

LIFE IN ARMENIA

FOR DIGITAL NOMAD FAMILIES

A STORY OF AN UNFULFILLED MOVE TO PORTUGAL - PART 2

HOW STAYING IN ARMENIA LED TO
A GROWING SOCIAL MARKETING BUSINESS

CORN, BEANS, AND SQUASH

THE THREE SISTERS OF THE TECH STARTUP
ECOSYSTEM IN ARMENIA

THE FUTURE OF FINANCE

TOP MOBILE BANKING APPS IN ARMENIA

EXPLORING ONCE, RELOCATING FOR GOOD

HOW ONE AMERICAN'S TRIP
TO ARMENIA LED TO A TECH TALENT BRIDGE

PROMOTING A CULTURE OF BELONGING

HOW ARMENIAN CULTURE IMPACTS WORKPLACE
DYNAMICS AND PROFESSIONAL RELATIONSHIPS

FROM TRAGEDY TO INNOVATION

HOW THE FOUNDER OF SESTIVE TURNED
TRAUMA INTO A THERAPY ENGINE

A GOLDEN OPPORTUNITY FOR TOURISM IN ARMENIA

HOW DEEP TRAVEL CAN TRANSFORM
TOURISM IN EMERGING DESTINATIONS

EFFORTLESS FREELANCING IN ARMENIA

HOW TO MANAGE INTERNATIONAL PAYMENTS AND
INVOICING THROUGH A UNIFIED SOLUTION



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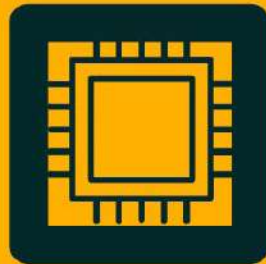


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MATHEW ZEIN

EDITOR'S LETTER

When I launched Life in Armenia 19 issues ago, I never imagined that my articles and interviews would impact the digital nomad scene in Armenia in such a short time.

Sharing authentic stories of people who have fallen in love with Armenia has resonated deeply with others. In less than two years, my inbox has been flooded with messages from people considering relocating to Armenia, inspired by the experiences and stories of those who have already moved.

Whenever I ask how you found me, the answer is, "Someone shared your magazine with me and told me to contact you."

It all starts with them reading stories in Life in Armenia. Next, they become one of the stories in Life in Armenia.

I can still remember my own story from 8 years ago as if it were yesterday. My wife and I visited Armenia for a 7-day trip that unexpectedly became a lifelong journey. We've been living here since 2016 and love it so much that we want you to experience the same.

I hope the ten stories featured in this issue will inspire you to take the leap and become one of the inspiring stories in our magazine soon.

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CORN, BEANS, AND SQUASH THE THREE SISTERS OF THE TECH STARTUP ECOSYSTEM IN ARMENIA

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From instant loan approvals and digital card issuance to advanced investment tools and global banking access, mobile banking applications in Armenia are advancing rapidly. Whether you're an international traveler or a resident looking to integrate into the financial life in Armenia, I've surveyed my network and presented two of the best mobile banking apps in the country.

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EasyDMARC, a cybersecurity company founded in Yerevan, has just secured a massive \$20 million investment, providing their investors with 20-40x exit after only 4 years. Learn about the new Armenian unicorn in the making and discover what their first angel investors had to say about them.

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Imagine a world where travel is accessible to everyone, regardless of physical limitations. This is the vision of Ask Jack, an AI-powered travel assistant that's revolutionizing the industry by connecting disabled tourists with personalized, inclusive destinations, starting from Armenia and Georgia.

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ARMENIAN STATE SYMPHONY ORCHESTRA BRIDGING TECHNOLOGY AND MUSIC

Find out how Armenia intersects classical music with the tech ecosystem and how the Armenian State Symphony Orchestra pushes boundaries and revolutionizes classical music with technology. You will be amazed when you find out what links these two exciting worlds to each other in this country.

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A STORY OF AN UNFULFILLED MOVE
TO PORTUGAL - PART 2

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**EVGENY
KOTELEVSKIY**

FOUNDER AND CEO AT DEDICADO AGENCY



A STORY OF AN UNFULFILLED MOVE TO PORTUGAL - PART 2 HOW STAYING IN ARMENIA LED TO A GROWING SOCIAL MARKETING BUSINESS

It's been 2.5 years since our family moved to Armenia. During this time, we've managed to settle in, make friends, and learn how to earn a living here.

In my [previous article](#), I wrote about why we decided not to leave Armenia. In this one, I'll talk about what has changed in us during this time and how living abroad has made us stronger, freer, and more confident in ourselves and in our future.



Digital Nomad Lifestyle and Remote Work for Real

Every book starts with words of gratitude. I want to express my thanks to my wife, Alexandra, who, one cold February evening in Moscow, unconditionally supported my idea to move to Armenia. At the time, my knowledge of freelancing and remote work was purely theoretical—I had a few acquaintances who said they worked on the freelance platform Upwork and seemed to spend half the year somewhere in Bali or Thailand.

But, unfortunately, I had no way to verify what they said. Nevertheless, on March 5, 2022, my wife, our two-year-old son, and I stepped off the plane and breathed in the fresh mountain air at Zvartnots Airport. We banked on somehow organizing our lives in a new place—finding ways to earn a living and rebuilding from scratch what we had left behind in Moscow. **A new chapter of our lives had begun.**



Our family and Ararat view

The Atmosphere of Armenia and Its Influence on Us

During our time here, I've noticed repeatedly how much Yerevan's atmosphere has helped us. There were occasional moments when I felt down, but **as soon as I stepped outside, everything would suddenly feel better**: a kind word from a seller in a greengrocer's shop, the smiles of passing strangers, children playing on the street, blooming flowers, or simply the warm spring sun.

The first six months in Yerevan, despite the challenges—finding work, adapting to new conditions, settling into a rented apartment, meeting new people—**were filled with an incredible sense of euphoria**. In Armenia, it's common to call people “brother” even if you barely know them, and from the way people treated us, I realized for the first time in my life that this isn't just a figure of speech—it's a genuine expression of kindness. Wherever we went, it felt like people were happy to see us, they would play with our child, offer him candy. It was so unlike the life in a big city, where no one really cares, especially about kids.



Another thing that stood out was the sense of safety in the city. The street lighting may not always work perfectly at night, but in 2.5 years, **I've never felt unsafe walking past any group of people**. Kids here play outside alone until late, you can leave your bike unchained overnight, and there are no metal detectors at shopping malls or airports reminding you that anything could happen.

In short, you feel at ease. And if you somehow still manage to catch stress—just drive 20 minutes from Yerevan towards Mount Aragats and you'll feel how insignificant your problems are compared to the majesty of the mountains. So, **the next thank you goes to Armenia**. Without this magical atmosphere that fosters happiness, we probably wouldn't have made it.



From Cozy Office to the Unknown World of Freelancing

I started working in internet marketing back in 2017, having worked for a few large companies as a social media specialist before moving to Armenia. I did well, but honestly, I wasn't satisfied with my professional progress after 5 years.

Internet marketing remained a vast field, and due to the nature of my

work, I only mastered a tiny part of it. I wanted more, and I was able to achieve that thanks to the move to Armenia. It's surprising because in immigrant circles, people often talk about downshifting, negative career dynamics, and lower incomes after moving abroad. In my case, **it was the exact opposite**. The move, with all its challenges—limited resources, the need to support a family and a child, constantly

seeking new connections, projects, and opportunities—served as a powerful catalyst for professional growth.

I'm someone who's naturally prone to occasional bouts of melancholy and longing, often without much reason, but during the entire time we've been here, I haven't felt anything like that. And not once did I doubt the decision to leave behind my old stable life in Moscow.



How My Attitude Towards Freelancing Changed

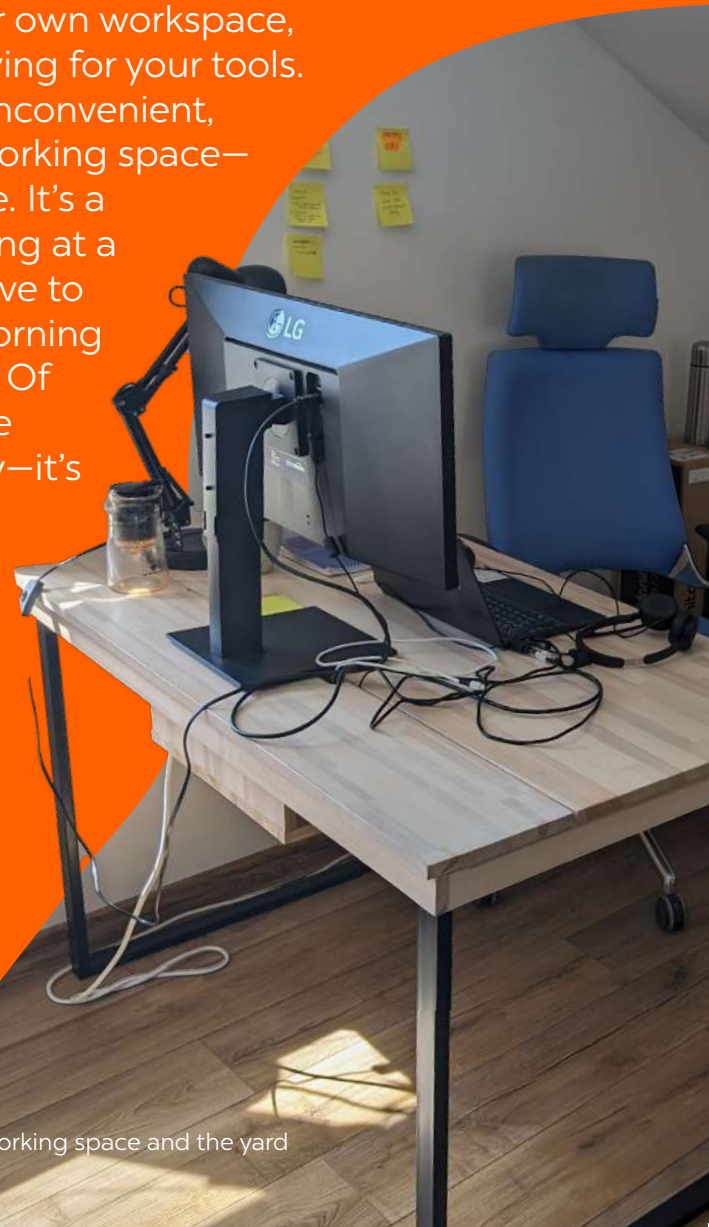
Exactly two months after our move, I started working part-time as a paid social specialist for the British ad agency FirstPour. We clicked as a team right away—despite it being a part-time role, I spent 8-10 hours a day working and learning because I was picking up so many new tools: from proper spoken communication and writing reports in English for a native-speaking team, to mastering new ad channels, analytics tools, and much more.

Looking back, I realize that despite the challenges, the difficult tasks, and the natural stress and anxiety that come with such situations, the most important thing was happening—my professional growth. Being directly involved in company processes and having an impact on results—this is what I had been missing during my years working as a digital marketer in Moscow.

As a freelancer working for myself, my mentality began to shift—you're responsible for your own workspace, planning your time, and paying for your tools.

If working from home is inconvenient, you rent a spot in a coworking space—the one you actually like. It's a big contrast from working at a company, where you have to go to the office every morning whether you like it or not. Of course, working in an office gives you a sense of security—it's harder to get fired than when you're freelancing, and you have benefits and vacation.

As a freelancer, your relationship with your employer is purely based on mutual agreement—if you deliver results, you keep working, if not—thanks, goodbye. I believe that this is a fairer system—it's your knowledge, skills, and experience that give you a sense of security, not a benefits package. That's how you feel needed, and it's a damn good feeling.



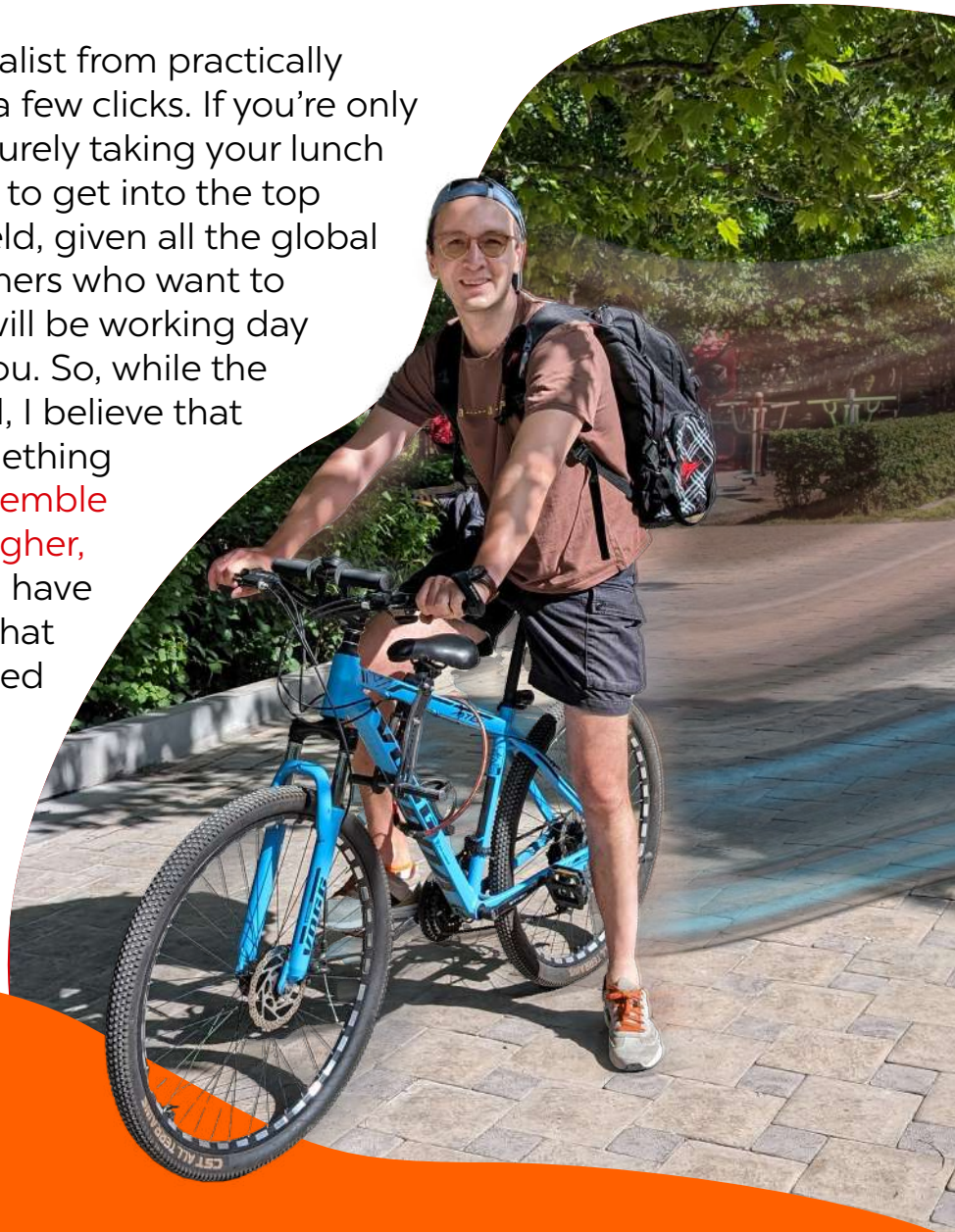
My coworking space and the yard



The Harsh Truth About Work-Life Balance

I might say something unpopular, but if you want to succeed in your field, especially during your first 5-10 years, you need to **put aside all those stories about work-life balance**. At least, that's what I believe. The current global job market—especially in freelancing, where globality is particularly felt—demands serious dedication.

