

Spring Report

**DIGITAL**

**ECOSYSTEM DIGEST**

2025

**AI SECTOR IN GEORGIA: TRENDS, GAPS  
AND FUTURE DIRECTIONS**



# INTRODUCTION

Artificial intelligence is growing rapidly in Georgia, with visible progress in user adoption, business integration and startup activity. This report provides a broad overview of the evolving AI sector in the country and highlights key trends, strengths, and challenges across different dimensions. It draws on a combination of official statistics, original research data, online sources and direct communication with industry representatives.

The first section evaluates the country's readiness for AI transformation using global indices. It analyzes how the country performs in areas such as government capacity, digital infrastructure and responsible AI governance - comparing Georgia to both regional neighbors and countries with similar income levels.

The second section focuses on the usage of generative AI tools among Georgian users. Based on recent data, it identifies the most popular platforms, such as ChatGPT and classifies users into six distinct profiles. The section also examines differences in usage patterns by gender and age. The third section explores the AI-related job market in Georgia. It reviews current demand for specific roles like machine learning engineers, AI data scientists, and AI product owners and highlights the dominance of international employers in this space. It also discusses required skills and background for these positions.

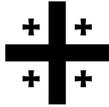
The fourth section looks at how Georgian businesses are adopting AI. It notes that adoption is still at an early stage, mostly limited to large companies and concentrated in marketing, while other sectors are beginning to explore new applications.

The fifth section reviews the local AI startup ecosystem. It maps out active startups, shows the dominant business models (B2B vs B2C) and presents success cases of Georgian startups. New and popular ideas for launching AI startups are also discussed.

Finally, the report examines AI adoption across different sectors, such as healthcare, finance, media, etc. It discusses key challenges in each, highlights sectors with the strongest activity and identifies niche areas where AI potential remains largely untapped.

# COUNTRY READINESS FOR AI TRANSFORMATION

**AI Readiness in Georgia isn't among the Top Globally, but it Stays Competitive with Many Countries**



**Government AI Readiness Index for Georgia**

Global Ranking: 81/188

Score: 46.9/100

## Country's Position between 188 countries by category



**Government Sector - Rank: 91st**



**Technology Sector - Rank: 81st**



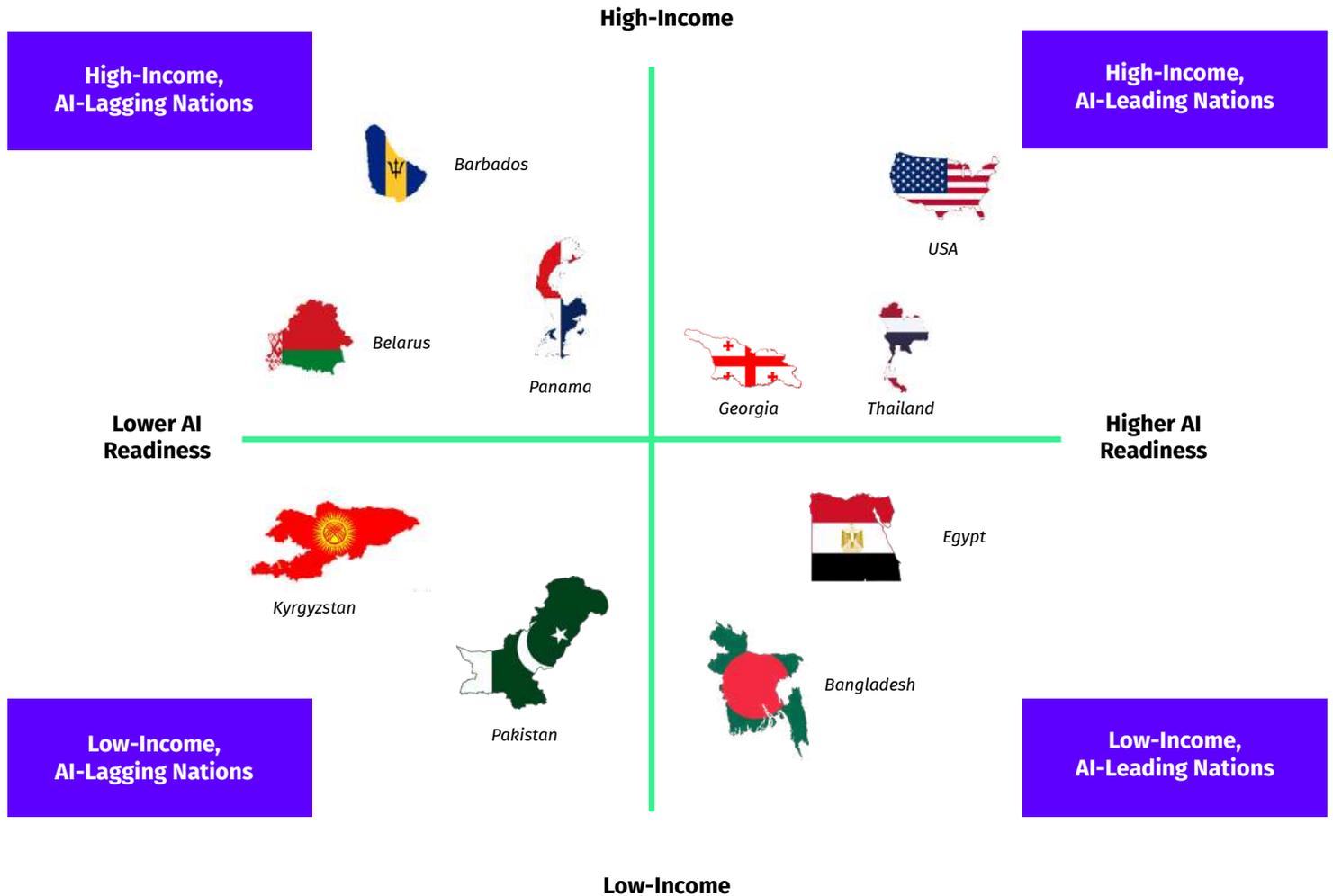
**Data and Infrastructure - Rank: 83rd**

Georgia shows a moderate performance in AI readiness.

Its technology sector is slightly stronger ranked compared to the government sector and data/infrastructure, but all three areas leave room for further growth.

