Kupera

Impact Insights Report


Photo: Kupera

60__decibels

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About This Report

This report is designed to provide you with insights from Kupera training participants, who they are, the outcomes they experience, how satisfied they are, and ideas for how you can improve your impact.

The insights are based on phone interviews with 145 Kupera training participants in Colombia. These interviews were conducted by 60 Decibels trained researchers.

We used a random sampling approach to select respondents from a list provided by Kupera.

To learn more about our methodology, head to the Methodology section.

To put your results into context, you can see how your performance compares to other organizations in Colombia in the Performance Snapshot on page 5.

We encourage you to use these results to identify ways you can further improve your impact performance over time. You may wish to set targets based on this.

Let us know when you'd like to check on performance in future.

145 participants interviewed, 72% were female.



> "For me, Kupera has represented a turning point. In fact, there was a saying: they are Kupera and we are Rekupera. You always take away what you've learned personally. What I learned was so significant that we made it to the finals of Titanes de Caracol, and this was a great step forward for the team I belong to.
>
> - Male, 28, Bolívar

Key Insights

Top Takeaways

1 Kupera's trainings and workshops are reaching previously unserved populations

Three in five respondents (64%) say they had no prior access to trainings like the ones Kupera provides and nearly half (45%) of respondents say they could not easily find a good alternative to Kupera. That rate is higher among women: 50% of them report having no access to an alternative source of training like the one Kupera provides, compared to 34% of men. This indicates that Kupera's trainings are reaching a previously unserved population.

Kupera could explore ways to further expand access by targeting less-wealthy participants. 20% of participants in Kupera's trainings live on less than $6.85 per day, compared to 33% of the overall Colombian population.

2 Kupera is positively impacting participants' quality of life

67% of participants report their quality of life has improved because of the training the received from Kupera. 38% say it has 'very much improved'. The top reported drivers of Kupera's positive quality-of-life impact are improved professional development knowledge and professional networking opportunities for training participants.

Many also mention that Kupera had a positive impact on their self-esteem and confidence and has aided in their personal growth.

3 Participants are very satisfied with Kupera and report few challenges

Most participants are very happy with Kupera. 69% are Promoters, who say they would be very likely to recommend Kupera to a friend or colleague. As a result, Kupera's Net Promoter Score (NPS) is 68, which places Kupera in the top 40% of the 60dB Colombia Benchmark. Promoters say they value the comprehensive content and practical tools provided by Kupera's training.

Just 5% of participants say they faced a challenge with Kupera's trainings. The most common reported challenges relate to scheduling or connectivity issues.

Recommendations

1 Consider providing in-person courses

Many participants mention that they would be interested in participating in in-person versions of the courses that Kupera provides. They mention a few main reasons for this. One is that, in some cases, participants say they have poor internet connections which made it difficult for them to participate. Others say they felt the networking opportunities would have been more meaningful with in person workshops. And others said they simply prefer in-person learning where possible.

2 Stay in touch with participants once courses have finished

Some participants say they wished Kupera had followed up with them more to continue providing support and resources once their workshop had finished. In some cases, participants suggested that, following the workshops, Kupera could organize networking events or sessions with potential investors. Many also say they wished they were able to review recordings of the workshops later on, to remember what was discussed.

Kupera: Performance Snapshot

Performance Relative to Benchmark indicates where Kupera falls in the ranking relative to other companies and organizations across all sectors in Colombia.

Performance vs 60dB Benchmarks

●○○○○ BOTTOM 20%

●●○○○ BOTTOM 40%

●●●○○ MIDDLE

●●●●○ TOP 40%

●●●●● TOP 20%

Benchmark Overview

Colombia geographical focus

29 companies included

8,264 voices listened to

Indicator	Description	Kupera	60dB Colombia Benchmark	Performance Relative to 60dB Benchmark
Profile				
First Access	% accessing [product/service category] for the first time	64%	58%	●●●○○
No Access to Alternatives	% without access to good alternative	45%	40%	●●●○○
Income Inclusivity	Income Inclusivity Rate	0.53	0.94	●●○○○
Female Reach	% female participants	72%	50%	●●●●●
Impact				
Quality of Life	% 'very much improved' quality of life	38%	24%	●●●●○
Experience				
Challenge Rate	% experiencing challenges using product/service	5%	26%	●●●●●
Net Promoter Score	Net Promoter Score®, scale -100 to 100	68	59	●●●●○



01: Profile

This section helps you understand your participants, who they are, and if you are reaching a previously underserved population.

