

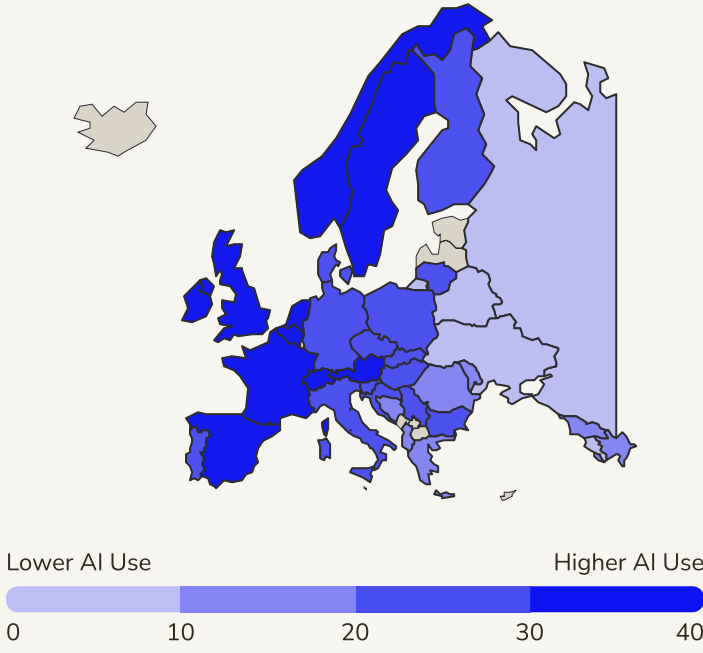
DIGITAL ECOSYSTEM DIGEST

2026

AI ECOSYSTEM IN GEORGIA



How AI tools are used in Georgia ?



The **only** EU country with lower AI usage rate in population than Georgia is Romania



18.2%

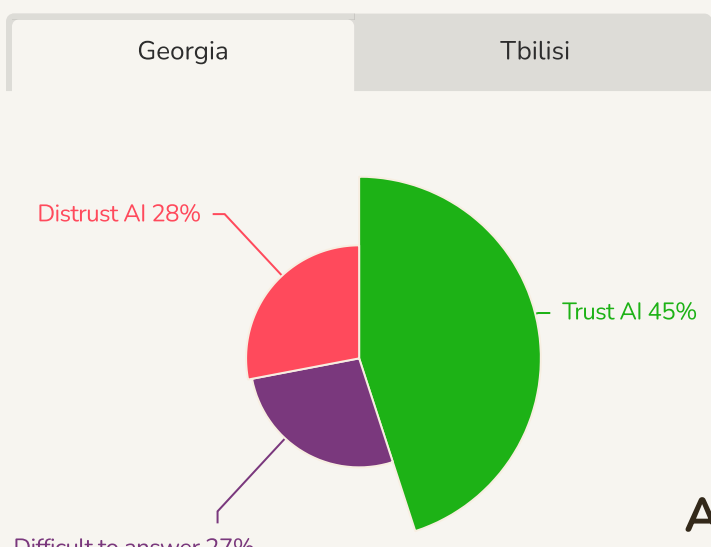
of the population of Georgia used generative AI in the second half of 2025

+2.2%

2.2 percentage point growth in half a year.

AI use data source: Microsoft

Among Social Media Users in Georgia (April 2025 Study)



Positive Attitude

Optimism exceeds trust — **56%** expect AI to have a positive impact

AI is used like a "new Google"



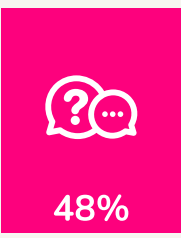
Information search was the most common use case



