

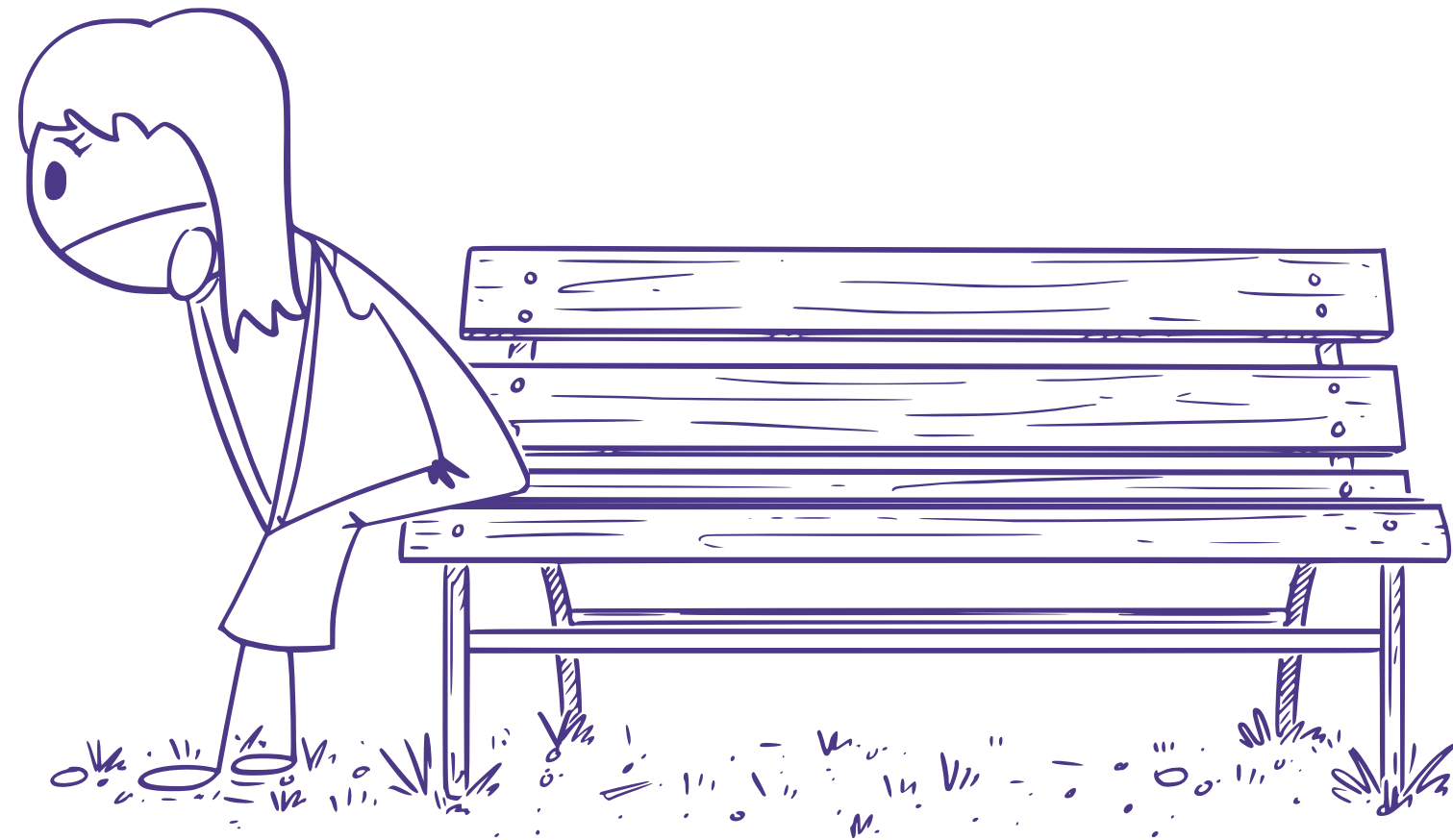
# RAISING MONEY:

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A big problem at the beginning of a business



