



2025 ANNUAL REPORT

PREPARED BY

301AD[®]

A 501(C)(3) NONPROFIT ORGANIZATION

From the Founders

We are pleased to share the 2025 Report, a reflection of 301 AD's journey, milestones, and collective accomplishments throughout the year.

To our community, including new readers, long-time supporters, partners, mentors, and students, thank you. Your belief in our mission and your contributions, whether through time, talent, or generosity, continue to support 301 AD's work.

This year, we saw the strength of collaboration in action. From the creativity of our instructors and students to the support of our donors and advisors, each effort helped advance our shared goal of building the next generation of entrepreneurs and innovators within the Armenian diaspora.

Our focus remains steady, cultivating purpose-driven leaders through creativity, technology, and education. By bringing together like-minded diasporans through mentorship, workshops, and innovation challenges, 301 AD continues to turn ideas into action.

We are proud of our growing team, whose expertise and commitment have contributed to 301 AD's continued growth as a 501(c)(3) nonprofit.

Together with our partners and supporters, we have built a foundation for lasting change, and this is only the beginning.

As we look ahead, we remain inspired by what lies ahead. With trust, transparency, and shared determination, we will continue working toward a more connected and innovative future for Armenians everywhere.

Sincerely, *Alex Boghossian*

Erica Der Mesropian

Alex Boghossian
Erica Der Mesropian
Co-Founders, 301 AD



301AD.ORG

301 AD[®]

IMPACT THROUGH MENTORSHIP

MISSION

301 AD exists to close the gap between imagination and execution. Through mentorship-driven AI literacy education, we equip the next generation of creative entrepreneurs with the knowledge, tools, and human guidance to transform their ideas into working solutions — and themselves into the builders the world needs.

Meet the Builders

Creating the Impact

This is the core internal team behind 301 AD — designing programs, teaching workshops, supporting students, hosting events, and executing our mission across borders.



Erica Der Mesropian | **Co-Founder**
Alex Boghossian | **Co-Founder**
Talin Shahnazarian | **SM Manager**
Sargis Manasyan | **Instructor (Yerevan)**
Anahit Sinanyan | **Instructor (Amsterdam)**
Niko Kalpakian | **Instructor (Los Angeles)**
Isabella Avasapian | **Research Analyst**

Meet the Advisors

Guiding the Impact

Our Advisory Board is composed of respected leaders, founders, and executives who provide strategic insight, mentorship, and global perspective. Their guidance strengthens our programs, partnerships, and long-term vision — helping 301 AD stay mission-aligned while scaling responsibly.



Suzanna Shamakhyan | **Executive Director, FAST Foundation**

Mariam Torosyan | **Founder, Safe YOU**

Seda Papoyan | **Founder, FEMINNO**

Vrej Sarkissian | **Board Member, FAST Foundation**

Anni Keshishyan | **CEO, Bridged Corp**

Zarik Boghossian | **Founder & Chairman, ZEMA Group Inc.**

Table of Contents

01

Key Impact Metrics

Performance indicators and highlights.

02

RenAissance Readiness™

FAST and FEMINNO program outcomes.

03

Community & Philanthropy Highlights

Major events, partnerships, and social initiatives.

04

Marketing & Outreach Performance

Audience growth, engagement data, and campaign reach.

05

Financial Overview

Funds Received and Expense Allocations.

06

Looking Ahead

Q1 2026 Philanthropic Initiatives.

Key Impact Metrics

230+

Students Engaged

7

Team Members

1.1K

Social Media Followers

4

Events

4

Philanthropic Initiatives

8

Monthly Donors (Members)

180+

One-time Donations

\$30K+

Total Funds Raised to Date

In just one year, we have accomplished significant milestones and made a considerable impact ...