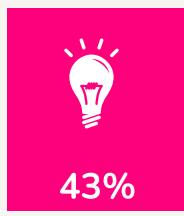
Information search



Learning and research



General advice

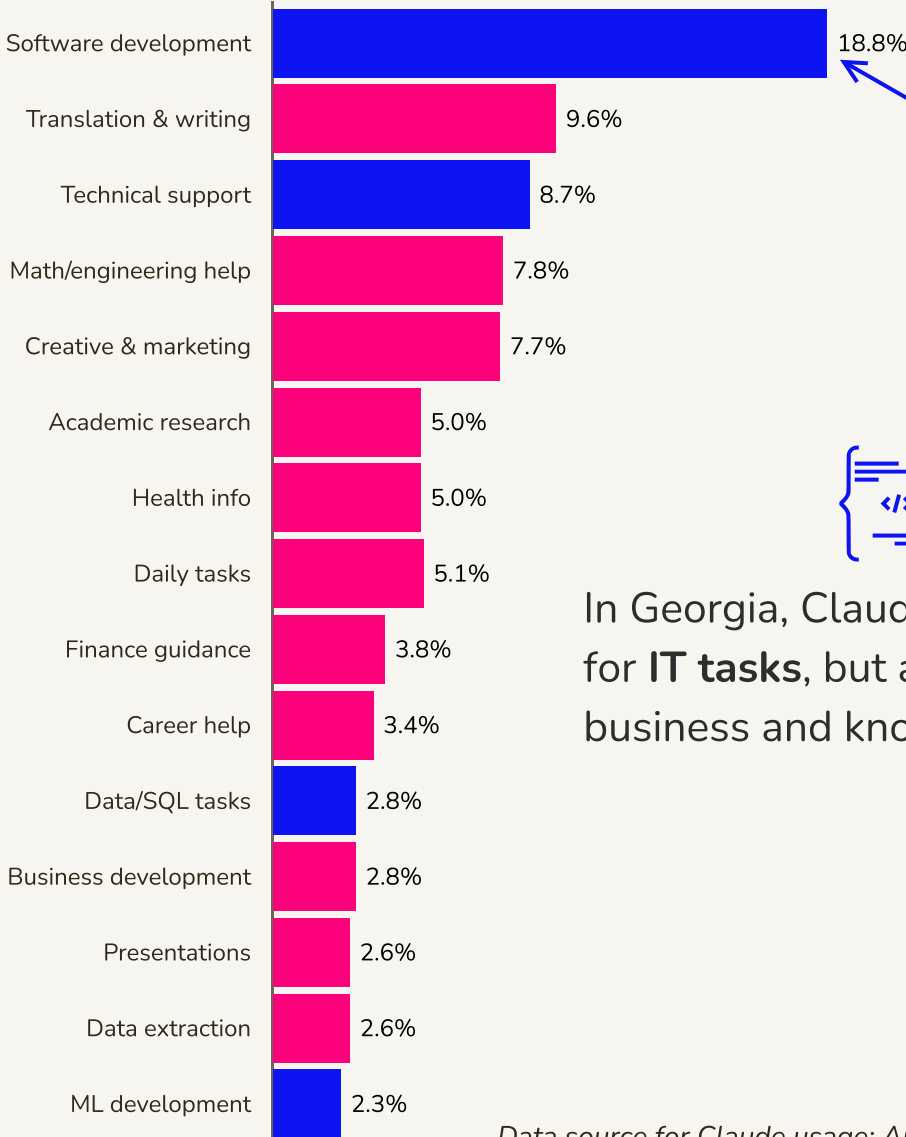


Idea generation

Data source for AI use among social media users: ACT Research



Claude is AI Mainly Used for Professional Tasks



share in Claude conversations



In Georgia, Claude is mostly used for **IT tasks**, but also extends to business and knowledge work.

Data source for Claude usage: Anthropic Economic Index

Which AI tools are Popular in Georgia ?

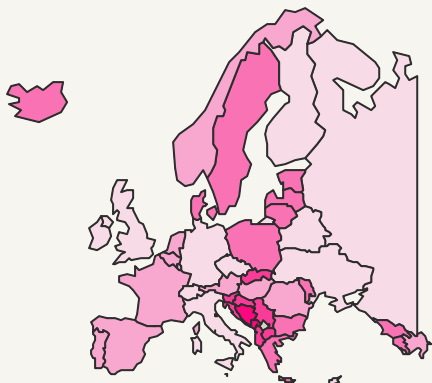
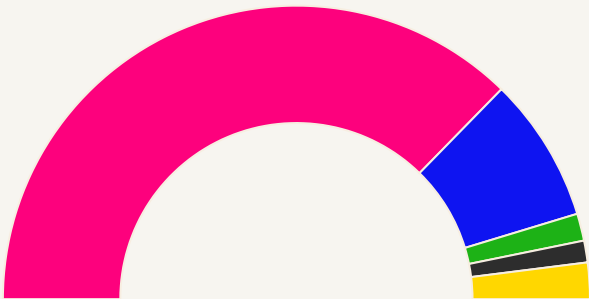
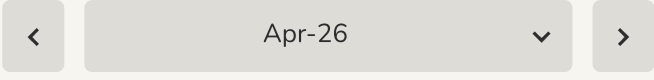


