



Beetroot Academy

Impact Report 2021



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About the Impact Report

Welcome to Beetroot Academy Impact Report 2021, our first annual consolidated social impact report. In this report, you can learn more about the social impact that we generated through our activities last year, what we did in order to create that impact, and how all of this is connected to our vision for the future. Social impact is at the heart of everything we do, and with that in mind, our impact report is truly the best tool for anyone who wants to understand who we are, what we do, where we want to go — and even how they can be a part of this journey.



Our purpose



Beetroot Academy is a social enterprise built with the purpose of making career development in the digital era easier and more affordable for everyone — everywhere.

Launched initially in 2014 as an in-house project of Beetroot, today we are an independent organization built to provide world-class tech education, to help people have great careers in the digital economy.

This means that we put the social impact at the forefront of all our decision making, but at the same time we also ensure that we can stand on our own two legs and can achieve our goals on our own.

Our core activity is to provide people with practical skills training to help them start a career as tech specialists in development or management.

On top of that, we support them with knowledge and skills to improve their job search, and connect them to our extensive network of alumni and partner companies, to assist in making the right connections to find a job in tech.

We started our operations with in-person classroom education in Ukraine, but today we operate globally online with live virtual teaching, and we can offer our intensive practical tech skills training to anyone who has the motivation, a computer, and a stable internet connection.

Beyond that, we can through our own means and in partnership with our partners offer a variety of scholarship opportunities to cover the tuition for students who are not able to cover it on their own.

Our vision

Become a world-class
education provider

Our mission

Helping people have great careers
in the digital economy



The challenge we are facing

Globalization and technological development is transforming the world and the economy faster than ever.

The World Economic Forum 2020 report on the future of jobs predicts that 50% of workers will need reskilling. For current employees who want to keep their jobs, 40% of their basic skills will change.

WEF researchers estimate that the implementation of new technologies and the redistribution of work between humans and machines will eliminate 85 million jobs. Instead, 97 million new roles will appear. They will be more adapted to the latest technologies.

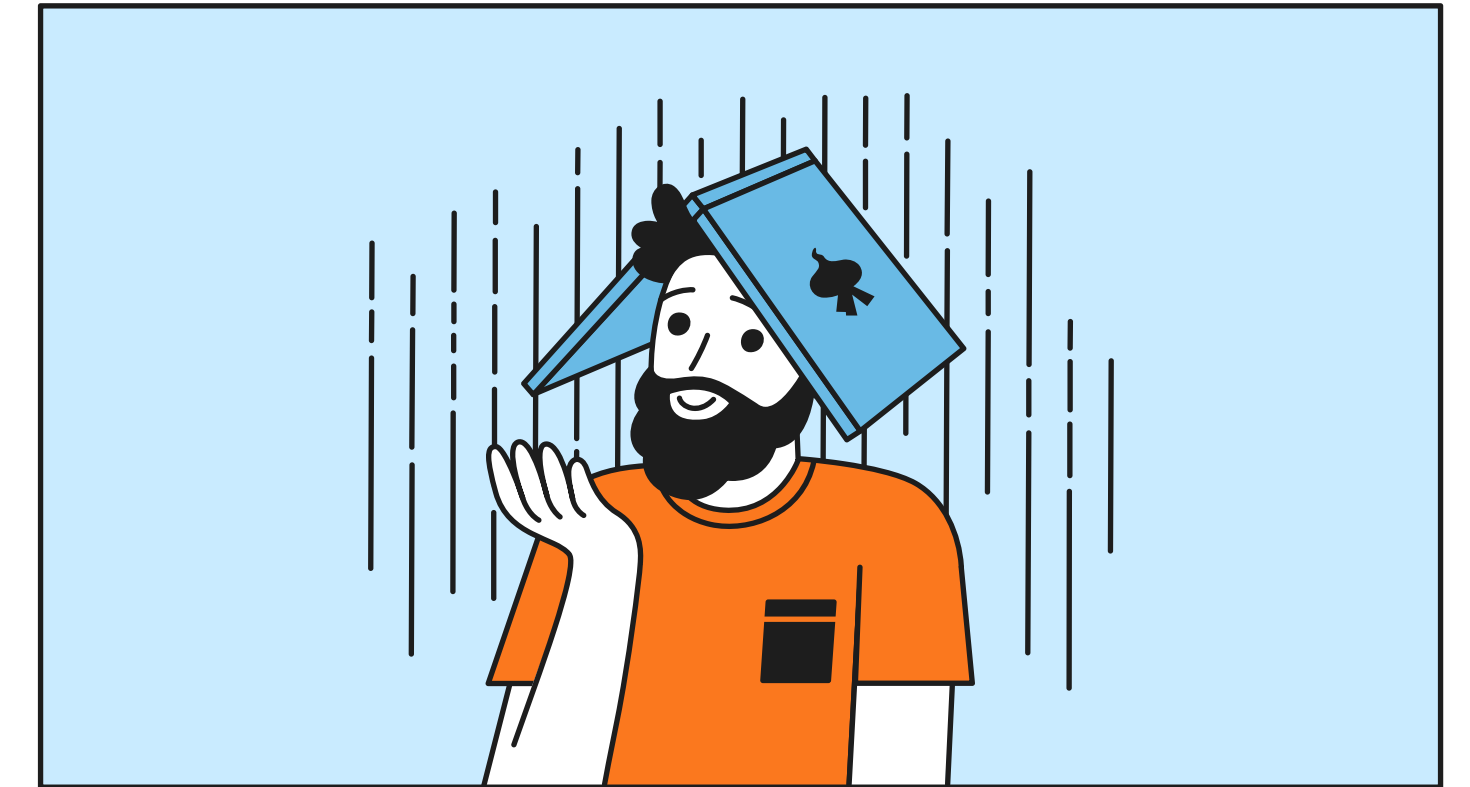
In the absence of ready-made talent, **by 2025, employers are expected to offer reskilling and upskilling to just over 70% of their employees.**

