



# **WEFINTECH & WERISE BY FINTECH ASSOCIATION OF UZBEKISTAN**

December, 2025

# ABOUT US

FinTech Association of Uzbekistan (FAU) is a non-profit, non-governmental organization founded in 2022 to drive fintech innovation, digital transformation, and inclusive entrepreneurship in Uzbekistan and Central Asia. FAU works across capacity building, ecosystem development, policy dialogue, and early-stage startup support, with a strong focus on women-led businesses and underserved communities.

## Our Team



### Nargis Dustmatova

Expert in fintech, digitalization and entrepreneurship

Serial entrepreneur with 15+ years of experience in fintech sales, account management, and digital transformation. Led fintech business launches and worked with clients across the US, UK, EU, MEA, and APAC. Educated at Middlesex University, Harvard Executive Education, and Oxford FinTech Program.



### Madina Mirzakhalilova

Project Manager

Project Manager with extensive experience in FinTech and the startup ecosystem. Leads FinTech projects at the Fintech Association of Uzbekistan and manages projects at Hackconnect, combining analytics, team leadership, and Delivery & Discovery strategies.



### Nana Hovhannisyian

SME coach/executive consultant

Management development trainer, executive coach, and consultant with 19+ years of experience across FSU countries and Europe. Specializes in leadership development, people management, and executive and team coaching to drive performance, culture, and business growth.



### Anna Belovodskaya

Expert in marketing and ecommerce

Marketing and e-commerce expert, co-owner of Sellerlab Uzbekistan fulfillment company. Former E-commerce Director at Kant sports retail chain (Russia) and former Head of Performance Marketing at Otto Group Russia.



### Sayora Ataeva

SME programme coordinator

Experienced project manager with a background in managing large-scale international events and operations for global companies. Oversees projects and international relations with MFIs at the Fintech Association.



### Muslimiddin Maxsataliev

Expert in ecommerce

E-commerce Director at Samo textile company. Online sales professional since 2018, selling on Uzum since December 2022. Manages multiple Samo brand accounts on Wildberries.



### Laylo Ataeva

Expert in tax, legal and business formation

Expert in international and corporate law, advising local and international clients on business setup, tax, reporting, AML compliance, and trade-related legal matters. Acts as an advisor in private and public working groups and supports women in managing business risks.

# WEFINTECH

A flagship regional program by the Fintech Association of Uzbekistan empowers micro-businesses and individuals, particularly women, by building practical digital, financial, and e-commerce skills. The program supports inclusive economic growth and helps unbanked and underserved populations turn digital knowledge into real business opportunities across Uzbekistan, Kazakhstan, and Tajikistan.

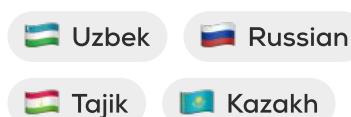
Recognized by Kursiv Media in 2024 as the *Best Regional Initiative for Women's Entrepreneurship*, the program delivers hands-on training led by e-commerce platforms and experienced sellers.

Participants learn how to set up and manage online stores, select niche products, handle orders and payments, and apply AI-powered digital marketing tools for pricing, product presentation, and online promotion. Trainings are conducted in groups of approximately 50 women per day across the region.

## Countries covered



## Languages



## Training Intensity

**10,000+ hours**

offline training delivered

**50+ engaged**

consultants & mentors

## Financial Support & Scale-Up

**\$75,000+**

grants allocated to fintech startups

Over 15 bank partners in Uzbekistan for special loans and micro-finance for women led businesses.

## Economic Impact

**489** new jobs created

**76** existing jobs improved

**350+**

new legal entities (IP/LLC) registered

**\$30,000+** in direct grants to WEFINTECH alumni

## Regional Impact

**20+ women led businesses**

from Kazakhstan and Tajikistan registered and started online business in Uzbekistan as part of business tour

Planned 2026

**20+ women**

train as regional consultants (ToT)