ChatGPT leads the AI traffic by 75% share

Beyond ChatGPT, only Gemini, Perplexity, Claude and Copilot show clear visibility now in Georgia.

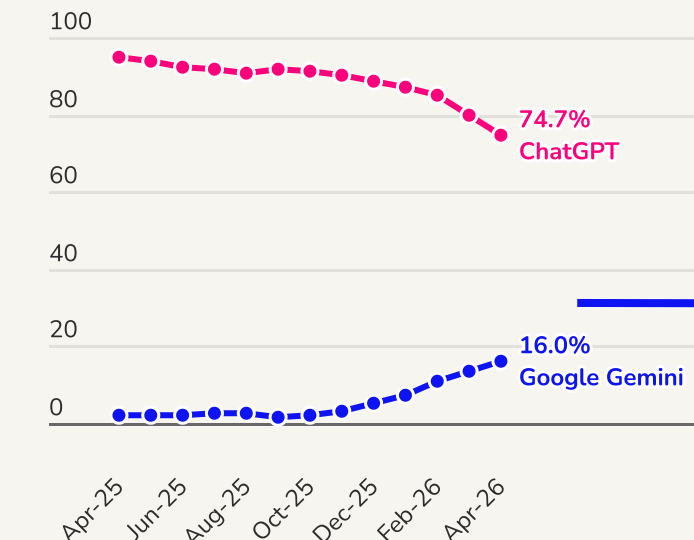
AI traffic data source: Statcounter GlobalStats

AI Chatbot Traffic Share



ChatGPT Dependence

Georgia still stands out as within the **Europe’s most ChatGPT-dependent countries**. Across most of Europe, ChatGPT traffic share falls between 70–85% (April, 2026), while in Belarus and Russia, in some periods Perplexity leads due to access limits and search-based demand.

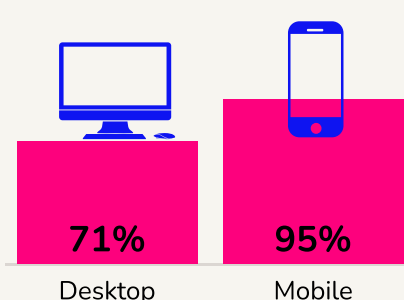


Starting from late 2025, Google Gemini started closing the gap

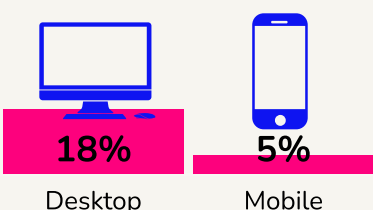


Users tend to use Google Gemini more, as it offers a **free version with high limits**, strong multimodal features (e.g., image generation) and paid plans bundled with other products like Google Drive.

AI Chatbot Traffic Share Varies Slightly Across Devices



ChatGPT



Gemini

ChatGPT dominance is lower on desktop, where users rely more on alternative AI tools for business use, and its dominance on mobile has also just started to decline.



