



“ Sakartvelo Insight: The Full Spectrum of Georgia ”

Written by Sonny Brahma

(When I arrived in Georgia during COVID-19;)

I arrived in Georgia almost randomly. It was during COVID-19 that I first came to Georgia.

I had several criterias where I wanted to set my bags.

- Country which is part of Judeo-Christian civilization;
- A developing country, so that the return of actions would be bigger;
- A country that recently known communism, so that they know it doesn't work;
- A country favorable to entrepreneurship.

When you have those criterias, you realize that not many countries can pass the test. I believe Georgia - Sakartvelo does.

I spent several months intensively diving into Georgian culture, identity and economic environment, and I'm still continuing.

I diagnosed several issues that are preventing Georgia from fully tapping into its potential.

One is external: very few people are aware about Georgia outside the region, and from those that are aware - very few are willing to take the leap to come and build something here for good reasons: there is a lack of information about the country - how it works, its history, business environment. Investors, entrepreneurs, visitors need clarity, they need insights. And that's the first challenge that we are addressing: facilitating the comprehension to trigger action here.

The second challenge that we are addressing is a deeper problem: the lack of self-esteem of the youth. A big proportion of the youth believe that opportunities are unattainable or if they are, only by small minorities. I disagree and reject this scarcity mindset. For that reason a large number of bright and young are exporting themselves to developed countries, thinking opportunities will be easier to get.

They are wrong! They might jump on a very big boat, but a sinking one.



Opportunities are here, in Georgia and the first to tap them should be young Georgians.

There are also lots of spaces where skilled entrepreneurs or investors could develop totally new industries here. From agriculture to IT, passing by tourism or even luxury.

Sakartvelo Insight is bullish on Georgia. If there would be no problems, there wouldn't be opportunities either. (anyway)

We want to showcase success stories of the people that are building Georgia, whether it's in their basement - creating jewelry, or in captains of industries.

You will learn more about Georgia on our platform than in any other places. Through conversation you will get a real return.

We have two imperatives only. We are non-political, and we state that challenges are opportunities.

Many of the success stories of Sakartvelo Insight are one stone of a bigger project which will born soon.

Gaumarjos Sakartvelos!

Sonny, Founder and CEO of Sakartvelo Insight