
EXECUTIVE SUMMARY

Across Central America, the rapid growth of e-commerce is constrained by outdated logistics infrastructure, especially in the last mile, where delivery times often exceed three days and digital coordination remains limited. These inefficiencies disproportionately affect the region's estimated 100,000 micro and small businesses, many of them women-led, which primarily operate through informal channels such as WhatsApp and Facebook Marketplace.

Founded in 2022, Boxful is a Salvadoran startup addressing this gap with an integrated logistics orchestration platform tailored to small businesses. Its asset-light model connects merchants with multiple third-party logistics providers and offers services including same-day and next day fulfillment, discounted multi-carrier shipping, and a growing network of smart parcel lockers. These services are complemented by tools such as cash on delivery reconciliation, dropshipping infrastructure, and new products under development like payment links and working capital financing.

Boxful currently operates in El Salvador, Honduras, and Guatemala. As of the first quarter of 2025, the company processes more than 56,000 monthly shipments and records 19 percent month-over-month revenue growth. Its model demonstrates strong early traction, high customer retention, scalable margins, and a rapidly expanding base of small business users, 74 percent of which are women-led.

IDB Lab proposes a US\$ 500,000 equity investment to support Boxful's expansion and strengthen its inclusive digital logistics infrastructure. This transaction is the first seed stage equity investment under IDB Lab's Seed Program launched in 2025. The program is designed to fill the financing gap in C&D and S&I countries where venture ecosystems are nascent and where market-building interventions are needed.

The round is led by Carao Ventures, a regional venture capital firm with deep local knowledge, with the participation of Innogen Capital and others.