Kingdom of the Netherlands



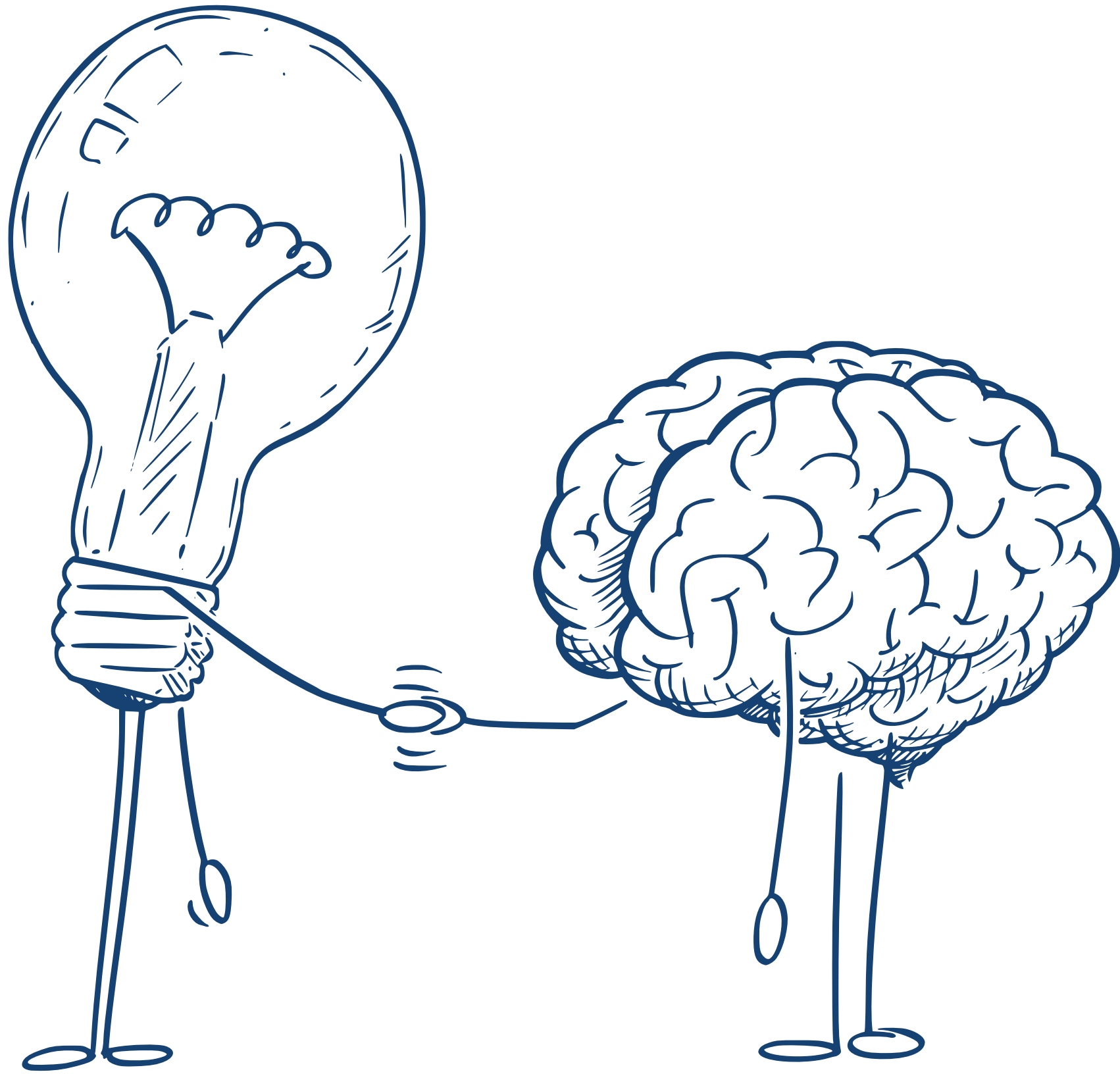
"In search of funding, I've turned to anyone and everyone I could. For example, in Europe, governments provide interest-free loans and support for new businesses. In our country, there's nothing like that. I haven't received any support. In Armenia, we say we want to develop the economy, but all we do is suffocate and destroy the taxpayer — we offer nothing in return."



