academy

Beetroot Academy

Impact report 2022

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FOREWORD

In 2014, as Russia occupied Donbas, the story of Beetroot Academy began. Unable to stand aside, we established a school to help those who had lost their jobs to learn new skills for the growing digital economy, allowing them to rebuild their lives and support their families. Following February 24, 2022, we redoubled our efforts.

> *We took action by supporting Ukrainians affected by the war through a fundraising campaign that enabled over 800 students (and counting) to receive scholarships.*

Additionally, we developed a free self-paced course, "Intro to tech careers," which assists individuals in selecting their desired tech profession. Our commitment to tech education led us to participate in the IT Generation project of the Ministry of Digital Transformation of Ukraine. After a rigorous vetting process, we were selected as a school on a mission to train the next generation of tech talents in our country.

With a wealth of experience and unified by our core values, we drew inspiration from the incredible bravery of Ukrainians and the support of our exceptional teachers and students. Despite coping with frequent electricity cuts and working from shelters, we persevered and expanded our reach. We opened a school in Moldova, extended the Beetroot ecosystem to Bulgaria and Poland, and furthered our presence in the U.S. market.

Despite the hardships of war, we emerged from 2022 stronger, both as the ecosystem and as individuals. Remaining committed to creating a positive impact through tech education, we are thrilled to share more about our actions in this report.

Dmytro Olaresko
CEO of Beetroot Academy

BEETROOT ACADEMY AS A PART OF A TECH ECOSYSTEM

Beetroot Academy is a social enterprise dedicated to making career development in the digital era accessible and affordable for all. Initially launched in Poltava, Ukraine, in 2014, we now operate globally, providing world-class tech education in English, Romanian, and Ukrainian to help individuals excel in the digital economy.

Our core focus is practical skills training, empowering aspiring tech specialists in development and management. We also offer guidance in job search strategies and connect students to our extensive network of alums and partner companies, facilitating opportunities for employment in the tech industry.

From our humble beginnings in Ukraine's in-person classrooms, we have expanded globally, offering live virtual teaching. With just a computer and stable internet, anyone with the motivation can access our intensive tech skills training. We believe in the power of partnerships. Alongside our resources, we collaborate with partners to offer numerous scholarship opportunities, ensuring that tuition costs do not hinder access to tech education and career prospects for everyone, everywhere.

● **Beetroot Ecosystem**

Beetroot Academy is only one part of the broader Beetroot ecosystem. Building a tech ecosystem is essential for us to implement our sustainability and social impact values. In 2022 Beetroot hit a new milestone on the journey to becoming a global tech ecosystem by expanding its presence to Bulgaria, Poland, Moldova, Romania, and the U.S.

Beetroot Tech
Being the first cell of the Beetroot ecosystem, Beetroot Tech solves software and tech staffing needs for startups and established brands worldwide.

Aid for Ukraine
In partnership with Ioca Arma Nostra, Beetroot established the Aid for Ukraine relief fund to help people affected by Russia's terrorist war. Thanks to our network in Ukraine and a straight-to-the-point, minimum admin vetting process, we direct donations to grassroots aid projects, prioritizing those that support vulnerable families and children.
We aim to have as high an impact as possible per donated cent.

Beetroot Hub
*Aiming at rebuilding*
Before Russia destroyed Mariupol, killing thousands of civilians, the city became home to our ninth location in Europe and the first to house all units of the Beetroot ecosystem. From its establishment in 2019 till 2022, our beloved Beetroot Hub was a space for personal development, tech education, and entrepreneurship — seeds that will sprout in many innovative projects and impactful initiatives further on.

20,000+ visitors   **700+** events

80 graduates of the UNGDrive! Program for young people in 2021

Home of the Mariupol IT Cluster
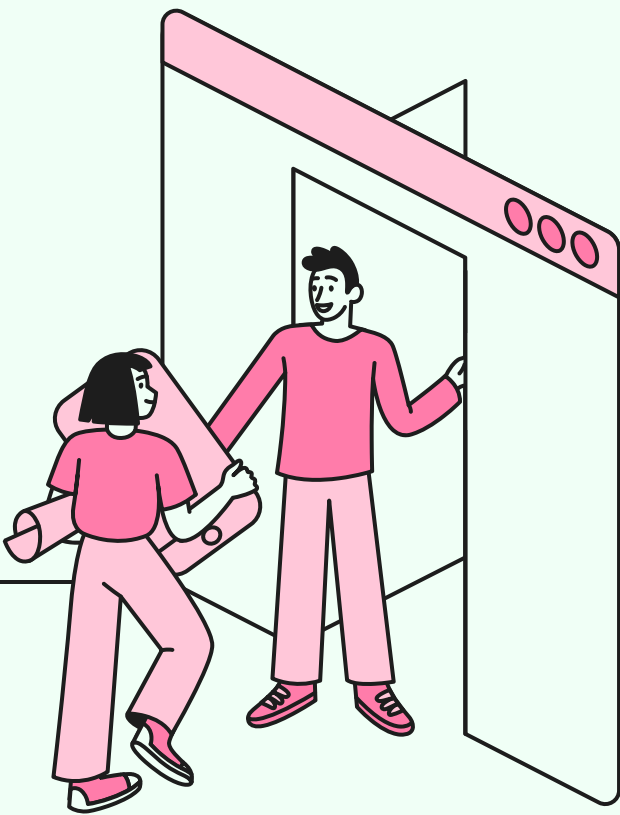
OUR VISION AND MISSION

At Beetroot Academy, our mission, 'Helping people have great careers in the digital economy,' is central to everything we do – but what does it mean? Who are the 'people'? What is a 'great career'? — and finally, what the 'digital economy' is?