# COUNTRY READINESS FOR AI TRANSFORMATION

Georgia's AI Readiness mostly Aligns with Countries of Similar Income

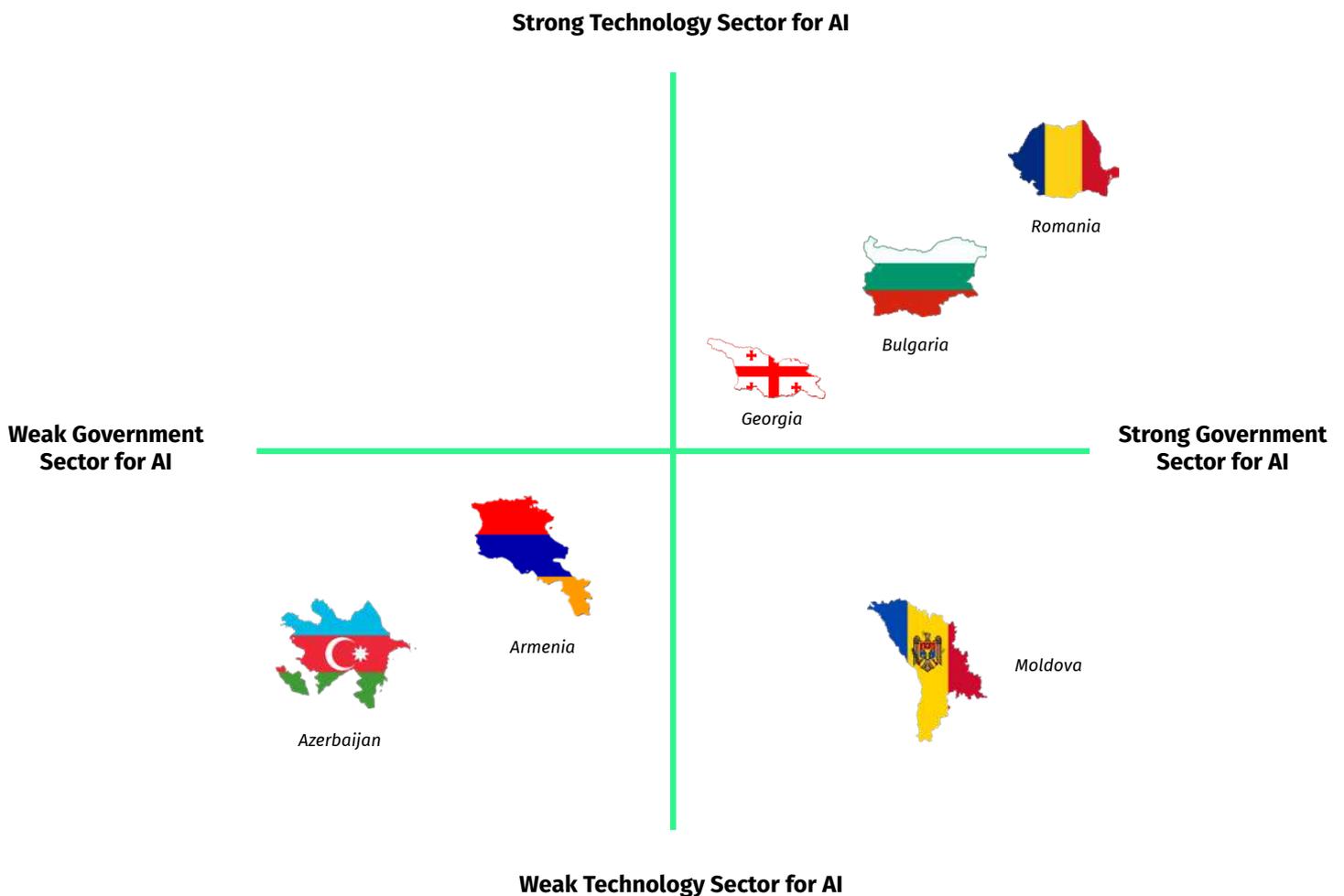


Higher-income and developed countries generally show stronger AI readiness, although there are exceptions. Georgia is positioned roughly where countries with a similar income level are typically found.

The United States ranks first in global AI readiness, followed by Singapore, South Korea, and France.

# COUNTRY READINESS FOR AI TRANSFORMATION

Georgia Outperforms Neighbors in AI Readiness but still Lags Behind Eastern Europe



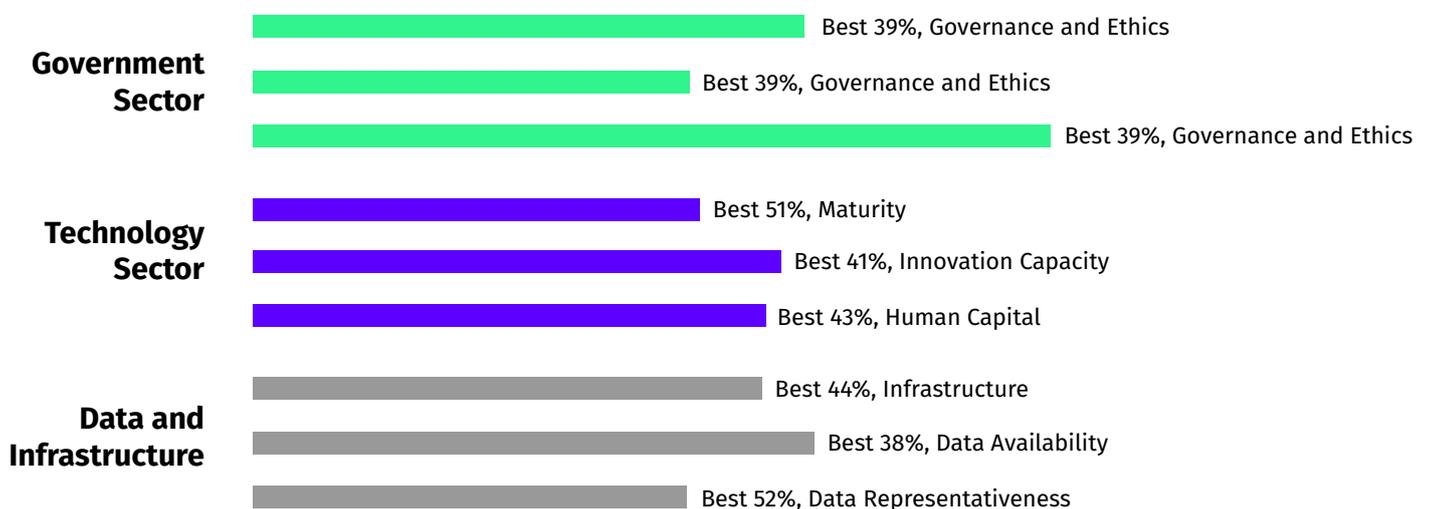
Georgia outperforms Armenia and Azerbaijan in both government and technology sector readiness.

However, it still lags behind several Eastern European countries, such as Bulgaria and Romania, in these areas.

# COUNTRY READINESS FOR AI TRANSFORMATION

## AI Progress in Georgia Slowed by Young Technology Sector and Weak Digital Foundations

Where does Georgia's AI Readiness stand across all countries by components?



Government adaptability is one of Georgia's key strengths in AI readiness.

However, there are still many weak points, including limited government digital capacity and the low maturity of the technology sector.

While data availability is not a major weakness, the quality and representativeness of available data remain challenges.