The key indicators in this section are:

- **Participant Profile:** gender, age, household size, poverty level, location.
- **Inclusivity Rate:** Are you reaching lower-income participants? How do they compare to the national population of Colombia?
- **First Access:** What proportion of your participants are accessing a training like this for the first time?
- **Access to Alternatives:** Do your participants have access to alternative sources of this type of training?

Profile

72% of Kupera training participants we spoke to are female. The average respondent is 36 years old. 83% live in urban areas.

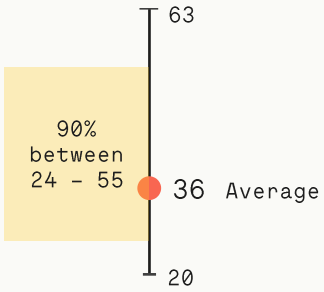
Demographics

Gender Breakdown	
Female	72%
Male	28%

●●●●●
TOP 20% - 60dB Benchmark

Location	
Urban	83%
Peri-Urban	11%
Rural	6%

Age



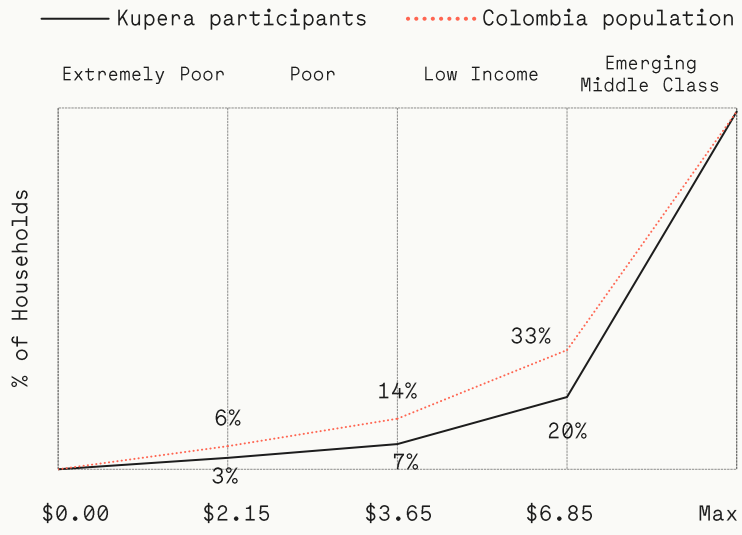
Household Size

2.9

20% of Kupera training participants live below $6.85 per day, compared to 33% nationally. Kupera's beneficiaries are slightly wealthier than Colombia's population.

Poverty Reach

Participants' Income Distribution Relative to Country Average: % living below $x.xx per person per day (2017 PPP) (n = 136*)



Inclusivity Ratio

Degree to which Kupera is reaching low-income participants in Colombia (n = 136)

0.53

1 = parity with population;
> 1 = over-serving;
< 1 = under-serving.

See Appendix for calculation.

●●○○○
BOTTOM 40% - 60dB Benchmark

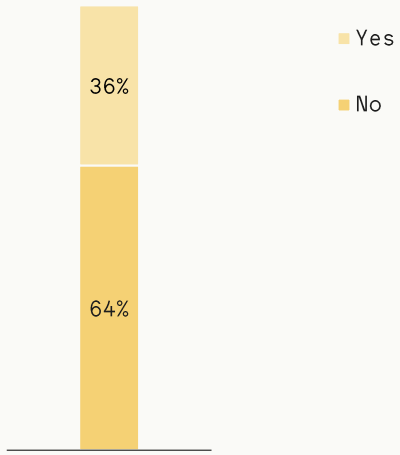
* 9 respondents declined to answer questions about household income and assets.

Profile

64% of participants say they had no prior access to a training like the one they received from Kupera.