Let's dive deeper and explore what it means to us and how it's integrated into our day-to-day activities.
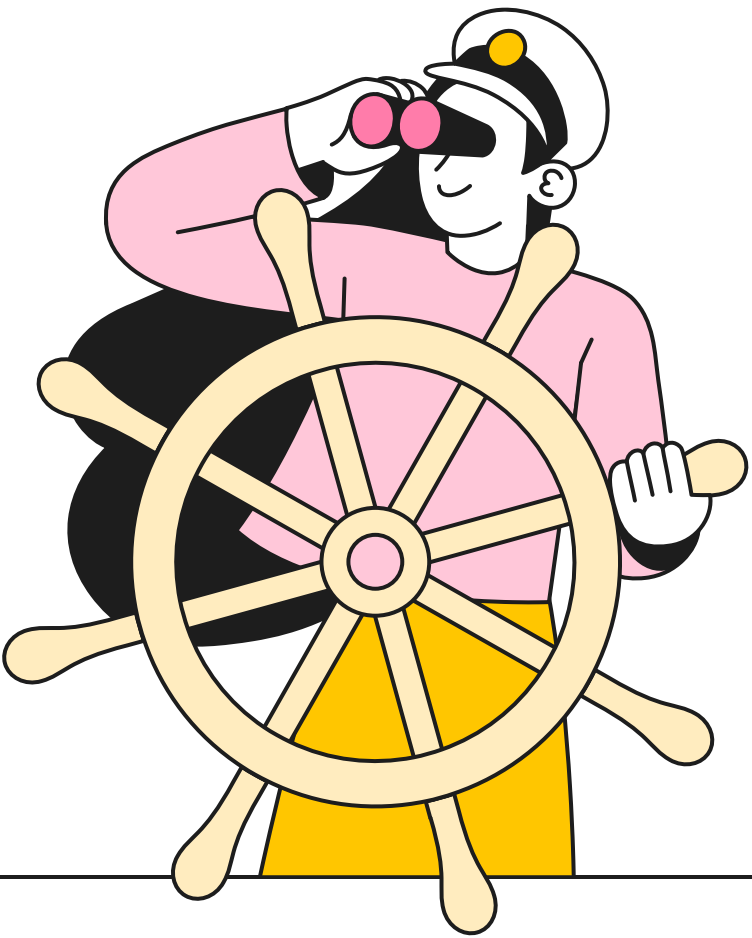
● **People**

In our view, careers in the digital economy should be for everyone, unfortunately, our digitalized global economy suffers from many of the historical inequities that have defined the global economy in the past. It is, in fact, still a very centralized economy, mainly focused on highly developed urban areas, while rural and developing communities are still largely on the sidelines.

According to WIPO's 2022 ranking of the world's top 100 science and technology clusters, 73% are in OECD countries, and 21% are in the People's Republic of China. Furthermore, when we look at this from a more individual level, only 25% of the tech specialists in Ukraine are women.

In our mission, 'people' stands for bringing great career opportunities to underserved communities and people.

In fact, our very first students were internally displaced persons from Eastern Ukraine. In partnership with the Embassy of Sweden in Ukraine, we helped them start tech careers by providing practical hands-on software development skills and experience.

Since then, we have provided scholarships for around 2000 people from vulnerable communities and those affected by war. 62% of our students are women, and as we expand to new countries, we will continue to prioritize developing and underserved communities worldwide.

● Great careers in the digital economy
are for everyone, everywhere, period

Great careers

Today, a career looks very different from what a career was twenty or thirty years ago. Increasingly, we need to apply a life-long learning approach to our professional skill sets, and a university degree in our youth is less likely to keep us competitive for a whole career. This means our specific hard and soft skills are increasingly prioritized to measure our abilities rather than just an academic degree. For this new reality, people need access to education that teaches us practical skills suited for the digital economy that we can learn while still maintaining a full-time job or other commitment.

With the digitalization of our economy, more and more jobs can be provided online, regardless of whether the laborer is living in the same community as the employer. This means that more than ever before, people across the globe, in developed and developing economies, can access great career opportunities in the global digital economy.

This is the essence of a 'great career' – opportunities that people can have, no matter who they are or where they live, as long as they have life-long access to practical education, guidance, and network for the digital economy.

These guiding principles lay at the core of our education system: curriculums that provide real practical skills from experience, career coaching, industry networks, and a collaborative learning environment that helps students become great team members. This is our recipe for helping people have great careers in the digital economy.

Digital economy

'Digital economy' can be summarized as an economy that is increasingly digitalized via technologies such as computers, the Internet, robotics, and artificial intelligence.

While this offers many career opportunities to provide the quickly growing number of digital skills required by employers, it also means that millions of people might lose their jobs. We should also consider more risks of entering the labor force without relevant skills for the digital era.