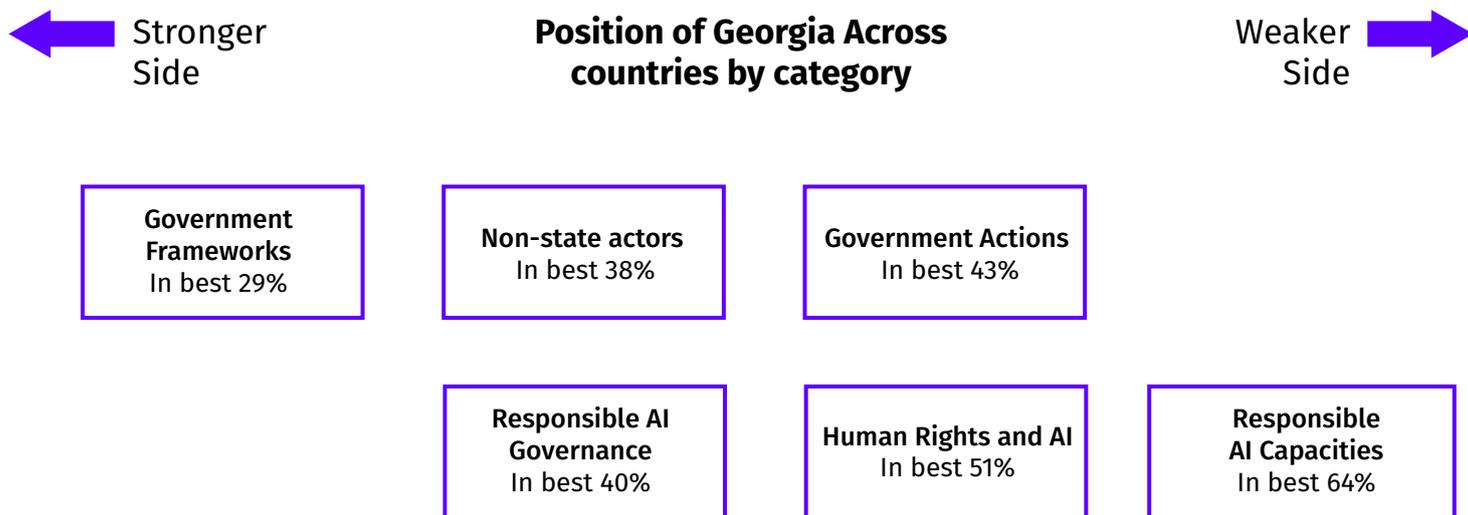
# COUNTRY READINESS FOR AI TRANSFORMATION

**AI Responsibility is Another Key Issue where Georgia Needs Improvement**

**Global Index  
on Responsible  
AI for Georgia**

Global Ranking: 60/138

Score: 17.8/100

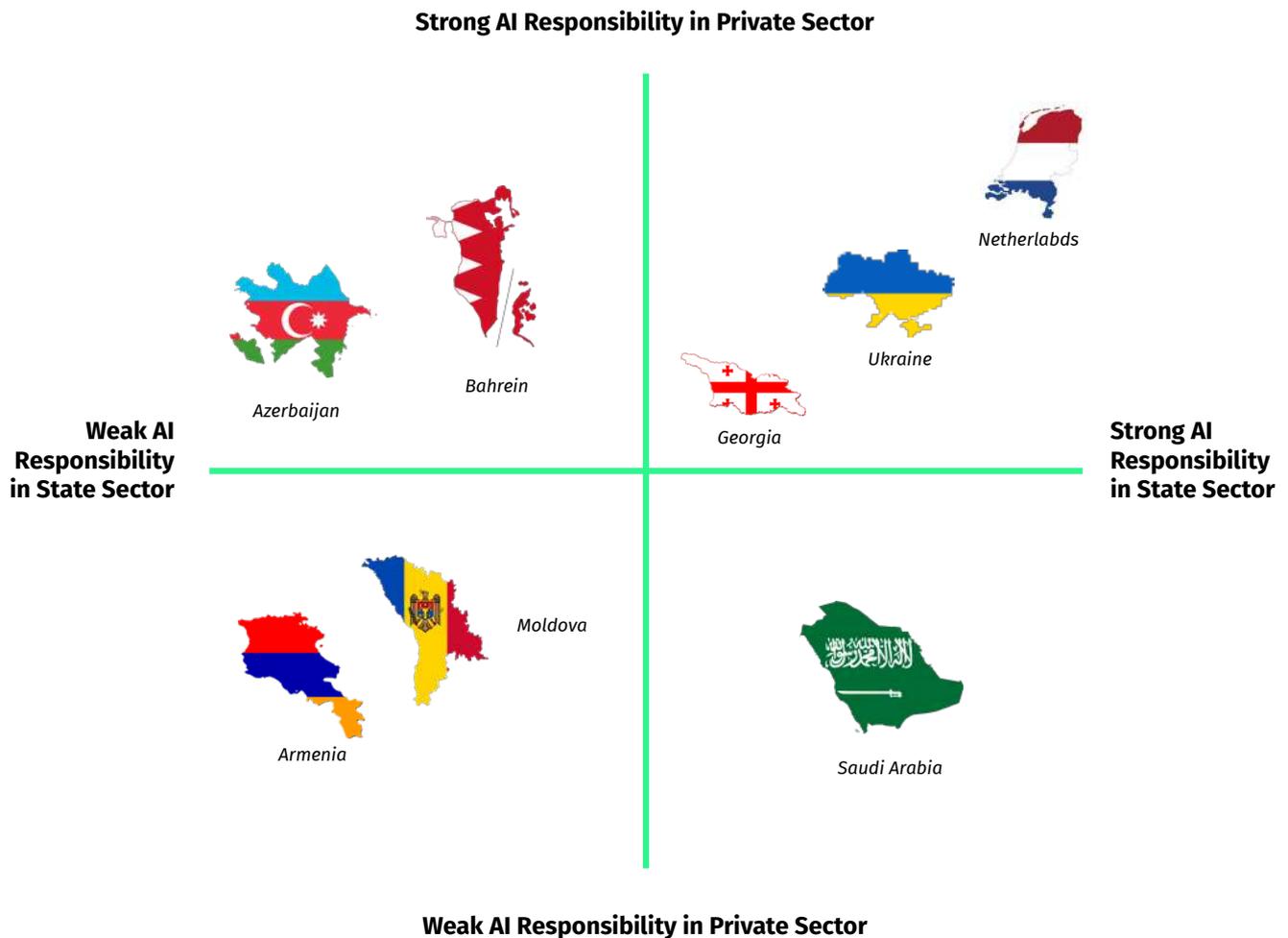


Georgia shows a moderate overall performance in AI responsibility, with comparatively better-developed government frameworks and more active involvement from non-state actors.

However, areas like human rights integration and AI-related capacities still require significant progress.

# COUNTRY READINESS FOR AI TRANSFORMATION

## AI Responsibility in Georgia Outpaces Many Developing Countries but Lags Behind Developed Nations



AI responsibility in Georgia is rated higher than the global median, both at the state and private sector levels, positioning the country ahead of several peers in the region.

Globally, the Netherlands leads in AI responsibility, followed closely by Germany.