On Upwork, you can hire a specialist from practically anywhere in the world with just a few clicks. If you're only working from 10:00 to 18:00, leisurely taking your lunch breaks, it's unlikely you'll be able to get into the top 5-10% of professionals in your field, given all the global competition. Simply because others who want to achieve great results and grow will be working day and night, and they'll outpace you. So, while the idea of work-life balance is good, I believe that if you really want to achieve something professionally, **work needs to resemble a sport with the motto "faster, higher, stronger."** This doesn't mean you have to overwork yourself every day (that can lead to burnout), but you need to treat work like a marathon, requiring daily effort to get a little stronger each day. In short, moving to Armenia led me to dive deep into work.



New Perspectives in Remote Work

One of my friends once asked, “Aren’t you afraid of burning out, working 10-12 hours a day?” It’s a good question, one I’ve thought about a lot. Here’s what I’ve concluded after analyzing my own experience, where I, of course, did face burnout. Burnout doesn’t happen because of the number of hours you work, but **because of the quality of those hours**. If you don’t see any meaning in what you’re doing and don’t enjoy it, you don’t need to work 10-12 hours a day to burn out—it’ll take just 4 hours a day for 2-3 months to wear you out.

Speaking of meaning in my work, I really started to feel it after the move. Firstly, organizing your own life and your family’s life in a new country is a true challenge, and it’s invigorating. Secondly, when I started working on international projects, I saw entirely new perspectives compared to what I saw living in Moscow. The most important thing I realized is that the market for top marketing specialists is unified. It doesn’t matter if you live in Europe, the USA, Latin America, or Armenia. If you’re truly a professional at what you do and can deliver results, **you’ll be in demand on the global job market**. This means better projects, more professional teams, and, of course, better pay.



Working hard requires
partying hard



About Building My Own Agency

Freelancing has one big downside—your resources are limited by the 24 hours in a day. This means you have a limit on how many projects you can take on. That limit becomes even smaller if you aim to complete all your projects at a high standard. **The only solution is to build a team and delegate tasks.** That's how I came to create [Dedicado Agency](#). Its core is based on my 7 years of experience in internet marketing—working for results on projects we believe in and where we can truly make a quality impact.

Right now, it's a small team of 7 people, but we have big plans. This is my first experience running my own business, and I doubt the idea of building it would've ever crossed my mind if I had stayed working for a big company in Moscow.

How the Family Is Doing

This article ended up being entirely focused on work. But what about the family? My son Savely turned 4.5 in September—he happily goes to kindergarten, where he has many friends, and **his teacher asks the children to call her “Senior Friend”**. This year, he started learning Armenian, and my wife and I are catching up with him in our studies.

Next year, he will attend a French kindergarten at the Anatole France French Lyceum, where he will begin studying French. This is part of an international system of lyceums under the patronage of France. His schooling will be in French with additional hours of Armenian and English. The school has a diverse student body with children from different countries and cultures, and I hope this will help broaden Savely's horizons.

Attending a private French school and paying \$550 a month seems like a great deal to me. After researching private schools in European countries, we saw vastly different prices. This was another reason we decided to stay in Armenia and not move elsewhere, **something my wife strongly wanted**.

In Armenia, she has become very active in sports—fitness at first, and now running as well. She has started preparing for a marathon, and me and Savely, we're supporting her. With her extensive teaching experience, she has started teaching English, which is in high demand among the expat community.

On weekends, we have a work-free policy—we spend time together. This summer, we traveled around Armenia, visiting Garni, Geghard, Aragats, Amberd Fortress, and the wine festival in Dilijan. In winter, we plan to continue our tradition of going to the Tsaghkadzor winter resort to get our son on skis or a snowboard, and we'll join him too. Next summer, we hope to take a family trip to the south of Italy for a beach vacation.

In conclusion, we feel much more confident now than when we first arrived in Armenia 2.5 years ago. Our daily life is established, and we can make long-term plans. Some of my friends and acquaintances who also planned to move abroad have returned. Even some of our neighbors in Yerevan have left. Adapting to a new place is no easy task. While the hospitality in Armenia is wonderful, unfortunately, you still need to earn a living. Work is the foundation around which everything else—family, hobbies, daily life, and even your choice of where to live—revolves.

That's probably why I focused so much on the topic of remote work. I hope it was helpful to someone, and **maybe some parts of my journey will help you on yours**. Despite many people talking about returning to office work post-pandemic, I still see remote work as a very promising and convenient format, and building remote teams as an exciting challenge.

Armenia is a great country for remote workers: 325 sunny days a year, delicious fruits and vegetables, kind and responsive people, and, as a cherry on top—a very favorable tax regime (5% for individual entrepreneurs). If you have any questions about Armenia, feel free to reach out, I'll be happy to help.

Enjoying Symphony
of Stones



CORN, BEANS, AND SQUASH

THE THREE SISTERS OF THE TECH STARTUP ECOSYSTEM IN ARMENIA



**MATHEW
ZEIN**

EDITOR IN CHIEF



INTERVIEWING

**GRIGOR
HOVHANNISYAN**

CO-FOUNDER
AT FORMULA VC



**KAREN
VARDANYAN**

CO-FOUNDER
AT FORMULA VC



**SONA
VEZIRYAN**

DIRECTOR AND
PARTNER AT FORMULA VC



CORN, BEANS, AND SQUASH THE THREE SISTERS OF THE TECH STARTUP ECOSYSTEM IN ARMENIA



Indigenous American communities developed a brilliant agricultural technique called the Three Sisters method. Just like its name suggests, it involves planting corn, beans, and squash together. [The beauty lies in their symbiotic relationship.](#) Corn provides a natural trellis for climbing beans, beans fix nitrogen in the soil, enriching it for all three plants, and squash suppresses weeds and retains moisture. The first time I saw this method in action was during a trip to one of the rural villages in the Tavush region in Armenia.

As the farmer told me about the small ecosystem he created and how he copied the same method with larger gardens and more plants, I had something else in mind. In a way, that harmonious interaction [mirrored the dynamics of a successful tech startup ecosystem.](#)

The startup ecosystem is essentially a network of interconnected elements that [support the creation and growth of new startups.](#) Entrepreneurs are the heart of the ecosystem, with their innovative ideas and drive to bring them to life. Support organizations, including incubators, accelerators, and co-working spaces, provide resources, mentorship, and guidance to startups at different stages. Funding sources, such as angel investors and venture capitalists, provide the financial fuel startups need to grow within the regulatory framework set by the government.

Entrepreneurs are like the energetic **“Corn”** requiring support to grow. This support comes from organizations like incubators and accelerators who play the **“Squash”** and provide founders with guidance. In parallel, investors function as the **“Beans”** providing the essential funding to help startups reach their full potential. Finally, governments are the **“Soil”** that acts as the regulatory framework and prepares the business environment for all elements to develop through policies and infrastructure.



Like a healthy Three Sisters garden benefits all its members, a strong startup ecosystem fosters innovation and local economic growth. Investors benefit from successful startups, governments see a stronger tax base, and entrepreneurs build thriving businesses. It's a collaborative effort where **each player contributes to a mutually beneficial outcome**, and the success of each element relies on the contributions of the others.

But is this the case for every startup ecosystem in the world? Not quite. Some ecosystems lack a crucial component, hindering their functionality. Others may have all three components but in unbalanced proportions, leading to a struggling ecosystem. Interestingly, **this parallel exists between both the agricultural and the tech startup ecosystems.**

When the Three Sisters coexist and interact synergistically, a thriving ecosystem emerges, and that's **precisely what we have in Armenia at the moment**; although it's still on a small scale, it's growing gradually.

According to StartupBlink, which ranks the startup ecosystems of more than 100 countries and 1,000 cities, the tech startup ecosystem in Yerevan is among the top 20% of ecosystems worldwide. In 2024, the startup scene of Yerevan showed much promise after advancing in the Global Ecosystem Index by 21 spots. How did that happen in under a year while other, **much more established economies struggle to maintain their positions?**



To find out more, I decided to interview one of the leading “beans” (venture capitalists) of the startup ecosystem in Armenia to figure out what makes this ecosystem unique and **how it has developed in the past few years**. So, I spoke with Grigor Hovhannisyan, Karen Vardanyan, and Sona Veziryan from Formula VC, a venture capital firm based in Yerevan investing in early-stage technology startups with a rich portfolio of 20 startups, \$4M+ invested, and \$500M+ cumulative valuation of the portfolio startups.



The more we talked, the more the parallels between the Three Sisters method and the Armenian startup ecosystem became clear. It was as if I were listening to an indigenous American farmer discuss their garden, not venture capitalists.

The More Beans The Better

To begin, I was curious about [the types of investments being made](#) and where this funding originates. Considering the global reach of the Armenian diaspora, I was particularly interested in understanding their role within the tech investment sector.

The Armenian diaspora, one of the largest and most active in the world, has played a pivotal role in [connecting Armenia's tech startup ecosystem to Silicon Valley](#). This informal bridge has facilitated knowledge transfer, investment, and mentorship.



One of the most distinctive features of the Armenian startup ecosystem is its **reliance on informal bridges to tech hubs worldwide**. Unlike many other ecosystems that rely on governmental or semi-governmental partnerships and agreements, the Armenian ecosystem leverages the power of its diaspora.

Armenians scattered across the globe have established strong connections with tech communities in various countries, creating **a network of informal mentors, investors, and collaborators**. By connecting Armenian founders with international markets, the diaspora has helped them to scale their startups and achieve global impact.

According to Noubar Pechdimaljian, Founder of Precision Strategique, a capital advisory company in New York, the Armenian diaspora plays a major role indeed. Three main drivers here - economic viability, talent availability and emotional connection. Diasporans support the startup ecosystem in their home countries by being either founders, **investors or technology leaders who have identified opportunities** to leverage their home country in creative and strategic ways. This enables the transfer of knowledge, the flow of capital and the surge in entrepreneurship among the motivated local population as well. For countries like Armenia with a large diaspora population, the phenomenon can already be observed, going beyond the startup economy and **boosting the country on a macroeconomic level**.



Many Armenians in the diaspora are unfamiliar with the growing startup ecosystem in Armenia. While they may be aware of the country's technological advancements, fewer realize its ranking among the top 20% of startup ecosystems globally. This lack of awareness can be attributed to various factors, including **limited communication channels** dedicated to informing Armenians abroad about the opportunities and potential within this industry.



Karen Vardanyan

Co-Founder of Formula VC

Unfortunately diaspora is not well informed on what's happening in our ecosystem as most of the information they get are through a couple of organizations that are not part of the core ecosystem, though they are shiny and loud. This creates somewhat of a negative view of tech in Armenia. We have a tremendous untouched social capital in the diaspora that we have to connect to the actual ecosystem.”

Over the years, Formula VC has learned the **importance of increased visibility for the Armenian startup ecosystem**, particularly among diaspora communities and relevant networks. While significant progress has been made on the ground, more efforts are needed to raise awareness and attract investment.

A surge in diaspora investments would provide a much-needed capital boost to the Armenian tech startup ecosystem, enabling startups to scale, hire talent, and expand their operations. On the other hand, **the ROI for angel investors and venture capitalists is promising.**

Armenia's tech ecosystem is still relatively young, offering significant opportunities for high-growth potential. Just a few days ago, EasyDMARC, an Armenian B2B SaaS startup, closed a \$20M Series A round led by Radian Capital **offering their angel investors 20-40x exits in four years.** In fact, Formula VC was among the first investors in EasyDMARC back in 2020 through their angel investor network BANA Angels.

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Where All The Nitrogen Comes From

Despite the growing interest in entrepreneurship and startup culture in Armenia, the formalization of angel investor networks remains in its early stages compared to more established markets. However, Armenia's startup ecosystem ranks relatively high, indicating that investments are made with care and every dollar is valued.

According to Formula VC, a common misconception is that the Armenian diaspora solely drives funding for Armenian tech startups. While diaspora investors undoubtedly play a significant role, they do not dominate the ecosystem. Foreign investors are drawn to Armenia's potential for growth and the attractive investment opportunities it offers.



Grigor Hovhannisyan

Co-Founder of
Formula VC

In our fund only 20% is from diaspora, the same is for non-armenians and the rest is local. Very accessible for any investors. They are usually attracted by business cases and anticipated returns.”

One of the primary challenges faced by Armenian startups is scaling to Series A funding. However, the ecosystem is gradually improving, with more domestic capital available and a growing number of foreign investors interested in Armenian startups. This increased interest is also due to the success of several Armenian startups that have successfully raised Series A funding.



Grigor Hovhannisyan

Co-Founder of
Formula VC

We are early stage investors, this is where the valuations differ across geographies. In mature stages it goes as in the US.”

Formula VC works to [connect Armenian startups with international markets and investors](#) through various initiatives, including peer accelerator networks and advisory board connections. They also actively

seek opportunities to collaborate with other startup ecosystems in the region, although such collaborations can be limited due to fundamental differences in the ecosystems’ development and dynamics.



What Sets Good Beans Apart

In venture capital investing, success is not only measured through financial returns but also by **considering qualitative factors** such as the positive impact on the Armenian economy and society. The presence of a thriving startup ecosystem helps put Armenia on the global innovation map, indirectly benefiting the country through increased visibility and awareness.

Formula VC measures the impact of its investments through **revenue generation, job creation, and exits**. They emphasize the positive economic effects of startups spending their revenues locally, creating high-paying jobs, and producing successful exits that **lead to the emergence of a cohort of millionaires**.

While Armenian tech startups have faced challenges in the past, the current market presents promising exit opportunities. These startups at a later stage, often classified as US companies, follow a **similar venture journey as their counterparts elsewhere**. This includes mergers and acquisitions, initial public offerings (IPOs), and other strategic exits. The Armenian tech startup ecosystem has matured, attracting both domestic and international venture capital firms. These firms provide essential funding and support to startups throughout their growth stages.



Sona Veziryan

Director at Formula VC

Opportunities are the same as for any other startups in the US, they are all US companies and they go through venture journeys as everywhere.”



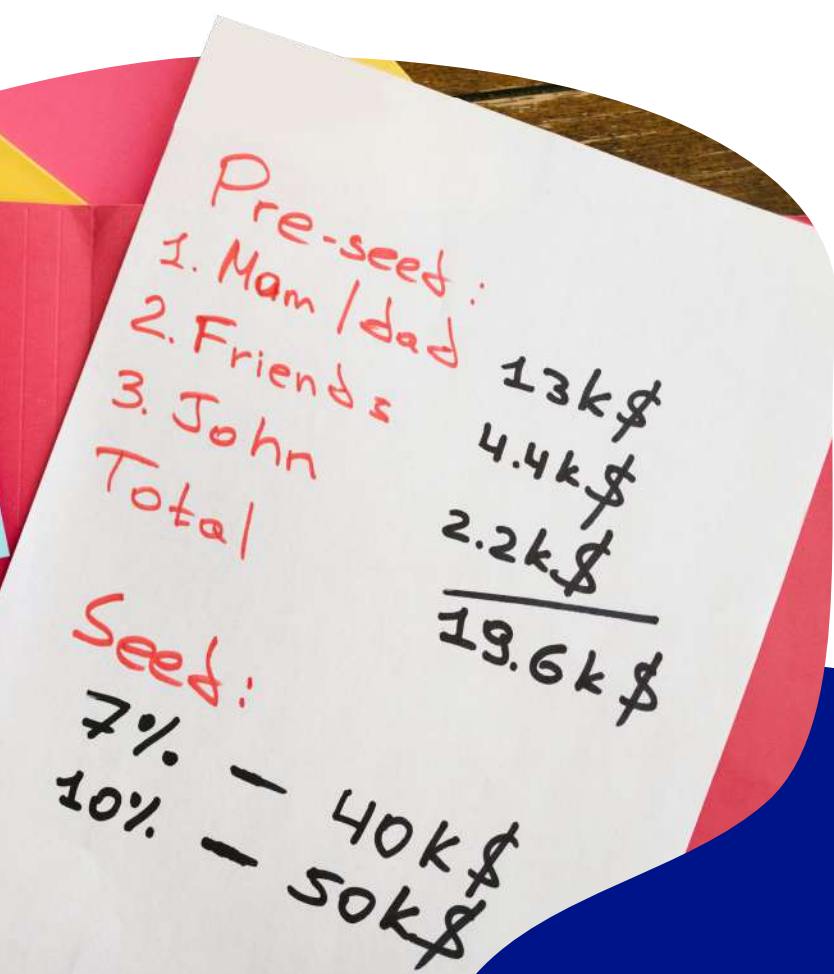
A few examples from Formula VC's portfolio showcase the potential of Armenian startups, such as 10Web, Coinstats, Wirestock, prelaunch.com, Waveye, AUDIGO, and Blue Qubit.