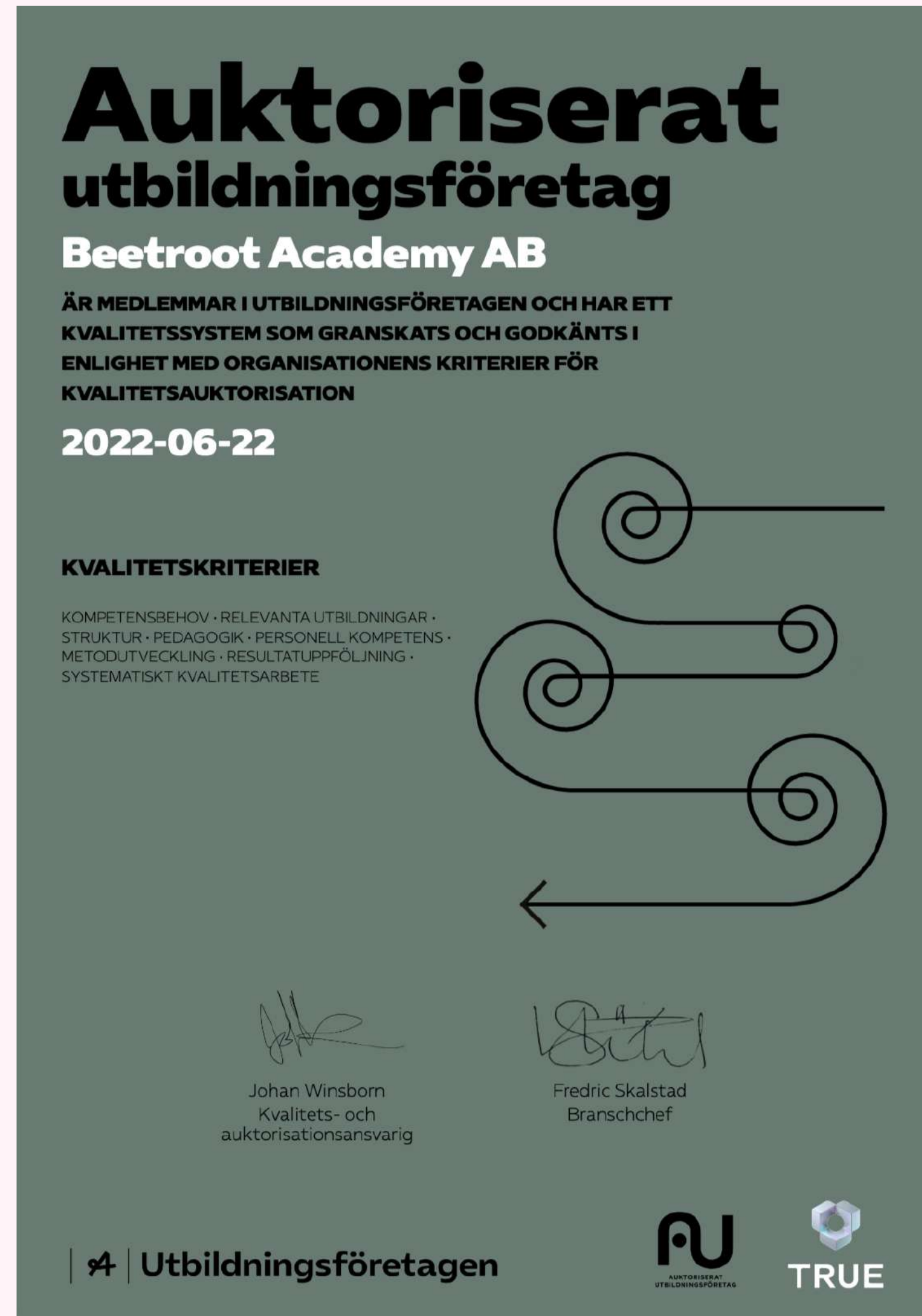The World Economic Forum estimated that by 2030 there will be:

85 million	global deficit of tech specialists	1 billion	people will need reskilling

And this is where the need for a new type of education provider, as Beetroot Academy emerges, can harness the digital economy's opportunities by providing people with the skills they need to be relevant and competitive in the job market.

BEETROOT ACADEMY'S EDUCATIONAL SOLUTION IN A NUTSHELL

Beetroot Academy differs from the average education provider. As a social enterprise, we primarily focus on creating a lasting social impact. We channel the income into enhancing our educational programs, ensuring they are accessible to a broader audience. Our commitment goes beyond simply offering courses — we provide a holistic educational approach, which begins long before course enrollment and extends well beyond graduation. We believe in equipping our students with the necessary skills and knowledge to thrive in the tech industry.

Auktoriserat utbildningsföretag

Beetroot Academy AB

ÄR MEDLEMMAR I UTBILDNINGSFÖRETAGEN OCH HAR ETT KVALITETSSYSTEM SOM GRANSKATS OCH GODKÄNTS I ENLIGHET MED ORGANISATIONENS KRITERIER FÖR KVALITETSAUKTORISATION

2022-06-22

KVALITETSKRITERIER

KOMPETENSBEHOV · RELEVANTA UTBILDNINGAR · STRUKTUR · PEDAGOGIK · PERSONELL KOMPETENS · METODUTVECKLING · RESULTATUPPFÖLJNING · SYSTEMATISKT KVALITETSARBETE

