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www.watgroup.am

Watgroup International Group, as a reputable holding company in the field of business, started its activities in 2015 with the management of more than five subsidiaries. The company in the fields of value-added telecommunication services, sending international SMS and connecting to more than 1800 international operators, traffic services and international bandwidth, providing technical and engineering platforms and providing consulting for business development, payment services Finance and international money transfer, smart city services and e-government of Armenia, providing a platform for import and export of technical engineering services, goods, products and knowledge-based technologies to Armenia and CIS countries and Also, Re-brand, Re-Origin and Re-Export operations are carried out in order to export to European countries and other countries of the world, as well as holding permanent and temporary exhibitions virtually and physically in order to develop exports and international cooperation. This holding is ready to provide any service in the above fields to you dear ones.

VAS

Value Added Services (VAS) is a term used in the telecommunications industry to describe the surplus products and services of a telecommunications company. VAS is provided by telecommunications companies to be used intelligently in the following cases:

1. Increasing the demand for basic telecommunication services, as well as a way to increase the time users use the mobile phone.

2. Increases your profit by selling more value-added services to customers.

3. Creating synergies among companies with similar service ranges, in a competitive environment. In fact, VAS for telecommunications acts as a different factor to attract more customers. Value-added services benefit not only the service provider, but also the customers.

There are two types of value-added services:
1. Independent value-added services
2. Add value to existing service

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SMS

Today, SMS messaging services include bulk messaging, along with sending single messages (such as one-time passwords and delivery notifications), interactive messaging (such as group messaging services), and incoming messaging services (such as mobile marketing campaigns). In the world, it has established its position. One of the prominent features of bulk SMS is that businesses and organizations can use one or more solutions to send and receive SMS. For example, they integrate a mobile application, software, web or API with their website or system. Bulk SMS is connected to the SMS portal of service providers to ensure that messages are sent to mobile phone numbers anywhere in the world.

The SMS gateway acts as a gateway between mobile network operators and wireless service providers.

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Acceleration includes activities from "idea" to "business creation". Activities such as talent identification, idea generation, revenue generation methods, investment, advertising, feasibility study, marketing, marketing, marketing, business start-up, business development activities, design of required plans and management plans, Management consulting, financial consulting, etc. include the activities of accelerator companies.

At Wat, acceleration is done in new ways. According to the initial assessment of the startup entering the acceleration and traction complex of this business, Wat is attracted by consultants and experts in various ways. Attracting capital from venture capital funds, private sector investment through legal entities, capital market and stock market investment, market or bank investment, etc. can be good examples for developing startups and acquiring And start-ups.

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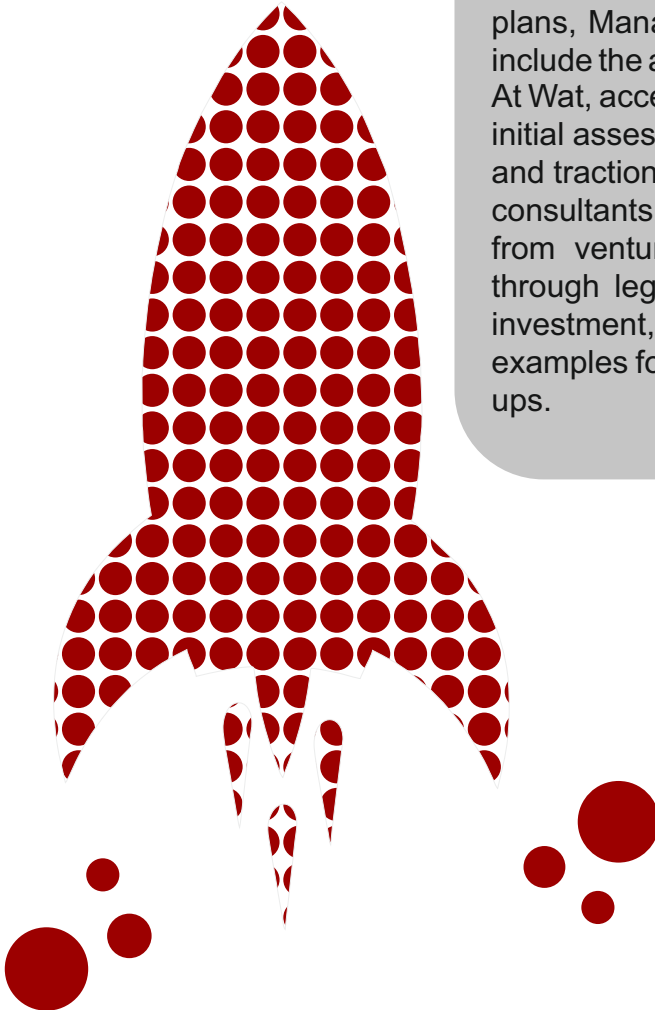
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Cities around the world today are built on information technology. From government and citizens to transportation and energy and their living environment are governed by intelligence. In other words, the smart city is basically an intelligent network of connected objects and machines that transmit information using wireless technology and cloud computing. Cloud computing-based IoT applications provide information to municipalities, companies, and citizens at the moment of receipt, analysis, and management to help them improve the quality of life of citizens. A smart city is a city, which has the following main criteria:

