



**United AIO**  
United Armenian Inter-Org Group

## **United AIO 2021 Inaugural Conference**

### **Project Submission Guidelines**

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#### **Bring Your Best Ideas for Armenia. Submit a Project Proposal.**

Project submissions are a central feature of United AIO 2021, an invitation for all Armenians who register for the conference to think creatively and put forward their best ideas for projects for Armenia. Fifteen proposals will be pre-selected for presentation at the conference by their proponents.

Our call for project submissions is not just directed to the specialists and experts. It is directed toward all Armenians in every walk of life. And we encourage each and every person motivated enough to want to participate in United AIO 2021 to submit a project proposal as well. We need and welcome your ideas. It is only through this kind of universal engagement that the full potential of the Armenian people will be tapped. And that is after all one of the most important goals of United AIO.

Beyond providing a forum for creativity and engagement, United AIO will create a space in which proposed projects and their proponents can be introduced to talent and potential sponsors and vice versa, giving all the ability to harness the professional expertise, potential, energy and resources of the worldwide Armenian community. Participating in United AIO will be individuals and members of organizations who may be looking for the right project for Armenia to back with their talent or material resources.<sup>1</sup>

Most importantly, project submissions will provide proponents an opportunity to show leadership and initiative. Projects will be the responsibility of their proponents with the collaboration of individuals or organizations who choose to join their project teams.

While only 15 projects will be selected for presentation, it is important not to think of project submissions as a competition but rather as an outlet for creative imagination and

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<sup>1</sup> United AIO will only serve as a medium for facilitating such introductions and not as a financial or legal intermediary.

engagement. All submissions whether selected for presentation or not will be published on United AIO's website and be available to be seen by participants in the conference and potential sponsors, so everyone will have an opportunity to connect. Projects that are not selected will also be eligible for resubmission at future United AIO conferences.

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## **Eligibility**

All registered conference participants are welcome to make project submissions except members of the selection committees. Submissions may be made by persons, entities, or organizations individually or in collaboration with others. Project submissions are not a requirement of participation or attendance. There is no limit to the number of submissions one can make.

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## **Submission Deadline**

The deadline for submissions is **May 15, 2021**.

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## **Submission Procedure**

To make a project submission, you must prepare a written proposal in PDF format following the guidelines below, fill out the submission form on the website and upload your proposal.

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## **Selection Deadline; Notification of Selections**

Our selection committees will review proposals and decisions will be communicated on a rolling basis in 7 to 10 business days. If your project is selected, we will reach out to you with further instructions.

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## **Substantive Criteria for Proposals**

Projects must be of **systemic importance to Armenia** in a way that materially contributes to Armenia's national prosperity, security, self-sufficiency and resilience.

Projects must **engage Armenia principally through the private sector** with minimal need for government involvement. Achieving enduring change in Armenia depends on building a more robust private sector capacity for wealth creation, problem solving and governance.

Projects must favor technology-based solutions where possible or **contribute to the further advancement of the science, technology and innovation sectors of Armenia** and promote the modernization of the Armenian educational system.

Projects must be **profit-making ventures or lead to profit-making ventures** or be capable of showing a qualitative return on investment by materially improving Armenia's infrastructures for the creation of wealth, security, self-sufficiency and resilience.

Projects must be **sustainable** in the sense of being capable of delivering their intended results over their proposed lifetimes.

### **The Five Substantive Categories**

Projects must be submitted under one of the following 5 substantive categories that have been designated by United AIO as the Five Pillars of Armenia's National Strength identified by United AIO. They are: (1) Nation of Health; (2) Nation of Security; (3) Nation of Innovation and Education; (4) Nation of Business; and (5) Nation of PR and Advocacy. [Click here for more information about the categories.](#)

#### Nation of Health

Nation of Health includes projects that address the main public health challenges as a whole facing Armenia: emergency response to pandemics, chemical, biological and radiological attacks, and other public health emergencies; rehabilitation from wartime injury; combat medicine; redundancy of critical supply chains and domestic manufacture of medical equipment, medicines, and medical supplies.

#### Nation of Security

Nation of Security includes projects that address the national security needs of Armenia broadly defined, including critical infrastructures supporting the generation and transmission of electric power and other energy supplies, access to water resources, environmental protection, food supply independence, national telecommunications, cybersecurity, the sourcing and protection of crucial supply chains, the defense and other strategic industries, and anti-fragility and redundancy against Black Swan risks.