Johan Winsborn
Kvalitets- och
auktorisationsansvarig

Fredric Skalstad
Branschchef

| A | Utbildningsföretagen

TRUE

Almega the Swedish association for private education providers

To guarantee the quality and integrity of our programs, Beetroot Academy has earned quality certification from Almega, the Swedish association for private education providers. This certification is a mark of assurance for those investing in their education. Meeting stringent require-ments and adhering to the highest standards, we proudly uphold our status as a certified educational institution.
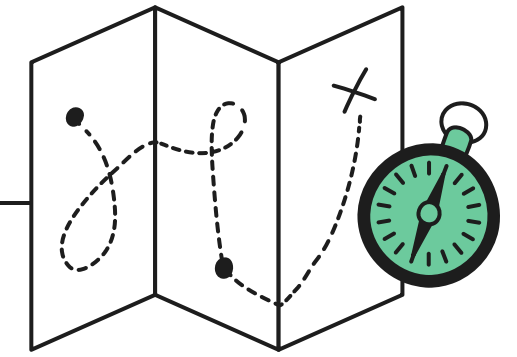
At Beetroot Academy, our commitment to our students goes beyond the classroom. We prioritize their journey before, during, and even after graduation, ensuring they receive comprehensive support and guidance.

Student enrollment

Our approach to enrollment is not about selling a course; it's about providing personalized guidance. Our dedicated educational advisors consult with prospective students, helping them discover their true path. We offer a free career test and self-paced course to assist individuals in finding the right direction for their educational journey.

Post-graduation

We understand that real challenges begin after graduation. That's why we remain by our graduates' side, offering support:

- Career counseling to help navigate the job market;
- Mentorship programs for personalized guidance and mentorship;
- A thriving community of graduates and industry partners to foster networking opportunities.

During the education program

Throughout the program, we provide a dynamic learning ecosystem designed to maximize student success:

- Our flipped class methodology ensures students actively engage with the material;
- Our Learning Management System (LMS) offers access to theoretical content and self-assessment tests;
- Regular live meetings with teachers (2-3 times a week) for practical sessions, Q&A, and assignment discussions;
- Individual and group assignments to promote both independent and teamwork skills;
- Study-buddy groups comprising 3–4 students, encouraging collaboration and teamwork;
- A vibrant Slack community connecting students, teachers, and learning success managers;
- English classes to enhance language proficiency;
- At Beetroot Academy, we are committed to providing a holistic educational experience, ensuring our students receive the support they need to excel at every stage of their journey.

BEETROOT ACADEMY'S IMPACT IN NUMBERS

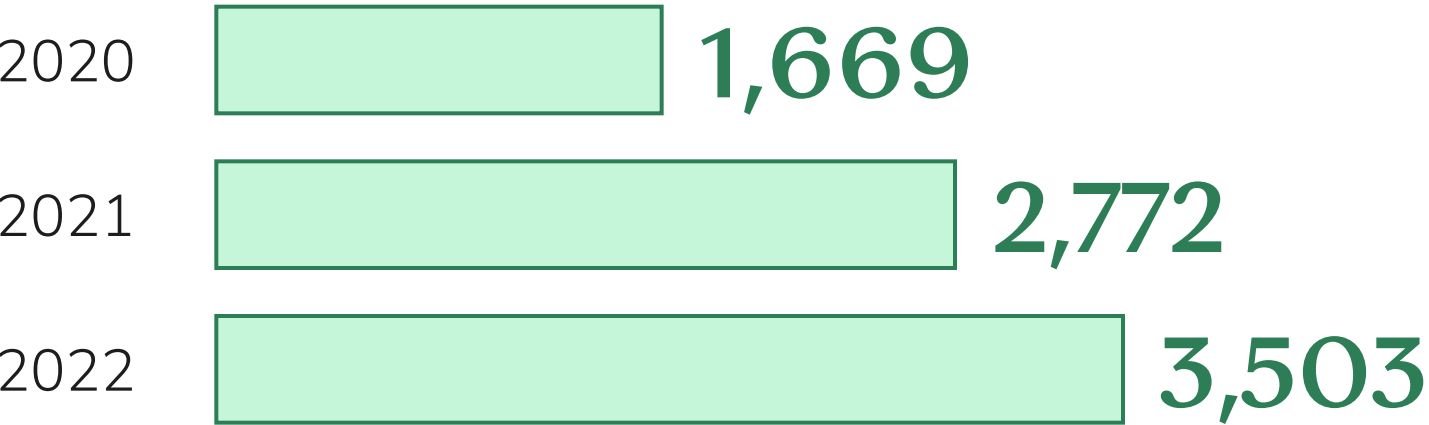## Share of women among the Beetroot Academy graduates

2020 **49%**
2021 **61%**
2022 **62%**

* Women hold only 17% of major technology jobs, including programming or software development, according to the WEF

Share of people graduated from Beetroot Academy

2020 **1,669**
2021 **2,772**
2022 **3,503**

Share of Beetroot Academy students based outside the major tech hubs

2020 **59%**
2021 **66%**
2022 **54%**

Share of the Beetroot Academy graduates in Ukraine's new tech talent*

4% in 2021   **5%** in 2022

* Based on the graduate employment rate and the latest Ukrainian tech talent pool stats on DOU.UA.
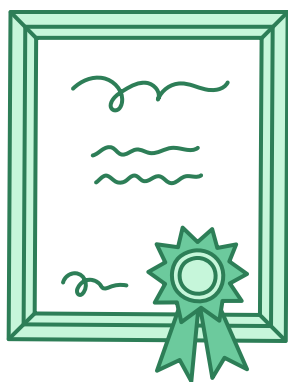
87.5%
of Beetroot Academy students successfully graduated