# GENAI USERS

**ChatGPT Dominates GenAI Use in Georgia, while Gemini and Claude Trail behind**

**Adoption Rates of AI Tools by Respondents (GenAI users) in 2024 in Georgia**

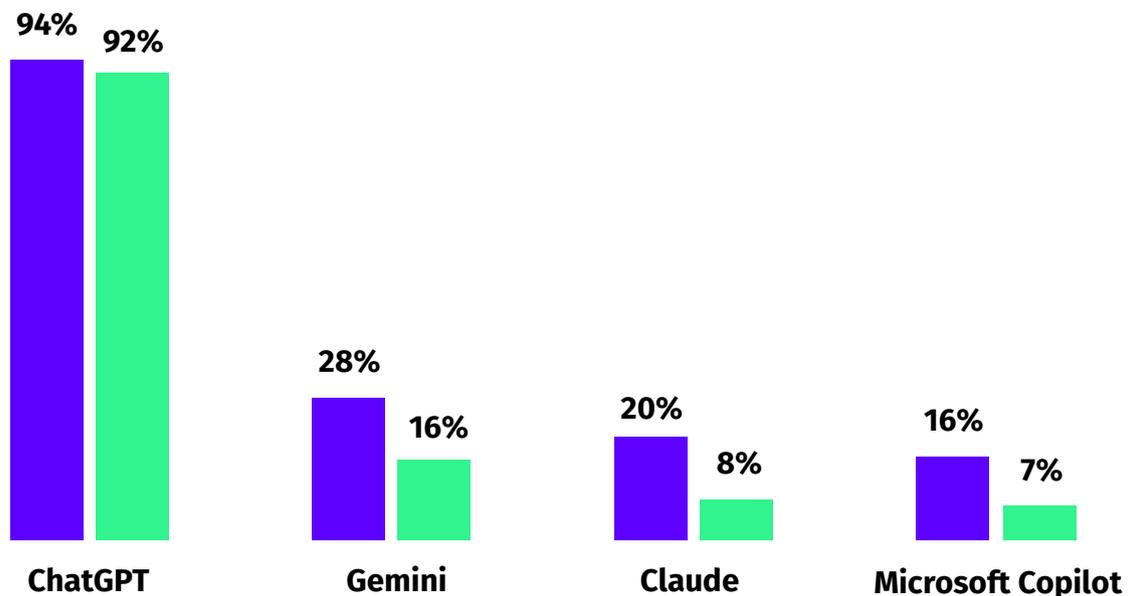
 ChatGPT - 93%

 Gemini - 23%

 Claude - 15%

 Copilot - 12%

**Comparison of GenAI Tool Usage for Work vs Non-Work Purposes in Georgia**



-  Users who uses GenAI for work
-  Users who does not use GenAI for work

# GENAI USERS

GenAI Usage in Georgia is Highly Diverse, Ranging from Everyday Power Users to Occasional Explorers Testing the Tools Sporadically

## Most Popular GenAI User Profiles in Georgia (With Share in all Users)

10%

### Occasional Explorer

Uses GenAI rarely, less than once a week, mainly for quick info.

9%

### Dedicated Specialist

Uses one GenAI tool daily for efficient work.

9%

### Power User

Uses GenAI daily with 3+ tools for productivity in work.

8%

### Curious Part-timer

Uses GenAI a few times a week, mainly for personal searches.

7%

### Versatile Performer

Uses two GenAI tools daily for both works.

7%

### Balanced Professional

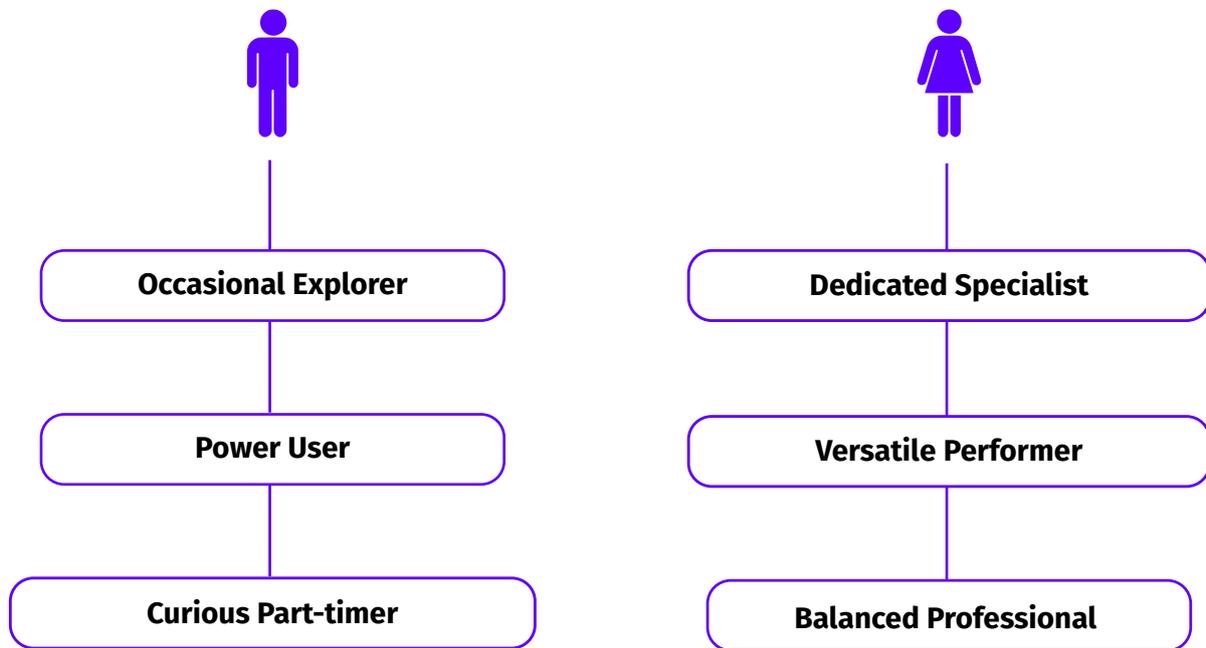
Uses GenAI a few times weekly with one tool for steady work support.

We have classified GenAI users in Georgia into six distinct profiles — ranging from Power Users to Occasional Explorers — based on their engagement levels and usage patterns.

# GENAI USERS

**Women Show more Balanced GenAI Use,  
while Men Lean toward both High and Low Usage Ends**

## Most Popular GenAI User Profiles in Georgia by Gender



Similar to gender differences, GenAI usage in Georgia also varies significantly by age. Younger users tend to explore the tools more broadly and experimentally, while more experienced users rely on GenAI in more focused, work-related and specialized ways

# AI JOBS

## AI-related Jobs are Emerging in Georgia, Mostly Seeking Machine Learning Engineers

### Major AI-related Positions with Specific Examples

#### Major AI-related Positions with Specific Examples **46%**

- Machine Learning Engineer
- Computer Vision Engineer
- ML/AI Engineering Team Lead

#### Data Scientists & AI Researchers, **20%**

- AI Data Scientist
- NLP Consultant

#### AI & Data Architects/Technical Leads, **16%**

- AI Solution Architect
- Data & AI Architect

#### AI Product Managers & Strategists, **11%**

- AI Product Owner
- Automation Engineer
- Social Media Automation Engineer
- AI Business Analyst

#### QA, Support & Technical Roles, **7%**

- AI Technical Support Specialist
- Software Functional Tester



### Major AI Roles Still Rare in Georgia's Job Market



**AI Trainers**



**Conversational AI Designers**



**AI Ethics Specialists**



**Prompt Engineers**

We studied x AI-related job vacancies on LinkedIn in April 2025 for professionals based in Georgia. LinkedIn remains the main platform for AI job opportunities in the country.

