Small businesses have an outsized impact on the global economy. They represent 90 percent of all businesses, employ roughly 70 percent of all workers globally and deliver up to 50 percent of GDP. When small businesses suffer, everyone suffers – supporting this community is the single most important task on the road to recovery.

Enabling Digital Main Street

- **Driving Online Commerce**
  Mastercard launched the Digital Acceleration Platform for Small Business in partnership with 24 organizations globally to deliver insights and resources for owners looking to expand their business digitally.

- **Helping Merchants Go Digital**
  Through our partnerships with acquirers, the Simplify Commerce platform has helped ~4.5 thousand merchants globally get online and easily take payments across multiple channels from one single platform.

- **Making Every Dollar Count**
  We’ve helped +15 million small business cardholders get access to Easy Savings. The offers help drive spend to +40 thousand merchant locations.

Fostering Financial Security

- **Providing Access to the Digital Economy**
  We made a global commitment to bring 50 million micro and small businesses into the digital economy by 2025, with direct focus on providing 25 million women entrepreneurs with solutions that can help them grow their businesses.

- **Unlocking Growth for the Underserved**
  The Mastercard Impact Fund’s $12 million grant and partnership with Accion has the goal of transforming services for 10 million people globally over 4 years.

Delivering Data & Solutions

- **Providing Tools for Reopening**
  ShopOpenings.com, part of Mastercard’s Recovery Insights program, confirms which shops and businesses are open for customers to visit in line with government guidance in 4 countries across +30 merchant categories.

- **Reducing Risk**
  Through our partnerships with Cyber Readiness Institute and Global Cyber Alliance, we’ve reached +1 million small businesses globally with +150 thousand small businesses downloading cybersecurity-related content and tools to reduce cyber risks.

- **Protecting the Core**
  By October 2020, +6 million merchants will receive a RiskRecon cyber assessment, helping them to identify key areas of their businesses to protect.

To learn more please visit the Main Street Resource Center.

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Our $250 million commitment:
Delivering Resources to Keep Commerce Flowing Safely

- **A Network You Can Trust**
  Our decades of technology investment and expertise in forging transformative partnerships provides a network for small businesses that is secure, resilient and reliable in uncertain times.

- **An Investment in the Future**
  Mastercard pledged $250 million to small businesses across the globe in financial, technology, product and services support over the next 5 years.

Sources:
1. The World Bank: Small and Medium Enterprises (SMEs) Finance
2. World Trade Organization: World Trade Report

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