As Forbes mentions, 10Web is rapidly becoming Shopify's competitor. Coinstats has survived all the market turbulence, and as others had to shut down, Coinstats emerged as a leader in its category. Prelaunch.com went from serving single creators to working with some of the S&P100 companies. Waveye is building next-generation AI-powered radars for the robotics and automotive industries. It is already in POC with multiple manufacturers. BlueQubit is democratizing Quantum Computing, and has already secured a contract with a major Automotive company. They have been awarded BIRD contract and are working with Quantum Art.

From Corns to Unicorns

We've assumed at the top that startup founders are the "Corn" of this ecosystem. Therefore, all the focus should be on them, ensuring they contribute to the growth of the ecosystem, not the other way around. Unfortunately, [natural selection doesn't happen in tech startup ecosystems](#); Armenia is no exception. So, it's the VCs job to validate and choose where to invest. Their decision doesn't only impact their investors' funds but also [the entire reputation of the startup ecosystem in the country](#). When too many bad investments are made, no foreign venture capital will be seen in Armenia again.

Formula VC's investment philosophy focuses on founders. They spend significant time evaluating founders' qualities. They believe [a strong founder is the most critical factor in a startup's success](#). They have learned several valuable lessons over the years. One of the most important is the significance of strong relationships between investors and founders. They emphasize the need to build trust and provide ongoing support to ensure startups have the resources and guidance they need to succeed.



A Healthy Harvest Starts with Healthy Soil

The Armenian government has played a role in supporting the startup ecosystem by designating IT as a strategic industry and implementing favorable tax and administrative regimes. However, these policies may be outdated and need to be reviewed.



Sona Veziryan

Director at Formula VC

Government gives out grants that are highly ineffective and have no impact. They better do co-investments (equity or equity-free) for the startups that get funding from VCs or angels”



To improve its support, the government could consider co-investing in startups that receive funding from venture capitalists or angel investors. This approach is adopted by countries like Germany, the Netherlands, and Ireland. Additionally, the government could explore **sharing the risks associated with early-stage investments**, similar to the UK's model. By implementing such recommendations, the Armenian government can more effectively support the development of the startup ecosystem and foster innovation and entrepreneurship.

Do we have corn, beans, and squash in Armenia? Indeed, we seem to have a small ecosystem functioning well at the moment and growing bigger as we speak. **A promising country for international venture capitalists and angel investors** on the lookout for the next unicorn somewhere in the world. What does it need to grow bigger and faster? **Definitely more beans!**

“ Remote work is not about being absent from somewhere. It’s about being present where it matters while getting things done. Businesses hire from a global talent pool while professionals live life more on their own terms.

Technology is steering many forms of human activity beyond the limitations of geography, and remote work is doing the same for value generation. It’s a paradigm shift for the global economy.

Mathew Zein and I have co-founded Remote Work Armenia to maximize the benefits of remote work for the Armenian economy.”



Hagop Panosian

25+ Years Remote | Tech Author & Marketer | Co-Founder, Remote Work Armenia



THE FUTURE OF FINANCE

TOP MOBILE BANKING APPS IN ARMENIA



**MATHEW
ZEIN**

EDITOR IN CHIEF

FEATURING



INECOMOBILE APP
FROM INECOBANK



MYAMERIA APP
FROM AMERIABANK



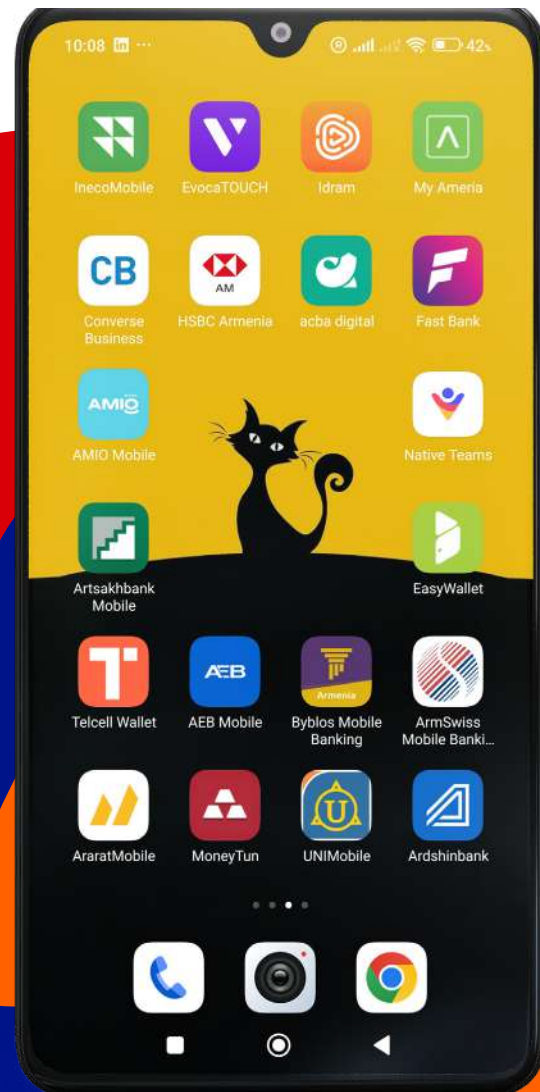
THE FUTURE OF FINANCE TOP MOBILE BANKING APPS IN ARMENIA

The mobile banking sector in Armenia has experienced notable growth in recent years. As of today, 18 local and international banks operate in the country, and **nearly all of them offer mobile apps** for personal and business banking.

If you've never visited Armenia, its mobile banking development might surprise you, especially if you're one of those who travel to Armenia with low expectations for service quality. In some areas, mobile banking in Armenia competes against international service providers in the US or EU and addresses certain issues they haven't resolved.

Armenia's mobile banking apps **offer locals and foreigners a wide range of services**, from opening bank accounts and requesting loans to investing in stocks and exchanging currency.

To provide the best advice for international travelers considering Armenia, **I surveyed professionals in my network** about their preferred mobile banking apps. The two most frequently mentioned apps were InecoMobile from InecoBank and MyAmeria from Ameria Bank. For this reason, I reached out to both banks with questions about their mobile banking solutions.



InecoMobile App



InecoMobile is the mobile banking app for InecoBank, the largest digital lender in Armenia. Beyond basic financial management, the app is designed to make banking easier and more accessible, with features like instant credit card approvals and diverse financing options.

Imagine you're planning a trip and need a new credit card but aren't yet an Inecobank customer. Traditional applications can take days to process. With Sprint, an InecoMobile consumer loan product, you can quickly register online, become an InecoMobile user, and immediately get approved for a credit card. This streamlined process eliminates the stress of waiting, so you can book your travel plans with confidence.



“

Toma Z.

Inecobank is simple to use, and UX/UI is perfectly designed.”



Sprint loans offer flexible financing options. When you make a purchase from a partner retailer or dealership, the loan amount is transferred directly to them, so you can simply pick up your purchases, and you're good to go.

For online purchases or purchases from non-partner merchants, the loan amount can be credited to an instantly issued digital card or any other Armenian bank card. When refinancing your existing loans, Sprint takes care of everything—from finding the best terms to transferring funds and closing your old loans.

“

Maria C.

InecoMobile is the best, user-friendly mobile app that I have ever used.”

Products like Sprint loans and Buy Now, Pay Later (BNPL) options are designed to improve the customer experience and offer greater financing accessibility on the go. It's like **having a superhero app in your pocket**, always ready to help you with funds when needed.

InecoMobile is the ideal choice for international users in Armenia. It offers features designed to make managing finances seamless and **secure from anywhere in the world**.

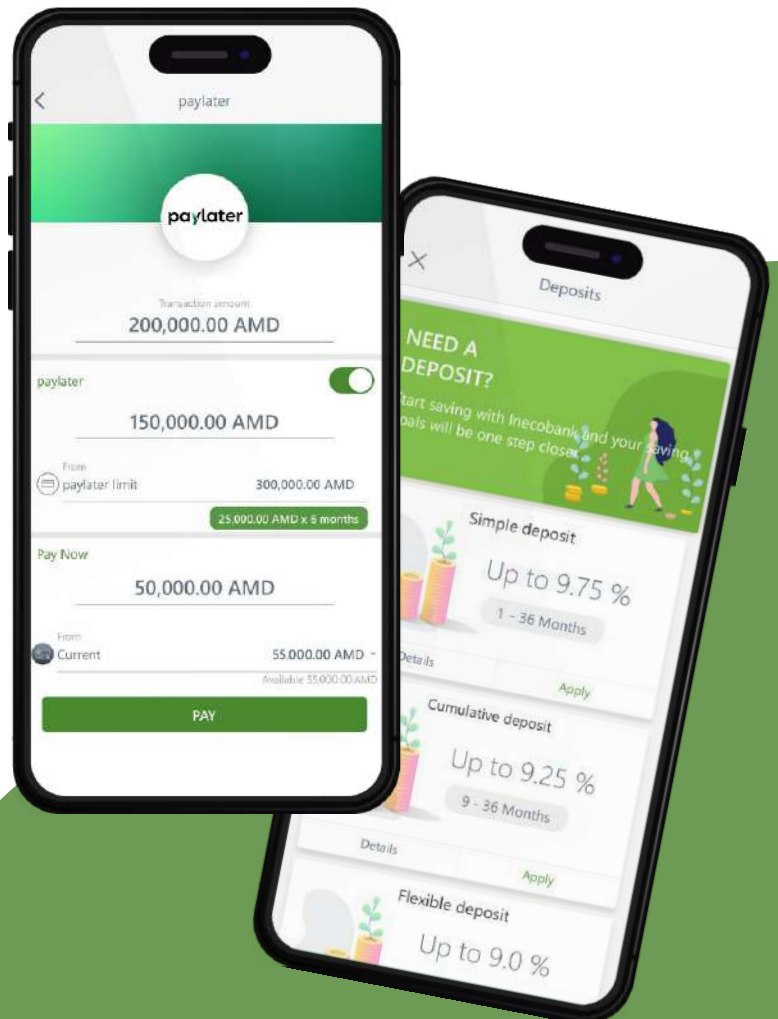


Vrezh M.

Even while living abroad, I use Inecomobile daily. It's a great app that doubles as a wallet, and I've connected their cards to my mobile Wallet, making payments easy."



Check the App's page

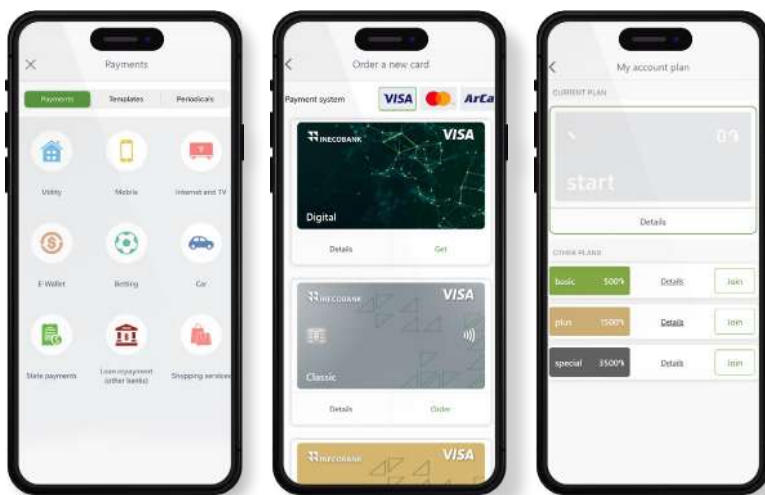


The app provides digital cards in four different currencies, available for instant ordering, making cross-border transactions quick and effortless. Soon, transactions will be secured not just with OTP but also with biometric authentication, adding an extra layer of convenience and security. **Users won't need to worry about roaming issues** or connectivity problems when managing their finances abroad.

“

Luisa H.

For personal and business use, the Inecobank app is the best. The UI is the same for personal and business uses, which helps you to quickly understand the flows.”



Additionally, the app's integration with Payoneer lets users easily handle payments and transfers. With **24/7 live chat support in English and fully digital banking services** that eliminate the need for branch visits, users can manage their finances easily, wherever they are. Whether it's **applying for loans, transferring money, or managing accounts**.

I have been an InecoBank customer and an InecoMobile user for a few years, and my experience with the bank and its app has been quite positive. I've requested instant loans through InecoMobile several times and got the funds I needed in less than 2 minutes. I use the app to pay my bills, send money to my InecoMobile user friends without commission, exchange currency, and move it across digital wallets. I also use the app outside of Armenia, and it works well. Customer support in English works 24/7 and is active and responsive, based on a personal experience I had with them once.



InecoMobile Services

InecoMobile includes all key features of a modern banking app and much more:



Simple Online Registration

Users can start their banking journey with a fully online, hassle-free registration **secured by biometric identification**. It's fast and simple and ensures data protection from the beginning.



Effortless Payments

Users can make a wide range of payments, whether for loan repayments, utility bills, shopping, or other expenses. The app offers **payment templates for recurring transactions** and allows users to set up automatic payments for added convenience. Plus, users can enjoy smooth, contactless payments through Apple Pay and Google Pay.



Accessible Finances

Users can easily check balances, review transaction history, and track expenses from their mobile devices, transforming financial management into an intuitive experience.

The **in-house processing system handles transactions instantly**, providing users with real-time balance updates and statuses. This system also enhances both speed and security, ensuring a smoother and more efficient banking experience.

Users can order physical or digital cards directly through the app. When they need an extra card or a card in another currency, **instant digital cards are available for immediate use**.



Instant & Secure Transactions

Users can easily send money in four currencies to their InecoFriends using a phone number or email, adding them to their favorite friend's list for quick, one-tap transactions. They can also make secure card-to-card, account-to-card, or intrabank transfers.

Thanks to the in-house processing system, card-to-card transactions are also processed instantly, with **no need to wait for clearing**. This ensures that funds are available immediately, making speed a key advantage of InecoMobile's service.



Live Chat 24/7

I asked Ineco Bank about the development team behind their app. According to them, While some Armenian banks develop their banking solutions internally, InecoBank chose a different path. They partnered with [Highway](#), a local fintech solutions provider, to create their mobile banking app, InecoMobile. This collaboration allowed InecoBank to [leverage Highway's expertise in mobile technology and core banking processes](#).

With a strong background in both banking and technology, Highway supports the bank in delivering a high-quality, user-centered product. This partnership ensures that InecoMobile remains aligned with customer expectations. By integrating cutting-edge features and advancements, the app provides an exceptional digital banking experience.



Fast & Simple Loan Access

Users can swiftly apply for loans through the app's "Sprint Offers" feature when they need extra funds. With Sprint, users can conveniently view all their available credit limits—[cash loans, credit lines, POS loans, auto loans, and even mortgages—in one place](#).

The fully online loan flows put cash in their fingertips within minutes—[even on cards from other banks](#). Whether refinancing existing loans or making new purchases, the fast approval and digitalized process ensure a stress-free experience.



Paylater/ BNPLw

A payment solution that allows users to enjoy purchases immediately and delay payments, giving them better financial flexibility [without extra interest rates and fees](#).



Global Banking Access

Users can easily link their Payoneer accounts or create one within the app, enabling cross-border and international payments. This makes InecoMobile an ideal solution for getting international payments and enjoying instant access to their funds.



