

TECH OLYMPIAD HUB OF GEORGIA

TOHG



Partnership Proposal

At the Business and Technology University (BTU), the Georgia Tech Olympiads Hub has been established, representing the largest newly created platform of its kind in the country. The main goal of the Hub is to organize national championships, select talented students, and prepare them for the international arena.

The platform ensures the formation, training, and support of national teams for European, global, and Georgian informatics olympiads, in order to present Georgia with dignity in the technological field and to achieve the best possible olympiad results.

In Georgia, informatics olympiad activities date back to the late 1980s. Over the years, Georgia's participation in the world's leading olympiads has repeatedly concluded with outstanding results — Georgian youth have become holders of gold, silver, and bronze medals, continued their studies at top-ranked universities worldwide, started cooperation with leading technology companies, and created successful startups.

Georgia's Achievements on the International Stage

Total Overall:

- 11 gold medals
- 21 silver medals
- 65+ bronze medals

Absolute European Championship title
at EJOI

**These results strengthen the country's international
STEM positioning and Georgia's standing globally.**



Supported Olympiads

The Georgia Tech Olympiads Hub ensures the organization of student olympiads in Georgia and the preparation of national teams for participation in international olympiads. These olympiads are:



European Junior Olympiad in Informatics

Target group: students under 16 years of age;
Results: 2 gold, 4 silver, 20 bronze;
Absolute European Champion: Nikoloz Birkadze.

Outstanding success stories: Georgian participants are currently studying at MIT, Carnegie Mellon, Vanderbilt, NYU Abu Dhabi, NUS, and other leading universities.

Registration starts: from April 2026.



European Girls' Olympiad in Informatics

Target group: girls aged 13–18.

Held since 2021, with participation from 50+ countries.
Results: 2 gold, 4 silver, 2 bronze.

Outstanding success stories: Ketevan Tsimakuridze — Absolute European Champion (MIT).

Registration starts: from February 2026.



All-Georgia Student Olympiad

Target group: national competition for students aged 9–18.
Up to 3,000 students register annually.

Results: since its establishment, the total number of students registered in this olympiad is 493,250.

Outstanding success stories: The olympiad identifies new talent, especially from the regions, and serves as the national stage for progression to international teams.

Registration start: from January 2026.



International Olympiad in Artificial Intelligence

Target group: students in grades 9–12.

IOAI host location: Abu Dhabi, August 2–8, 2026.

Through the National AI Olympiad, organized by GAIA in partnership with the Business and Technology University and with the support of TBC, Georgia's national team is selected to participate in IOAI.

National AI Olympiad registration start: from January 2026.

For the International Olympiad in Informatics (IOI), the Georgia Tech Olympiads Hub ensures the organization of a winter camp and will be involved in the preparation process required prior to the national team's participation in the olympiad.

Target group: students aged 13–18.

Results: 7 gold, 13 silver, 43 bronze, 2 honorable mentions.

Outstanding success stories: Nikoloz Birkadze is listed in the IOI "Hall of Fame," and Georgian olympiad participants today work at Google, Meta, Microsoft, Palantir, Waymo, Dropbox, and other global companies.



International Olympiad in Informatics



April
Registration

May
Second Round

June
One-Month Preparatory
Course

August
International Olympiad



March
Registration

April 1/2
Second Round

April 2/2
One-Month
Preparatory
Course

May 12-18, 2026
International Olympiad



May
Registration and
one-month preparatory
trainings

August
International Olympiad



January
Registration

February
Online Round

March
Final Round

September
Registration

October - May
AI Courses will be Provided to
the Registered Participants

May
Two-Step AI Olympiad and
Formation of National Team

June - July
Intensive Preparatory Courses
for the National Team

August
International Olympiad



BTU and the Georgia Tech Olympiads Hub

- More than 10,000 sq.m. of specially allocated space
- Technical infrastructure and computer laboratories — to support all stages of the olympiads
- Management and administration of the Georgia Informatics Olympiads Hub, including organization and logistics of annual camps and training sessions for national teams
- Coordination and engagement with stakeholders, including media partners
- Implementation of communication and marketing campaigns



Partners of the Georgia Tech Olympiads Hub

The Georgia Tech Olympiads Hub was established on the initiative of the Business and Technology University (BTU) with the support of TBC Bank.