Member of  
**WE-FI Code**



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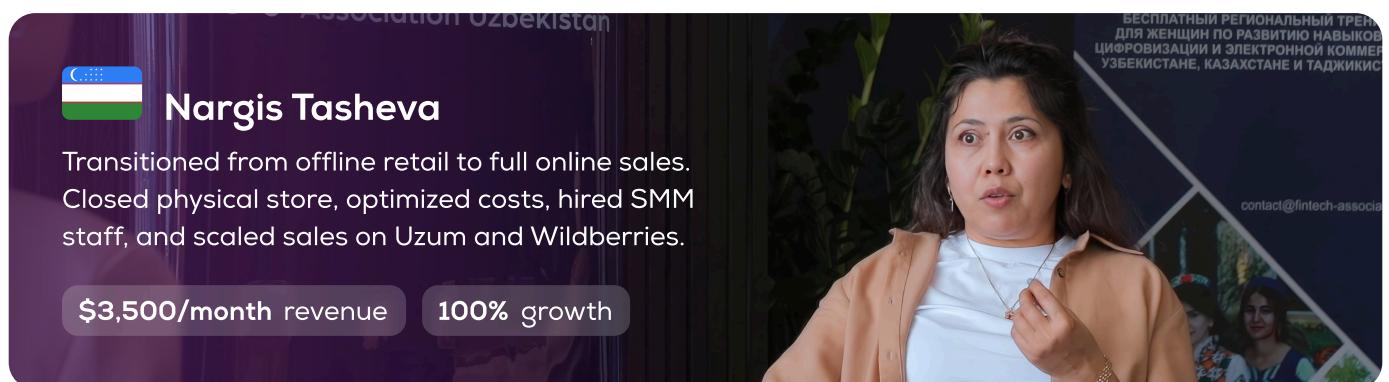
REGIONAL PROGRAM

Fintech Association of Uzbekistan

contact@fintech-association.com

# WEFINTECH

## Success Cases



### Optimus Ferro

Integrated marketplace sales into existing business. Improved analytics and digital operations.

+\$5,000 incremental sales



### Gulnaz Toyganbaeva

Launched business from zero post-training, entered Kaspi marketplace.

\$1,000–5,000/mo turnover



### World Art

Started selling on marketplaces for the first time, moving from social media sales to Wildberries.

+100% marketplace sales

### Key partners include



O'zbekiston Respublikasi  
Markaziy banki



IT PARK  
UZBEKISTAN



Hamkor Bank



ipakyuli  
bank



uzum

wildberries



WORLD TRADE CENTER®  
UTAH

U-ENTER

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PROGRAM RESULTS

Fintech Association of Uzbekistan

contact@fintech-association.com

## Strategic Training Roadmap (2025-2026)

Country	Region	Dates
Uzbekistan	Tashkent City	January 22
	Tashkent	January 23
	Andijan	February 5
	Margilan	February 6
	Fergana	February 9
	Samarkand	March 23
	Bukhara	March 24
	Karakalpakstan	April 3
Tajikistan	Tashkent	Every month
	Dushanbe	January 22-23
Kazakhstan	Almaty	March

### Expected Results

-  Enhanced regional cooperation on women's digital empowerment
-  400+ women trained in three countries
-  Increase in digital & financial literacy
-  Mentorship for practical business integration
-  Strengthened partnerships with fintech and MSME sectors
-  Improved access to fintech solutions and e-commerce

# WERISE

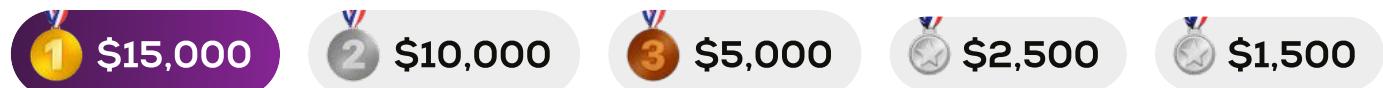
Accelerator exists to support early-stage startups by turning ideas into scalable, sustainable businesses. We help founders overcome market entry barriers by providing practical knowledge, mentorship, and access to fintech, digital, and entrepreneurial ecosystems.

Our mission is to empower diverse founders—especially women-led teams with a focus on social impact—by strengthening their business models, digital capabilities, and investment readiness. By supporting startups at critical growth stages, WERISE contributes to innovation, mentorship, and access to funding.