Smart Governance
Smart Citizen
Smart Environment
Smart Home
Smart Economy
Smart Mobility
**Smart Energy**

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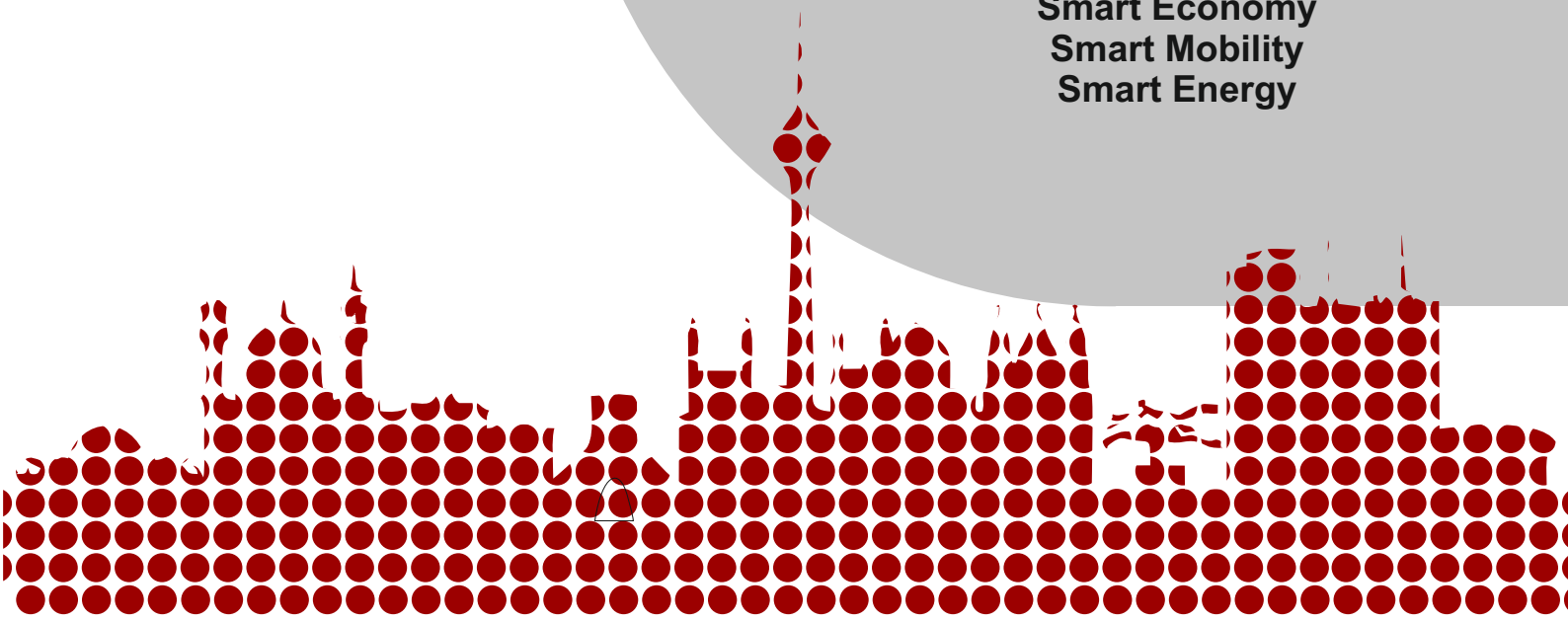
Digital Marketing

In the late twentieth century, the importance of digital marketing in business grew to such an extent that today (due to increasing demand and audience) many large companies in the world benefit from this with higher returns and lower costs than traditional marketing.