In these vacancies, AI was a core job requirement, not just an additional skill.

Unlike developed markets, prompt engineering roles are still rare in Georgia.

# AI JOBS

**Most AI Jobs Require IT Expertise, but Opportunities Exist for Other Backgrounds too**

**85%** of the listed jobs in Georgia require a strong educational background in IT/AI fields.

## Specialized Knowledge for Technical Roles

**Programming languages**  
(Python, Java, Go)

**MLOps and DevOps knowledge**  
(CI/CD pipelines, Docker, Kubernetes)

**Deep Learning frameworks**  
(TensorFlow, PyTorch, Hugging Face)

**Natural Language Processing**  
(NLP)

**Cloud Computing**  
(AWS, Azure, Google Cloud knowledge)

**Retrieval-Augmented Generation**  
(RAG) concepts

## Specialized Knowledge for Non-Technical Roles

**Understanding of GenAI tools**  
(ChatGPT, Midjourney, Firefly)

**Business process automation**  
(RPA tools, AI-assisted workflow tools)

**Social media marketing**  
(Facebook Ads, Instagram Ads, TikTok Ads)

**Creative strategy development**  
(Creative briefs, storytelling, branding)

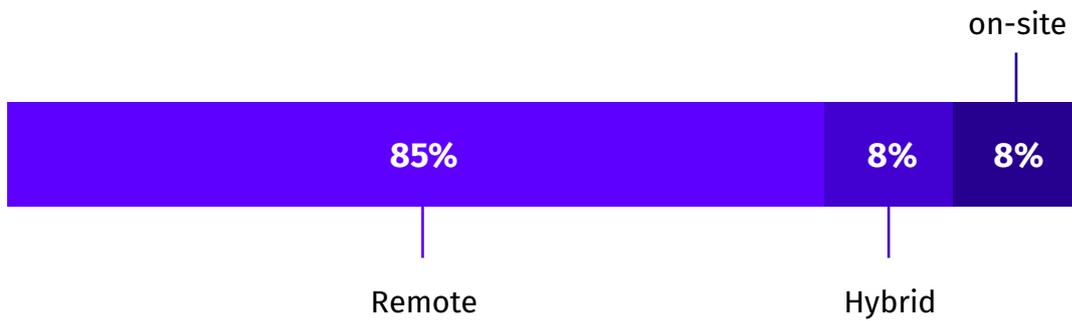
**Data literacy**  
(Understanding KPIs, interpreting campaign analytics)

**Paid media management**  
(Media buying, campaign optimization)

# AI JOBS

## Most AI Job Opportunities for Georgian Professionals are Driven by International Companies

### Composition of Listed AI-related Jobs



Many international companies are looking for Georgia-based professionals for remote AI-related work. EPAM Systems is currently the most active hirer in the local AI job ecosystem.

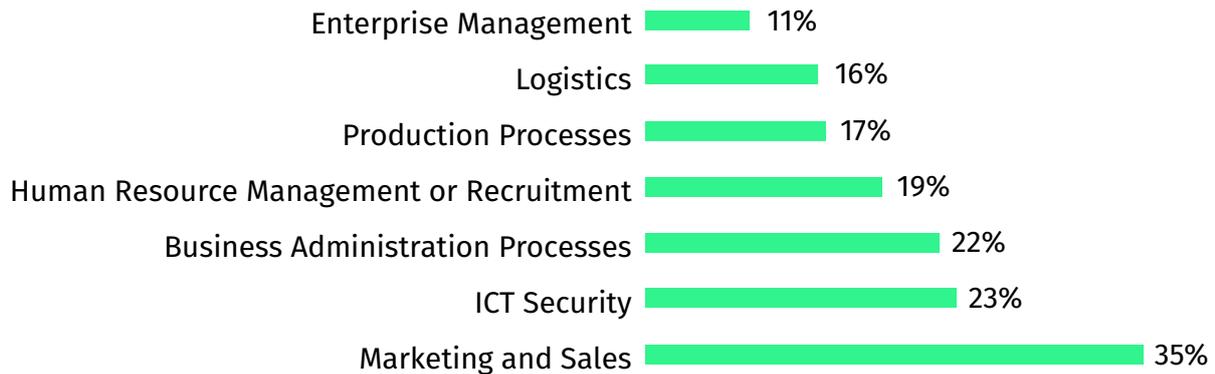
### Examples of Hiring Companies for AI-related jobs in Georgia



# AI USAGE IN BUSINESS

## AI Adoption in Georgian Businesses Is Still at an Early Stage

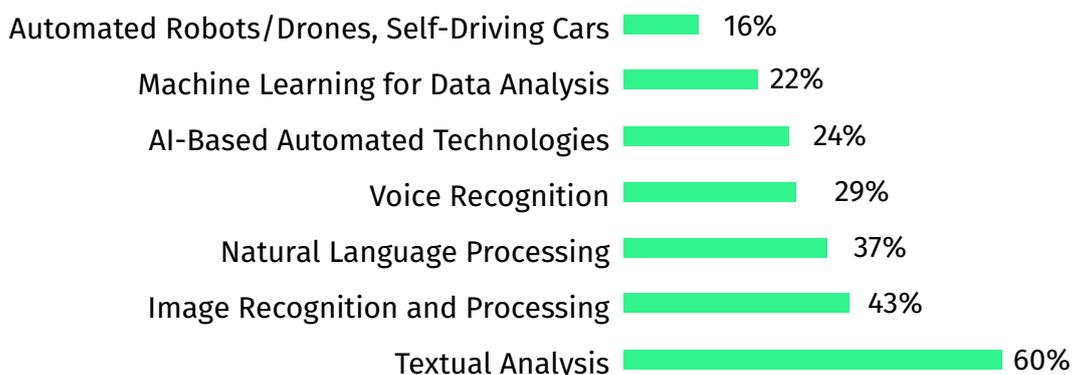
### Usage of AI by Firms for Various Purposes in Georgia (Percentage in Firms Utilizing AI) in 2024



Most AI adoption occurs in larger companies and is mainly concentrated in marketing analytics.

However, general data alone cannot give a full picture, as different industries and companies have fundamentally different needs and patterns in AI adoption.

### Usage of AI by Firms by Technology in Georgia (Percentage of Firms Utilizing AI) in 2024



# AI STARTUPS

AI Startup Ecosystem in Georgia has Expanded and Diversified in Last Two Years

Distribution of Primary Business Models of AI Startups in Georgia

**B2C - 46%**

**B2B - 54%**

Median age of Georgian Active AI Startups: **2 Years**

## Startups Linked to Georgia AI Ecosystem

 Prive AI

 SIZMARI

 praktika.ai

 OPTIX

 BITERIUM•AI

 EMPIRICAL

 OPTIO

 PROMOFY

 logmind

 ENAGRAM

 Talkpal AI

 BILIKI AI

 HELP-DESK

 brandergate\*

 Helio.ai

 CALEN AI

 Ensofy

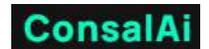
 RADIUM



 WIGGLY

 DM's AI

 Velin

 ConsaAI

 theneo

 საბჭო

 Brandwise

 DataMind

 AdMagica

# AI STARTUPS

**Some AI startups from Georgia are fully integrated into the global AI ecosystem.**

## Selected Successful Cases



Developed an AI-powered platform that automates API documentation and improves collaboration between technical and non-technical teams. Gained major recognition by winning the PITCH competition at Web Summit 2022. After attracting international investment, the company relocated to the U.S. and now serves thousands of companies worldwide, helping them streamline their development processes.