RenAIssance Readiness™ with FAST & FEMINNO

Through our Renaissance Readiness™ initiative, 301 AD guided two distinct cohorts—FAST and FEMINNO—on their journeys into AI and innovation. The FAST teams completed a full end-to-end workflow, applying advanced automation and AI tools to real-world challenges. FEMINNO participants, on the other hand, experienced a beginner-friendly workflow, introducing them to core concepts and hands-on creation in a supportive environment. Together, both pathways demonstrated how accessible AI education can unlock creativity, problem-solving, and readiness for the future.



RenAIssance Readiness™ ***FAST GenerationAI Students***

A first-of-its-kind AI and soft-skills program developed by 301AD to empower Armenia's next generation of innovators.

12

GenerationAI students joined 301AD's first RenAIssance Readiness™ workshop

8

AI tools mastered to transform bold ideas into real web apps

30

Days from concept to creation — each student built a unique working web app

∞

Soft-Skill Checkpoints strengthening collaboration, confidence, and communication

12

Investor-grade Pitch Decks and Live Demos presented to advisors & mentors

RenAIssance Readiness™

Workshop Goals + Pathway

July 2025



Week 1

Understand Modern Development Lifecycle

MVP, PRD, UI/UX, Backend, Frontend, Etc.



Week 2

Learn How to Use Cutting Edge AI Tools

Leverage for Ideation, Development, and Deployment



Week 3

Build & Deploy a Working MVP

From concept to live web/mobile app

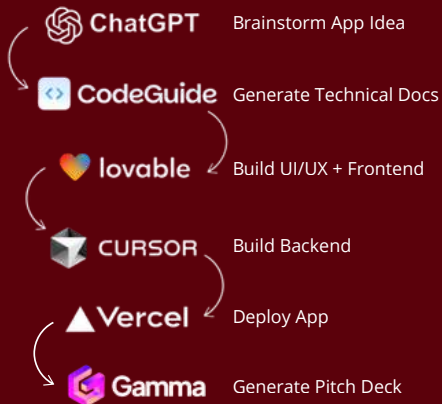


Week 4

Deliver a Confident Product Pitch & Demo

Present their app professionally as a Founder

Advanced Workflow



Beginner Workflow



Prioritizing soft-skills development, while mastering these key AI tools, will empower students to rapidly build, deploy, and scale apps (B2C, B2B, etc.) that resonate with users worldwide

RenAIssance Readiness™

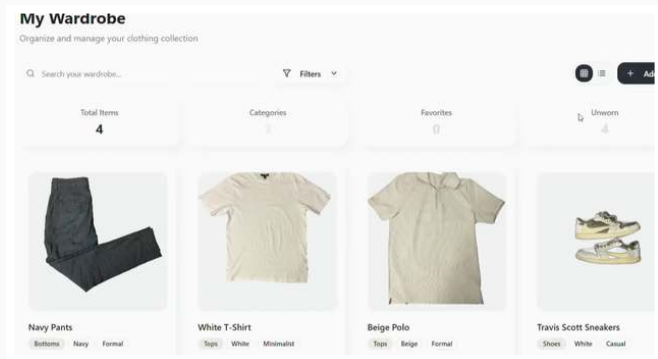
Cohort 1 - Web App Highlight - Wearable



Wearable - Smart Wardrobe Assistant

Same Wardrobe - Different Approach

Suren Saghatelian - Founder, Developer, Product Designer



Wearable is a smart wardrobe assistant that tackles daily outfit indecision and underused closets by letting users digitize their wardrobe and apply AI tagging to each item, then serving personalized outfit suggestions based on local weather and individual style.

Designed for fashion-aware Gen Z and Millennials, it combats decision fatigue—turning a time-sink into an effortless, stylish routine—while promoting sustainability by tracking wear frequency, nudging rotation, and discouraging impulse buys.

By combining organization with context-aware recommendations and mindful consumption, Wearable positions itself as a differentiated, AI-driven style companion that converts the “What should I wear?” struggle into confident choices—same wardrobe, smarter approach.

