PLUGANDPLAY

Small-to-Medium Enterprise (SME) Tech Market Map

When both the B2C and the large enterprise B2B markets have become saturated, many entrepreneurs start to pursue the colossal opportunities in the underserved SME market by fulfilling the unmet demand from SMEs. Emerging markets today are the world's main drivers of global growth and wealth accumulation. Here are 155 companies building tech and developing products to address the SME needs.

Finance Tools

Accounting, Digital Banking, Insurance

delt.ai, Back Office, Hasile, NOVO, PEAK, PERILWISE, upflow., LIKVIDO, open, Oyster., monit, FOSTRUM, alloy CARD, accounto, MERCURY, pilot, bexio

Capital Financing

Working Capital, Invoicing, Fundraising

KYOPAY, Lendflo, LIVFIN, Monevia., Lidya, REAP, smeFinance, Lend Inc, mintifi, cashme, BILLIE, benefactors, MatchPlace, FINTURI, finiata, Akseleran

Human Resources

HR Tools, Benefits, Training, Travel Management

ease, okarito, Factorial, zenefits, benepass, JUSTWORKS., gusto, eddy, Savvy, bambee, crew, Collective., mistro, coople, abodoo, GoCo

Supply Chain & Logistics

Supply Chain , Procurement, Inventory

Clubbi, TURBODEGA, Tajir, Truck Lagbe, Chiper, gudangada, udaan, maxab, CONSENTIO, arzooo.com, kweza, SOKOWATCH, oico, ula, rapicare, dropee, Vori, tiffin foods, telio, zay

E-Commerce

E-Commerce Tools, Delivery, Store Digitization

valienta., guruhotel, dumpling, BIGCOMMERCE, prime, 有赞·商盟 youzan.com, 微店, vueltap, MARATHON EXPRESS, eiya!, CLOUDCOMMERCE, bond, volusion, ZOEY, PrestaShop, 99RetailStreet, Halosis, 3dcart

Payments

Payment Management, Orders, Point of Sale

stone co., bold, TouchBistro, drip, stripe, nupay, clip, PAY ME STORE, Upserve, cajero, Swipe2pay, Dot, Dinger, toast, lightspeed, olo, ChowNow, Bentobox

MarTech

Marketing Tools, CRM, Customer Loyalty Programs

LUMINODE, nento, Otg, pipedrive, payowallet, :copper, Nutshell, Omnirio, punchh., remesh, Close, Pique, AgileCRM, pushsend, SendPulse

Data Analytics

Business Intelligence, DevOps, Cybersecurity, RPA

budibase, koopol, MEISTERWERK, Daxtarity, MAP TAG, passbolt, datree.io, LAYERCI, BEWICA, oneclick.ai, Datameer, Clubhouse, tellius, STACKHAWK, Figma, OPSERA

Other

Marketplaces (talents, vendors, etc.), Workspace

Legal Sphere, PITCH ME, gorillaspace, osome, RADVOCATO, wework, gloat, mydream+ 梦想加, onetool, MEETFRANK., sprintlaw, Bloom Impact, Honeypot, Notarize, 企帮帮 qibangbang.com, 快法务