

IN PARTNERSHIP`



Tech for Non-tech Program for Women Entrepreneurs

The International Finance Corporation (IFC), a member of the World Bank Group, Women Entrepreneurship Program in Armenia launches the **«Tech for Non-tech» program for women entrepreneurs.**

The International Finance Corporation (IFC), in partnership with the Government of Japan, has a new initiative to help improve the economic outcomes of women entrepreneurs in Armenia by improving their business competencies and easing their access to business networks.

The program is implemented by **«CIVITTA Armenia»** company.

ABOUT THE PROGRAM

A specially designed program will help empower women entrepreneurs working in non-technological fields to achieve results through the application of relevant knowledge and technological solutions.

The women entrepreneurs involved in the program will participate in trainings devoted to business, entrepreneurship, innovation and technological topics, as well as marketing, delivered by the best specialists in related fields.

The program consists of three stages:

I Stage

"Personal initiative" course aimed at creating and developing a business mindset, as well as overcoming psychological barriers to starting a business and increasing it.

Duration: 1 week

** The participants with the best results will pass to the next stage.*

II Stage

During the **practical bootcamp** participants will explore ideas for brainstorming and testing, team building and project presentation with the help of the best tech and business professionals.

Duration: 10 days

** The participants with the best results will form teams and pass to the next round.*

III Stage

During **the acceleration** the newly formed teams will be trained in business development, expansion and internationalization, funding opportunities and change management in difficult situations, with the participation of the best specialists in the field.

Duration: 15 weeks

The best teams will receive a **1 million AMD grant** from «CIVITTA Armenia» company to register their business and develop their ideas.

WHO CAN APPLY?

The program is open to women entrepreneurs in Yerevan and from all regions of Armenia who meet all the following criteria.

- have **technological ideas for any field**,
- want to set up and develop their business,
- have not participated in similar programs before,
- ready to take part in all the stages in case of successful completion.

HOW TO APPLY?

You can apply to the program **until April 18 2022**, by the following [link](#):

Applicants with the most competitive and technological solutions of ideas will be selected.

If you have any questions, please contact us via email info.am@civitta.com or call +374 (10) 54 64 34.