Quick & Easy Online Deposits

Opening savings accounts or making deposits is fast and simple, with competitive interest rates ensuring peace of mind. Users can enjoy [more favorable deposit rates than those offered in branches](#).

Highway

Unlike traditional systems that can take a lot of time to implement, Highway's core banking system can set up a new bank or credit organization in six months.

Highway's system enables building an online bank with pre-made, interchangeable parts that can be quickly assembled and adjusted.

Highway's core banking system is architected for scalability and performance. This modular design facilitates rapid customization and deployment, enabling banks to introduce new products and services efficiently.

Highway has started exporting core banking solutions to established financial institutions in Romania, Bulgaria, and Moldova.

For more information about Highway's core banking solution, check out my article, which is part of my series of articles about the banking sector in Armenia



Can Armenia Deliver Core Banking Solutions To The World?

READ MORE



MyAmeria App

As an award-winning bank in innovation, digital transformation, and online product offerings, Ameriabank is committed to making banking accessible to its clients anytime, anywhere - whether it's planning or saving, managing or investing their finance.

Ameriabank's primary mobile app, MyAmeria, offers a wide range of features and serves as **the starting point for an all-encompassing banking and beyond-banking journey.**

The app uses a 'tiered approach' to provide a simple on-boarding, user-friendly experience, allowing users to gradually integrate into the Ameriabank's ecosystem.

The integration process passes through three stages:

1

MyAmeria Lite, which is designed for users to explore and use basic features without the need to open an Ameriabank account.

2

MyAmeria Plus, which adds flexibility, opening up a wide range of payment and transfer options for users.

3

MyAmeria Pro, which offers full access to Ameriabank's services, including personal banking, investments, and business banking.

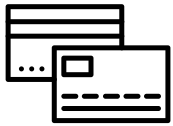
The Lite, Plus, and Pro plans offer flexibility, and upgrading between them is as easy as a tap—something only a few apps even attempt. The ultimate goal is move towards a super-app that not only handles banking but **offers advanced financial tools and lifestyle solutions**, all in one place.

What truly sets MyAmeria apart is the unique features customers won't find anywhere else or will find in a few apps. The app's Subscription Management feature **allows VISA cardholders to see the platforms their card is linked to** and enable stop instruction for any active subscription if they wish to do so.



MyAmeria Services

MyAmeria includes all key features of a modern banking app and much more:



Account & Card Management

Users can efficiently manage their accounts, including savings and deposit accounts. The app also allows them to easily order plastic or digital cards. Users can order, activate and use digital cards within one day. MyAmeria also provides flexibility in managing both Ameriabank and other bank cards through MyAmeria app.



Payments & Transfers

MyAmeria supports a variety of payment options from utility to road police and shipping payments.

Additionally, the app offering a number of transfer options, covering instant transfers via card number or phone/email address, as well as SWIFT and other transactions.



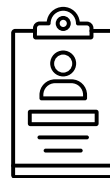
MyAmeriaPay

A QR payment system and one-click online payments for e-commerce.



MyPay

Buy Now, Pay Later allows users to **make immediate purchases and spread the cost over time**. This feature is ideal for users looking to make larger purchases without needing to save up in advance, as it offers flexibility in managing monthly expenses.



Subscription Management

Track and manage all subscriptions linked to the user's VISA card with the ability to deactivate them directly through the app. The app also integrates MyInvest, an online investment platform that provides **access to over 20,000 securities across more than 30 markets**, including Eurobonds. The app also features MyTour, a platform offering users explore, select, and book tour packages directly through the app.

The Personal Budgeting tool helps users track their spending across categories like groceries, shopping, transportation, and leisure. It provides a clear breakdown of expenses, **helping users to take control of their finances**. This feature is the first step towards offering a personal digital financial adviser right in the app to help users make informed financial decisions.

Another unique platform integrated into MyAmeria is MyInvest, which offers users the ability to **trade securities online and have real-time access to their investment portfolio**. MyInvest is the first platform in the market to give users access to 30 international markets and more than 20,000 foreign shares and bonds, as well as to **Armenian corporate and government bonds, including Eurobonds**.



Elen M.

MyAmeria (Ameriabank mobile banking): you can manage all of your accounts, deposits and loans, order account related papers, open and close new accounts and loans and much more. You can even cash out money without having your physical card with you. There is still room for improvement but I honestly enjoy using the app. “

The platform offers investment opportunities to everyone looking for alternative saving options since the process of trading stocks, bonds and other financial instruments has been simplified.

With just a click, **investors can place orders to buy or sell stocks, bonds, and ETFs**, monitor order status, and track changes in the executed trades/portfolio at any time.



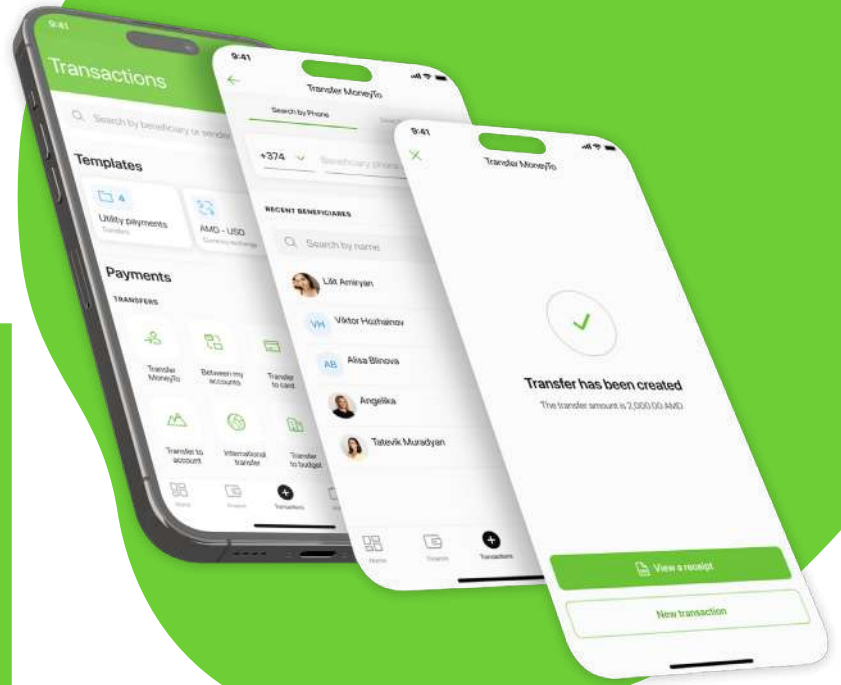
Check the App's page

Additionally, the app features a unique solution in Armenia's financial and banking sector, MyTour, offering users **explore, select, and book tour packages directly through the app.**



Sirarpi S.

I'm using MyAmeria by Ameriabank CJSC. You can tell they've really invested in making the app user-friendly and reliable"



For international users in Armenia, MyAmeria offers a range of features designed to make banking seamless, whether you're staying temporarily or relocating permanently. With 24/7 support, users can access assistance anytime, no matter their time zone. MyAmeria also functions smoothly from anywhere in the world, allowing you to manage accounts, make payments, or track investments, even when you're outside Armenia. Users can also perform online currency exchanges through the app, which allows them to **order a digital card from anywhere and activate it within minutes.**



Toma Z.

Ameriabank CJSC mobile app is user-friendly, and I really like how they handle passcode solutions."



Who Developed MyAmeria?

I asked Ameriabank about the development team behind their app. According to them, MyAmeria is fully managed by Ameriabank's in-house team, a strategic choice influenced by several factors.

Managing app development internally enhances security by working in cooperation with international companies specialized in data protection and gives the bank greater control over customer data and sensitive information. Additionally, in-house development provides greater control over innovation, enabling the bank to experiment with new technologies and stay at the forefront of mobile banking in Armenia.



Finally, having an in-house product development team allows to address clients' feedback not only regarding mobile banking app, but also covering the feedback from other in-house product teams in order to integrate the perspectives of the bank's different segments of the customers across diverse suit of banking and non-banking offerings by Ameria. With Ameriabank's extensive expertise in core banking, the in-house team ensures flexibility and faster updates, benefiting from their deep understanding of the product and their ability to make swift adjustments, while leveraging.

EXPLORING ONCE, RELOCATING FOR GOOD

HOW ONE AMERICAN'S TRIP TO ARMENIA LED TO A TECH TALENT BRIDGE



**JONAH
GUNTER**

CO-FOUNDER & CEO AT KAPTEK



EXPLORING ONCE, RELOCATING FOR GOOD

HOW ONE AMERICAN'S TRIP TO ARMENIA LED TO A TECH TALENT BRIDGE

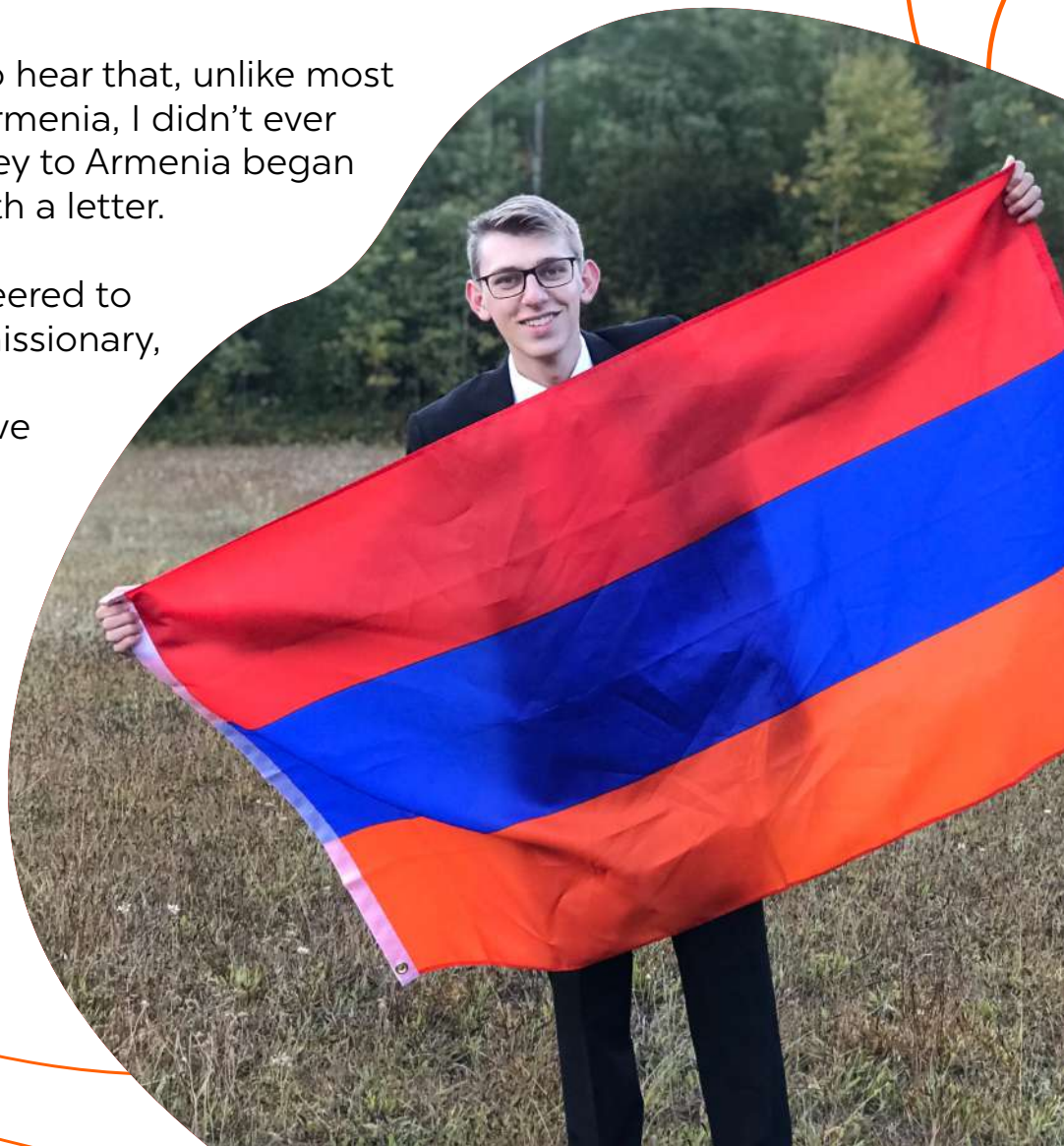
In 2018, Armenia shot into my life like a firecracker. Some might say it was a coincidence—on the surface, it certainly looks that way. But six years later, preparing to board a plane with my wife to move back for good, **I know it was meant to be.**

Once a stranger to Armenia, I now return as a startup founder tapping into the country's fast-paced tech ecosystem, excited about its trajectory. I also come as a new husband with faith in Armenia's potential and a love for its people and culture so strong that **it has drawn me to start my family in this country.**

But how did I get to this point? How did Armenia convince a young American guy and his wife (who is not Armenian, by the way) to make it their home? To understand that, I have to take you back to 2018.

You might be surprised to hear that, unlike most who find themselves in Armenia, I didn't ever plan a trip here. My journey to Armenia began in an unorthodox way: with a letter.

As a young adult I volunteered to serve for two years as a missionary, and after submitting an application that could have sent me anywhere in the world, I received a letter from my church, the Church of Jesus Christ of Latter-day Saints with the words, "you are assigned to labor in Armenia." From that moment on, Armenia took center stage in my life.





First Impressions: Discovering Armenia's Charm

Armenia captured me with its charm before I even arrived. En route to Armenia through LAX, I met a family of Armenians traveling home, who, after hearing of my destination, promptly invited me to dinner at their table thousands of miles away! I soon learned that **such invitations are the epitome of Armenian culture**, as it was the first of hundreds.

Armenia has a word, hyurasirutyun, which comes from the word for guest, hyur, and the word for love, ser- in other words, love of guests. The closest translation in English is “hospitality,” but it’s so much more than that. Hyurasirutyun is the lifeblood of Armenia. For thousands of years, it has been the love with which they have opened their arms and homes to the world, giving freely of what they have and **sending visitors home with a full heart and stomach**. If the country has a secret sauce, it’s this.

Armenia, as I quickly learned, is impossible not to love. I was enamored with almost everything about it – the food, the natural beauty, the vibrant energy of its culture, and yes, people.

