

# Strive Colombia

## 2024 - 2026

# Who is working with us on Strive Colombia?

Strive Colombia is supported by three strategic partners who contribute to achieving its objectives:

1. **Common Cents Lab (CCL):** This partner brings innovation through behavioral science, focusing on managing income volatility among MSMEs by:
  - a. Developing an online tool to help financial service providers design solutions based on user behavior.
  - b. Conducting workshops and working sessions to analyze the challenges this business segment faces due to income volatility.
  - c. Collaborating with financial providers to design and implement innovative, behaviorally informed solutions.

For more information about CCL, click [here](#)

2. **ANIF – Center for Economic Studies:** Its role focuses on leveraging data to drive innovation in financial products. This includes:
  - a. Using data to strengthen understanding of how MSMEs operate in the country.
  - b. Developing digital financial diaries that collect information from 120 microenterprises across six urban and peri-urban areas, using chatbots and occasional in-person visits.

For more information about ANIF, click [here](#)

3. **Fundación Capital:** Its mission is to strengthen MSMEs through digitalization, access to finance, and the development of strategic partnerships. To achieve this, it promotes:
  - a. The development of digital products and innovative financial solutions through the consolidation of partnerships.
  - b. The scaling of digital tool adoption through Strive channels such as *ConHector*, *RedNodus*, and *Creciendo mi emprendimiento*.
  - c. Collaboration with partners to strengthen business capabilities and facilitate access to finance through digital solutions.

For more information about Fundación Capital, click [here](#)

# What is Strive?

Strive Colombia is a financial and digital inclusion program led by the Mastercard Center for Inclusive Growth. It recognizes digitalization as a key enabler to strengthen the resilience and growth of micro and small enterprises.

The overall objective of Strive is to promote the access to and use of digital and innovative tools among micro and small enterprises (MSMEs) in Colombia. By doing so, the program aims to improve financial well-being, facilitate interactions with suppliers, employees, and customers, strengthen resilience, overcome structural barriers, and unlock business growth through access to finance.

The program's specific objectives are:

1. Promote the adoption and use of digital tools.
2. Foster the use of innovative financial instruments.
3. Strengthen the capacity of financial partners to design innovative financial solutions and models.

# Strive's Strategic Vision

**A multi-channel strategy to promote digitalization and access to finance for micro and small entrepreneurs in Colombia.**

High tech: leveraging digital tools and social media to expand awareness and use of digital and financial solutions.

**a. ConHector**

A chatbot that provides personalized information and practical support to strengthen business operations.

**b. RedNofus**

An integrated platform offering digital and financial solutions for efficient business management.

**c. Creciendo mi Emprendimiento**

A dynamic community of Colombian entrepreneurs on social media that fosters learning and encourages the exchange of experiences.

High touch: individualized support for micro and small entrepreneurs through the identification of local leaders and partnerships with public institutions, NGOs, private sector actors, and international cooperation organizations.

**a. Digital Adoption Agents**

Community leaders who connect entrepreneurs with Strive's resources and promote training within their territories.

**b. Partnerships**

Collaboration with public, private, and international entities to deliver Strive's resources and information.



# Strive will have a nationwide presence in Colombia

Strive is designed to support a diverse range of micro and small entrepreneurs, providing tailored solutions to strengthen their businesses. We segment them as follows:

- 1. Digital pioneers:** Businesses seeking to scale and optimize their operations.
- 2. In digital transition:** Early-stage ventures focused on innovation and rapid growth (e.g., cafés, small retail shops).
- 3. Traditional:** Creators and producers aiming to grow their businesses sustainably at the local level (e.g., artisans, textile producers).

**Strive aims to provide each segment with targeted support through digital solutions and access to financial products that drive growth and resilience.**

## Join Strive

Strive seeks strategic partners who share our vision of strengthening micro and small enterprises in Colombia. Together, we can build a stronger, more inclusive, and sustainable business ecosystem.

