

## **ABSTRACT**

*This study aims to analyze the impact of financing, mentoring, and the implementation of Green Economy by BRILink agents on the empowerment of ultra-micro enterprises in Pekanbaru City. This research employs a mixed-method approach, combining quantitative surveys of 200 ultra-micro entrepreneurs with qualitative interviews involving entrepreneurs and BRILink agents. The results reveal that financing significantly influences business capacity improvements, such as procurement of raw materials and business expansion, although financial literacy challenges remain to be addressed. Mentoring by BRILink agents significantly contributes to enhancing managerial and technical skills among entrepreneurs, despite the agents' resource limitations. The implementation of the Green Economy provides benefits through operational efficiency and improved business competitiveness, although its adoption level remains limited. The analysis indicates that financing has the most significant impact, followed by mentoring and the Green Economy. This study recommends structured, sustainable, and technology-based mentoring strategies integrating Green Economy principles to support the inclusive sustainability of ultra-micro enterprises.*

**Keywords: Financing, Mentoring, Green Economy, BRILink Agents, Ultra-Micro Business Empowerment**