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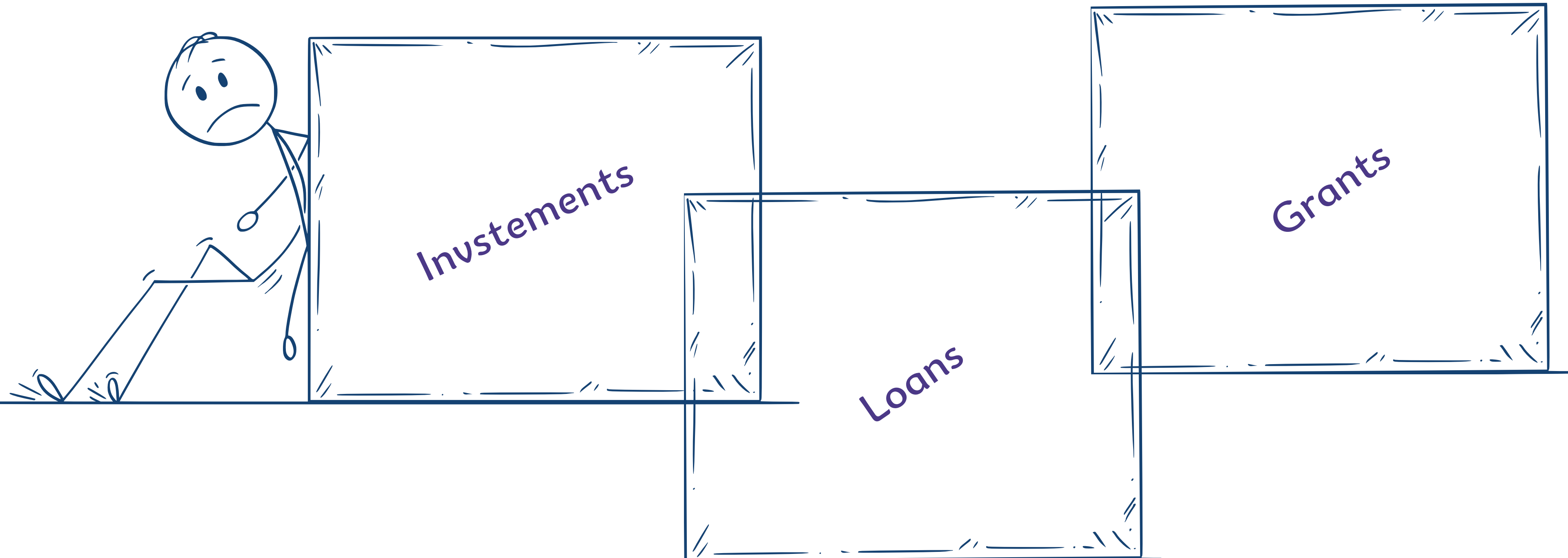
Naira Poghosyan

Founder of Negotiation Skills Mastery Service



"Coaching services in negotiation skills are used both by those who wish to develop their negotiation abilities and by individuals seeking solutions to various business or personal issues."

# Main forms of raising funding



"Naira participated in a program that offered the opportunity to take out a low-interest loan. But they required real estate as collateral, and my family wasn't willing to help me with that," she said.

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"Naira managed to convince a close friend to fund her idea and help her start the business."





## Grants



"Through its 'Women Entrepreneurs' program, the Armenian General Benevolent Union (AGBU) provides grants of up to 2 million AMD — non-repayable financial assistance — to women starting their own businesses."

"Program participants first attend training sessions and develop their business plans, working with various specialists, including a business consultant."

"In the next stage, they apply for a grant of up to 2 million AMD."

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Tatevik Manukyan

Program Manager,

AGBU "Women Entrepreneurs" Program



"The programs of the Ministry of Economy have broad coverage and do not specifically target individual groups. The state policy is aimed at providing general support for entrepreneurship and business development without restrictions based on age or social group. The promotion of women's entrepreneurship is considered within the framework of existing state and international programs."

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RA Ministry of Economy



Money?