70%
of the Beetroot Academy graduates get successfully employed in Tech
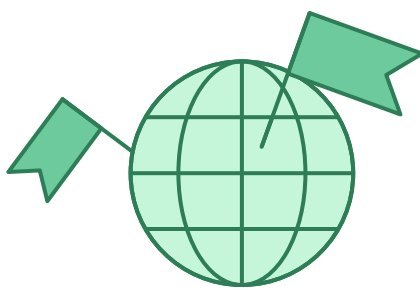
200+
partner companies students can take advantage of Beetroot Academy's extensive network to build new connections and find a job in IT/tech

OUR CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT GOALS

Contributing to inclusive and sustainable economic growth

$17 mln* direct financial impact created by Beetroot Academy

Beetroot Academy is a vigorous contributor to the economic development in Ukraine and other markets we operate in (enabling more people to join the world's avant garde industries and thus, expanding the middle class) and indirectly (building up new competencies for digital economy, supporting entrepreneurship, generating new market niches within and beyond the tech industry).

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* Calculated by multiplying the average entry-level tech specialist income ($900/mo according to the DOU.UA report) by the total number of employed 2021 graduates (2,772.)

Promoting high-quality education and learning opportunities in the tech industry

3,503 graduates in total   **~70%** of our graduates find employment in tech

For Beetroot Academy, making high-quality tech skills available, affordable, and inclusive for everyone and everywhere is a core ambition. This includes active work to provide education to communities in developing countries, ensuring affordability, and designing courses to be inclusive, particularly for women and underrepresented groups in the global tech industry.

Helping improve gender equality and reduce inequalities in the tech industry

Our value code sets out our commitment to providing diversity in a broad sense and gender equality in particular. The non-hierarchical organization creates opportunities for professional growth, open communication at all levels, and culture building.
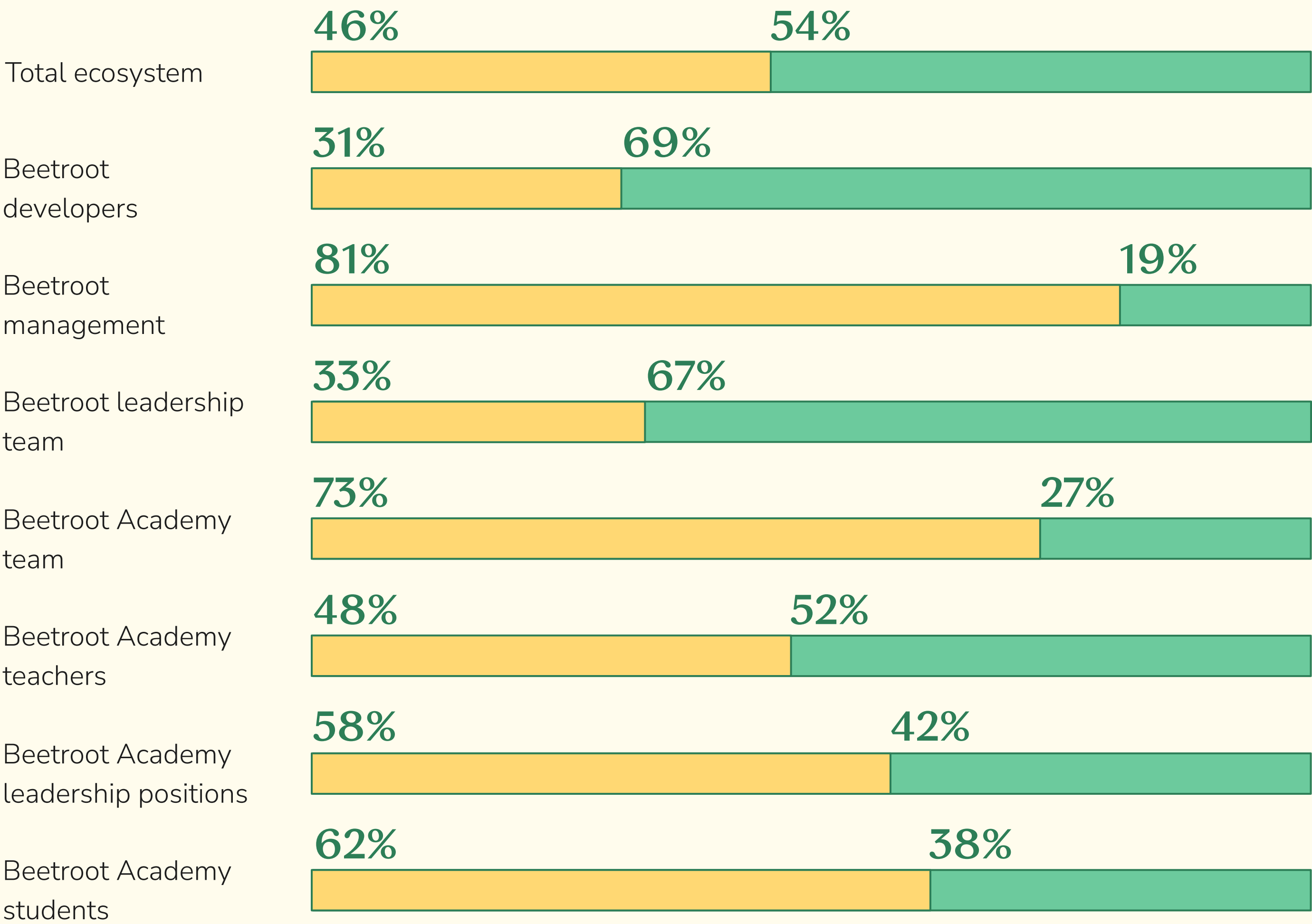
Among our **additional** ways to deliver **equal opportunity** are flexible working hours, ongoing efforts to close the overall gender pay gap in Ukraine through the "equal pay for equal work" approach, promotion of gender equality in the high-paying tech industry, and a wide range of **gender equality** awareness-building initiatives. Improving diversity and inclusion is our strategic direction for the coming years.

