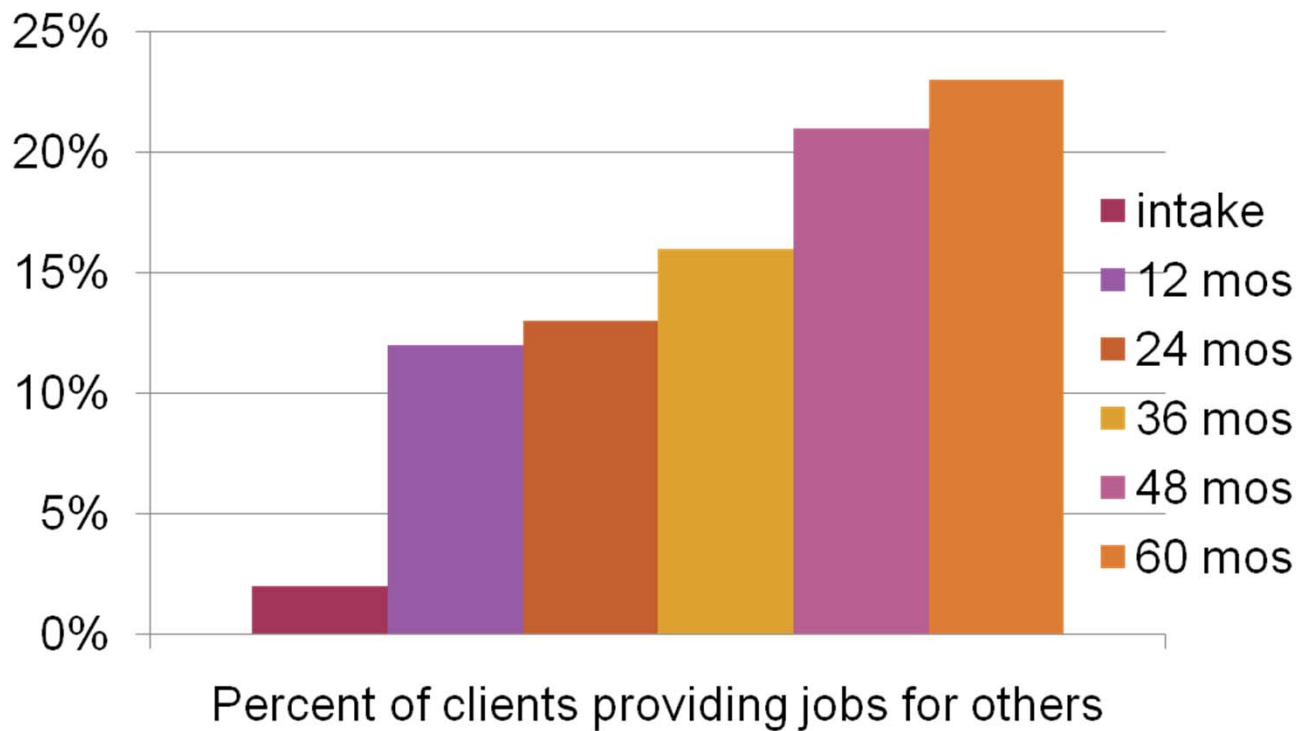
CLIENTS ENTER (SELF-) EMPLOYMENT



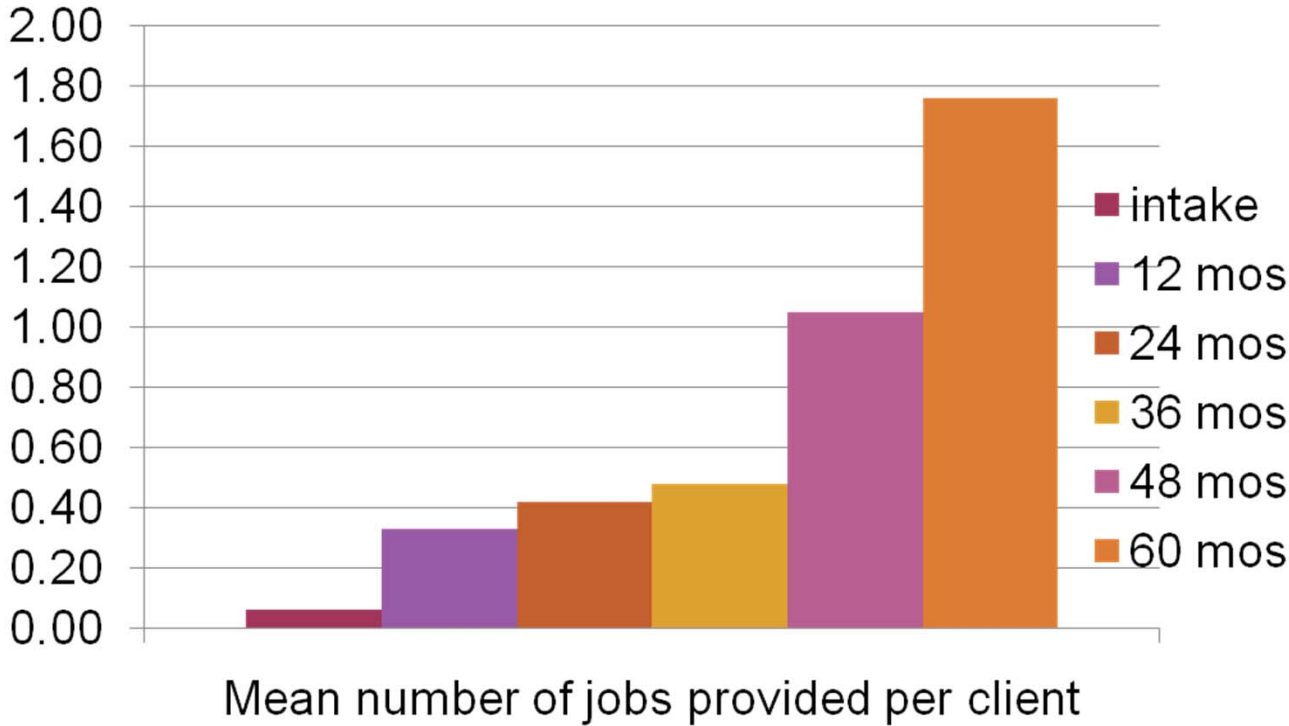
SELF-EMPLOYMENT



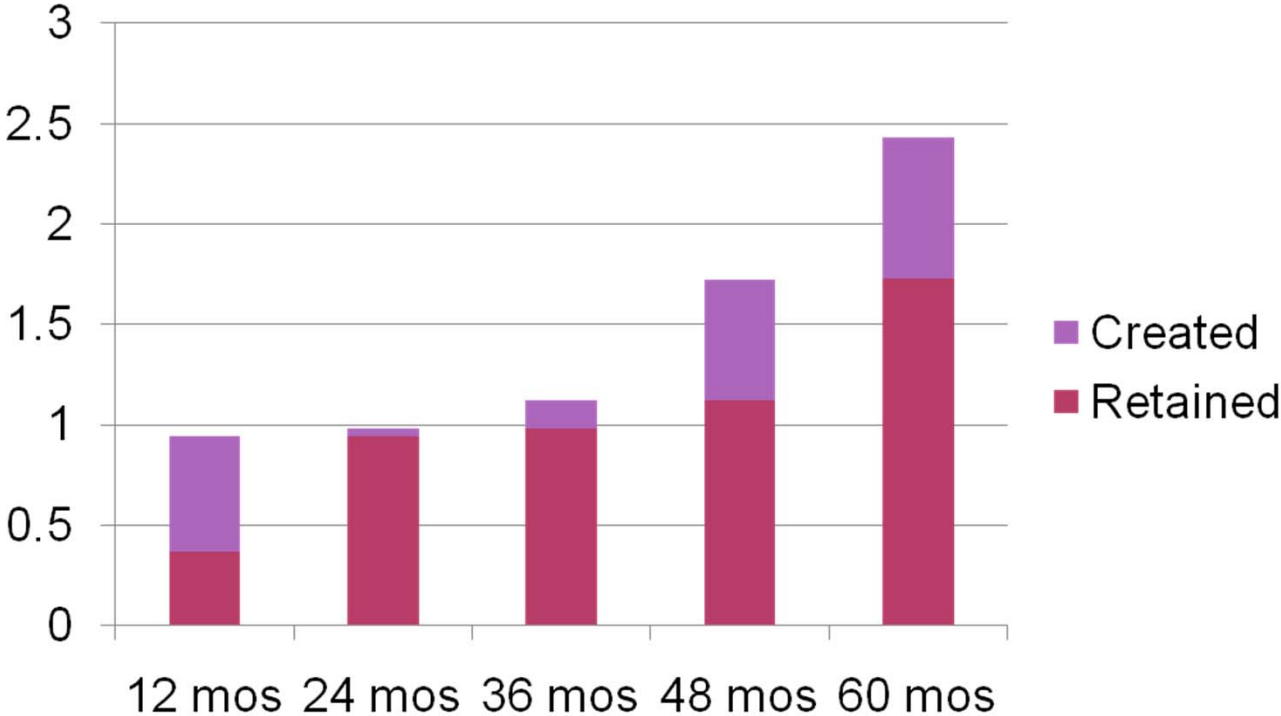
