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Learnings from Seaside Startup Summit Armenia 2026 and the New Talent Generation Initiative

This brief is based on 196 face-to-face interviews conducted on-site during the Seaside Startup Summit Armenia 2026 on 31st of July 2026. The training evaluation compares students' interest in entrepreneurship before and after taking part in the Talent Generation Track, a five-day pre-incubation program delivered by Enablers School in the framework of the same event.

+16 points
rise in students choosing entrepreneurship, from 34% to 50%, drawn almost entirely from those who arrived undecided

10.5%
rise in students' confidence about starting a startup

+70.4
Net Promoter Score for the Summit — above +70 is generally considered excellent[1]

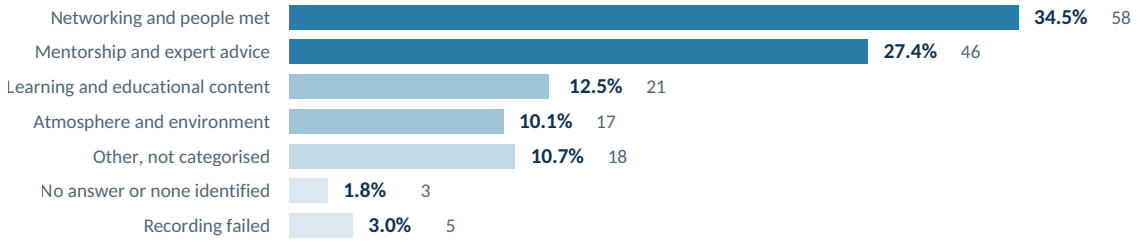
120+ students
consistent enrolment in the training across 2025 and 2026

15 teams
consistent team formation across 2025 and 2026

Networking and Mentorship
the two most valuable parts of the Summit, named by 34.5% and 27.4% of respondents

Seaside Startup Summit Armenia 2026

Learning report §2.2, §3



"Which part of the Summit was most valuable to you, and why?" All 168 respondents (excluding volunteers and staff).

Networking was the most valuable part of the Summit

Networking was both the leading reason for coming and the leading answer on the value brought by the event. At **34.5%**, it was the largest single category — respondents named the contacts made, the people encountered, or the act of connecting itself. Expectation and experience matched almost one for one. Startups reported over **200** leads across ten countries: Armenia, the USA, India, Germany, Qatar, the UK, France, Georgia, Uzbekistan and Russia.

The Summit as a whole returned a Net Promoter Score of **+70.4**[1]. The proportion of promoters did not vary significantly across the twelve interviewers, and was unrelated to interview length.

Summit report §2.1.3, §2.2

Expectations exceeded on Mentorship

Mentorship was the second most valued part of the Summit, named by **46** respondents — **27.4%**, more than double the share who came looking for it.

Summit report §2.2

Networking
"Not a single year goes by where I return to the city from the summit without new, useful, and interesting connections."
General attendee, Armenia

Networking
"I love the vibes, the mood, the setting, the openness of the people. Everybody's mingling with everybody. A lot of new ideas have come forward."
Investor, India

Networking
"There was a very large diverse network and we achieved our goals with the help of that network, also thanks to the format."
Founder, Armenia

Mentorship
"He told me many things about startups: how you are going to position your product and how you are going to approach the market. He changed my vision of the market."
Founder, India

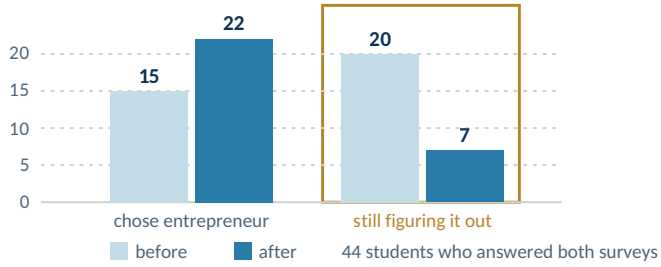
Mentorship
"I'm very grateful to all the mentors, because they helped a lot in shaping and building our startup."
General attendee, Armenia

Returning participants
"This is my 4th time at the Seaside Startup Summit. My connection with the Armenian startup ecosystem started with this event."
Mentor, Armenia

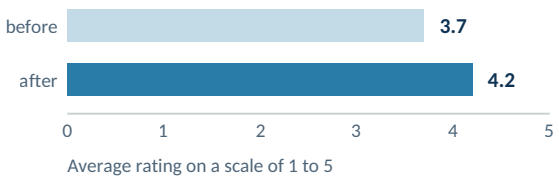
New Talent Generation Initiative

Learning report §2.2, §2.3, §3

Preferred path, before and after the training



Confidence in starting a startup



The highest impact came among the undecided group of students

The share naming entrepreneur as the most attractive path rose from **34%** to **50%** of the matched group, a **16**-point shift, and average confidence rose from **3.7** to **4.2**. Nearly all of the students who switched to entrepreneurship had arrived undecided.

The post-survey cohort of **53** was two-thirds women (**34** students, **64%**) and drawn from **15** universities, the largest group from the French University in Armenia. Of these, **76%** rated the programme 4 or 5 out of 5. Fifteen reported a formed or forming team, and trainers named four early concepts: pay-as-you-go gym access, a tool for identifying AI-generated content, student roommate and rental matching, and a scheme to encourage recycling.

Talent Generation report §2.1, §2.2, §2.3

"Last year I came through Talent Generation, this year already with a startup, so it yielded results and was really very interesting, very useful — we learned a lot and it's definitely worth it."
Founder, Armenia

"We came with a startup idea, but we ended up launching the very thing we were afraid of — yet we did it. We launched this Instagram page during the Seaside Startup Summit. We are grateful to you for that, because this served as a starting point for us."
Student, Armenia

Prepared from Learning report: Seaside Startup Summit Armenia 2026 and Learning report: Co-Creation of a New TG Initiative, EU4Innovation East, August 2026.

[1] The Net Promoter Score measures how likely respondents are to recommend the event. Scores range from −100 to +100, and above +70 is generally considered excellent — Retently (2026), *What is a good net promoter score?* Responses were collected in person during the event, which tends to raise scores.