

Bruhn-Karlan-Schoar Randomized Consulting Trial for SMEs in Puebla

City Innovation Library · Good practice · Mexico

Quality score: 62/100

Evidence strength: Moderate

Summary

A randomized trial gave 432 small and medium Puebla firms a year of subsidized management consulting; treated firms' monthly sales rose about 80% and profits/productivity about 120% within a year, with employment gains of roughly 50% still visible five years on.

Key dimensions

Dimension	Score
Sustainability / continuity	1/3
Innovation	2/3
Inclusiveness / equity	1/3
Multi-stakeholder collaboration	2/3
Evidence of impact / measured results	3/3
Transferability / demonstrated replication	2/3
Scalability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-08-21

[Innovations for Poverty Action \(IPA\), with World Bank and MIT researchers](#) — accessed 2026-08-21

[Journal of Political Economy](#) — accessed 2026-08-21

[Innovations for Poverty Action](#) — accessed 2026-08-21

Cite this — Evidoria. *Bruhn-Karlan-Schoar Randomized Consulting Trial for SMEs in Puebla*. Persistent ID: 6c235728-8f32-481f-8ec8-8a0aa97397c0.