

CMI Alimentos Digital Coaching — App-Based Training for Guatemala's Casas del Pollo Rey Micro-Franchisees

City Innovation Library · Good practice · Guatemala

Quality score: 67/100

Evidence strength: Randomised controlled trial

Summary

A randomized trial with 539 Guatemalan micro-franchise chicken stores found a smartphone app of video lessons plus three video-call consulting sessions raised business practices by 7%, sales by 6% and profits by 18.8%, returning \$2.30 in profit per \$1 spent.

Key dimensions

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

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-15

[CMI Alimentos \(Corporación Multi Inversiones\), with IDB Invest](#) — accessed 2026-09-15

[World Bank Economic Review — Estefan et al. 2024](#) — accessed 2026-09-15

[IDB Invest — Digital training strategy for Guatemala's microentrepreneurs](#) — accessed 2026-09-15

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