In addition, in partnership with a number of organizations, including UNFPA, ACTED, Pact, VIBE, IT Generation, and Ioca Arma Nostra, Beetroot Academy provided over 800 scholarships for vulnerable women to help them launch careers in IT. Read more about the projects in the section **Our projects** below.

Gender Distribution in the Beetroot Ecosystem

Legend: ■ Female ■ Male

Category	Female	Male
Total ecosystem	46%	54%
Beetroot developers	31%	69%
Beetroot management	81%	19%
Beetroot leadership team	33%	67%
Beetroot Academy team	73%	27%
Beetroot Academy teachers	48%	52%
Beetroot Academy leadership positions	58%	42%
Beetroot Academy students	62%	38%

BEETROOT ACADEMY COMMUNITY

For two years now, we have been developing a community of alumni. During this time, we created a closed Telegram channel with 4 thousand participants, held about 20 events, and launched two waves of mentoring programs with over 100 participants and two free groups of IT English Marathon.

4,000	participants in a closed Telegram channel	**20**	events were held
100	participants of mentoring programs	**2**	free groups of IT English Marathon

> *The contact with my mentor was 100% perfect. The most valuable were the test interview at the beginning of the program and the feedback after the interview. This feedback made my impostor syndrome easier and gave me more faith in myself and my strength. My mentor was constantly in touch. With the help of his answers, I achieved one of my goals and received a job offer.*

Vasyl Neshchadimov
Full stack (React.js, Node.js) developer

Menti

> *Mentoring experience is another opportunity for professional development, a new level of leadership, and knowledge structuring. And for the mentee, it means getting the necessary tools and support to achieve the desired goals. It is interesting to help people with the motivation and desire to become better and more successful! After our meetings, I always discover new perspectives on familiar issues.*

Olga Uvarova
UX/UI Designer

Mentor

● **Beetroot Academy celebrated 10 000 graduates and granted 10 scholarships**

We asked ten thousand people worldwide who took their first steps into tech with us to share their stories to inspire those beginning their careers. The authors of the 10 most fascinating stories were awarded a scholarship for any course at Beetroot Academy.

Find more stories here.

How a dancer from Mariupol became a designer at an American company

Nataliia has been practicing modern dance since she was five years old, and at the age of 18 she started working as a choreographer. She is a business manager by education and owned a coffee shop for a while. However, her love of logic, her creativity, and the success stories of her friends in IT inspired her to change her profession and try her hand at UI/UX design. Now Nataliia is working in her new profession and mentoring Academy graduates at the same time.

"Don't give up everything, and don't rush — switch to a new profession gradually if you have the opportunity to work in your previous specialty. After February 24 and moving from Mariupol to Europe, I had no choice — I was looking for a job at a frantic pace."

Nataliia Likhusha
UX Designer at Concord
Czech Republic

"Don't think of IT as a train you have to jump on": experience of a Python developer

2017 Mykola graduated from Igor Sikorsky Kyiv Polytechnic Institute and worked as an automation system design engineer until 2022. And when he realized that there was more to automate at work, he decided to strengthen the team and chose to study Python as a programming language that was ideal for this. After searching and reading dozens of reviews, he decided on a course at Beetroot Academy, and that's how his tech career began. Mykola found his first job 4 weeks after graduating.

"I expected the teacher to follow the program exclusively, but I was pleasantly surprised when the course structure served more as a reference. Instead, the gradual immersion in the programming world was slightly different — practical — scenario."

Mykola Siryk
Junior Python Engineer
at Custom PC Software
Kyiv

OUR PROJECTS

*SUPPORT FOR UKRAINIANS SINCE
24TH OF FEBRUARY 2022*

● Cooperation with Ioco Arma Nostra

IOCA ARMA NOSTRA

Together with the Swedish fundraising foundation Ioco Arma Nostra, which has helped hundreds of children and families in Ukraine since 2018, we join our efforts and provide tech education scholarships to Ukrainian refugees affected by the full-scale invasion by Russia. We want to cover scholarships for 1000+ Ukrainian refugees and internally displaced persons (IDPs), allowing them to start a new career and secure a stable income to support themselves and their loved ones.

- We launched a fundraising campaign on GoFundMe and collected money for 129 Ukrainians;
- Furthermore, we got 71 donations from individuals, big tech companies, and funds.

Fulcrum Rock donated 15 000$, which is 15 scholarships for Ukrainians. Moreover, their team members became our teachers and participated in exclusive events for the community.

"I couldn't stay away from and donated for scholarships — the less I could do in these challenging times. Now seven women from Donetsk and Luhansk regions are studying at Beetroot Academy, and I'm happy to be their mentor"
(read more)

Dima Malyshenko, a Berlin-based but originally from Ukraine start-up co-founder

- We teamed up with new donors, which provided scholarships for displaced Ukrainians

Sätt färg på

Beetroot Academy started working with the Care EUkraine and the Ukrainian Digital Resource Center. The projects were launched and run by Cool Color to create opportunities for Ukrainian war refugees in Sweden while contributing to fighting climate change.