Project partners include: UN Women, the Georgian Artificial Intelligence Association (GAIA), ICT Association, Lineate, EPAM, and the development company Blocks.i.

In addition, organized by the Georgian Artificial Intelligence Association (GAIA), the National AI Olympiad is held annually, aimed at selecting Georgia's national team for the International AI Olympiad. The olympiad is conducted in partnership with the Business and Technology University and with the general support of TBC.

Marketing Communication Package for Partners

- Presentation - Introduction of the hub
- Announcement/Open Call for Registration for Each Olympiad
- Trainings/Lives
- Announcements of Informational Meetings/Lives
- Number of Registrants for Each Olympiad
- Geographical Coverage of Each Olympiad
- Girls' Participation Numbers
- Progress of Participants by Round
- Number and Identity of Finalists for Each Olympiad
- Results/Lives
- Content Related to Partners
- Success Stories of Former Participants

Articles - Online and Print Media, Tbilisi and Regional

- | | | |
|---------------|------------|-----------------------------------|
| • IPN | • Edu.aris | • Facebook - Posts/Reels/Stories |
| • Ambebi | • Bpn | • Instagram - Posts/Reels/Stories |
| • Forbes | • Marao | • TikTok - Videos |
| • Marketer | • Dev | • LinkedIn - Articles, Posts |
| • Mshoblebi | • On | • Photographic Materials |
| • Tavisupleba | • Publika | |

Television Media - News/Guest Appearances

- | | | |
|----------------------------------|--------------|--------------|
| • Georgian Public
Broadcaster | • Palitra | • Adjara TV |
| • Rustavi 2 | • TV Pirveli | • Guria TV |
| • Imedi | • Formula | • Artarea TV |

The Importance of Supporting the Georgia Tech Olympiads Hub

Support for the Georgia Tech Olympiads Hub from the private sector directly strengthens the country's STEM capabilities, supports the formation of a technologically educated future generation, and increases Georgia's international competitiveness in the innovation ecosystem.

By joining the initiative, companies participate in the early identification and development of talented youth, strengthen women's participation in technology, and create high-value CSR — in the areas of education, innovation, and regional youth support.

Supporting the Hub enables companies to:

- present their brand as a supporter of education and innovation;
- take an active role in shaping the future labor market;
- strengthen organizational values and long-term social impact;
- contribute to Georgia's positioning in the international technology space.

The project will contribute to the development of talented youth in the field of technology, the acquisition of international experience, the strengthening of Georgia's innovation ecosystem, and will present Georgia's technological education potential on an international scale.

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Sponsorship Offer

Premium Partner – 15,000\$

“Premium Supporter of the Georgia Tech Olympiads Hub”

Communication and media positioning:

- Placement of the company logo in the Hub’s main partners strip
- Presence on all official communication materials
- Media attendance: participation in Hub events together with the press
- Company representative quote/message in informational channels
- Special digital posts — “Premium Supporter of the Hub”
- Dedicated partner content on social media (video/highlight)

Event participation:

- Opportunity for a speech at opening/closing events
- Placement of brand materials at camps and selection rounds

Coverage:

- Integration into the campaign’s full digital + television + online media support
- Brand positioning as a strategic supporter of youth technological education

Support Partner – 10,000\$

“Supporter of the Georgia Tech Olympiads Hub”

Communication positioning:

- Logo and brand positioning on the Hub’s official channels
- Logo presence on posters, banners, videos, and media materials
- Mention of supporter status in press releases

Coverage:

- Brand integration into the Hub’s communication campaign
- Digital channel support: Facebook, Instagram, TikTok, LinkedIn

Event participation:

- Right to place brand materials at selection tournaments and camps

Gift Partner

“Friends of the National Team”

The package includes:

Awarding national team members and winning students with special items (tech accessories, camp equipment, technology-related vouchers, etc.).

Awarded participants:

- European Girls’ Olympiad (EGOI) — 4 members
- European Junior Olympiad (EJOI) — 4 members
- International Olympiad in Informatics (IOI) — 4 members
- International Olympiad in Artificial Intelligence (IOAI) — 4 members
- All-Georgia National Olympiad (OLYINFO) — 50 top students

Total number of participants: 66

Positioning:

- Digital thank-you post
- Positioning during the national team presentation event — “Supporter of the National Team”
- Brand mention in award ceremony video/photo highlights
- Logo positioning in general communication materials





CONTACT INFORMATION

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