First Access

Q: Before Kupera, did you have access to a similar workshop/training?
(n = 145)



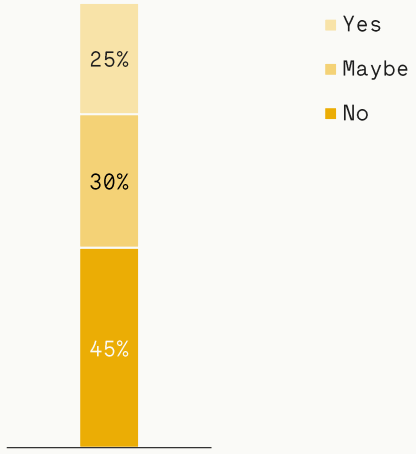
●●●○○
MIDDLE 60dB - Benchmark

> The Dream Lab was an eye-opener on how to cooperate and manage strategically to obtain funding and carry out ideas that you don't know how to connect strategically.
>
> - Female, 26, Chocó

45% of participants say that they could not easily find a good alternative to their Kupera training.

Access to Alternatives

Q: Could you easily find a good alternative to Kupera's workshop/training ?
(n = 145)



Top Alternatives*

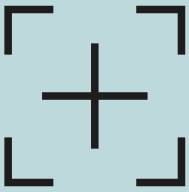
- Social organizations (29%)
- Educational institutions (28%)
- Government programs (11%)

* Percentage of respondents answering 'yes' or 'maybe'. 43% say they could find an alternative but can't remember the name of the provider.

Insight

Women are more likely to report not having access to alternatives. 50% of women report no access to an alternative to Kupera's trainings, compared to 34% of men.

●●●○○
MIDDLE 60dB - Benchmark



02: Impact

We believe that the best way to understand the social impact that you are having, is to ask participants whether their quality of life has changed as a result of access to the Kupera training, and if so, how.

This section shows you the degree to which you are impacting quality of life, and what outcomes, if any, participants are experiencing, in their own words.

The key indicators in this section are:

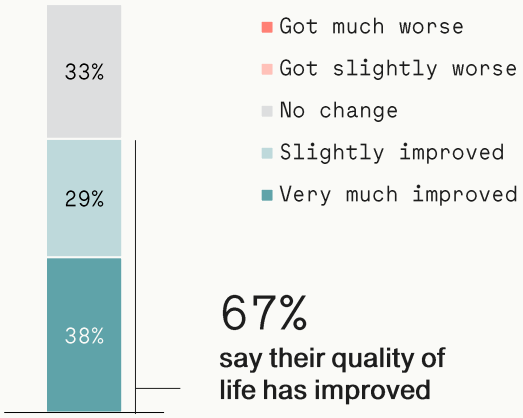
- **Quality of Life Change:** To what extent has the quality of life of your participants changed as a result of the training they received, if at all?

Impact

67% of participants say their quality of life has improved, 1 in 3 report significant improvements.

Quality of Life Change

Q: Has your quality of life changed because of Kupera's Dream Lab workshops/training?
(n = 145)



67%
say their quality of life has improved

38%
of participants say their **quality of life 'very much improved'** because of the training.

●●●●○
TOP 40% - 60dB Benchmark

Top three outcomes for participants who say their quality of life improved.

Open-ended question, responses coded by 60dB

47%
talk about **improved project development knowledge**
(31% of all respondents)

31%
mention **professional networking opportunities**
(21% of all respondents)

29%
mention **personal growth and self-esteem**
(19% of all respondents)

> They've given me the knowledge to improve [my organization's] finances and be more mindful of my self-care. They've given me the tools to seek support from other professionals. And thanks to the management skills they taught us, we were able to acquire much-needed supplies.
>
> - Female, 61, Bogotá



03: Experience

This section uses the popular Net Promoter Score® to understand the level and drivers of participant satisfaction and loyalty. Additional insights on challenges, issue resolution, and customer service rating highlight areas you can improve.

The key indicators in this section are:

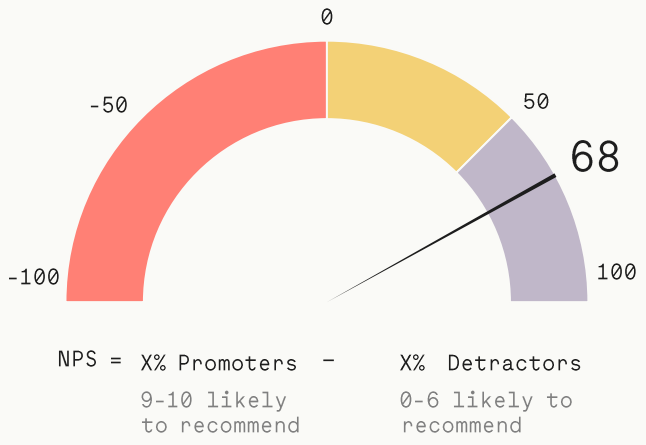
- **Net Promoter Score®:** How likely are your participants to recommend your training to a friend or colleague?
- **Customer Challenge Rate:** What proportion of participants experience challenges using your training?