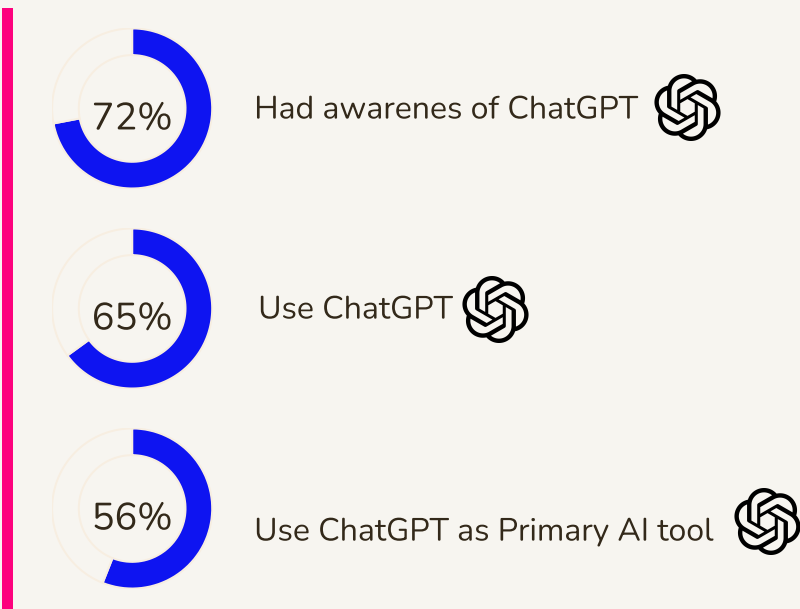
Shift to Claude for Work Tasks



Claude usage also jumped in April, **closing to 5%** of traffic for the first time.

Some active users in Georgia who use AI for work are replacing ChatGPT with Claude as their main paid tool, **both for IT tasks like coding and for non-IT work**.

Among Social Media Users in Georgia (April 2025 Study)



79%

Specifically among AI tool users, ChatGPT was the primary tool for every 4 user in 5

29%

did not use any AI tools

Awareness of Different AI Tools



● Aware ● Not Aware

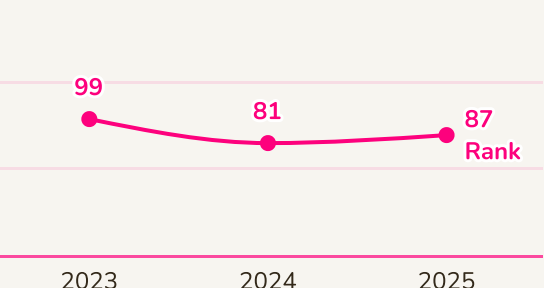


Data source for AI awareness among social media users: ACT Research

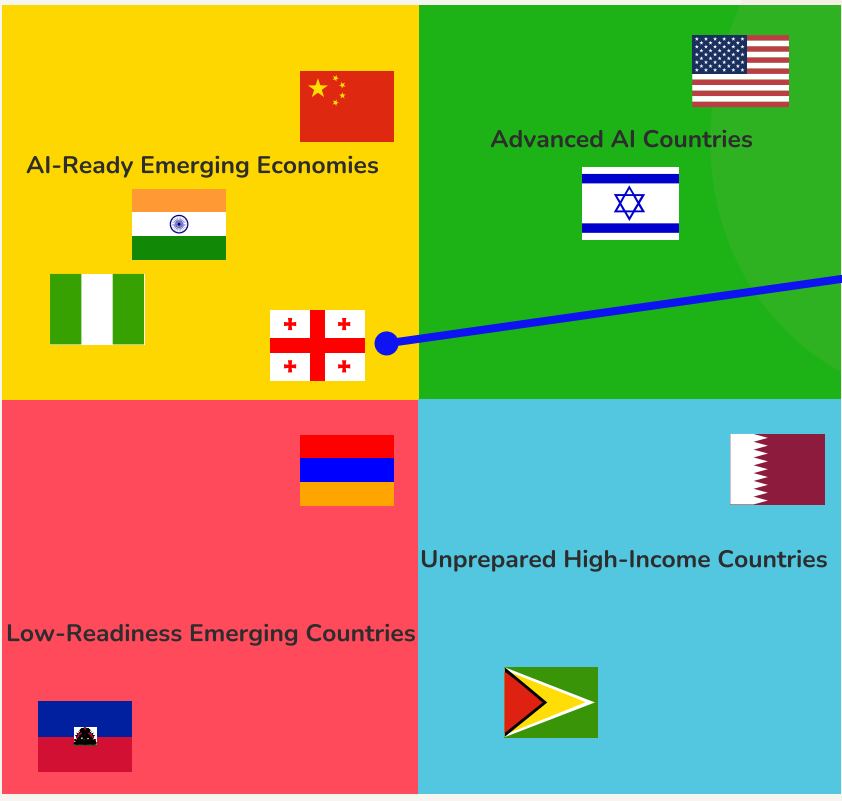
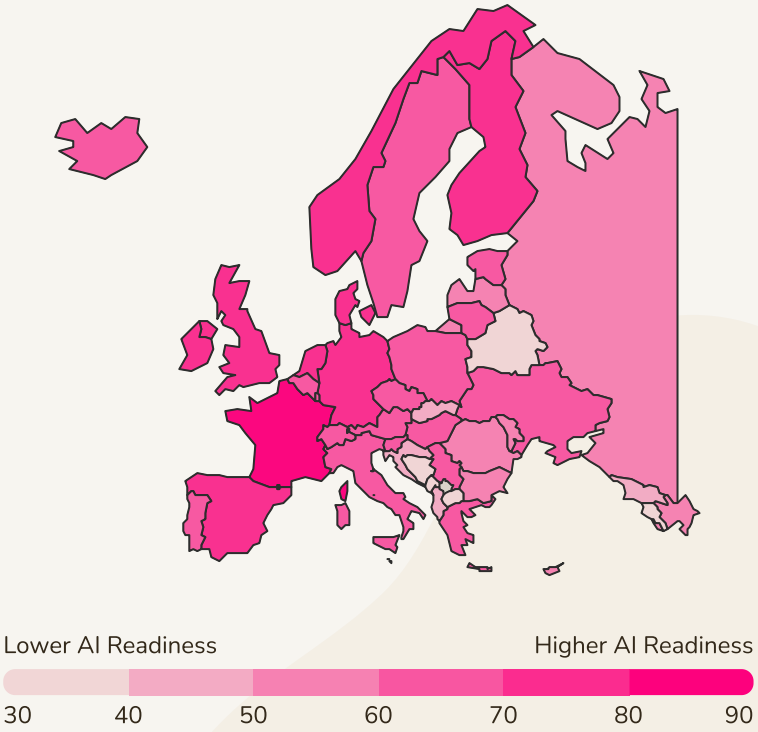
How Georgia is Ready for AI Transformation ?