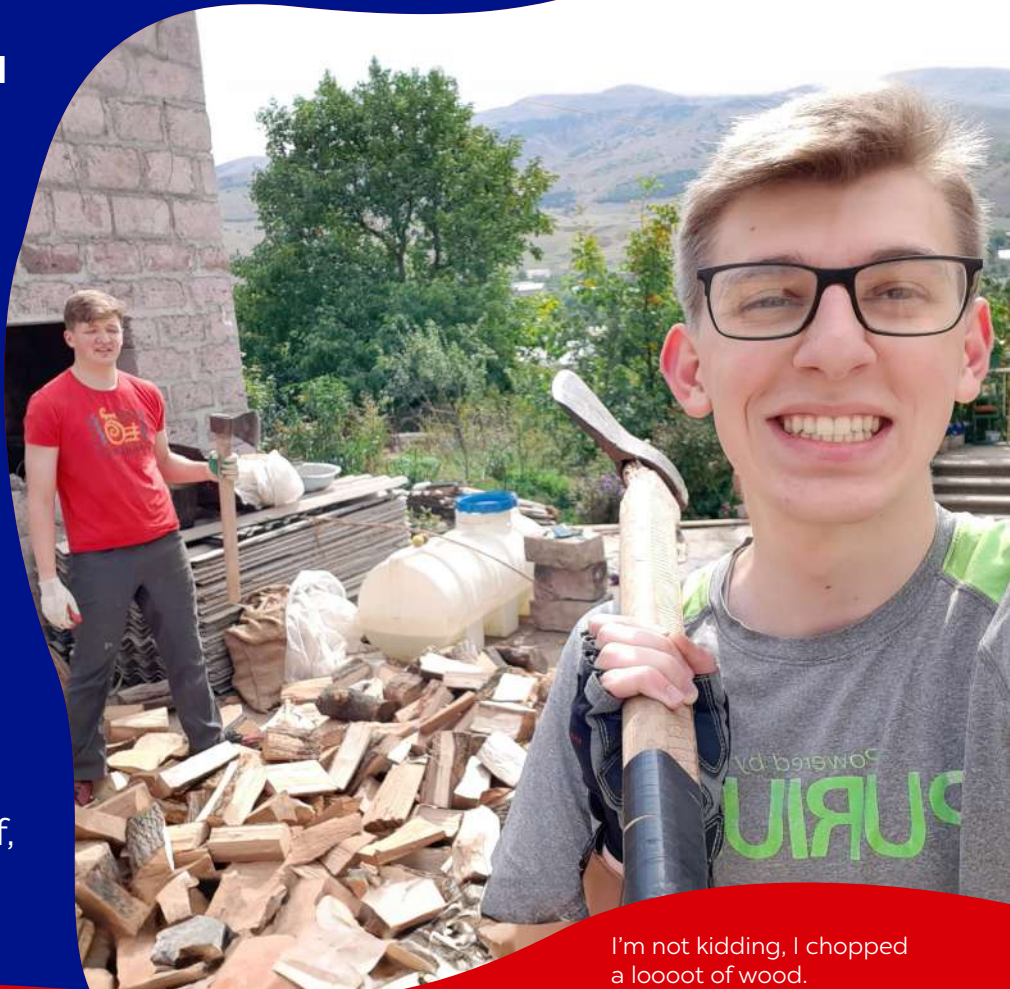
Unveiling Armenia's Hidden Talents

If you've spent time in and around Armenia, chances are you've heard chatter about its tech scene. As a missionary, I was rather removed from the industry; most of my time was spent doing service for people—everything from chopping firewood, to helping out on farms, to visiting friends in their homes. Even so, my service in Armenia brought me into contact with some of Armenia's bright innovators.

Several months into my stay in Armenia I became friends with a university professor named Guren, an older gentleman with excellent English who invited me to his home. Guren asked me to accompany him to some of his lectures at Armenia's prestigious universities like Yerevan State and the National Polytechnic University of Armenia so that his students could practice their English with an American.

Suffice it to say **that I was blown away by what I found at those universities. The level of intellect and English talent among the rising generation of Armenia** was incredible. They engaged me in conversations on topics like our favorite American jazz composers, classics of world literature, and of course, technology.

The students I met were passionate and globally-minded; each of them had a spark that inspired me, and I remember thinking to myself, "these young people are going to change the world."



I'm not kidding, I chopped a looooot of wood.

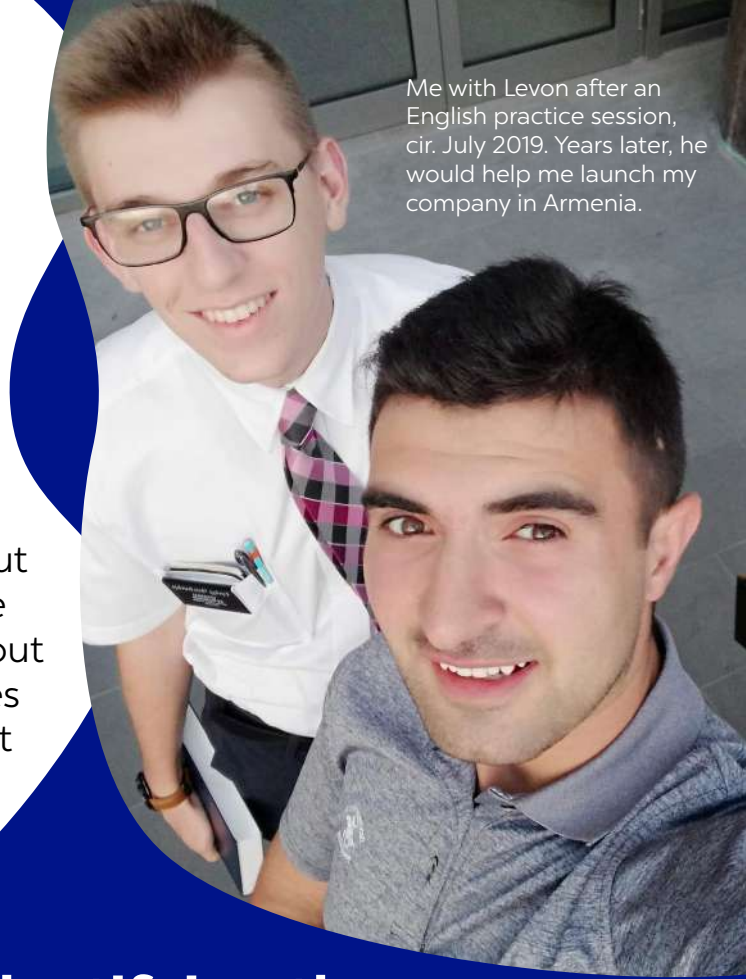
Several months later, this view of Armenia's potential was further cemented when I met a close friend who would become my first liaison into the country's tech ecosystem, Levon.

Levon was the best student and most loyal attendee of an English practice group that I ran. Some weeks, it was just him, and when we weren't reading English novels together, he'd practice his English by telling me all about his career as a Machine Learning Engineer. He told me about the tech scene in Armenia, about the exciting developments and big companies moving in, and the initiatives Armenia had put in place to educate a new generation of tech professionals.

I started giving him English homework to keep up with his passion for learning, but he wasn't satisfied with that. He said, "look, if you're going to give me homework, I'm gonna give you homework too." And he sat me down at the computer and started teaching me Python. "Next week," he told me, "I will have finished reading 'The Wizard of Oz' and I expect you to have built a fully-functioning calculator program with Python."

I'm not sure I ever finished that calculator, but unbeknownst to either of us, Levon was planting the seeds that would ultimately bring me back to Armenia.

Me with Levon after an English practice session, cir. July 2019. Years later, he would help me launch my company in Armenia.



Identifying the Gap: Armenia's Untapped Potential

My interest in Armenia's tech ecosystem only grew. There is SO much talent here—**developers and engineers that could go toe to toe with any Silicon Valley hotshot.** In fact, many Armenians in my network have ended up in the top echelons of the American tech scene.

And yet, I was struck by the fact that many people back home in the U.S. still hadn't heard of Armenia. If they had, they knew the Kardashians. Perhaps they'd even heard the name mentioned in some IT circles. But they had no idea that some of the world's most brilliant minds were sitting in the Caucasus.

What most people don't realize about **Armenia is that it's not a simple project-based outsourcing destination.**

Of course, if you're going to outsource, Armenia is the place to do it– the freelancers and custom software firms out of this country are second to none. But where Armenia really shines, and the reason why Forbes called it “the world's next tech hub,” is in its ability to specialize and innovate.

It's attracted companies like **Adobe, Nvidia, and Synopsys to open R&D Centers and full-out branches** (Synopsys even has their largest presence outside of the U.S. in Armenia). Rather than sending over a few

projects to save a buck as they do with traditional outsourcing destinations, the world's tech giants have learned that they can rely on Armenia's workforce to build highly-skilled, independently-functioning branches and product teams.

But in spite of all this momentum, I noticed a gap. For every talented developer working for an Armenian startup or a foreign company's local branch, there were two more who either made a living working project-to-project or left altogether to find work in other countries.

Likewise, for every tech giant like Microsoft, Cisco, and IBM taking

advantage of the Armenian braintrust, there were thousands of American and European startups for whom this market simply felt out of reach. After all, even though Armenia has made commerce accessible to foreign companies, opening a legal entity and navigating tax, compliance, and HR is not a simple task for a startup.

The more I dug, the more **I found in Armenia a major pool of untapped, world-class talent**, and in the U.S./E.U. a hungry pack of startups and SMEs who craved precisely that sort of talent. We just needed more bridges.



In front of Ararats, an enduring symbol of Armenia's heritage.

A Crazy Idea and the Birth of a Partnership

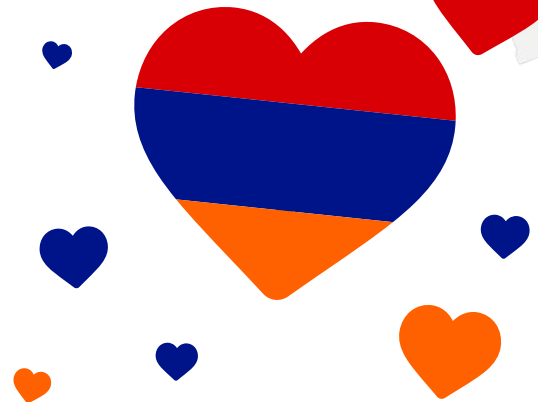
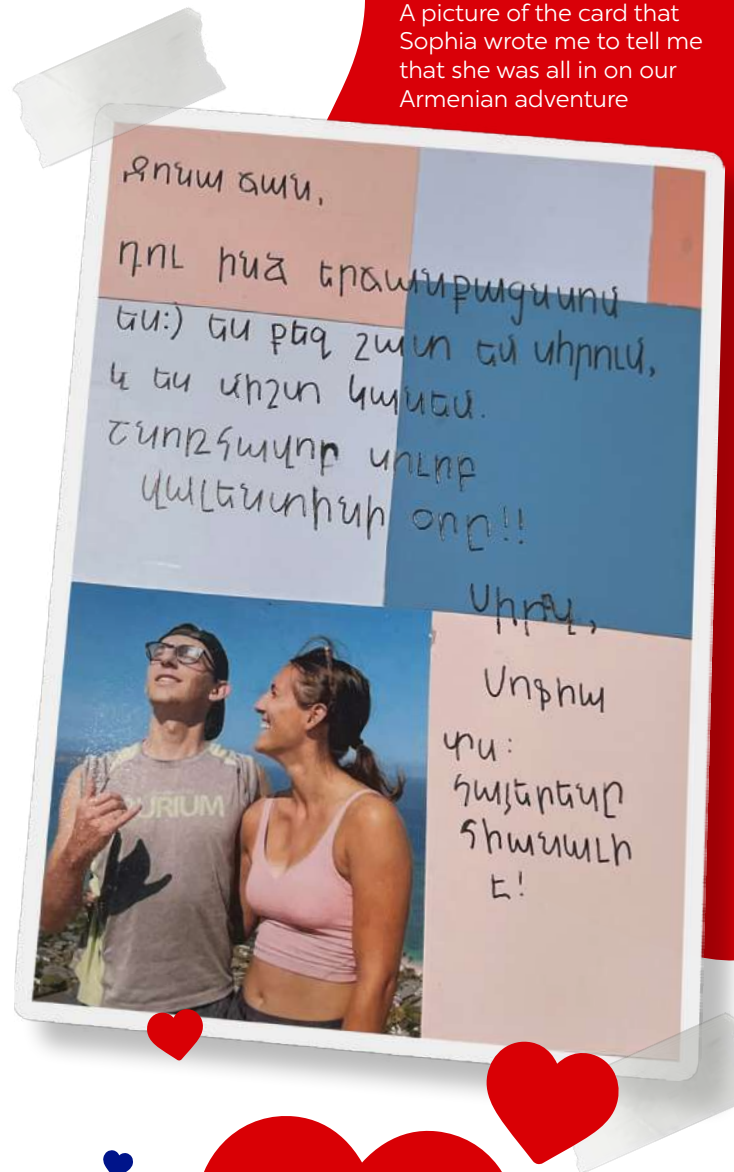
My wife, Sophia, and I had just started dating when I came up with the idea to start a company that could be that bridge to connect Armenian tech workers with American startups. I spent every spare minute validating the idea with Armenians and Americans alike (with a very positive response), but it seemed like nothing more than a daydream at the time. I knew that to make a business like this successful, **Armenia would need to become a big part of my life**; I would have to travel there frequently, even move there, and I frankly saw no earthly way that I could ask an American girl to take that leap with a guy she had just met.

Sophia didn't see it that way, as it turned out. I'm not sure if it was me who charmed her or Armenia itself, but somewhere along the way she caught the vision. On Valentine's Day, **I opened her card to find it written completely in Armenian**, which she proceeded to read out loud to me. She had been learning Armenian in secret in order to tell me that she wanted me to chase my dreams to Armenia, and that she'd be right there with me.

Since then, I have encountered countless people who have not only been excited about my idea, but who have **jumped into the game with me and supported the vision**, including a thriving community of Armenian VC firms, government organizations, nonprofits,

and startups across every industry—fintech, cybersecurity, AI, and more—who have laid a strong foundation for progress and whom I deeply admire. Among these individuals and organizations, perhaps my biggest ally is my cofounder, Andrew Lott.

A picture of the card that Sophia wrote me to tell me that she was all in on our Armenian adventure





Andrew and I in Vanadzor,
New Year's of 2020

Andrew and I met back in 2019 in Vanadzor, Armenia, and became close friends from the start. We had lots in common, but one of the things that drew us together most was our mutual love for Armenia. Even back then, Andrew would tell everyone we met, “one day, Jonah and I are coming back here”. He always told me that he had no idea why he said it, but it felt true.

Late last year Andrew called me from Armenia. A Johns Hopkins-educated mechanical engineer, he'd been on a job tour in Germany scouting the Porsche factory when he booked a spur-of-the-moment weekend trip to Armenia. When I picked up the phone, Andrew told me, “man, I don't know

what to do. For years I've imagined myself living and working in Germany—it's been my dream. But now that I'm back in Armenia I realize that this place is special, it's somewhere I care about...this place is somewhere I actually want to be.”


His words hit me like a truck, and before I knew it I heard myself say, “Andrew, I have a crazy pitch for you.” It was an insane proposition. Here was a guy with a degree from a top-ten university and a lucrative career laid out before him, and I was asking him to make the jump as my cofounder in a hypothetical startup based in Armenia. But Andrew said yes, and together we set out on a mission to be a force in branding Armenia as a leader in the tech world.

KapTek Talent Hub: Its Mission and Impact



Almost a year later, [KapTek](#) is a registered Employer of Record working with startups around the world to build their remote teams with the best Armenia has to offer. We are helping companies in nearly every industry, from MedTech, Cybersecurity, DevOps, and Mechanical/Electrical Engineering Firms. We've even connected a couple of Y Combinator founders with pros in Armenia.

Our goal is to make it as easy as possible for anyone, anywhere to **build their team out of Armenia**, and here's how we do it:

- 1** An overseas company comes to us looking for developers, cloud architects, marketers, you name it.
 - 2** Within a few days, they've got 3 pre-screened candidates on their desk to interview with no headhunting fees.
 - 3** Once they make their choice, we hire the employee full-time on their behalf, so they never have to set up an entity.
 - 4** It's smooth sailing from there- the employee now works for them, but we handle the tax, compliance, and payroll. All they see is a single monthly invoice, which accounts for their employee's salary and our small fee.
- 

You see, I moved to Armenia because I believe that Armenia has the best of the best. They are capable of adding rocket fuel to teams around the world, and now, because of KapTek, finding and hiring them is easier than ever.

I built KapTek because I believe in bridges, and because I believe in ladders. Not only does KapTek connect Armenia to the world (in fact, its name comes from kap, the Armenian word for “connection”), but it adds verticals wherever it goes. It adds crazy verticals for the startups who scale faster with Armenian professionals, and it also adds verticals for Armenian professionals who gain experience in leadership and innovation, which they in turn use to build the thriving ecosystem here in Armenia.



On a walk with my friend Juleta in the Lori region of Armenia

Armenia has a place for everyone who wants it, for everyone who sees the vision. It has a place for the talented individuals in the country who use KapTek to find work that allows them to stay and build, rather than leave for work. It has a place for people around the world, both diasporan Armenians and non-Armenians alike, who have used KapTek to remote-ify their jobs and make Armenia their home (my wife is one of them). And it certainly has a place for you. Because of the potential I saw in Armenia, **my personal passion for the country and my professional career have intertwined** to bring me home here, and I couldn't be happier.