#### Nation of Innovation and Education

Nation of Innovation and Education includes projects that address innovation in Armenia broadly defined, including how Armenia can improve its educational and institutional

infrastructures to foster innovation and sustain a world-class innovation economy, and how to cultivate a startup mindset like the one that has revolutionized the IT sector of Armenia and bring it to the rest of the economy in particular to the yet-untapped but economically enormous potential of Armenia's scientific and engineering talent and know-how.

### Nation of Business

Nation of Business includes projects that focus on what Armenia must do to attract foreign investment, promote capital formation and be truly open for business, including reforms in law and regulation, corporate and business sector governance, banking, financial and capital markets, taxation regimes, etc. Armenia consistently enjoys a reputation for economic freedom.

### Nation of PR and Advocacy

Nation of PR and Advocacy includes projects that address the critically important question of what Armenia must do to tell its story to the world as a whole and to the elites who rule the world and shape world public opinion, across the entire spectrum of means available to do national advocacy from traditional public and media relations, to public and private international diplomacy, to advocacy before national and international political bodies and tribunals, to social media and popular culture, to intellectual and moral persuasion through personal and professional networks.

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## **Content of Project Proposals**

You must prepare a written proposal to upload in PDF format. Your written proposal must include a brief narrative response for each call for information below, in light of the substantive criteria specified above.

- **Name and Contact Information of Proponent**
- **Title of Project**
- **Purpose/Objective of Project**  
State the purpose or objective of your proposal, in a single declarative sentence.
- **Statement of the Problem**  
Briefly describe the problem your proposal aims to solve and how the problem is currently being addressed.
- **Statement of the Solution**

Briefly describe how your proposal aims to solve the problem identified.

- **Description of Project**

Briefly describe your project.

- **Statement of Systemic/Strategic Importance**

Briefly state why your project is systemically or strategically important and what value it offers toward improving Armenia's national prosperity, security, self-sufficiency, and resilience.

- **Why Now?**

Briefly state why you believe it is important to do your project now.

- **Target Beneficiaries**

Briefly state who will be the immediate and ultimate beneficiaries of your project.

- **Intended Impact**

Briefly state your project's intended impact once implemented on both the target beneficiary and on Armenia as a whole. Projects must be profit-making ventures or lead to profit-making ventures or be capable of showing a qualitative return on investment by materially improving Armenia's infrastructures for the creation of national wealth, security, self-sufficiency, and resilience. Thus, profit may be imagined more broadly to embrace the concept of creating or adding value that may not necessarily be measurable in monetary terms.

- **Comparative Advantage**

Briefly state what comparative advantage your project confers or contributes to conferring on Armenia as a nation vis-à-vis other nations. For instance, does your project aim to capture or extract value from a critical part of a global supply chain or scientific discipline over which Armenia can gain a temporary or permanent monopoly?

- **Other Similar Projects in this Space**

List efforts similar to your project and briefly describe how your project will complement rather than duplicate any such efforts or why your project enjoys a competitive advantage.

- **Sustainability**

Briefly state how your project will be able to sustain itself and deliver its intended results over its proposed lifetime.

- **Definition of Success and Criteria for Measuring Success**  
Briefly state how you define success for your project and the criteria by which you propose to measure success.
- **Potential Challenges and Obstacles/Plan to Overcome**  
Briefly state the main challenges and obstacles you expect to encounter and how you expect to overcome them.
- **The Impact of NOT Doing Your Project**  
Briefly state what you believe will happen if your project is **not** implemented.
- **Coalition**  
List the Armenian Diasporan and other organizations that you envision will be involved with your project and briefly state the role you expect each to play.
- **Budget**  
State the total estimated budget for accomplishing your project.
- **Resources Required**  
Briefly state which resources will be required to achieve your project, from design through implementation.
- **Governmental Authorizations Required**  
Briefly state whether and which government licenses or authorizations may be required, Armenian and Non-Armenian, to implement your project.
- **Duration and Target Completion Date**  
Briefly state the expected duration and expected implementation date of your project.
- **Project Team Leaders/Key Persons**  
Identify the key persons who will be involved in your project and state their principal affiliations.
- **Business Plan**  
Briefly state your business plan and revenue plan (where appropriate).
- **Key Milestones with Timeline**  
Briefly state the key milestones of your execution plan with an accompanying timeline.

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