Georgia ranks **87th out of 195 countries** globally on the **Government AI Readiness Index**

42.8 score from 100



Government AI Readiness Index data source: Oxford Insights

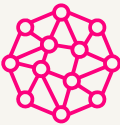
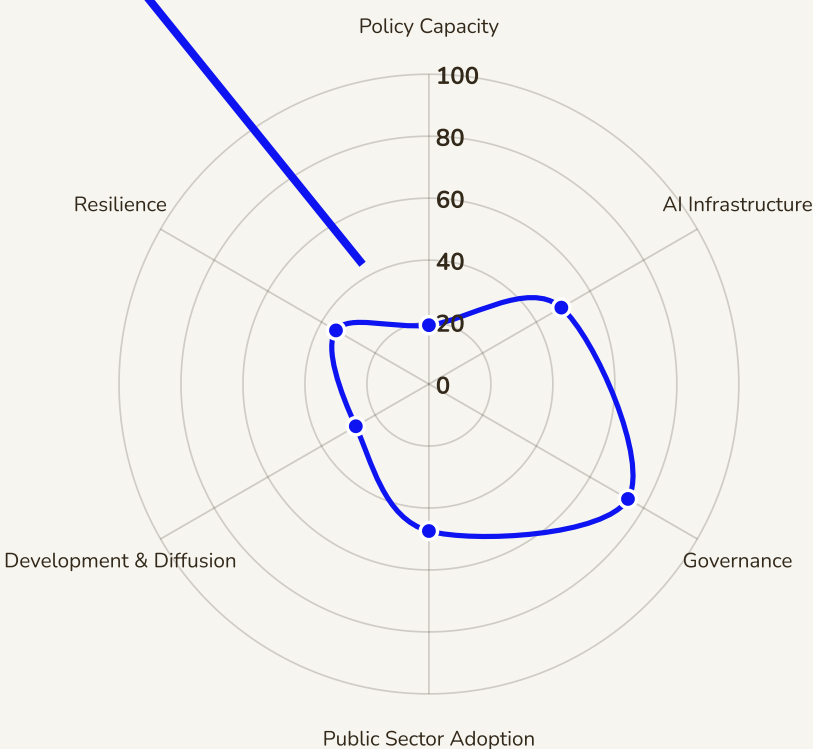


Note: The chart approximates country positions based on the AI Readiness Index (vertical axis, split by the global median) and GNI per capita from the World Bank (horizontal axis, split into high-income and other countries).