PROVIDING JOBS FOR OTHERS



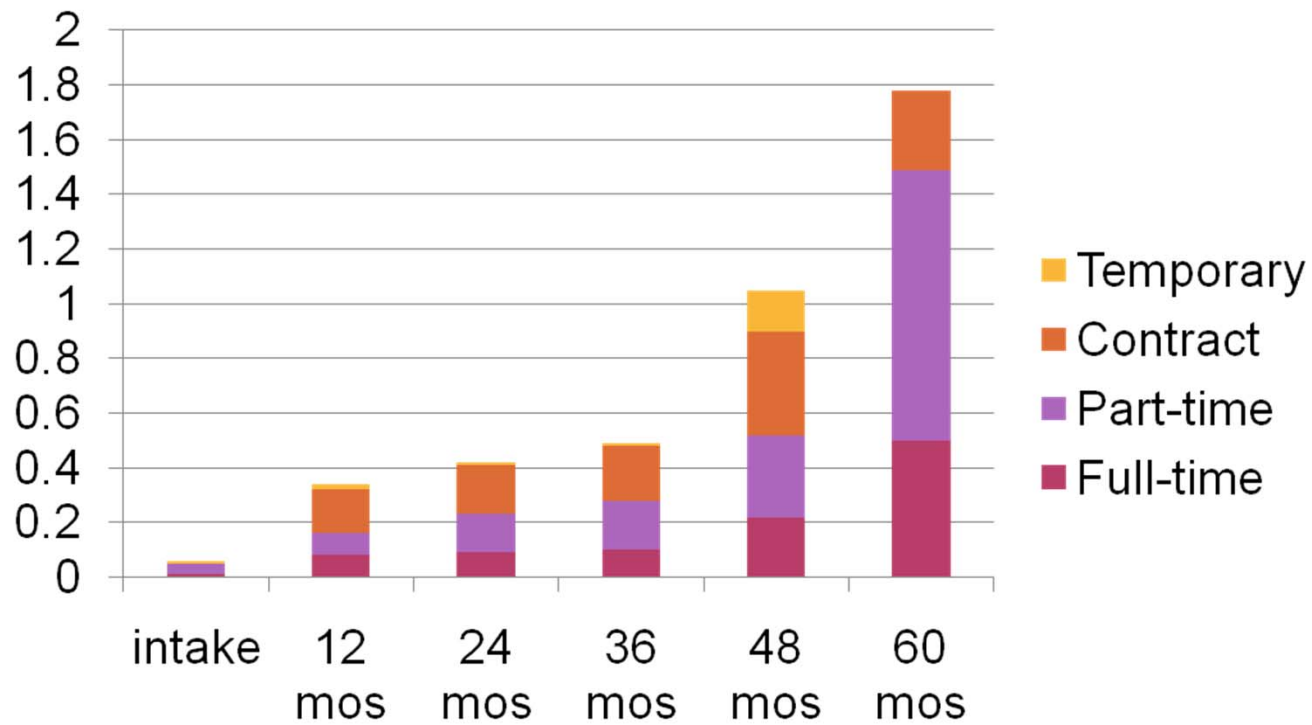
JOBS FOR OTHERS PER CLIENT



RETAINING AND CREATING JOBS



INCREASINGLY MORE FULL-TIME JOBS



CONCLUSION

- ◉ Microentrepreneurs can start businesses and create jobs for themselves during a recession
- ◉ They create jobs for others
- ◉ As businesses mature they create more full-time jobs for others