Experience

Kupera has an NPS of 68, which is very good and above the 60dB Colombia Benchmark of 59.

Net Promoter Score® (NPS)

Q: On a scale of 0-10, how likely is it that you would recommend Kupera trainings to a friend or colleague, where 0 is not at all likely and 10 is extremely likely? (n = 145)



●●●●○
TOP 40% - 60dB Benchmark

68

Net Promoter Score

The Net Promoter Score® (NPS) is a gauge of respondent satisfaction and loyalty. The NPS is the percent of participants rating 9 or 10 ('Promoters') minus the percent of participants rating 0 to 6 ('Detractors'). Those rating 7 or 8 are 'Passives'. The score can range from -100 to 100.

Segments	NPS
Female (n = 104)	69
Male (n = 41)	63

Promoters value the comprehensive and practical content of the training. Passives want to see more in-depth and tailored content.

Follow up from NPS question: We ask respondents to explain their rating to provide an insight into what they value and what creates dissatisfaction.

69%
are Promoters

They love:

1. The comprehensive content
(57% of Promoters/ 39% of all respondents)

2. The practical tools provided
(34% of Promoters / 23% of all respondents)

3. The empathetic methodology
(26% of Promoters/ 18% of all respondents)

30%
are Passives

They like:

1. The comprehensive content
(28% of Passives / 8% of all respondents)

They want to see:

2. More in-depth and tailored content
(21% of Passives/ 6% of all respondents)

3. More practical/hands-on learning
(19% of Promoters / 6% of all respondents)

1%
are Detractors

They want to see:

1. Flexible scheduling/recorded sessions
(1 respondent)

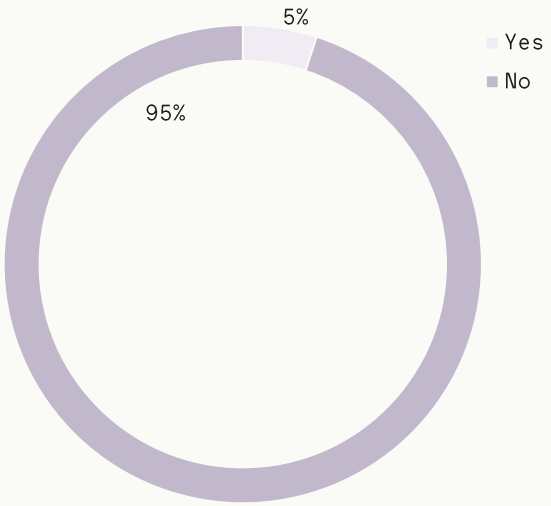
2. More follow up after the training
(1 respondent)

Experience

5% of participants have experienced a challenge with Kupera trainings and workshops.

Customer Challenge Rate

Q: Have you experienced any challenges with any of Kupera's Dream Lab workshops/trainings you used? (n = 145)



TOP 20% - 60dB Benchmark

Top challenges experienced are scheduling conflicts, and problems connecting to the virtual trainings.

Most Common Challenges

Q: What was your challenge with the Kupera Dream Lab workshop/training? (n = 8). Open-ended, coded by 60 Decibels.

63%
talk about **scheduling issues**
(5 respondents)

50%
report **connectivity issues or lack of comfort with virtual trainings**
(4 respondents)

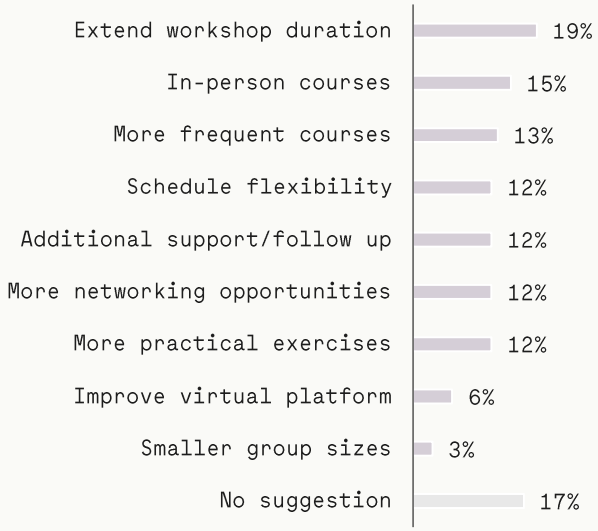
> "At the beginning, I had connectivity issues because my internet at home is unreliable. I would have preferred the workshops to be in person."
>
> - Male, 28, Bolívar

Experience

The top improvement suggestions are longer workshops, in-person courses, and additional support and follow up after courses are finished.