“

Using AI, I built a website I could only dream of creating before. **I feel like I've accomplished something truly meaningful.**

”

RenAlssance Readiness™ *Student Feedback Themes*

These heartfelt letters from our students highlight just how transformative the Renaissance Readiness™ AI course has been. Across every note, recurring themes emerge: **deep gratitude for the opportunity provided, admiration for the dedication and clarity of instructor Sargis, and excitement about the practical and professional skills gained.**

Students emphasized how the program built their confidence, expanded their technical knowledge, and inspired them to dream bigger about their future paths.

Many shared that they not only learned AI tools and frameworks but also developed **critical thinking, independence, and teamwork skills — growth that extends beyond coding into becoming stronger thinkers, collaborators, and innovators.**

“This course gave me the chance to discover myself.”
– Ines Khachyan

Gratitude & Opportunity

“Thank you once again for providing such an opportunity.”
– Gayane Hovhannisyan

“I am sure that this opportunity will help me in my life and in my career in the future.” – Vitali Avakyan

“Sargis made complex concepts simple and engaging, creating a learning environment that was both productive and enjoyable.” – Anahit Hakobyan

Instructor Impact

“Your guidance, patience, and dedication made a huge difference — you encouraged us to grow not just as programmers, but as thinkers.” – Tatev Smbatyan

“This course pushed me to work independently, think critically, and solve real-world problems using technology.”
– Suren

Skill Development & Professional Growth

“We explored modern AI tools, working with platforms such as Cursor, Replit, and others.” – Anahit Hakobyan

“These lessons helped me understand how artificial intelligence tools work.” – Narek

“I gained not only knowledge, but also new friends, motivation, and confidence to continue learning and developing.” – Gayane Hovhannisyan

Confidence, Motivation & Community

“I genuinely feel like I've accomplished something I could only dream of creating before.” – Student Participant

“Thanks to him, we not only learned but also grew a genuine interest and love for the subject.” – Anahit Hakobyan



RenAissance Readiness™ *Feminno Students - Beginner Workflow*

Each team built and deployed a website/web app representing their STEM idea, which they presented on stage at the STEM Acceleration Awards Ceremony on November 8, 2025, at AUA in Yerevan.

200

FEMINNO students
12-17 years old participated

20

Teams (10 Students/Team)
across Armenia's many regions

90

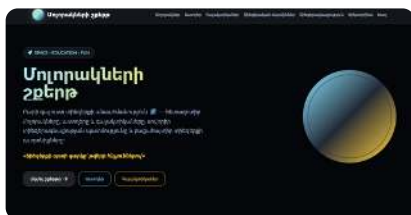
Minute Online Workshop
Replit (All-in-One App Builder)

20

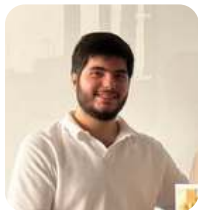
Replit Core Accounts
(\$25/mo) provided for each team

∞

Soft-Skill Checkpoints strengthening
adaptability, confidence, and communication



RenAissance Readiness™ *Student Feedback*



Instructor: Sargis Manasyan

"Sargis made complex concepts simple and engaging, creating a learning environment that was both productive and enjoyable."



Instructor: Anahit Sinanyan

"We loved how supportive Anahit was. Even small feedback from her helped us make big improvements."

Highlights Community & Philanthropy

-
1. *Launch Event*
 2. *RTUN Rave*
 3. *YLC Masquerade*
 4. *FEMINNO Annual Conference*
 5. *GCC 301 AD Club*



301 AD[®]

Resilience | Faith | Survival

Launch Event

Event Outcomes



THE STRATEGY

The launch introduced a new fundraising framework centered on transparency and tangible outcomes. One Legacy Sponsor's \$1,000 contribution funded a full RenAIssance Readiness workshop for 12 FAST students in Armenia, with direct correspondence and impact tracking built into the experience. The event also piloted 301 AD's membership model, designed to sustain year-round engagement between donors and the projects they empower.