AI readiness in Georgia is **slightly above the global median**, placing it roughly in line with countries at a similar income level.

Pillars of AI Readiness in Georgia

(score from 100)



AI readiness components can be grouped relative to other components and countries:

Leading Components

- Governance principles
- Regulatory compliance
- Data quality
- Tech infrastructure
- Human capital
- AI tech diffusion

Hidden Potential Components

- Policy commitment
- Government digital policy

Overrated Components

- e-Government delivery
- Societal transition

Critical Components

- AI sector maturity
- Policy vision
- Safety & security
- Compute capacity

Note: Two parameters are used in grouping: the magnitude of each component's score and the country's global ranking within that component.

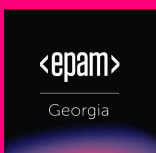
How Job Market is Transforming by AI in Georgia?

AI-related technical Jobs are Emerging in Georgia, Mostly Seeking for AI/ML Engineers.

MLOps Engineer
AI/ML Engineer
AI Solution Architect
AI Data Scientist
AI Test Automation Engineer AI RPA Developer
GenAI Operations Engineer



International tech companies operating in Georgia are the drivers of demand for AI-related positions



EPAM Systems Georgia is the largest employer, offering hybrid work (Tbilisi, Kutaisi, Batumi) and fully remote options.

Main Career pathways for AI engineers from Georgia:

- 1 International companies with local presence in Georgia
- 2 International companies recruiting Georgian-based candidates remotely without physical offices in Georgia
- 3 Fully global remote market

New AI-enhanced roles are emerging on local market:



AI Content Manager

Creation of short digital content using AI tools for marketing and social media channels.



AI Implementation Lead

Implement AI solutions that automate tasks and equip employees with practical AI tools.



AI Brand Visibility Specialist

Improvement of brand visibility in AI-driven search and digital media platforms.



AI Direction Director

Set the organization's AI direction and coordinate major AI initiatives across business units.



Polarized AI Skills

AI skill demand in Georgia is polarized between highly specialized technical expertise and broadly applicable practical AI skills, with fewer roles in between.



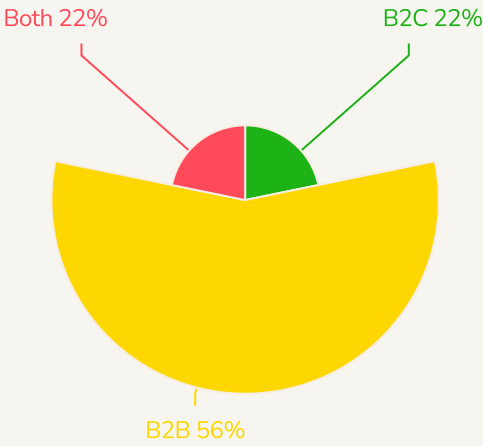
AI skill development is conducted through both internal organizational training and open training programs.

Standard AI training courses typically last several weeks, with costs generally ranging between 800 and 1,500 GEL.

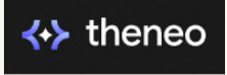
How AI Startup Ecosystem is Evolving in Georgia?

23

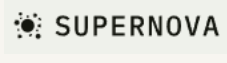
Active AI Startup is identified connected to local ecosystem in Georgia



Most startups are using a B2B model, creating AI solutions for businesses rather than targeting individual consumers.



Theneo, backed by Y Combinator, offers an AI platform that auto-generates and maintains API documentation for 15,000+ companies worldwide.



Supernova, an enterprise AI company founded in 2018 as Pulsar AI Georgia and rebranded in 2020, provides banks, government agencies, telecoms and large enterprises with AI chatbots, risk assessment, semantic search, and process automation solutions. In 2021, Pulsar AI was acquired by Impel, becoming one of the first major international acquisitions of a Georgian AI startup.



Logmind, a Swiss-based IT operations AI platform, analyzes machine-generated log data in real time to help engineering teams detect anomalies and troubleshoot system issues faster.



Helio AI, HR tech startup, automates up to 90% of recruiting tasks through an AI agent that works across local languages. The platform is currently active in around 8 countries.



