

ERASMUS+
**INFORMATION EXCHANGE FORM FOR INSTITUTIONS INTERESTED IN PARTICIPATING IN
CAPACITY BUILDING PROJECTS (AS COORDINATOR OR PARTNER)**

1. Name of your university/institution/industry or company interested in participating in Erasmus+ project/ website:

Armenian State University of Economics (Gyumri branch)

www.asuegb.am

2. Previous international experience:

Erasmus+ KA1, University of Padova, Italy

3. Information about the intended Erasmus+/Capacity Building Higher Education project:

Type of project: Joint Project

4. Project proposal/description:

PROJECT DESCRIPTION:

Objectives

Armenian State University of Economics Gyumri branch in cooperation with the Chamber of Commerce and Industry of Shirak Region is aimed at launching a Startup Academy / Incubator, which will promote the development of Tourism industry in the region.

Main objectives.

- Boost Startup development in Shirak region, with a special shift to Tourism sector.
- Promote Shirak region and Armenian State University of Economics Gyumri Branch (the University) as a **Startup Development Center** combining formal and non-formal forms of education.

Key objectives:

- Promote the potential for business ideas and entrepreneurs at university
- Establish a culture of entrepreneurship in university teaching, research and management for the long term
- Increase the number of innovative tourism-based business start-ups and create secure new jobs in the region
- Position Shirak region as the center for innovative startups specialized in Tourism industry.

Activities

The first phase of the project is going to be implemented in the **Armenian State University of Economics Gyumri branch**. In this stage, a **Startup academy** will be created and developed. The Academy is to be the starting point for creating and scaling new high-growth innovation-based tour-industry startups, while providing an interactive learning opportunity.

Description of activities.

- **Survey** (to reveal services demanded by the target group)
- **Defining the sector (Tourism industry)** according to the results of surveys
- **Preparing the space** (coworking areas inside and outside the University building, Pitch

room, guest rooms, Entertainment area), **advertising the Incubator by various ways** (TV, Social Networks, face-to-face communication, etc.)

- Traineeship, mentorship sessions by the startup academy.

The second phase of the project is mainly implemented by the **Chamber of Commerce and Industry of Shirak Region**. In this stage, the **Startup incubator** will be created, which will bring together students, entrepreneurs, people, who have innovative business ideas for the development of tourism and services in the region. Our aim is to optimize entrepreneurial behavior in our region, to help startups solve issues concerning planning, budgeting, applying for grants, getting investment, etc.

Description of activities.

- assistance in finding financial resources, attracting investors.
- assistance to run business, understand its basics
- help with accounting/financial management
- links to strategic partners
- marketing assistance
- management assistance, etc.

Results

- Improving employability opportunities through providing an innovative training curriculum which is open, flexible and accessible from anywhere and anytime /also available for distance-learners/;
- Equipping young entrepreneurs, working in tourism industry, with necessary skills and knowledge for putting their ideas into practice.
- Fostering environment-friendly and sustainable business management practices among future entrepreneurs.
- Creating awareness among local, regional and/or national policy makers, authorities responsible for educational policies on the importance of promoting entrepreneurship education in a lifelong learning perspective.
- Involving business experts, investors and potential innovators in our activities, thus creating a bridge among these stakeholder groups.
- Discovering the potential of Shirak region for Tourism development, focus efforts towards its implementation.
- Fostering among the University students a set of core competencies and skills that are related to entrepreneurial initiatives, such as teamwork, strategic thinking and creativity.

5. Contact details:

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