Suggestions for Improvement

Q: What about Kupera's Dream Lab workshops/training can be improved? (n = 145).
Open-ended, coded by 60 Decibels.



"I understand that the idea is connection at a national level. But they should also provide local or hybrid opportunities. For me, face-to-face interaction is very important.

- Female, 42, Cundinamarca

"The workshop was good in terms of what it contributed. It lasted almost a whole day. But many questions arose, so more time should be set aside to answer questions and provide feedback.

- Female, 49, Valle de Cauca



Appendix

Methodology

About the 60 Decibels Methodology

In December 2025 and January 2026, 60 Decibels' trained researchers conducted 145 phone interviews with Kupera training participants. The participants were randomly selected from a list provided by Kupera.

Here is the breakdown of how we collected this data:

Country	**Colombia**
Contacts Provided	**573**
Interviews Completed	**145**
Response Rate	**36%**
Languages	**Spanish**
Average Survey Length	**9 minutes**
Confidence Level	**90%**
Margin of Error	**6%**

Calculations and Definitions

For those who like to geek out, here's a summary of some of the calculations we used in this report.

Metric	Calculation
Net Promoter Score®	The Net Promoter Score (NPS) is a common gauge of customer satisfaction and loyalty. It is measured by asking participants to rate their likelihood to recommend a product/service to a friend of family member on a scale of 0 to 10, where 0 is least likely and 10 is most likely. The NPS is the % of participants rating 9 or 10 out of 10 ('Promoters') minus the % of participants rating 0 to 6 out of 10 ('Detractors'). Those rating 7 or 8 are considered 'Passives'.
Inclusivity Ratio	The Inclusivity Ratio is a metric developed by 60 Decibels to estimate the degree to which an organization is reaching less well-off participants. It is calculated by taking the average of company % / Country %, at the $2.15, $3.65, and $6.85 lines. The formula is: $$\sum_{x=1}^{3} \frac{\text{(Kupera Poverty Line \$x)}}{\text{(Colombia Poverty Line \$x)}} \; / \; 3$$

Ideas for How to Use these Results

Here are ideas for ways to engage your team and use these results to fuel discussion and inform decisions.

Review Your Results

- [ ] Review your results and qualitative participant responses. There's a lot of interesting feedback in there!

Engage Your Team

- [ ] Send the report to your team & invite feedback, questions and ideas. Sometimes the best ideas come from unexpected places!
- [ ] Set up a team meeting & discuss what's most important, celebrate the positives, and identify next steps.

Spread The Word

- [ ] Reach a wider audience on social media & show you're invested in your participants.

Close The Loop

- [ ] We recommend posting on social media/website/blasting an SMS saying a 'thank you to everyone who took part in the recent survey with our research partner 60 Decibels, your feedback is valued, and as a result, we'll be working on XYZ'.
- [ ] After reading this report, don't forget to let us know what you thought: Click Here!

Take Action!

- [ ] Collate ideas from team into an action plan including responsibilities.
- [ ] Keep us updated, we'd love to know what changes you make based on these insights.
- [ ] Set up the next Lean Data project – we recommend checking in again in 6 to 12 months.

About 60 Decibels

60 Decibels is the world's leading customer insights organisation for social impact. We bring speed and repeatability to social measurement, making it easy to listen directly to the people who matter most. Our network of 1,700+ researchers in 100+ countries gives you global reach. Couple this with standardized questions across thousands of projects and you get the largest data set of social performance benchmarks worldwide — with a focus on Financial Inclusion, Off-Grid Energy, and Agriculture value chains. These data help investors, funders, Fortune 500 companies, and NGOs understand their impact performance relative to their peers. Get in touch to find out more about our award-winning approach to impact measurement.

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Thank You For Working With Us!

Let's do it again sometime.

We'd love to hear your feedback on working with 60dB; take 5 minutes to fill out our feedback survey here!

Stay In Touch

Please sign up for The Volume, our monthly collection of things worth reading.

Acknowledgments

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