AI-powered platform that automates log data analysis, helping IT teams detect anomalies, reduce false alarms, and prevent system downtime. Founded in Lausanne's EPFL Innovation Park, it gained a GITA Startup Matching Grant in 2019 and raised a new seed round in February 2024 led by Spicehaus Partners. Still based in Switzerland, Logmind is now expanding its customer base across Europe.



Developed a conversational AI platform that automates communication between car dealerships and customers through chat, email, and messaging. Initially supported by Georgia's Innovation and Technology Agency (GITA), the company later secured \$1.2 million from Silicon Valley investors to expand into the U.S. market. In 2021, it became the first Georgian tech startup to be acquired by a U.S. company—Spin-Car (now Impel)—in a deal valued in the tens of millions.

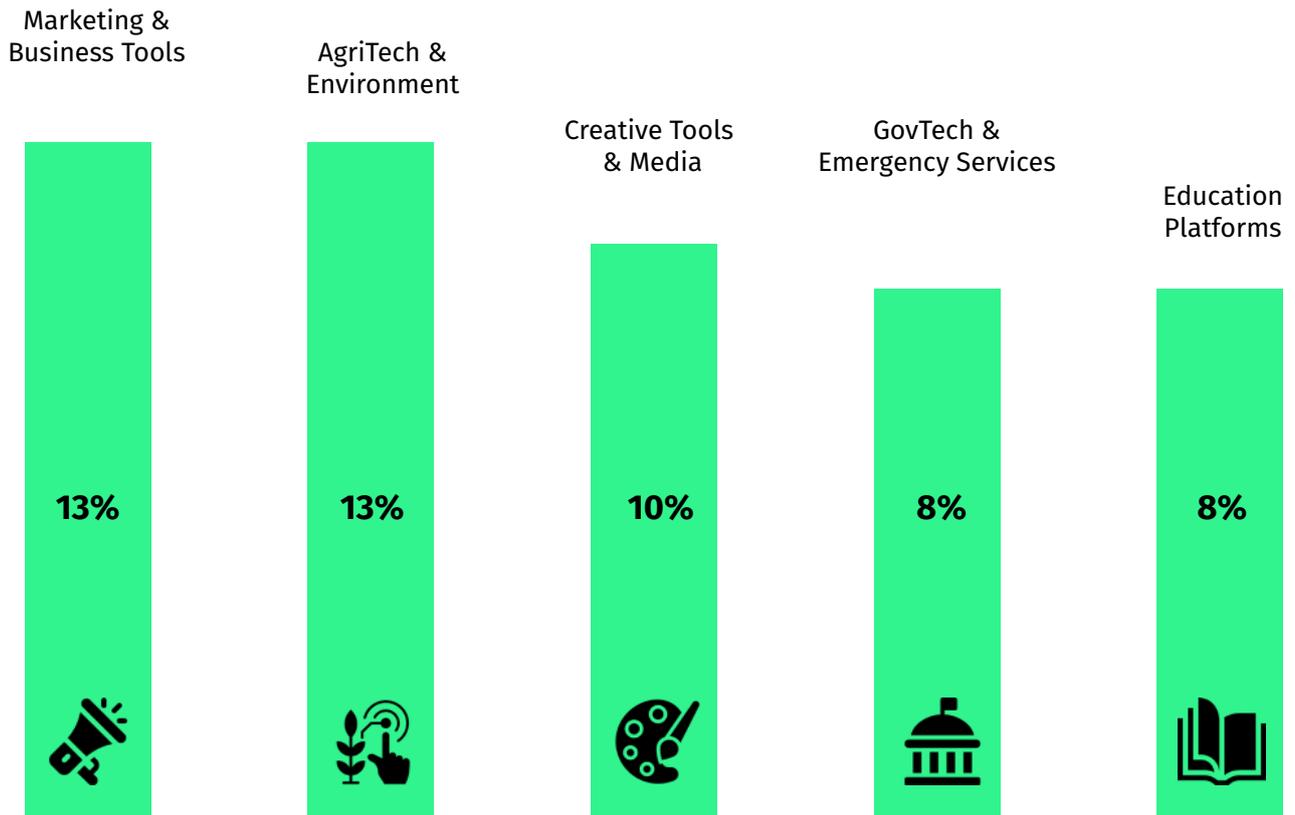


Developed an AI-powered language learning platform that uses GPT-based conversation to deliver personalized, immersive lessons across more than 50 languages. Launched by a Georgian team, the startup quickly gained international traction through rapid user growth and strong product-market fit. Supported by international investors and accelerators, it now operates globally, helping thousands of users improve their language skills through dynamic, real-time AI interaction.

# AI STARTUPS

**Like Usage in Big Business, Most New Georgian AI Startup Ideas in 2025 Focus on Marketing Tools**

**What AI Startup Ideas Are Gaining Ground in Georgia in 2025? — Insights from BTU AI Startup Pre-Accelerator**



Most startup ideas focused on marketing tools for businesses or creative content platforms. In contrast, healthcare and fintech ideas were limited.

However, these ideas reflect the growing trend of using AI not just for technical innovation, but to solve everyday problems in business, education, and daily life.

# AI IN DIFFERENT INDUSTRIES

## AI Is Slowly Emerging in Georgian Healthcare Sector

### Examples of Local Startups

#### BITERIUM•AI

Uses predictive AI to prevent cardiovascular diseases, improving care and provider efficiency

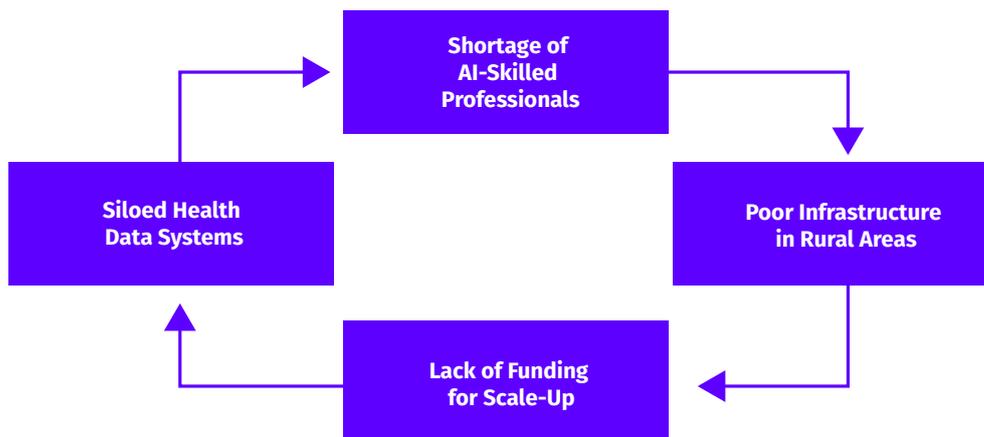
#### Ensofy

Develops AI voice biomarkers to detect mental health issues such as depression

#### WIGGLY

Offers a mobile app and AI assistant to manage all pet care needs in one place

### Challenges in AI Adoption in Healthcare in Georgia



- Most clinicians lack training in AI tools, and regional hospitals are especially underserved.
- Digital records are scattered across unconnected platforms, making data unusable for national AI solutions.
- Limited broadband and computing resources prevent advanced diagnostics and AI use outside urban centers.
- Health-tech startups struggle to expand because investment is scarce and high-risk.