Beetroot Academy and Sätt färg på worked together to offer the war refugees 240 scholarships.

> *"Providing IT education to Ukrainian war refugees can also positively impact the Swedish economy. According to a study by the McKinsey Global Institute, the digital economy contributes up to 11% of GDP in some countries. By equipping refugees with IT skills, they can contribute to the growth of the digital economy in Sweden and Ukraine, which can lead to job creation and increased economic activity".*
>
> Louise Nilsson
> Project Manager CARE EUkraine
> Project Manager Ukrainian Digital Resource Centre

Industrifonden

Industrifonden Sweden funded 7 scholarships for Ukrainian female IDPs in Sweden.

> *"Thanks to Beetroot Academy, I got my first tech skills. It was a new experience in the IT sphere that inspired me, reminding me that life goes on and there are plenty of exciting opportunities around, distracting from the horrors of war. Our training was practical, and I felt the support from the teacher, assuring me that everything would work out".*
>
> Olga Lysenko from Melitopol (temporary occupied territory in the south of Ukraine), QA Manual course student

Reconomy

In partnership with the Reconomy program and Sweden, Beetroot Academy launched a scholarship program for 31 Ukrainian refugees affected by the war. They started their course in November 2022 and could choose between Front-end development and UI/UX design.

"We've been waiting for Beetroot Academy in Moldova. A Swedish company was founded in Ukraine and is now launching in Moldova — it's unique. Supporting Beetroot Academy, we see a lot of potential for Moldova in encouraging economic development by creating a tech sector in the region".

Catarina Nilsson,
First Secretary EU ICT
Development Cooperation

"

I'm from Irpin. We came here on the 26th of February because it was already very "loud" and terrifying on the 24th. I'm happy to have a chance to study a new profession. It's very exciting. We already learned 8 lessons and had 8 live classes. It's getting more complicated and interesting, so I want to spend more and more time doing my homework. I see my future in UI/UX design. And I already have several ideas for my diploma project.

Olena,
UI/UX design course student
from Irpin (Ukraine)

"

After the start of the full-scale war, I moved from Odesa to Moldova. Since childhood, I had a passion for technical subjects, so choosing front-end development was obvious. I am delighted with my studies at Beetroot Academy. After completing the course, I continued my professional journey and became a participant in the mentorship program at Beetroot Academy, where I gained even more practical experience. Currently, I am working on a test task and analyzing my work with my mentor, and I also study English four times a week. With my efforts, I can achieve my goal and find a job as a front-end developer.

Tatiana Cheban,
Front-end development course
student from Odesa (Ukraine)

Ministry
of Digital Transformation
of Ukraine
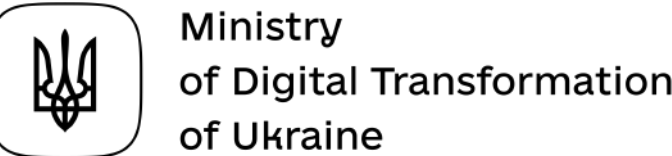
Ministry of Digital Transformation of Ukraine

IT Generation project aimed to teach Ukrainians without experience in this field tech skills. Its goal is to help talented Ukrainians acquire a new profession, reduce the shortage of personnel in the country's IT industry, and stimulate the development of the Ukrainian economy. IT Generation is implemented by the Ministry of Digital Transformation. Beetroot Academy became one of 23 schools participating in the project.