## Program components



## Funding structure



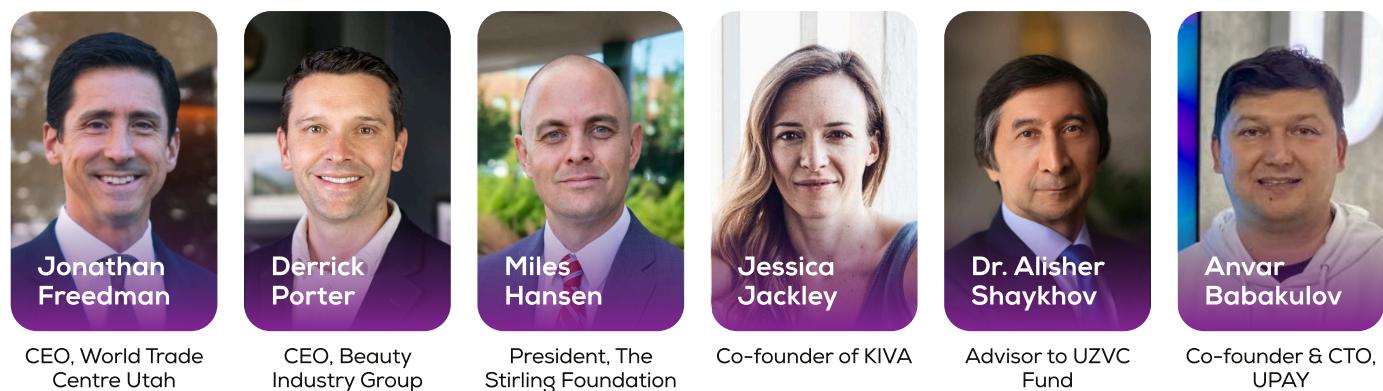
## Winners 2024

1. Speaklish
2. Horizon
3. Pdaftar
4. TopBrains
5. Supa

## Impact

The impact section shows three items: 1. A purple square icon with 'IOI' and '\$75,000+ distributed to startups'. 2. A purple square icon with a person icon and 'Legal registration and market entry'. 3. A purple square icon with a bar chart icon and 'Investor exposure and deal readiness'.

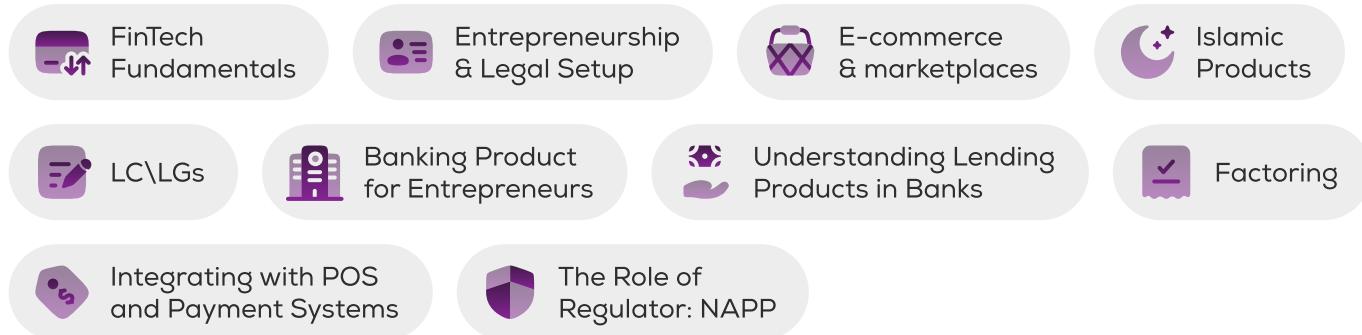
## Jury & Governance



# FINTECH 360

FAU's scalable online education ecosystem offering free access to fintech, entrepreneurship, and e-commerce knowledge.

## Core modules

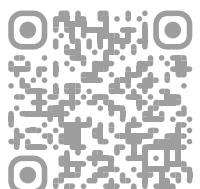


## Impact

- Democratized access to fintech education
- Reduced cost of financial management for micro businesses
- Created a scalable digital asset with regional potential

## Planned Enhancements

- Payment system integration
- Inventory & analytics modules
- Digital marketing
- In-bot learning content
- AI instruments
- Cybersecurity & fraud management
- and more...



Watch courses  
on YouTube

# CONTACT US

**Program enquiry  
& investment discussions**

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