If you want to call Armenia your home, but don't know how you can make it work with your current in-person job, reach out to me. If you want to snag some of the talented people here for your own remote team, I'll help you there, too. But I invite you, however it looks in your case, to experience Armenia's potential firsthand. To experience Life in Armenia.

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90 Minutes
on Zoom



Conversation skills



Reading



Writing



Eastern & Western
Armenian

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Ecommerce Marketing Bundle

-  Search Engine Optimization
-  Pay Per Click Services / Google ads
-  Pay Per Click Services / Meta Ads
-  Email Marketing Services
-  And More...

Local Business Marketing Bundle

-  Website Development and Design
-  Website Support
-  Search Engine Optimization
-  Local Service Advertisement
-  And More...

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-  Pay Per Click Services
-  Search Engine Optimization
-  Social Media Marketing Services
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Empowering Local Talent for Global Opportunities

📍 Impact Hub Yerevan

📅 October 10, 2024



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Cool Swag: Exclusive swag for all attendees – don't miss out!

Capacity: 100 people – spots are **FREE**, but they're **limited**!



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6:00 pm • Global Remote Hiring Simplified

Learn key strategies and tools for simplifying global remote hiring and building effective, high-performing teams. Explore how Native Teams is bridging the gap in the evolving remote workforce. - Jack Thorogood, Founder and CEO of Native Teams (30 mins)

6:30 pm • The Economic Potential of Remote Work for Armenia

Discover how remote work is reshaping Armenia's economy and offering unprecedented growth opportunities. This discussion explores freelancing as a driving force for innovation and economic development. - Hagop Panosian, pioneer of freelancing with 25 years of experience, Mathew Zein, Writer and Chief Editor of Life in Armenia magazine (30 mins)

7:00 pm • How to Sell Your Freelance Services Like a Pro

Gain practical tips on how to market and sell your freelance services effectively. Learn from an expert how to pitch, position, and close deals like a professional. - Anush Apikyan, IT Sales Expert & Trainer (25 mins)

7:30 pm • Networking time (1 hour)

Speakers



Jack Thorogood

Co-founder of Native Teams, has revolutionized how freelancers and remote workers manage payments, taxes, and contracts. His forward-thinking approach is transforming the global remote work landscape.



Mathew Zein

A remote work professional with 10+ years of experience in the content industry working with companies worldwide. He is the co-founder of Remote Work Armenia and the Chief Editor of Life in Armenia magazine, promoting Armenia as an emerging destination for digital nomads and remote workers worldwide.



Hagop Panosian

A remote work pioneer with 25+ years of experience, Hagop knows everything there is to know about the remote work experience. He is a technology marketer and author, and has co-founded Remote Work Armenia to promote the benefits of remote work in the country.



Anush Apikyan

IT Sales Expert & Trainer, is an advocate for remote work and digital nomadism, providing expert guidance to both freelancers and businesses navigating the global economy.

PROMOTING A CULTURE OF BELONGING

HOW ARMENIAN CULTURE IMPACTS WORKPLACE DYNAMICS AND PROFESSIONAL RELATIONSHIPS



**KRISTINA
GISHIAN**

PROFESSIONAL IN INTERNATIONAL
HUMAN RESOURCES



PROMOTING A CULTURE OF BELONGING

HOW ARMENIAN CULTURE IMPACTS WORKPLACE DYNAMICS AND PROFESSIONAL RELATIONSHIPS

Everyone would agree that Armenians are well-known for their hospitality and warmth. If you have even interacted with an Armenian, you most probably were either treated with the most delicious food they had at home or invited to visit Yerevan, which included the full tour around and outside the city. **We love people, hospitality, and the positive emotions coming with it** - this is part of our culture.

You are probably wondering how these cultural differences affect our working culture. As Armenia is a crossroads of Europe and Asia, **we cooperate and work with all the people around the globe**, especially with the rise of remote work and the tech sector in Armenia. I will try to discover the main cultural aspects and their impact on workforce dynamics.



Communication

Armenia has a high-context culture. Here people rely heavily on implicit cues, non-verbal communication, and the context of the situation rather than direct, explicit words. **Social norms play a big role in our lives.** So, communication is mostly indirect which is also observed in a working setting.

Such culture creates several challenges in a work environment such as giving/receiving feedback, delayed decision-making, and others. For example, managers in Armenia may hesitate to give direct critical feedback, preventing employees from fully understanding areas where they need to improve. Decision-making and negotiations can take longer because **establishing trust and rapport is prioritized.** However, this can also lead to stronger, more loyal working relationships once trust is established.



Among other positive sides of this culture are high diplomacy and subtlety which again help us to create stronger relationships and trust among work partners, employees, and clients. Generally, **long-term relationships are important for Armenians in both personal and professional life**, so we prefer being tactful rather than direct.

Strong Community and Interpersonal Relationships Focus

It's unlikely that you will find an Armenian who has not acquired at least a couple of close friends at work. **We are people of a community**, so teamwork and cooperation are valued over individualism. This cultural difference creates one more tendency - being loyal to our employers.


People tend to spend many years in one company if they like their colleagues, and this factor is way much more important for the average Armenian person than pay, career development perspective, or benefits package in a company. Of course, we care about compensation because who doesn't? However, **the team and colleagues factor is much more important for us** than for people in Western cultures, where individual development is a higher priority.

According to the World Values Survey (WVS), trust and interpersonal relationships are highly valued in Armenia. Around 60% of Armenians report a high level of trust in their close social circles and this includes colleagues as well. Taking into account that teamwork is highly encouraged and even required in modern type companies, this cultural aspect helps us to create, deliver, and perform effectively in a work setting.

There is another tendency you can observe in the Armenian work setting - **conflict resolution between employer and employee is rarely done through court**. And generally, we do not sue companies and

each other that much. Conflicts are resolved without formal legal action, usually through mediation and negotiation or involving personal connections and informal networks. So, legal disputes are avoided in our culture.

Based on my personal experience and observations as an HR professional, hiring and promotional decisions also often rely heavily on networking and word-of-mouth referrals while around 60-70% of jobs in certain sectors are filled through referrals rather than formal applications. This shows how important interpersonal relationships are in Armenia.



Respect for Hierarchy and Leadership

Armenians have a high respect for their families and elderly people, in particular. From early childhood people are taught that older people possess authority, thus children respect and cherish them. This cultural peculiarity affects the mindset of people including their behavior at the workplace. Leadership means a lot to us.

Research from Caucasus Research Resource Centers (CRRCC) indicates that Armenian organizations tend to have centralized decision-making processes, with key decisions often being made at the top and trickling down. Armenians will rarely oppose management. Let's say an average Armenian will not initiate a grievance case against the manager, they would prefer resolving the conflict in person.

There are always two sides of the coin. This cultural difference works great in companies with a well-defined structure and hierarchy. At the same time, deep respect for authority **can sometimes discourage employees from voicing their opinions**, especially if they are junior staff.

That is why modern companies and startups have flat or semi-flat structures to encourage open communication across the organization, also **giving every employee a sense of authority and responsibility**.



Working lifestyle



We are not early birds; that's true. If you have ever been to Yerevan, you probably know that the majority of operations start no earlier than 10:00 AM. How to start earlier without having a freshly prepared Armenian coffee? Our hospitality comes from the small rituals and traditions we have.

A very strong argument in support of Armenian working dynamics and lifestyle is that Armenians will rarely exit the office or close the laptop, leaving the task unfinished. Earlier, I mentioned that we are loyal to our employers, and with this comes a high sense of responsibility for the company and team. This “9 to 5” lifestyle is not about us. We may overwork just because the current business needs it without complaining or demanding extra pay.

At the same time, holidays, especially the ones involving family gatherings, are sacred for Armenians, which means that most probably working during holiday times will not be an option, even if there is an urgency at work.

Armenians have a saying, “Թռչունին թռիչքով են հանաչում, իսկ մարդուն – աշխատանքով” which means “A bird is known by its flight, and a man is known by its work”. So, hire that Armenian candidate and sign a contract with that Armenian company - you will never regret it.

FROM TRAGEDY TO INNOVATION

HOW THE FOUNDER OF SESTIVE TURNED TRAUMA INTO A THERAPY ENGINE



**DIANA
OGANESIAN**

CO-FOUNDER AND CEO AT SESTIVE



**MANE
GEVORGYAN**

EMPLOYMENT BRANDING AND
COMMUNICATIONS PROFESSIONAL



FROM TRAGEDY TO INNOVATION HOW THE FOUNDER OF SESTIVE TURNED TRAUMA INTO A THERAPY ENGINE

Have you ever witnessed someone change completely in just a day? One moment, they're the person you know, and the next, they're almost unrecognizable. As a 5-year-old, I saw this happen to both my grandfathers after the devastating earthquake in Gyumri.

Depression took hold of them—they went from being lively and active, caring for their families, and spending quality time with me, to becoming withdrawn and lacking energy or communication. This went on for over a decade, until we found the right therapy and they began to recover. It's a feeling many can relate to—watching loved ones struggle with mental health and feeling powerless to help.



Diana Oganesian

Co-Founder and CEO
at Sestive

Mental health can feel like something beyond our control, leaving us sad and helpless”



Diana Oganesian, Co-founder & CEO of Sestive, during the interview for “Thinking Portraits” taken by Emma Marashlyan

Instead of feeling powerless, I resolved to make a meaningful difference in psychotherapy. I decided to use my skills in building companies and finding **innovative solutions to empower therapists to support more people more effectively.**



Diana Oganesian with her grandfather in Gyumri

Levon Hovhannisyan,
Co-founder & CTO of
Sestive

I well understood that psychotherapists face the challenge of managing an overwhelming amount of information from numerous clients with varying diagnoses and challenges. **Often lacking modern tools to streamline their work** and handle this data effectively, they struggle to focus on analysis rather than sifting through countless notebooks for session summaries. I recognized that addressing these gaps required new approaches.

When I reconnected with my longtime friend and former colleague Levon Hovhannisyan to share my ideas, we realized we both saw the same problems in the field. Levon, an expert in AI Cloud Architecture, was ready to tackle the technical challenges, and that's how the idea of co-founding Sestive was born. Our confidence in the idea was further validated when we pitched it to Mariam Matnishyan, a psychotherapist with over 15 years of experience, who confirmed we were addressing the right issues and agreed to join the team.

Diana Oganessian
at Feminno 2024
conference as a
speaker



Can AI replace the therapist?



Founding a Therapy Engine

Sestive is an AI-powered platform designed to transform the digital experience of psychotherapy.

It redefines how therapy data is analyzed by offering AI-driven insights that lead to more effective mental health treatment. By offering personalized, data-backed solutions, **Sestive helps therapists and patients make better decisions** and enhances the overall therapeutic experience.

Diana Oganessian

Co-Founder and CEO at Sestive

With the rise of online therapy after COVID and the incredible potential of AI, now is the perfect time to embrace digital transformation and make a real impact in psychotherapy,”



Therapists can inquire about client-specific or practice-related topics, such as therapy methods, progress, and key discussion points, as well as receive suggestions for optimizing methodologies based on practice history and analytics. In turn, patients become more engaged by receiving clear answers to questions about session history, **helping them quickly understand the value of therapy through progress-based feedback.**

Sestive strengthens the therapist-patient relationship by making therapy more dynamic, allowing information to be shared between sessions and seamlessly integrating that data into Sestive's analytics for deeper insights.



The product is now being used by a group of therapists chosen by Sestive's professional board. Their valuable feedback is crucial for the team to validate needs, refine, and optimize the platform before its broader release.

picture of the online call Team of Sestive during daily stand up call

The collaboration with leading psychology universities will enable the platform to store reliable resources on case management and treatment methodologies. This will allow therapists to access these resources easily, ask about unfamiliar cases, and receive trustworthy information all from one platform.

Behind this impactful product is a dedicated team at Sestive, based in Armenia, the Netherlands, and Switzerland. They bring a wealth of diverse experience and a genuine commitment to mental health, working together to **drive positive change in the world of psychotherapy.**



A GOLDEN OPPORTUNITY FOR TOURISM
IN ARMENIA

HOW DEEP TRAVEL CAN TRANSFORM TOURISM IN EMERGING DESTINATIONS



**RICHARD
LINDBERG**

FOUNDER OF ONE PLANET JOURNEY



A GOLDEN OPPORTUNITY FOR TOURISM IN ARMENIA

HOW DEEP TRAVEL CAN TRANSFORM TOURISM IN EMERGING DESTINATIONS

My name is Richard Lindberg, a long time sustainability entrepreneur, and the founder of [One Planet Journey](#), the world's first platform and magazine for deep travel. As a destination marketing expert I will presents how Armenia as an emerging destination can avoid the pitfalls of conventional tourism and instead attract highly sought-after travelers.

Travel and tourism conjure images of sun, fun, and adventure. We chase the perfect moment with our camera phones in hand, quick to upload the experience to social media. It's **often edited to the extreme as we pretend the crowds weren't there**. Then we're off to the next sight, checking off as many as possible in the few days we have at our disposal. Hopefully, we don't irritate the locals, but given the headlines this summer, it seems we have.



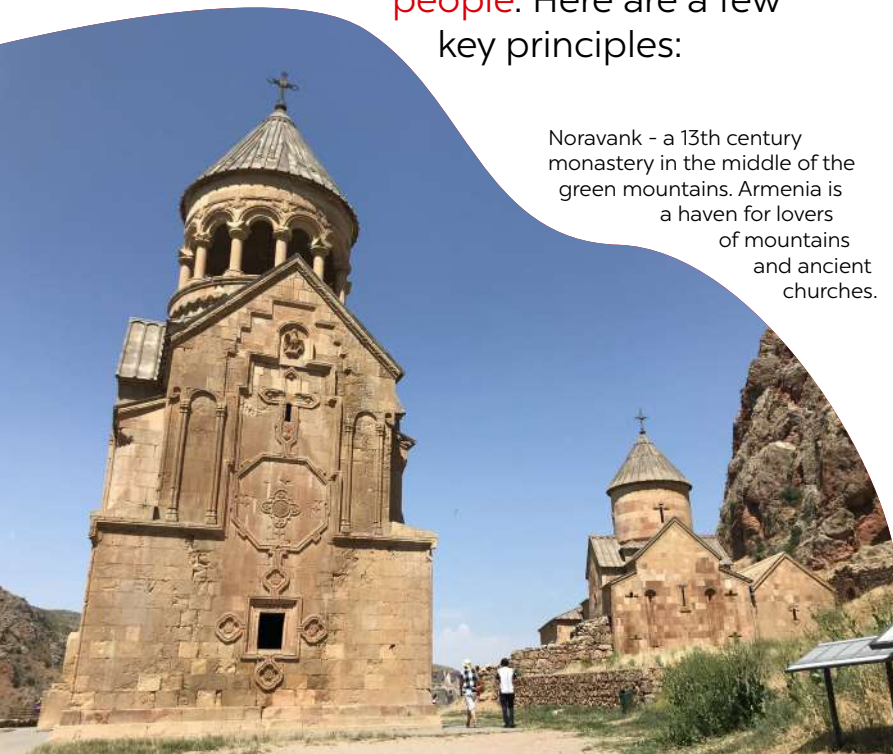
What is Deep Travel?

What does it mean to deep travel? First of all, it's about **intent and having a goal with your time spent**. It could be personal development like learning a bit of the language (ես սիրում եմ Հայաստանը), and trying to live as a local. Usually it means staying longer, preferably during shoulder- or off-season when there is a relaxed climate and more chances to interact with locals in a chilled way.

This travel philosophy involves a personalized, exclusive type of tourism, where authenticity takes center stage. There is a focus on sustainable practices, wellness, and an immersion in the local culture that **supports home-grown businesses and long-term economic growth**.