82 alums in Front-end development, Python development, QA manual, UI/UX design, Project management in IT, Businesses analysis, Digital marketing courses
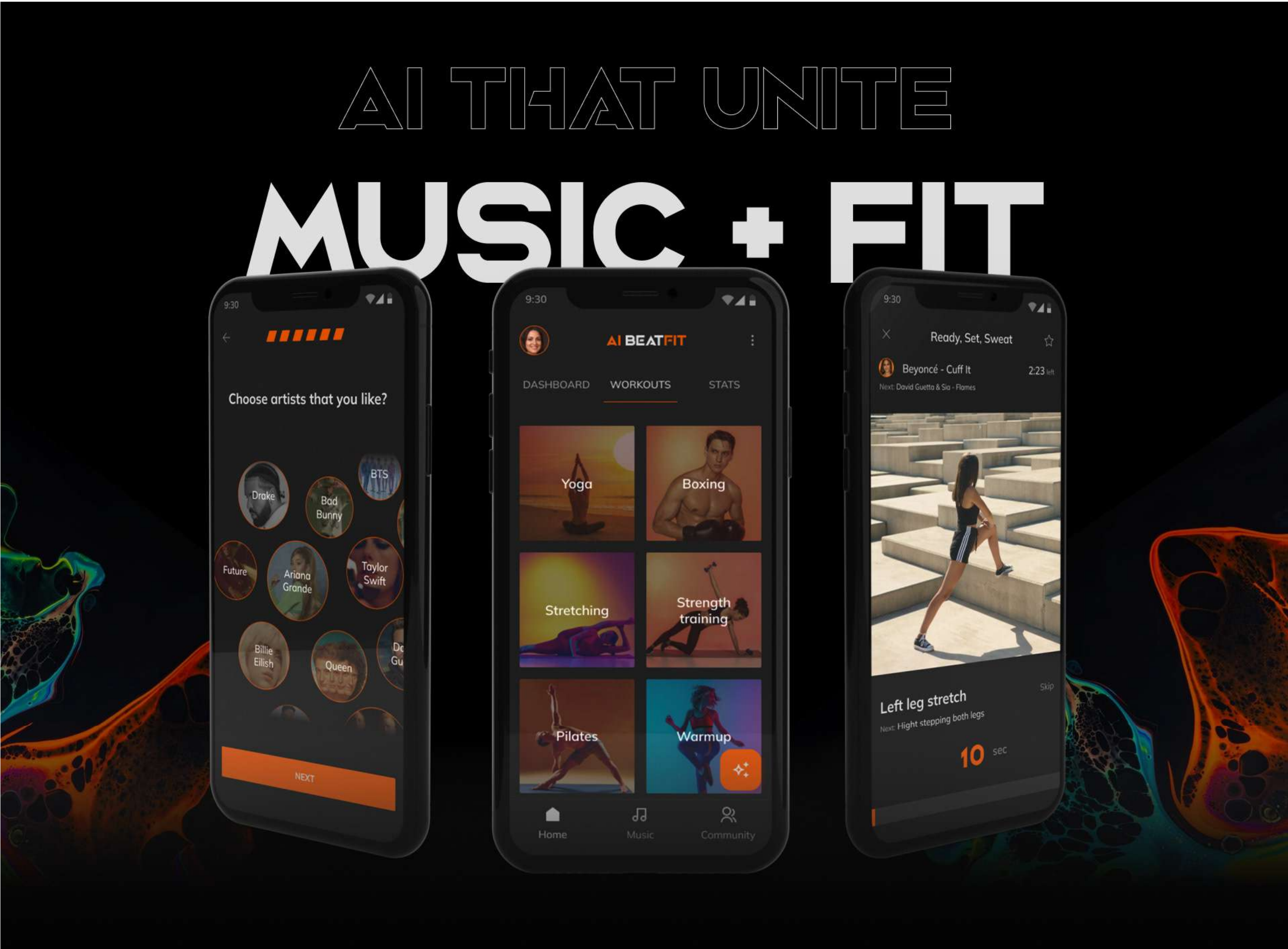
Kateryna Mishchuk and her final project UI/UX design AI BeatFi

Pact Ukraine

Pact Ukraine provides support for the "Introduction to IT" program to empower rural and marginalized women in communities across the Kyiv, Poltava, Lviv, and Kharkiv regions. In the year 2022–2023, **over 300 women were educated** in the introductory IT course, while 65 women received training in professional courses.

"When I started my journey in the 'Introduction to IT' course, I knew that my personal qualities were well-suited for the project Manager profession after 15 years of teaching experience at the university. After completing the 'Introduction to IT' course and Project Management in IT course, I joined the mentorship program at Beetroot Academy. Together with my mentor, we analyzed my interview performance and the reasons for the rejection. I sent about 80 applications and had about 20 interviews before landing my dream job. However, I'm pleased with the outcome. Thanks to a systematic approach, I received a job offer from an educational IT company for a Program Manager position".

Olena Vitrynska,
Project Manager in IT course student

ACTED

ACTED is engaged in the organization and implementation of IT training programs specifically designed to enhance the economic security of vulnerable populations residing in the Donbas region under the control of Ukraine. In total, **51 scholarships** have been awarded to internally displaced persons (IDPs) and individuals affected by the war, enabling them to participate in these training initiatives.

UNFPA

Facilitates and delivers IT training programs, including both basic and advanced courses, intending to enhance the economic security of women who have experienced gender-based violence. In 2023, over 200 scholarships were awarded to students participating in these training programs.

"Before starting the QA Manual course, I had a superficial understanding of testing from various videos where I was studying programming. But really solid and systematic knowledge I gained on the QA Manual course at Beetroot Academy.

It took me a month from completing the course to find a job at OneReach.ai. My motivation, desire to be valuable to the future company, and the hard skills I had acquired led to the desired job offer.

I am satisfied with my current job position and feel like I belong here. In a nutshell, this is the perfect professional development for me".

Kateryna Khyzhniak,
QA Manual course student

Humans in the Loop

In the spring of 2022, we started working with our new partner, Humans in the Loop, and now we are proud of two programs held together:

The Upwork Opportunity Unlimited program
A two-week-long support program to help participants improve their freelancing profiles, reach out to more clients and maximize their income through online freelancing on the platform.

4 Annotation Training Cohorts
Aimed to help students acquire annotation skills. They learned how to correctly select and identify objects in images for the development of AI.

LET'S CONNECT, COLLABORATE, AND CREATE IMPACT

Looking back at all the achievements and impact Beetroot Academy has made throughout 2022, we are reminded of the increasing importance of our mission: "Helping people have great careers in the digital economy." In these ever-changing times, the digital economy holds the key to resilience and growth for individuals and for Ukraine as a whole.

Now, more than ever, we need partners to join our efforts to ensure everyone has access to the opportunities presented by the digital age. You can join us in making a difference in many ways:

- Fund scholarships and provide a lifeline for those who lack the means to pursue their dreams.
- By contributing your expertise and knowledge, you can teach our students and help shape the next generation of digital professionals.
- And as an organization, you can connect with our alums' community, fueling your growth and success.

Let's connect, collaborate, and create impact. Reach out to us today and discover how to partner with Beetroot Academy. Join Beetroot Academy on our transformative journey to revolutionize career development in the digital age. Together, we can bridge the gap and provide equal opportunities for all. Let's shape a future where no one is left behind.