



01 → Digital transformation of small businesses in Latin America: Findings from the Strive Community's Evidence Map ↗



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Elise Montano is the Director of Measurement, Evaluation and Learning at Strive Community. She was responsible for the development and analysis of the Evidence Map.

The **small business evidence map** is an interactive tool that displays the impact of digital and data support on small businesses.

15 studies

focused on the effects of digitalization on resilience



What evidence do we include?

700+

academic and practitioner studies, reports, articles on digital interventions focused on SMEs

~150

impact studies measured on SMEs

93

met criteria for quality and rigor

22

in LAC (Latin America and the Caribbean)

6

in Mexico

Our findings



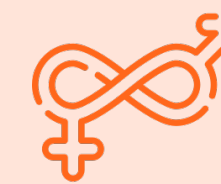
The use of advanced digital tools by SMEs is in its early stages.

The use of digital tools by SMEs is often limited to "low-risk" tools, such as social media, WhatsApp, and email.



Digital financial services improve the resilience of SMEs.

SMEs with access to digital financial services in LAC were significantly less likely to permanently close due to the pandemic. 69% of SMEs in Mexico reported that digital tools were important or essential for keeping their business operational.



Digital programs without gender intentionality can worsen gender inequality.

Women's SMEs face systemic barriers to adopting digital solutions, particularly in terms of knowledge, confidence, and social norms.



Digital tools support resilience and growth

They help in the adoption of best practices and efficiency.



Access to credit enhances financial resilience

But only about **33%** of SMEs in Mexico have access to formal credit.



SMEs are increasing their use of digital tools across LAC (Latin America and the Caribbean)

Digitalization is less common in micro-enterprises.