THE GATHERING

On June 5, 2025, 301 AD hosted an intimate evening at Belvedere Wine & Cigar Lounge for forty-five professionals and entrepreneurs. The event paired wine tasting and Mediterranean cuisine with meaningful conversation around legacy, leadership, and community.

It marked the public debut of 301 AD's Members Club — a philanthropic network connecting diasporans to programs funding AI & Entrepreneurial education in Armenia.



IMPACT

The evening raised \$6,000, fully funding two workshops: FAST and FEMINNO. More importantly, it redefined what giving looks like — intimate, relational, and purpose-driven. The Launch Event built not just financial capital but social capital, uniting a new generation of philanthropists around a shared mission to build legacies.



**RTUN
RAVE**



301AD[®]
EVENT PARTNER

Event Outcomes



CREATIVE PHILANTHROPY

RTUN Rave wasn't just an event—it was an experiment in creative philanthropy. 301 AD's co-hosting strategy brought together partners such as Brothers Coffee, Matcha Lane, Sirov 374, LavBan, and Abril Books to demonstrate how local businesses can drive social impact. Each vendor became a micro-ambassador for the cause, showing that cultural engagement and education funding can thrive side by side.



301 AD AS CO-HOSTS

On August 23, 2025, 301 AD co-hosted the RTUN Rave in Glendale—a dynamic daytime coffee rave and creative marketplace that brought together 130 attendees, celebrating art, music, and entrepreneurship. The venue was alive with energy as DJs performed, vendors brewed coffee, and artists displayed the richness of Armenian creativity.

301 AD was the Premier Sponsor of the event with a contribution of \$2,500, and after covering expenses, \$3,500 was returned to the non-profit from ticket sales.



ENHANCED AWARENESS

The results exceeded expectations: over 200,000 Instagram engagements and hundreds of new community followers amplified 301 AD's mission far beyond the venue.

Funds raised directly supported AI and leadership programs in Armenia, while the digital reach positioned 301 AD as a creative force in diaspora culture. RTUN Rave proved that impact doesn't have to look institutional—it can look like joy, rhythm, and shared identity.

YOUNG LEADERS COUNCIL
MASQUERADE

301 AD[®]
GOLD SPONSOR

YOUNG LEADERS COUNCIL
MASQUERADE
GOLD SPONSORS

301 AD[®]

Event Outcomes



OUTCOME & FUTURE COLLABORATION

A sponsorship of \$2,500 was provided to the Young Leaders Council (YLC) from 301 AD, which led to YLC Co-Chairs becoming 301 AD Members (Donors). Moreover, the YLC is eager to have 301 AD directly lead entrepreneurial/AI initiatives within the Education Center of the Armenian American Museum – which is expected to open by the end of 2026.



A STAGE FOR THE NEXT GEN

In October 2025, 301 AD joined the Armenian American Museum's Young Leaders Council as a Gold Sponsor for its Masquerade Ball. The event brought together hundreds of emerging Armenian leaders, professionals, and creatives—each representing the future of community leadership shaped by culture and innovation.



STRATEGIC PARTNERSHIP

The involvement of 301 AD extends beyond mere sponsorship; it cultivates meaningful connections with the Armenian American Museum and its youth initiatives. Among the attendees, there was a palpable enthusiasm from young diasporans eager to engage and make a positive impact. 301 AD is strategically leveraging this significant opportunity to gain insights into the diaspora's expectations for participation in events, while simultaneously ensuring its visibility remains prominent. Furthermore, 301 AD is in discussions with the Youth Leadership Council (YLC) to establish recurring annual events, as the interests of the target demographic are closely aligned.

