



Project Goal

Ayo! is proud to partner with the Gyumri Information Technology Center (GITC) on a transformative initiative designed to empower women to turn their skills into viable businesses, with a focus on developing core competencies in business, marketing, and finance.

Project Background

This innovative program is tailored for women—many of whom are single mothers or displaced from Artsakh—who already possess a craft, trade, or creative talent and are ready to build it into a sustainable source of income. This initiative centers on equipping participants with the knowledge and tools to launch and grow their own ventures over the course of three months. Training modules will cover business planning, budgeting, pricing strategies, digital marketing, branding, and more. Participants will also receive mentorship and have access to seed funding through a dedicated grant program designed to support both solo entrepreneurs and collaborative startups. **It costs only \$500 to sponsor one woman's participation!**

Shirak remains one of Armenia's most economically vulnerable regions, with poverty and unemployment rates significantly higher than the national average. As of 2020, the poverty rate reached 48.4%, with child poverty at 57.7%, compounded by the long-term effects of the 1988 earthquake.

Despite these challenges, Gyumri is seeing signs of revival. GIRC, established by FAR in 2005, has played a pivotal role in this recovery. While primarily focused on tech education, GIRC is now broadening its mission to include entrepreneurial development. By supporting women in transforming their skills into businesses, GIRC is helping to create jobs, strengthen families, and foster economic resilience in the region.

Budget

What	Quantity	Unit Price in AMD	Total in AMD
Digital marketing coach	6	166,666.67	1,000,000
Web programming coach	6	166,666.67	1,000,000
Graphic design coach	6	166,666.67	1,000,000
Business development coach	6	166,666.67	1,000,000
Computer literacy coach	6	166,666.67	1,000,000
Business acceleration coaches	8	250,000	2,000,000
Small business grants	10	500,000	5,000,000
Promotional materials	1	500,000	500,000

Total

Exchange rate: 1 USD = 404.42 AMD

₹12,500,000