



IMPES

Impact Measurement Principles
For Entrepreneurship Support

SAMPLE PROGRAM LOGIC MODEL

Note: Logic Models and Theories of Change all tend to use different terms (short, intermediate, long, impact, etc.) to define the lengths of time covered, so just choose what makes most sense for your organisation. The length of time for intermediate and long-term outcomes may change depending on your organisation and programming.

INPUTS	ACTIVITIES	OUTPUTS	INTERMEDIATE OUTCOMES (6-12 months)	IMPACT (12-24 months)
Resources	Incubators	# graduates	Entrepreneurs start/scale enterprises	Economic growth (increased revenue, employment opportunities, business sustainability, links to market, etc.)
Entrepreneurs	Accelerators	# programs	Revenue growth	
ESO team	Other activities	# grants given to SMEs	Job creation	
			Improved access to finance	Social outcomes (improved livelihoods, increased gender equality in SME sector, etc.)
			Increased agency	
			Increased networks (etc.)	

PRINCIPLE 3: MEASURE IMMEDIATE, INTERMEDIATE, AND LONG-TERM OUTCOMES