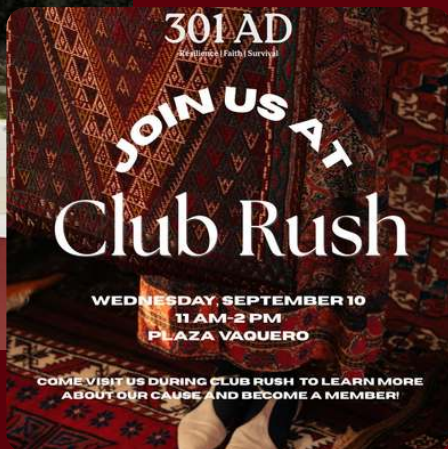


301 AD at FEMINNO 2025: Living in a New RenAissance™

On November 15, 2025, 301 AD's Founders were invited speakers at the FEMINNO Annual Conference, Armenia's leading event for women in STEM and innovation. Through their keynote, *Living in a New RenAissance™*, Alex Boghossian and Erica Der Mesropian shared 301 AD's mission, impact, and vision for AI-powered entrepreneurship in Armenia, highlighting the success of our programs with FAST and FEMINNO.

Lead Instructor Sargis Manasyan represented 301 AD throughout the conference, networking with founders, tech companies, and ecosystem leaders to strengthen existing partnerships and explore new opportunities for collaboration.

Our presence at FEMINNO 2025 reinforced 301 AD's role in Armenia's growing innovation landscape and expanded our reach within the country's tech and entrepreneurial community.



GCC - 301 AD

Club Rush

The 301 AD GCC Club empowers students to bridge creativity, technology, and entrepreneurship through hands-on experiences in AI and innovation. As a campus chapter of 301 AD, the club serves as a launchpad for youth-driven projects that combine coding, design thinking, and social impact. Its upcoming event—the RenAIssance Hackathon, powered by 301 AD—invites high school and college students to turn ideas into working prototypes over a 2-day sprint at Hero House.

With mentorship from 301 AD Members and Armenian tech leaders, participants will learn to design business models, build MVPs on Replit and Lovable, and pitch their ideas in front of a live audience. Blending community, creativity, and future-readiness, the 301 AD GCC Club is cultivating the next generation of Armenian innovators who are ready to develop their ideas into reality.

SM Marketing Metrics

We aren't just "posting content"—
we're building an online world, a
digital members club where
followers feel like they've joined an
inner circle that's actually doing
something valuable.

SM Marketing Metrics

Key Insights :

Period : Q3 (JULY - SEP)

186k

Views

57k

↑ 42.3%
compared to Q2

Reach

1,092

↑ 11.8%
compared to Q2

Followers

2,100

↑ 12%
compared to Q2

Profile visits

Top Performing Content :

Post : Zartunk Media Collab Post

Post: Rtun Rave Recap Post



Reach : 39,858 accounts



Reach : 8,390 accounts

Profile Activity

↑ 12%
(compared to Q2)

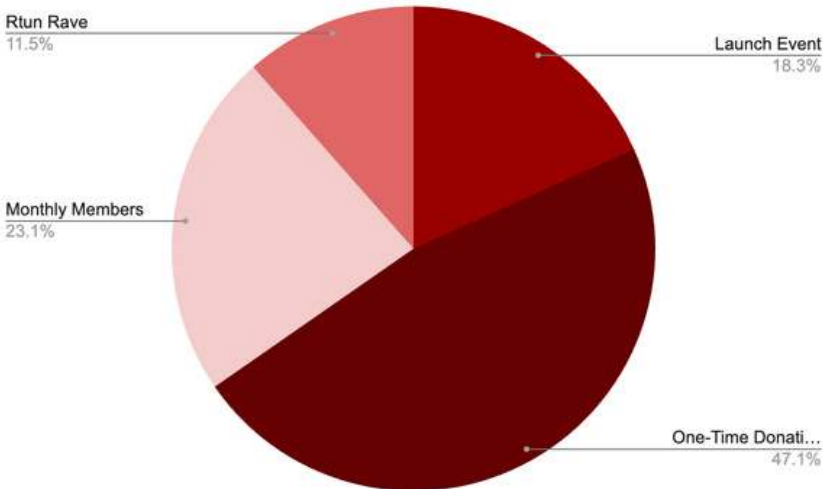
Social Media Pillars:

1. Position as the leading source for AI resources, entrepreneurial innovations, and soft skills development.
2. Highlight the visibility and transparency of our impact on the community.
3. Cultivate pride and determination within the Diaspora to advocate for change and strengthen Armenia's economy, emphasizing our shared identity.