# AI IN DIFFERENT INDUSTRIES

## AI Is Becoming More Active in Georgian Finance and Fintech Sector

### Fintech Startups Examples

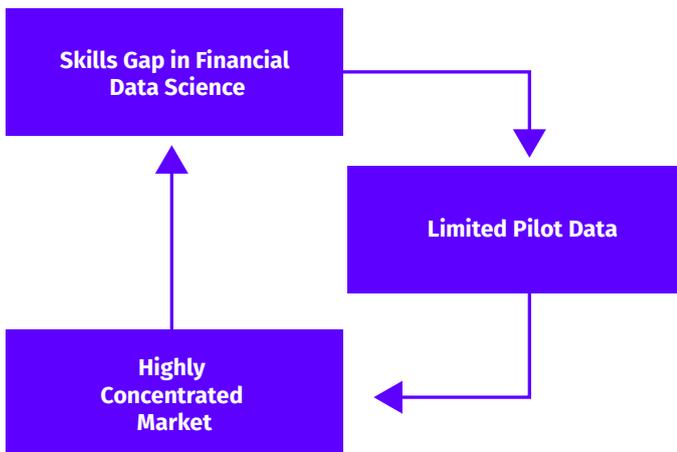


Provides AI tax assistance, delivering fast, affordable, and secure support for individuals and businesses in Georgia.



Provides an AI-powered customer data platform that helps banks and insurers personalize marketing, enhance customer insights and automate engagement.

### Main Challenges



### AI Use Cases in Banking

Fraud Detection and Compliance

Credit Scoring and Personalization

Customer Service Chatbots

Demand for AI specialists in banking and payments far exceed supply.

# AI IN DIFFERENT INDUSTRIES

## AI Is Becoming a Popular Solution Business Process Automatization and Customer Interaction



DM's AI

Delivers AI chatbots with smart communication, brand design and analytics to boost efficiency and customer satisfaction.

Helio.ai

Automates hiring with AI-driven resume screening and gamified personality tests to streamline recruitment and enhance candidate selection.

 DataMind

Develops AI-powered data platforms that unify data integration, reporting, and analytics to accelerate decision-making and business performance.



Provides AI-driven automation and analytics solutions to streamline operations, reduce costs, and enhance decision-making for Georgian businesses.

 Velin

Automates branded content creation with AI visuals, captions, and scheduling to boost social media presence.



Provides a no-code AI gamification platform for iGaming and sports media to boost engagement, retention, and loyalty.

 Brandwise

Provides an AI-powered marketing platform that builds and manages MarTech stacks to boost growth for startups and small businesses.

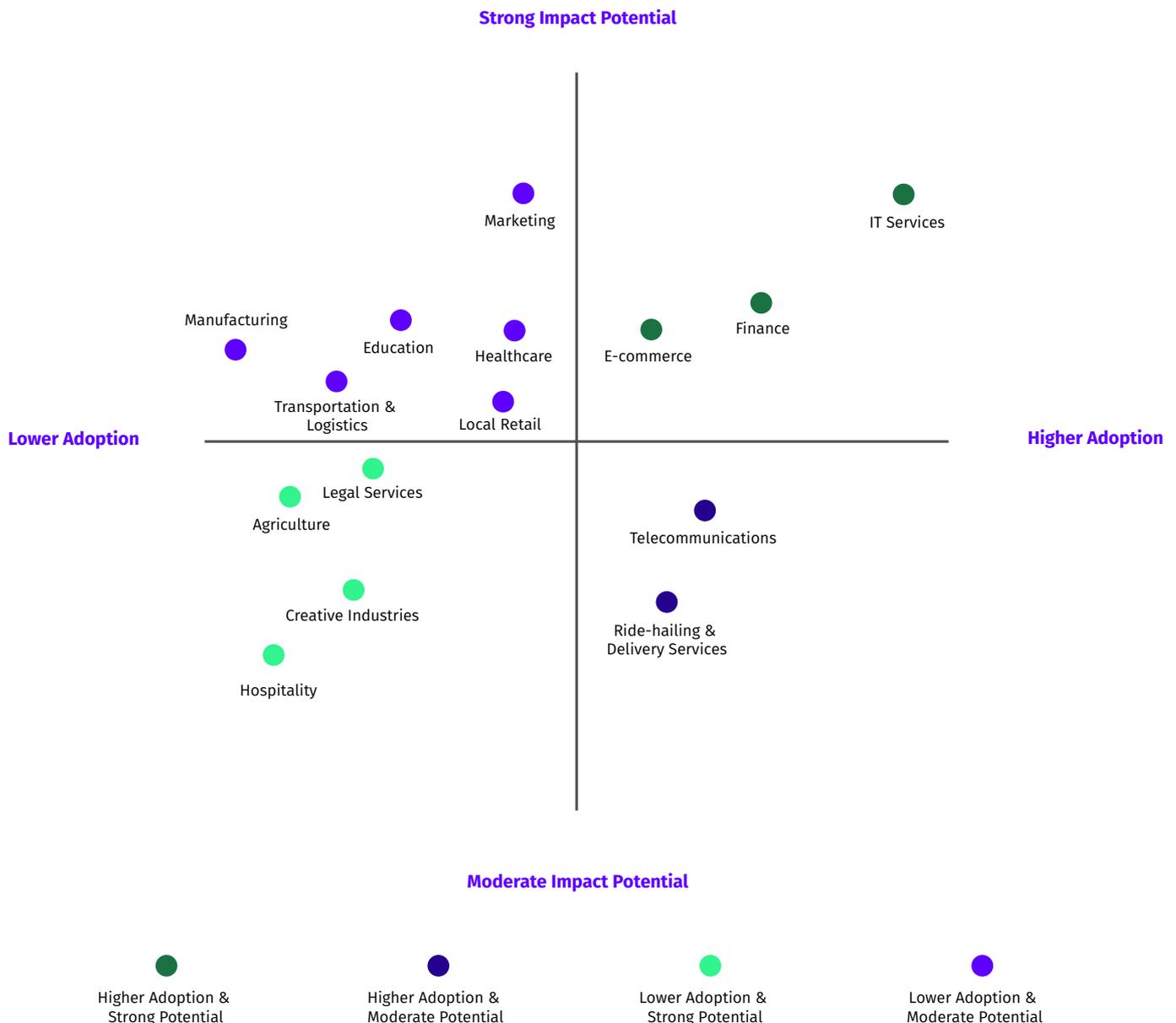


Provides Automates customer interactions with AI-powered virtual assistants for scheduling and lead qualification.