Companies use digital and virtual channels to promote their business and product, and for a successful business, the quality of digital marketing plays an important role. Because an entrepreneur focuses on two main issues: success and low budget, both of these goals can be achieved through digital marketing. So today, traditional marketing has somehow lost its importance and function to a large extent and has given way to digital marketing. Digital marketing includes website development, SEO, email campaigns, newsletters, social media campaigns and more.

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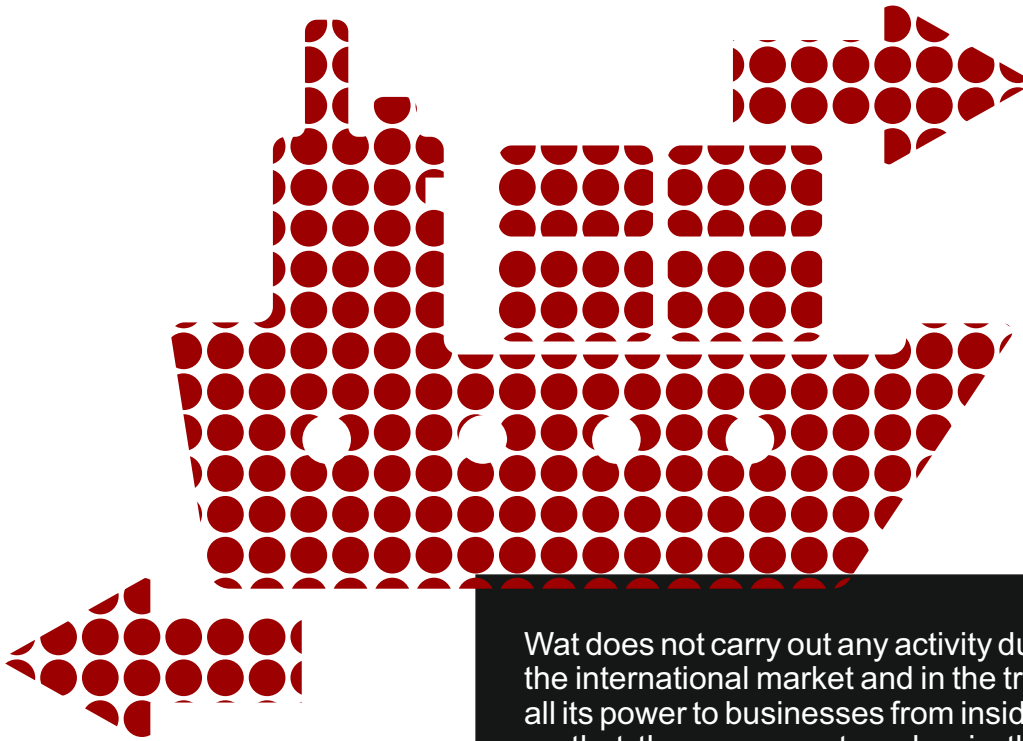
Wat does not carry out any activity due to its special position in the international market and in the trading system, but it gives all its power to businesses from inside and outside the country so that they can create value in this system. New pay for businesses.

For example, one of the most important methods of sales and advertising is attending various specialized and non-specialized exhibitions. Due to its connections and resume in Armenia, this company has the ability to hold exhibitions permanently or temporarily, which is a good capacity for business to introduce Iranian business in the market of CIS countries.

Also in the field of technology transfer, Armenia ranks fourth in the world in terms of foreign investment and has suitable facilities for industrial production or assembly and packaging. Due to the facilities available in Wat Company in obtaining facilities and facilities in Armenia, the technology transfer capability is also available for Iranian factories.

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Wallet

eWallet is an online application that lets you deposit and manage money online. For many people, this is a good way to budget online for purchases such as airline tickets or current subscriptions, without the need for a credit card. To be considered a money management program like eWallet, it must meet certain requirements. First, it must be able to hold money in your digital account for a significant period of time, such as a bank account.

Second, it allows you to get your funds back from your eWallet to your credit card or bank account. The common denominator of these programs is that they are all made specifically for payment between people (P2P), clients and businesses and businesses to other businesses.

Crowdfunding is the process of financing a project by raising small sums of money from a large number of people as investors. In the world, startups, inventors, entrepreneurs, musicians, filmmakers, artists and charities are also using this method to raise money for their projects without using government facilities. Most campaigns run through online platforms and raise money over a set period of time to accomplish a specific goal.