Financial Snapshot

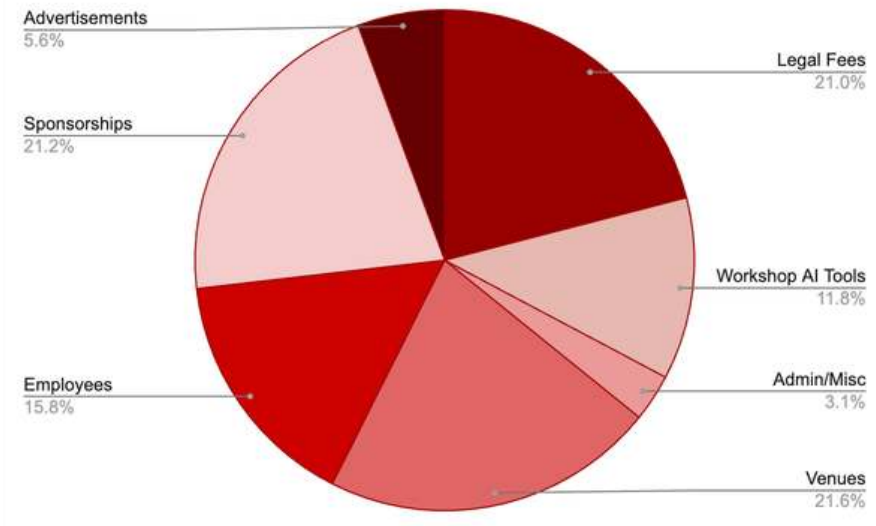
*Explore the financial details of
301 AD, focusing on the funds
received in 2025 and the
expenses allocated from June
2025 to the present.*

Funds Received in 2025



The financial income stream for 301 AD has originated from three primary categories: Events, Monthly Memberships, and One-Time Donations.

Expense Allocation in 2025



The expenses of 301 AD are derived from the following:

- 11.8% Workshop AI Tools (Replit, Lovable, Cursor, etc.)
- 15% Employees (Instructors, Photo/Video, SM Manager)
- 3% Admin (Squarespace, GoDaddy, Zoom, etc.)
- 21% Legal Fees (Patent/Trademark Attorney, CPAs, etc.)
- 5.6% Advertisements (Zartonk, LinkedIn)
- 21.2% Sponsorships (RTUN, YLC)
- 21% Venue (301 AD Events)

Looking Ahead

Q1 2026

Philanthropic Initiatives

January 2026



RENAISSANCE HACKATHON

- Two-Day Event: January 10–11
- Open to high school and college students
- Participants will develop AI-accelerated products using Lovable
- Guided by 301 AD instructors & Mentors throughout the process
- 301 AD members and esteemed Armenian community leaders will serve as judges
- Teams will present:
 - A functional MVP
 - A comprehensive business model
 - A rapid pitch in front of a live audience
- Proudly sponsored by Forward Law Group

2026 - Q1



SAFE SKILLS

- 301AD signed an MOU with SafeYOU to develop a 'SAFE SKILLS' program.
- Our role focuses on integrating AI-driven tools and learning pathways to strengthen digital confidence, employability skills, and personal empowerment.

Contact

Alex Boghossian
Erica Der Mesropian
Co-Founders of 301 AD

Los Angeles, CA
Phone: 818-726-1650
Email: info@301ad.org
Instagram: [@301ad_](https://www.instagram.com/301ad_)

301 AD[®]

A 501(C)(3) NONPROFIT ORGANIZATION
301AD.ORG