

# Digitalization of MSMEs and e-commerce

<b>Name of the initiative:</b>	Digital Integration of Business Development Services for MSMEs and Entrepreneurs
<b>Duration:</b>	2021–2024
<b>Participating countries:</b>	Ecuador
<b>Objective:</b>	Facilitate access to information and business development services through a digital platform that facilitates and stimulates entrepreneurial activity, intra-entrepreneurship, and innovation in the country.
<b>Activities:</b>	Development of a Virtual Entrepreneurship and MSME Mapping System. Registry of Entrepreneurship Ecosystem Actors involved in the formalization process and that provide business development services. Virtual platform promotion and socialization campaign
<b>Cost and financing:</b>	US\$100,000 in seed capital from the Development Cooperation Fund Additional financing is required. Country contribution: US\$64,234 (expected)
<b>Request for partners:</b>	<ul style="list-style-type: none"><li>- Additional financing.</li><li>- Business development and innovation training</li><li>- Digitalization of MSME products and services</li><li>- Digital skills development</li><li>- Development of a virtual platform for the entrepreneurship ecosystem to link supply and demand from different actors (public sector, private sector, and academia).</li><li>- E-commerce tools and best practices for MSMEs</li></ul>

## Sub-topics

- Micro, small and medium-sized enterprises (MSMEs)
- Entrepreneurship
- Digital inclusion
- Innovation
- Digital transformation

## Beneficiaries

- 9,000 entrepreneurs, micro and small businesses nationwide

## Expected outcomes

- Virtualization of the entrepreneurship and innovation ecosystem for entrepreneurs and MSMEs nationwide.
- Promotion and socialization of the virtual platform in the entrepreneurship and innovation ecosystem

Point of contact for additional information:  
Luz Angela Serrano  
[Lserrano@oas.org](mailto:Lserrano@oas.org)