Crowdfunding methods:
Financial aid (donation)
the debt
Equity
reward
Guarantee
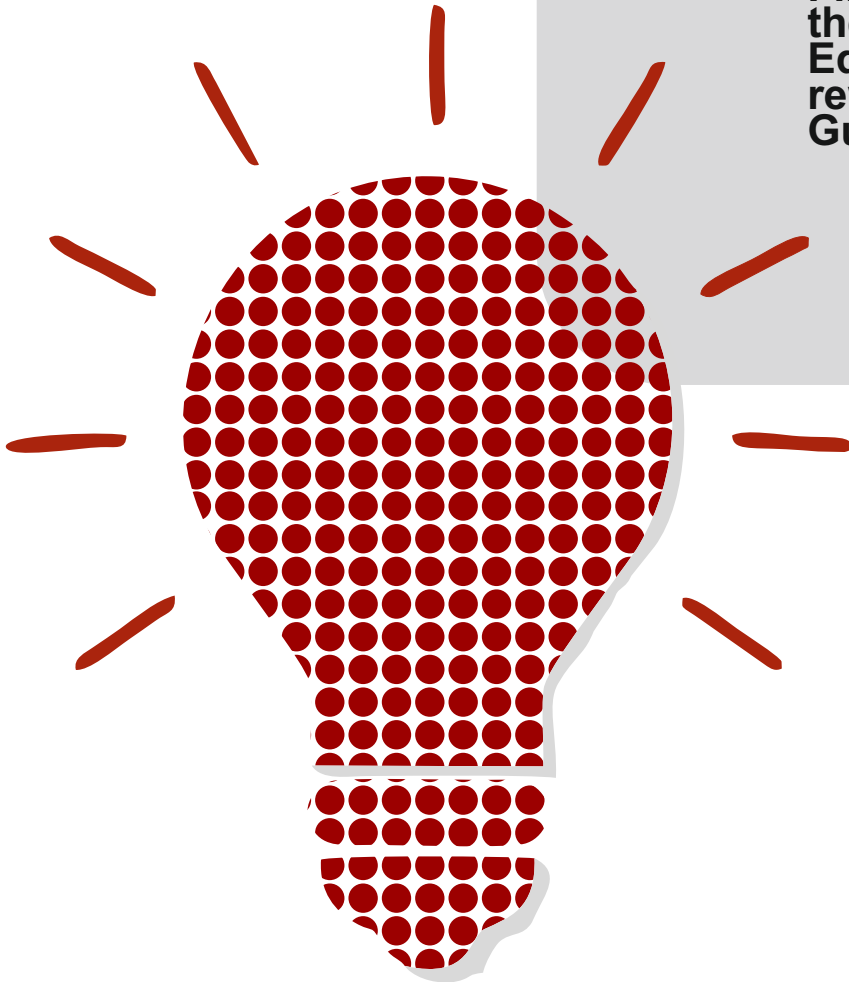
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Providing value-added services

Interactive services or vas, in which we see a variety of attractive and entertaining applications such as video streaming, games, lifestyle and video platforms, as well as enterprise services based on the application or SMS.

Digital Marketing

Feasibility study of market and digital marketing on digital platforms including social media networks, website development, website content and social media content, SEO and website ranking by planning various digital marketing campaigns.

payment

Electronic wallet, allows users to pay online without the need for cash or credit card. Our goal is internationalization of this wallet and the lack of need to transfer cash when traveling from your country to other countries of the world.

accelerator

Acceleration includes helping businesses and start-ups and new ideas to grow and start monetization, including introducing investors and raising capital, providing skilled human resources, participating and introducing organizations and institutions, and facilitating related processes. Obtaining licenses, loans and etc.

Smart City

A smart city is a city based on information technology or IT, which includes smart citizen, smart transportation, smart government and the Internet of Things. In fact, the living environment and cities are managed in a completely virtual and intelligent way.

bulk

Bulk means sending international bulk SMS, which is a simple media on the mobile platform. This opportunity is used to provide services, advertising and information between organizations, institutions, government agencies, private companies or persons.

Business

Topics related to import and export, holding permanent and temporary exhibitions virtually and physically, business carnivals and technology transfer, services and goods are some of our services in the field of trade.

investment

In investment, we seek to provide capital in the form of crowd funding. Collective investment is made with the participation of investors in order to raise capital related to a specific project with a specific business plan, which is usually done in the website platform.

International Group

WAT

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www.watgroup.am

Tehran, Vanak Square, Vanak St., Eram Alley, Building No. 6- Unit 7

0021-88777722

Apartment 16,NO.44,Komitas Kochar ST,Yerevan–Armenia

00374-11-765234

@watgroup

watgroup.co

wat group

@watgroup

wat group

www.watgroup.am

info@watgroup.am