Talkpal, built by a Georgian team and now US-based, grew to 6+ million users across 180 countries with its GPT-powered AI language tutor covering 80+ languages.



Stori AI, a content creation startup, gives creators and businesses AI tools to generate engaging stories and narrative-driven marketing materials.



Empirical, a data analytics startup, delivers AI-driven business intelligence solutions that help companies turn raw data into actionable decisions.



Optio AI, a fintech B2B startup, runs an AI-powered customer data platform that helps banks automate marketing campaigns and better understand their clients.



DataMind, a fintech AI startup, provides an universal data integration engine for financial institutions.



MaxinAI, a software development company founded in 2017, delivers custom machine learning solutions and AI-powered applications for clients across international markets.



Calen AI, an AI scheduling startup, automates calendar management and meeting coordination through natural-language interactions.



Branderwise, an AI-powered martech startup that helps businesses automate digital marketing, branding and customer engagement through AI-driven solutions.



Admagica, an AI-powered advertising platform that helps businesses generate high-performing ad creatives and automate campaign optimization across digital channels.



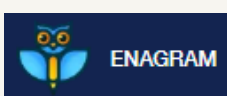
Promofy, an AI-powered engagement platform that helps businesses automate and optimize marketing campaigns through gamification, personalized promotions, and data-driven customer engagement systems.



Deeprank AI, an SEO and visibility platform for the AI era, helps creators and marketers rank higher in AI-powered search engines like ChatGPT, Perplexity, and Google AI.



ASR.GE, a Georgian speech-to-text platform, provides highly accurate transcriptions for audio, calls and interviews.



Enagram, focused on NLP for low-resource languages, develops AI-powered tools to strengthen the digital presence of the Georgian language online.



Praktika.ai, an AI-powered language learning app that helps users practice speaking through interactive, avatar-based conversations and real-time feedback.



LakLaka, an AI chatbot that helps users get answers and assistance through natural language conversations.



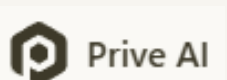
MyZari, an enterprise voice AI startup, delivers ultra-fast, emotive voice agents for high-volume interactions



TwinO, a proptech AI startup, deploys autonomous sales agents for real estate agencies that qualify leads via WhatsApp and Meta, book meetings and sync data with CRM 24/7.



DM's AI is an AI automation startup that builds custom AI agents and chatbot solutions to help businesses automate workflows, customer support and internal operations.



Prive AI, a taxtech startup that helps accountants, financiers and businesses receive instant answers and guidance on Georgian tax regulations through an AI assistant.

How AI is Integrating in Education in Georgia?



11 Accredited AI programs at HEIs in Georgia

Several other programs are currently under development. These are only pure IT programs awarding qualifications in Information Technology.