Deep travel also redefines the traveler's experience. It focuses on quality over quantity, encouraging slower, more thoughtful trips that **allow for a deeper understanding of a destination and its people**. Here are a few key principles:

Noravank - a 13th century monastery in the middle of the green mountains. Armenia is a haven for lovers of mountains and ancient churches.



Peak season travel, defined by expensive flights and accommodation, is no longer synonymous with a nice, relaxing break to recharge your batteries for another year of work. **Nowadays you need a vacation from your vacation**. Travelers aren't getting the experience they dreamed of, and residents are full of rage as a mismanaged tourism model has led to a breaking point. They feel priced out of their own cities as rental prices skyrocket, further upset about overwhelmed infrastructure and environmental degradation. And many fear their culture being diluted **as traditions become commercialized to cater to tourists**.

It doesn't have to be like this. There is another way. And while traditional hotspots in southern Europe face an uphill struggle to fix the above issues, newer destinations have the opportunity to do it right from the onset. The solution is called **deep travel**, which is both a traveler mindset and a framework for emerging destinations like Armenia to avoid many of the negative impacts of traditional mass tourism by encouraging **thoughtful, more sustainable, and immersive experiences**.



Immersion over Superficiality

Deep travelers seek to understand the soul of a place. Instead of rushing through must-see landmarks, they spend time in fewer locations, learning about the nuances of the local culture, language, and traditions. For example, rather than simply visiting Armenia's iconic Etchmiadzin Cathedral or Noravank Monastery, deep travel involves engaging with Armenians to fathom the importance of Christianity in their daily lives and national identity.

Individual Transformation

Deep travel is as much about personal growth as it is about the destination. Through longer, more meaningful interactions and immersion in new cultures, travelers gain a deeper understanding of the world and their place in it. It's a journey that fosters empathy, cultural awareness, and self-reflection. In Armenia, this might mean partaking in religious ceremonies or volunteering during local festivities like the Areni Wine Festival.


Community Engagement

Deep travel fosters genuine interactions with locals. Travelers support family-run businesses, take part in local customs, and build meaningful relationships with hosts. In Armenia, this could involve learning how to weave carpets.

Sustainability

While conventional tourism can strain natural resources, deep travel emphasizes environmental stewardship and cultural preservation. Deep travelers are conscious of their footprint, often opting for eco-friendly accommodations, using public transport, and engaging in activities that support conservation. Armenia, with its pristine landscapes and remote villages, is ideal for this kind of low-impact travel, for example offering opportunities to hike parts of the Transcaucasian Trail.





Areni Noir indigenous grape, with a taste of red and dark fruits like cherry, currants, cranberry. Sometimes leathery and peppery, Armenian semi-sweet wines are a real treat!

Who are Deep Travelers?

Typically, destinations need to attract some of the following traveler profiles who, in one way or another, subscribe to the deep travel ethos: Digital nomads/remote workers, eco-tourists, responsible travelers, culture and food lovers, nature and adventure fans, solo and slow travel aficionados, and wellness explorers. Armenia's potential tourist offering is **a match made in heaven for these profiles**. These are all highly sought after as they tend to stay longer, spend more money, and talk about lived experiences in their wide networks.

Benefits and Examples of Deep Travel in Armenia

Emerging destinations stand to gain by embracing deep travel and sustainable tourism paradigms. These approaches not only mitigate the common pitfalls associated with conventional tourism, but also lay the groundwork for long-term, resilient growth in a number of ways.

Distinctive Identity Preservation

Burgeoning destinations have the unique advantage of shaping their tourism landscape before it becomes saturated or “touristified”. By prioritizing deep travel, they can **protect and highlight their distinct cultural and historical identities**. A proactive approach ensures that local traditions, languages, and customs remain authentic.



Example

In Armenia, focusing on deep travel allows regions like Vayots Dzor to showcase their ancient sites and wonderful nature as in Jermuk without the pressure to conform to standardized tourist encounters. This makes the destination more attractive to discerning travelers seeking genuine activities.



Practical Tip

Emerging destinations should collaborate with local communities to create authentic cultural experiences, such as traditional craft workshops, storytelling sessions, and participation in regional festivals.

Responsible Growth and Environmental Stewardship

Take the opportunity to integrate sustainable practices early on, **ensuring that tourism growth does not come at the expense of the environment.** Implementing green infrastructure, public transport, promoting renewable energy sources, and enforcing conservation measures help preserve natural landscapes and biodiversity. It might be tempting to barrel ahead at full steam, dreaming of volume, but as we can see in other destinations, the bill comes later, and it's always too high.



Example:

Armenia's pristine landscapes, including picturesque Lake Sevan, benefit from practices that limit environmental impact. By encouraging eco-friendly accommodations, such as sustainable glamping and responsible outdoor activities, Armenia can safeguard its natural beauty for future generations.



Practical Tip

Invest in sustainability, promote the use of public transportation, and implement strict waste management protocols to minimize environmental footprints.

Empowering Local Communities

Deep travel emphasizes meaningful interactions and economic support for local communities. By promoting and prioritizing locally owned businesses, artisans, and small-scale enterprises, **emerging destinations can create job opportunities**, financial resilience and empowered residents. It's a better path than only relying on external actors, resulting in economic leakage, as we see in traditional tourism models.



Example: In rural Armenia, tourists staying in homestays or participating in local workshops directly support families and small businesses. This not only boosts the economy but also fosters a sense of community pride and ownership over tourism development. This has gone wrong in many places and bred resentment among resident communities.



Practical Tip: Encourage tourists to choose local businesses by providing directories of recommended restaurants, shops, and tour operators. Offer incentives for service providers that adopt sustainable and community-focused practices.

Enhanced Global Appeal

Adopting deep travel and sustainable tourism can significantly enhance an emerging destination's global reputation. As more travelers seek authentic and responsible experiences, destinations that deliver become attractive on the international stage.



Example: Armenia has the natural wonders to position itself as a leading destination for eco-conscious travelers. By highlighting its unique cultural heritage and mountainous environments, Armenia can attract a niche market who value sustainable travel and authenticity.



Practical Tip: Develop a strong brand identity around sustainability and deep travel. Utilize digital marketing strategies and collaborate with respected voices who advocate for responsible tourism.



Why Armenia is ripe for Deep Travel

History

A profound aspect of Armenia is its rich historical and cultural heritage, which stretches back thousands of years. Visitors can explore UNESCO World Heritage Sites like the Geghard Monastery, carved into the cliffs, and Etchmiadzin Cathedral, one of the oldest Christian churches in the world. These sacred places offer a sense of spiritual continuity and cultural pride. A visit here isn't just about viewing architecture but understanding Armenia's deep ties to its faith, resilience, and history.

Traditions

In rural Armenia, travelers could see traditional crafts like carpet weaving and join locals in making lavash bread in a clay oven, a practice recognised by UNESCO for its cultural significance. Visitors will gain not just a taste of Armenian food but also a sense of the community's self-sufficiency and respect for their traditions.

Cuisine

Continuing on the topic of food, Armenia's gastronomy reflects its geography and history. Deep travelers can take part in culinary experiences like making Tolma (stuffed grape leaves) or savoring the country's famous Khorovats (grilled meats). Armenia's winemaking tradition dates back over 6,000 years, and a visit to the wine regions allows travelers to sample wines made using ancient methods. Wine tourism is another sub niche that Armenia has an opportunity to attract.

The Journey to a Deeper Experience Starts Today

Emerging destinations like Armenia have the tools and the incentive to navigate the challenges of traditional tourism while unlocking a multitude of benefits. These include preserving their distinctive identity, fostering responsible growth, avoiding overtourism, empowering local businesses, and enhancing their global appeal.

Adopting these paradigms not only ensures the long-term sustainability of the tourism industry but also creates enriching and meaningful experiences for both travelers and host communities.

See you in Armenia, a country of deep experiences!

Armenian food market



ARMENIAN UNICORN IN THE MAKING

EASYDMARC



EASYDMARC

EMAIL UNCOMPROMISED



**MATHEW
ZEIN**

EDITOR IN CHIEF



ARMENIAN UNICORN IN THE MAKING EASYDMARC

Founded in Yerevan by Gerasim Hovhannisyan and Avag Arakelyan, EasyDMARC is a B2B SaaS company that simplifies the email security and authentication process, making it accessible for businesses of all sizes.

On 16 September 2024, the email security firm EasyDMARC announced it had raised US \$20 million in a Series A funding round led by Radian Capital, a New York-based firm.



Sona Veziryan,
Director of BANA
Angels and Partner
at Formula VC

“ Our journey with EasyDMARC began in early 2019 when founders Gerasim and Avag joined one of our startup programs at BANA Angels. In 2020, BANA Angels invested in their pre-seed round. In 2022, we participated in their seed round with Formula VC. In 2024, EasyDMARC celebrated a Series A closure, offering our angels an exit Opportunity with incredible 20X to 40X returns in less than 4 years, which most of our angels processed! ”

“ We have met with Gerasim Hovhannisyan and Avag Arakelyan back in 2019 when they just started their journey....fast forward to nowadays, and they have built a company that is having a great impact by providing cybersecurity to global brands we use every day.”

Karen Vardanyan,
Co-Founder of Formula VC





“

We've been with EasyDMARC since the inception —first investing in their angel round with BANA Angels, followed by their Seed round with Formula VC and now continuing our support in their SeriesA.”

Grigor Hovhannisyan,
Co-Founder of
Formula VC

That's an Armenian unicorn in the making. Hopefully, the next time we write about EasyDMARC, it'll be big news about their \$1 billion valuation. Who knows how soon that could be? Nobody does, and that's the beauty of angel investing.



September 26, 2020
BANA Angels celebrating
the pre-seed deal completion with
EasyDMARC founders at Gerasim
Hovhannisyan's summer house



TECH EVENTS

with
ARTAK N. G.



TECH BLOGGER

EVENTS

OCT 1-4	Americas competitiveness Exchange	
OCT 2	Open day in 42 Yerevan free programming school	
OCT 1-3	"Engineering week" by EIF	
OCT 1-6	"Science week"	
OCT 2	"How to manage AI projects" by PMI Armenia	
OCT 3	"Engineering meetup at Yandex Hall" by ACA	
OCT 3-6	"Workshop on Collaborative Technologies and Data Science" by FAST	
OCT 4	"Entrepreneurship Hack Night with. Nvidia Vice President Rev Lebedian (Nvidia VP)" by EPIC	



TECH EVENTS

with
ARTAK N. G.



TECH BLOGGER

EVENTS

OCT 4-7

WCIT and Digitec by UATE



OCT 7

Tech & AI Networking Event with Belgian Experts



OCT 7-9

“Digital Horizons “ by IMC



OCT 12

“AI conference 2024” by Krisp



OCT 13

“Code battle”



OCT 14

“Business Innovations for the Future” with Lars Kolind,
by Leadership School



OCT 15

Digital meetup by Make IT real



OCT 19-20

Crypto Summit by Fastex



EFFORTLESS FREELANCING IN ARMENIA

HOW TO MANAGE INTERNATIONAL PAYMENTS AND INVOICING THROUGH A UNIFIED SOLUTION



**ANI
SAFARYAN**

DIGITAL MARKETING MANAGER
AT NATIVE TEAMS



EFFORTLESS FREELANCING IN ARMENIA HOW TO MANAGE INTERNATIONAL PAYMENTS AND INVOICING THROUGH A UNIFIED SOLUTION

Managing payments efficiently is crucial in the fast-paced world of freelancing and remote work. For freelancers and remote workers in Armenia, Native Teams offers comprehensive payment solutions and tools that could be game-changers.

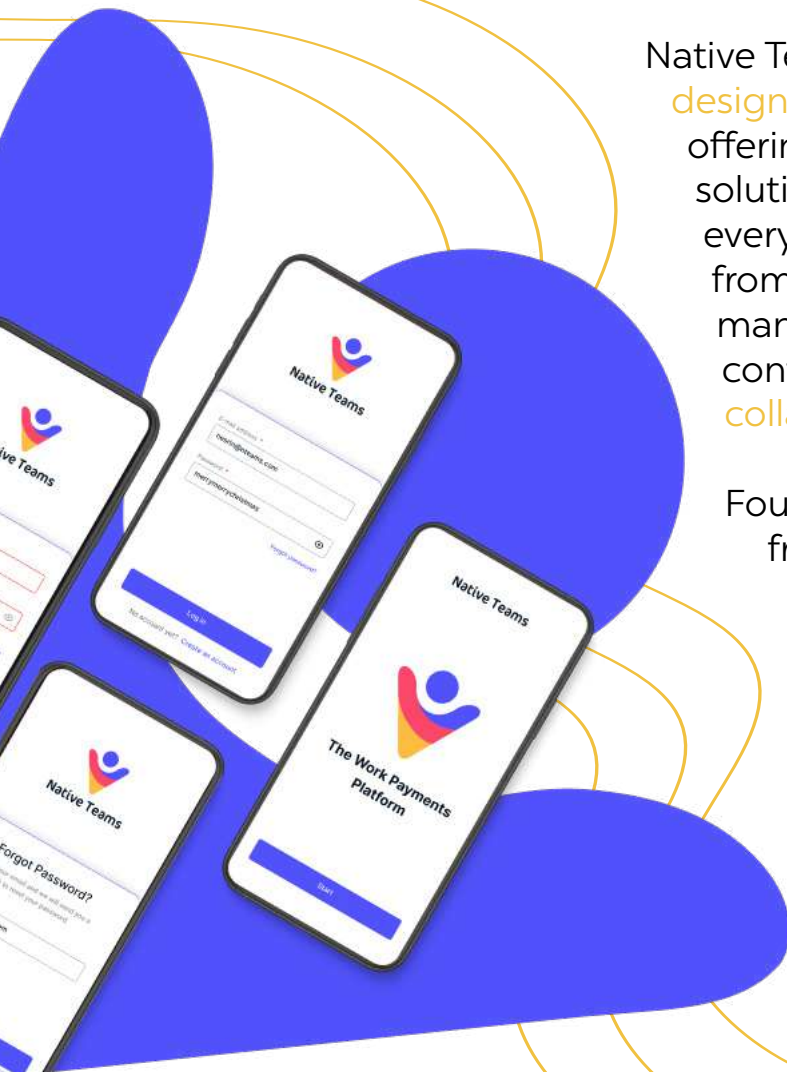
Here's a deep dive into how Native Teams' digital wallet, card, and invoicing services can streamline your international payments and simplify your financial life.



What is Native Teams?

Native Teams is a comprehensive platform designed to cater to freelancers in Armenia, offering a complete suite of payment solutions. This all-in-one service provides everything needed for independent work, from handling global transactions to managing self-employment benefits and contributions within Armenia, all while collaborating with international clients.

Founded by individuals who are themselves freelancers and digital nomads, Native Teams aims to eliminate the major challenges associated with freelancing. The platform focuses on facilitating your growth by handling administrative tasks and navigating local regulations, allowing you to concentrate on your work without hassle.





Toolkits for freelancers in Armenia

Freelancers and remote workers in Armenia often face challenges with payment solutions that are not always tailored to their needs. Traditional options might have high fees, slow processing times, and limited integration capabilities. This is where Native Teams steps in, offering a suite of tools designed to address these pain points. Here are some of the payment solutions Native Teams offers in Armenia:



Invoice Without Company

Keeping track of payments and issuing invoices can be a challenging task. Native Teams **simplifies this process with its automated invoicing system**. You can generate and send invoices directly from the platform, track their status, and get paid faster. This not only saves you time but also reduces the risk of errors and delays, allowing you to focus more on your work and less on administrative tasks.



Payroll Calculator

Managing payroll can be one of the most challenging aspects of freelancing, especially when juggling multiple clients and varying payment structures. Native Teams' payroll calculator simplifies this task by accurately calculating taxes, deductions, and net pay, ensuring that you stay compliant with tax regulations and avoid costly errors. With features tailored for freelancers, such as **customisable pay periods and expense tracking**, a payroll calculator helps you maintain financial clarity and streamline your accounting processes.