# AI IN DIFFERENT INDUSTRIES

**Education and Healthcare are among the Sectors in Georgia with Low AI Adoption but High Short-term Impact Potential**

## Mapping AI Adoption and Future Potential in Different Sectors in Georgia



*Note: Industry positions in the quadrant reflect the authors' analysis based on various sources. Placements are approximate and intended to reflect general trends rather than precise measurements.*

# AI IN DIFFERENT INDUSTRIES

## AI has Already Started to Become a Valuable Tool for Small Language Markets, including Georgian

### Examples of AI Media Initiatives in Georgia and Their Models

#### AI NEWS

Georgian-language AI-media platform that generates, writes, and publishes news by aggregating and adapting content from reliable international sources, aiming to introduce global journalism standards to Georgian audiences. Supported by JRC, ART CENTER, and Supernova.

International news sources  
(trusted global media content)

AI aggregates, adapts and  
translates content

Localized Georgian-language news articles

#### BTUAI

An AI-powered analytics platform combining AI and human expertise to generate sector-specific insights and forecasts on global issues focus on Georgia. It offers content in Georgian and English, including articles, podcasts, and multimedia, serving as a resource for businesses and researchers.

Data, facts, sector-specific information

AI with Human Supervision analyze,  
interpret and create topic-focused  
insights

Analytical articles and podcasts  
(in Georgian and English)

# AI IN DIFFERENT INDUSTRIES

**Diagnostics, Adaptive Learning and Retail Solutions are Examples of Niche Areas with Largely Untapped AI Potential in Georgia**

## Low-penetration AI directions in Georgia

### Education

(adaptive learning platforms, AI-based curriculum personalisation)

### Healthcare

(AI in diagnostics, radiology, patient data analysis)

### Agriculture

(precision farming, drone monitoring, yield prediction)

### Retail

(personalized recommendation engines, pricing management)

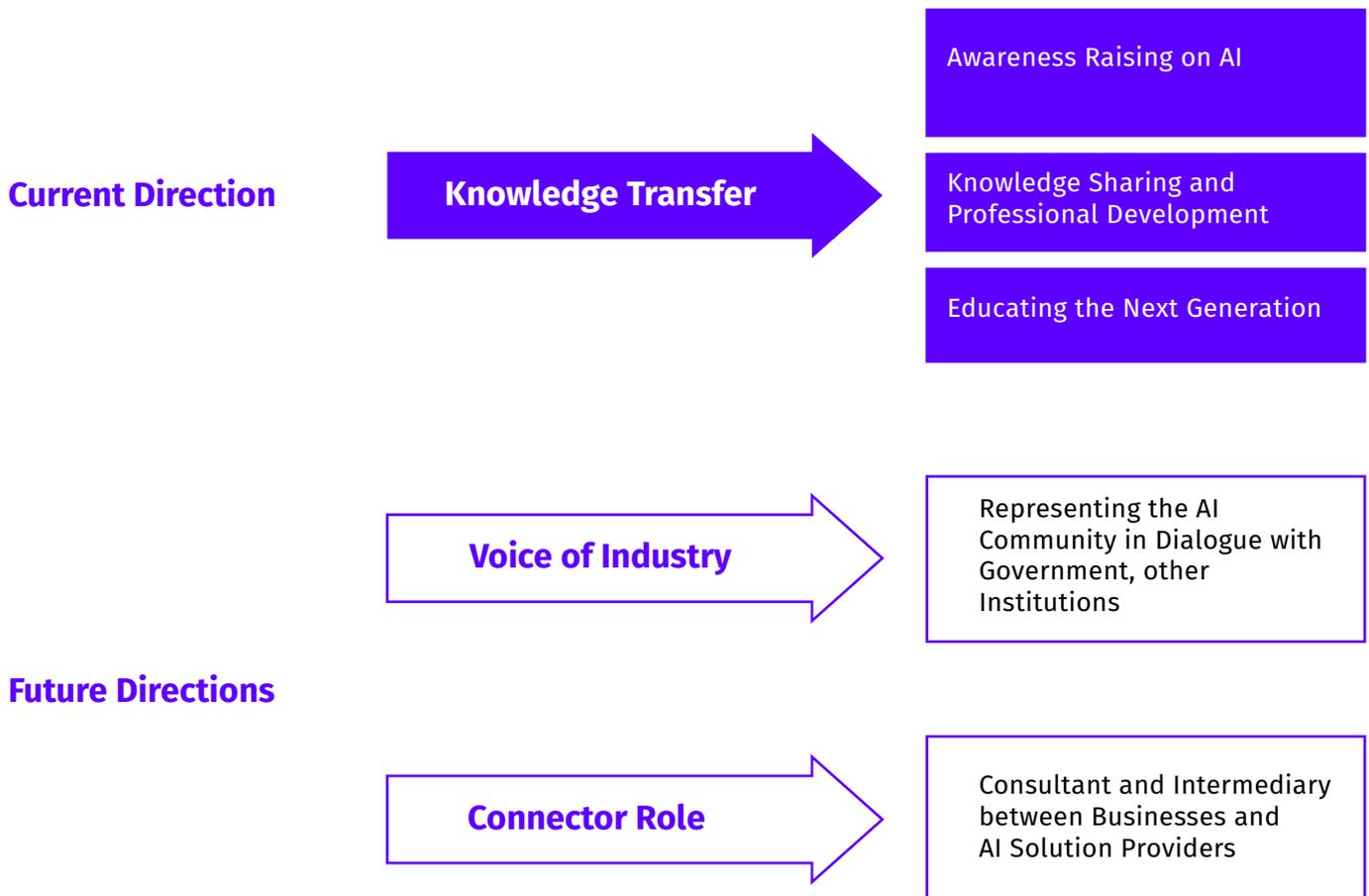
### Public Administration

(government services, municipalities)

# AI IN DIFFERENT INDUSTRIES

**The Building of Georgian AI Community Has Started -  
Beginning with Knowledge Sharing**

## Georgian AI Association's Role in Ecosystem



# WHAT IS DIGITAL ECOSYSTEM DIGEST?

Digital Ecosystem Digest is a quarterly electronic research report issued by the BTU Center for Entrepreneurship.

The report reviews current technological and innovative trends in various sectors of the digital economy of Georgia and covers topics such as: AI, startups in digital business, e-commerce markets, digital platforms (B2B, B2C, C2C), fintech, etc.

The purpose of the report is both to consolidate existing information and to generate new practical knowledge about the digital economy.

Each research report will be co-authored by different researchers. The current edition is authored by BTU academic affiliate staff Tsothe Zhghenti, BTU PhD candidate Natia Khukhunaishvili and BTU BA students Elisabed Gugutishvili and Tamari Gelashvili.



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