450 Students already Enrolled in AI Programs via National Exams

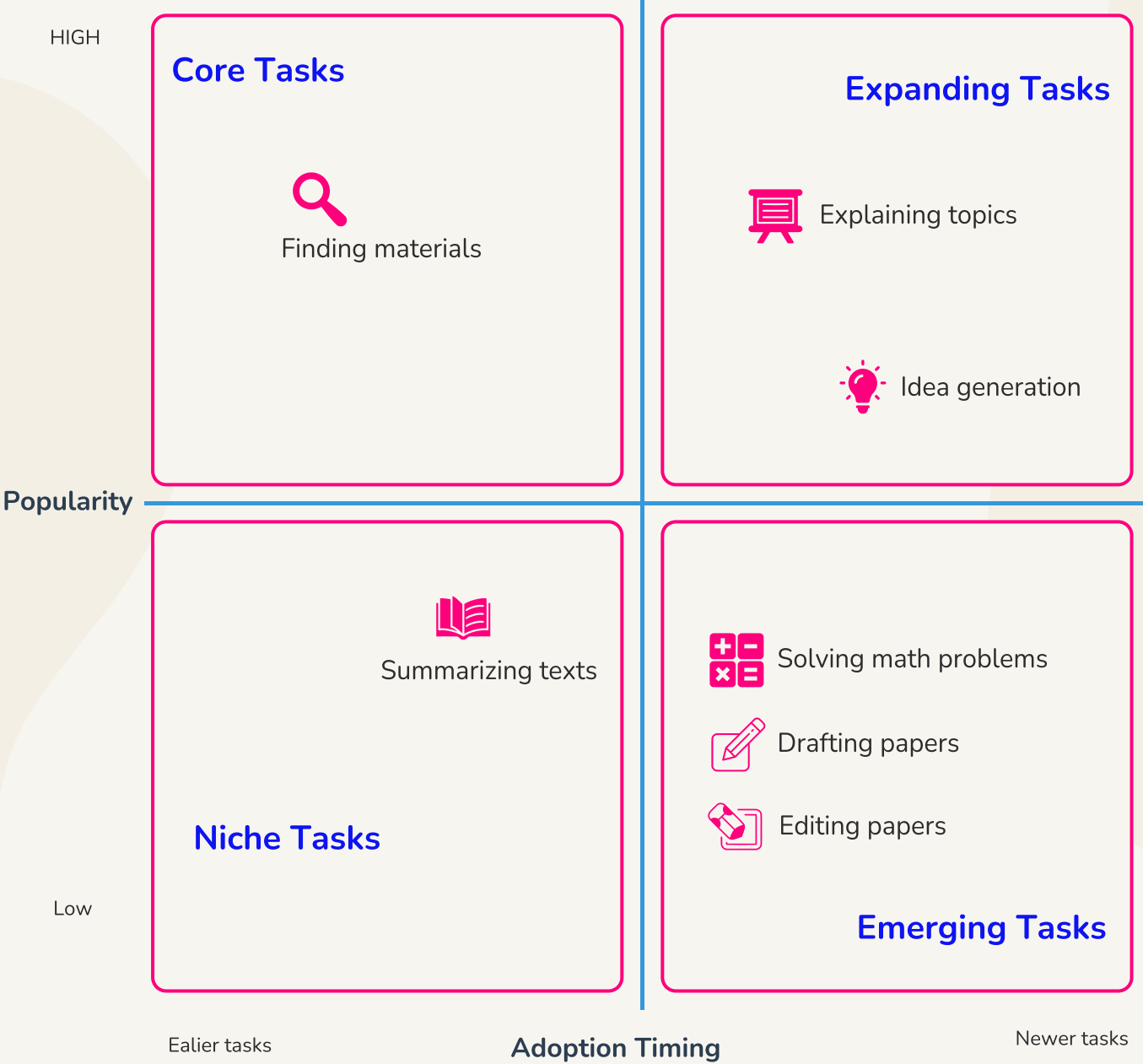
University	Level	Program	Enrollments 2023/2024	Enrollments 2024/2025	Enrollments 2025/2026
Business and Technology University	BA	Computer Science and Artificial Intelligence	NA	100	300
Business and Technology University	BA	Computer Science and Artificial Intelligence (in English)	NA	NA	NA
The University of Georgia	BA	Artificial intelligence	NA	NA	NA
The University of Georgia	BA	Artificial intelligence (in English)	NA	NA	NA
Caucasus University	BA	Computer Science & Artificial Intelligence (in English)	NA	NA	17
Georgian National University SEU	BA	Data Science and Artificial Intelligence	2	22	9
Georgian National University SEU	BA	Data Science and Artificial Intelligence (in English)	NA	NA	NA
Georgian National University SEU	MA	Artificial intelligence	NA	NA	NA
Georgian National University SEU	MA	Artificial intelligence (in English)	NA	NA	NA
Alte University	BA	Artificial Intelligence and Data Analytics	NA	NA	NA
Alte University	BA	Artificial Intelligence and Data Analytics (in English)	NA	NA	NA

Note: The table excludes mobility students, foreign student and any enrollments outside national exam admissions.

Among BTU Students (Summer 2025 Study)

AI-Enhanced Learning is Gaining Ground

Explaining topics using AI Is a recently adopted but already popular AI Task among BTU students



Note: Tasks are evaluated based on their popularity among students and whether they are newly emerging or recently adopted.
Source: BTU Summer 2025 Research from Digital Ecosystem Digest: "Integrating Generative AI into Learning and Teaching – A University-Level Spotlight from Georgia"

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 issues, ICT sector, digital business innovations, e-commerce markets, online platforms, 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 affiliate Associate Professor Tsotne Zhghenti.