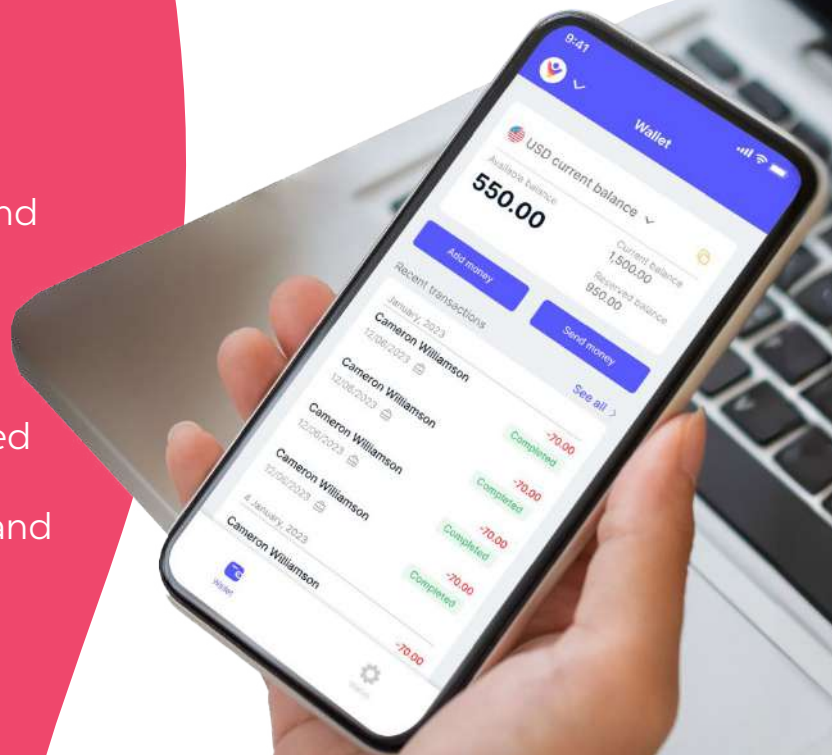
How to Access Native Teams' Toolkits for Solo Professionals?

For those looking for even more advanced features, Native Teams offers the Payments Pro plan. This premium option comes with additional perks such as:

Logo on invoices: You can add your company's logo to your invoices to create a more professional experience for your clients.

Customisable invoicing: More options for customizing your invoices to better reflect your brand and professionalism.

Balance rewards: Get rewards for keeping a balance in your wallet. These benefits are designed to enhance your experience, providing you with more control and convenience over your payment processes.



Integration with Top Platforms

One of the standout features of Native Teams is its seamless **integration with popular freelancing platforms like Upwork and Fiverr**. This integration means you can easily link your accounts, making it simpler to receive payments directly into your Native Teams wallet. This streamlined process reduces the hassle of transferring funds between different accounts and helps you manage your finances more efficiently.

Having the right tools can make all the difference. Native Teams offers tools for freelancers and remote workers in Armenia, addressing common payment challenges and providing a platform that grows with your needs. From low transaction fees and quick payments to automated invoicing and seamless integrations, Native Teams is here to support you every step of the way.

Ready to take your freelance business to the next level? Visit [Native Teams](#) today to explore more about how their payment solutions can transform the way you manage your finances. Don't let outdated payment methods hold you back—embrace the future with Native Teams and enjoy the freedom of hassle-free payments.



INCLUSIVE AI-POWERED TRAVEL FOR EVERYONE

CONNECTING TOURISTS WITH SPECIAL NEEDS TO ACCESSIBLE DESTINATIONS



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EDITOR IN CHIEF



**RUBEN
SAMARYAN**

CO-FOUNDER AND CEO
AT JACK BOT

INTERVIEWING



INCLUSIVE AI-POWERED TRAVEL FOR EVERYONE CONNECTING TOURISTS WITH SPECIAL NEEDS TO ACCESSIBLE DESTINATIONS

As an ex-digital nomad, I've always found joy in exploring new destinations and immersing myself in the local cultures as much as possible. However, I've also witnessed firsthand the barriers that can **hinder the travel experiences of individuals with disabilities.**

Many destinations are simply not designed with accessibility in mind, from uneven sidewalks and stairs to inaccessible public transportation. Hotels and other accommodations may lack essential features like ramps, accessible bathrooms, and visual aids. Finding reliable and up-to-date information about accessible attractions, transportation, and accommodations can be daunting. These challenges can make travel feel like **an exclusive privilege rather than a universal right.**

While it's ideal for all travel destinations to be accessible, a more immediate goal is to provide public information about accessible destinations and facilities. This would allow disabled travelers to plan trips that accommodate their needs. According to the World Health Organization, around 1.3 billion people, or 16% of the world's population, have a significant disability. It's sad that despite all the technological advancements and the AI revolution, **over a billion disabled individuals can't easily enjoy traveling like others.**



AI has the potential to change the face of the travel industry by making it more accessible and inclusive for people with disabilities. It could enable travelers with specific needs to easily find personalized recommendations for accessible accommodations, transportation options, and attractions.

Recently, I met a Georgian-Armenian entrepreneur named Ruben Samaryan, who experienced firsthand the challenges of traveling with a disabled friend. However, Ruben didn't see this as a limitation but rather as an opportunity. He used AI to develop [Ask Jack](#), a chatbot that could **create personalized tour plans for people with disabilities**. The chatbot would empathize with users and provide solutions to help them plan their next trip, including information on potential obstacles, accessible destinations, and more.



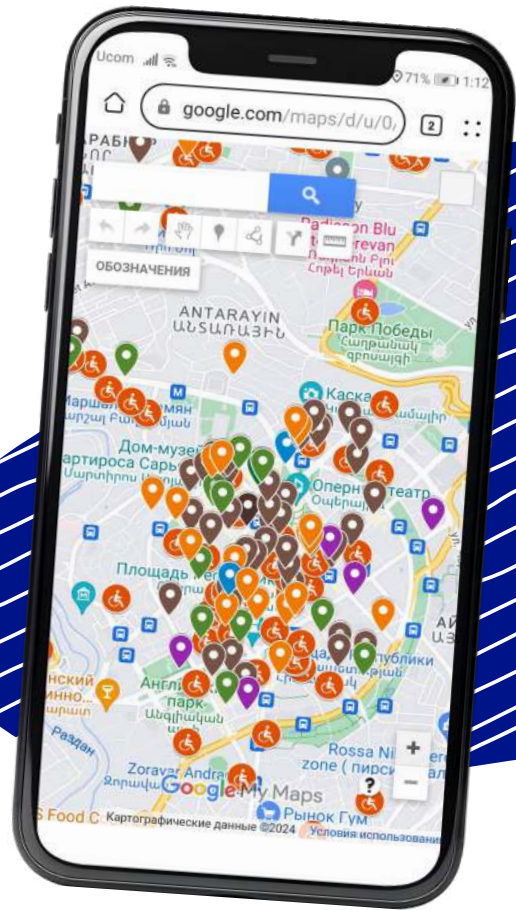
Ruben Samaryan

Co-Founder and CEO
at Ask Jack Bot

As a frequent traveler myself, I've encountered numerous challenges, particularly when traveling with loved ones who have special needs. I realized that AI technology could be a powerful tool to address these challenges and make travel more inclusive."

Ask Jack is an AI-powered travel assistant designed to make travel experiences personalized and stress-free for travelers with disabilities and **bridge the communication gap** between disabled travelers and local service providers. It's a personalized travel companion that **understands the unique needs and preferences of disabled travelers** and suggests tailored itineraries, accommodations, and activities. Beyond personalized recommendations, Ask Jack handles the intricate details of the travel plan, from flights and accommodations to transportation and activities.

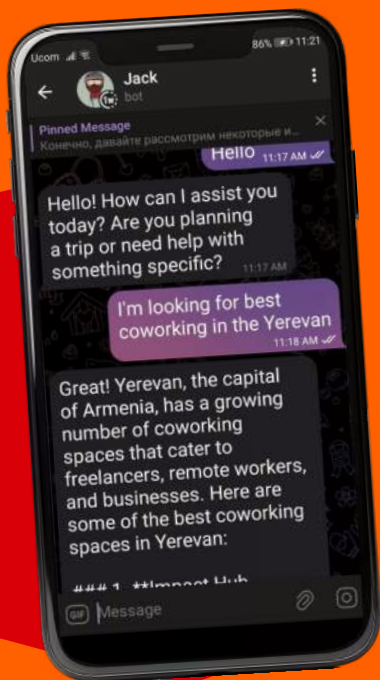
AI can analyze a traveler's needs, preferences, and physical limitations to create customized itineraries highlighting accessible attractions, accommodations, and transportation options. It can suggest destinations known for their accessibility features, such as wheelchair-friendly accommodations, accessible transportation networks, and inclusive attractions. AI can also identify potential barriers to accessibility, such as uneven surfaces, narrow doorways, or lack of accessible restrooms, allowing travelers to plan accordingly.



Ruben Samaryan

Co-Founder and CEO
at Ask Jack Bot

Our goal is to empower disabled travelers to explore the world with confidence, regardless of their unique needs or preferences.”



The power behind Ask Jack lies in its advanced AI technology. Natural Language Processing enables the app to understand and respond to various queries naturally, **making the interaction feel intuitive**. Machine learning algorithms analyze data to provide personalized recommendations, predict potential issues, and offer tailored solutions. Recommendation engines suggest suitable destinations, accommodations, activities, and transportation options.

Ask Jack also accesses and processes real-time data to provide up-to-date information and adjust the itinerary as needed. The app integrates with various external services, such as booking platforms, transportation providers, and local attractions. With its focus on providing personalized, inclusive travel experiences in Armenia and Georgia, Ask Jack will address the challenges travelers face in the region and make travel more accessible and enjoyable for everyone.

Everyone has been talking about the use of AI for the betterment of humanity, and what's a better use than ensuring an inclusive world for all of us, especially those with disabilities? Hopefully, AI will soon be part of many solutions that ensure disabled individuals can experience the same life others can.



ARMENIAN STATE SYMPHONY ORCHESTRA

BRIDGING TECHNOLOGY AND MUSIC



**SERGEY
SMBATYAN**

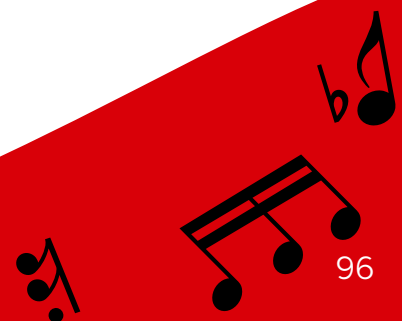
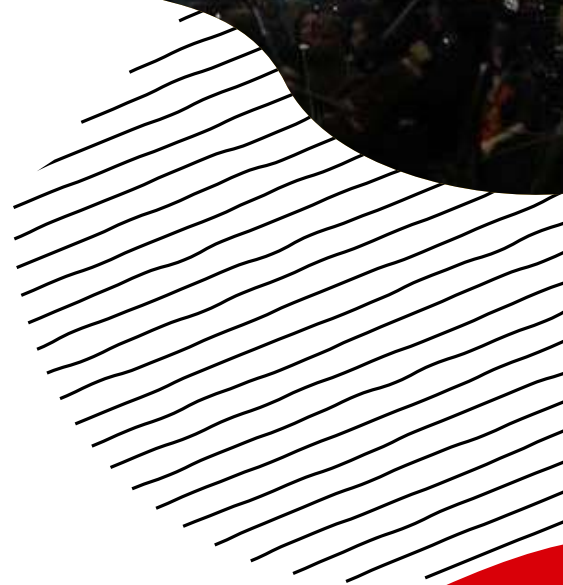
ARTISTIC DIRECTOR AND PRINCIPAL CONDUCTOR
OF THE ARMENIAN STATE SYMPHONY ORCHESTRA

ARMENIAN STATE SYMPHONY ORCHESTRA BRIDGING TECHNOLOGY AND MUSIC



The connection between cutting-edge technology and classical art may seem unexpected at first, but it becomes clearer when classical art seeks to reach a broader audience. This is where technology plays a pivotal role. By embracing digital tools, classical music breaks traditional boundaries, making it more accessible to people across diverse platforms..

By recognizing the meaningful dialogue between classical music and modern technology, the Armenian State Symphony Orchestra is profiled as a tech-driven and innovative orchestra, continuously pursuing experimental diversity by integrating AI and other advanced technologies into its artistic endeavors. While technology can never fully replicate the magic of live performances, digital tools allow the orchestra to reach broader audiences, offering new ways to experience the emotional power of music.



In recent years, the orchestra has embarked on several pioneering artistic projects that challenge traditional experiences for both classical music audiences and musicians alike, setting new standards in Armenian and international cultural scenes. Some of these initiatives have successfully challenged traditional experiences for both classical music audiences and musicians, setting new standards in both Armenian and international cultural scenes.



One such groundbreaking opportunity came with the orchestra's participation in WCIT 2019, the largest IT congress for innovators and entrepreneurs, hosted by Armenia. During the opening ceremony, around 100 musicians from 15 countries were brought together under the baton of conductor Sergey Smbatyan. They performed AI-generated music, blending themes from Armenian medieval Sharakans (chants) with a real-time composed hymn for the IT conference, which incorporated elements of the national anthems of the participating countries.

It is important to note that the Honorary Board of Trustees of the Armenian State Symphony Orchestra plays a crucial role in guiding the orchestra's vision and initiatives in its integration of technology into classical music. Composed of influential leaders from the tech and education sector, including its Chairman Aleksandr Yesayan, Co-Founder of Team Telecom Armenia and President of the Union of Advanced Technology Enterprises (UATE), Vahe Kuzoyan, President and Co-Founder of ServiceTitan, Lusine Yeghiazaryan, Chief Financial Officer

of SADA Systems, Mikayel Vardanyan, Chief Product Officer and Founding Partner at PicsArt, and Garo Armen, Founder and Chairman of the Children of Armenia Charitable Foundation (COAF) the board is dedicated to fostering the intersection of classical music and modern technology. Their collective expertise and support are instrumental in advancing the orchestra's mission, driving artistic innovation, and expanding its reach to diverse audiences both locally and globally.

We are excited to let you know that the Armenian State Symphony Orchestra will be performing at the opening ceremony of the WCIT 2024 conference in Yerevan. Join us for this special event at 8 PM on October 4th at Republic Square in Yerevan.

Scan to watch our historical performance of AI-generated music at the WCIT 2019:



“Magazine Feedback”



Harry L

“Our intimate wedding outside Garni pulled guests from five different continents of globally diverse cultures. Most information available throughout the Internet gave an antiquated view of life in Armenia; your writings, on the other hand, helped everyone feel more informed and relaxed about traveling to somewhere they never thought they would be. Thank you for helping to open minds by giving our friends and family comfort in the knowledge of where they were heading!”

Switzerland



Daniel Z

“I just spent a couple of days in Ijevan with the kids, and that is also because of your writing about that town that often gets overlooked. It was a calming and somewhat cooler get away, we enjoyed it. I can especially recommend the evening walks along the river as the local do and the stray dogs as well. I'll definitely go back there.”



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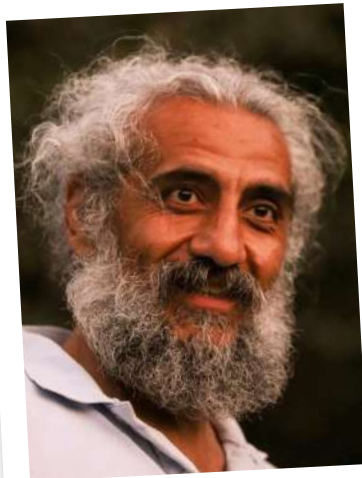
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FOR DIGITAL NOMAD FAMILIES

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