The solution we provide

And in this challenge lies the solution that Beetroot Academy is trying to take part in solving.

For many people, a career in tech is still something abstract that seems complicated, far away, and reserved for people with a technical background in academia. Nevertheless, there are career opportunities in tech for people with all types of background and talents. **So our goal is to develop ways of starting and developing a career in the digital economy easier and more affordable, making this available for anyone.**

At Beetroot Academy, we believe that we have an opportunity to shape a future where we all are able to find safe, rewarding, and fulfilling careers, but to get there will require rethinking the ways towards that: how we envision career start, how to develop it, and what exactly is the role of us in the global digital society we are building.



Our mission is to help people have great careers in the digital world — and we aim to achieve that by being part of shaping the future of education and work.

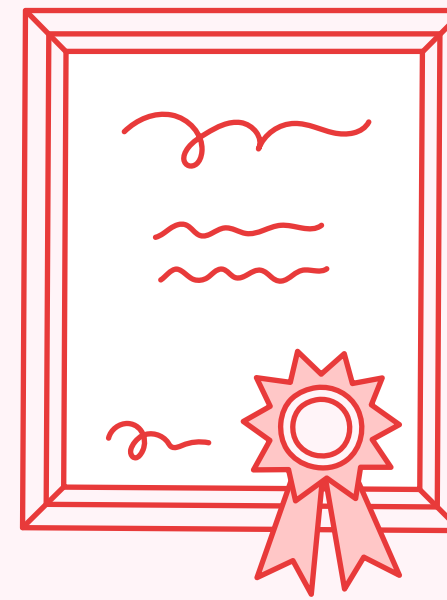
That means making education to provide people with the skills and knowledge they need to take those jobs that organizations across the world are desperately trying to close. But it also means contributing to improving awareness about tech, while also finding ways to narrow the gap between talent and employers.

Beetroot Academy's impact in numbers



2700+

people were trained in
tech by Beetroot Academy
in 2021



300

people recieved scholarships
to help finance their tuition



~ 5%

of all new tech specialists in
2021 in Ukraine are Beetroot
Academy graduates



65%

of our graduates are from
outside the top 5 tech hubs
of Ukraine



61%

of our graduates are women,
while the tech industry
is 75% men



~ 70%

of our graduates find
employment in tech



86%

of all our students
successfully finish their
education and graduate

Our students

We have students from all walks of life, which is also part of our purpose, to make tech education available to anyone — anywhere. But the professional background of our students can usually be described using one of the three categories below.

- **Starters**
people who are just at the start of their professional career, typically university graduates, and are looking to start that career in tech.
- **Sailors**
tech industry professionals of a variety of specializations who come to Beetroot Academy to gain new skills in order to improve their career.
- **Switchers**
people with some or a lot of professional experience, but from other industries and specializations, who come to us to switch to a career in tech.



Except for these audiences, we work towards helping vulnerable groups to gain education and improve economic security. It currently includes internally displaced persons, people living in Donbas region, rural women, women victims of gender-based violence and we are working on partnerships to help more people access our education.

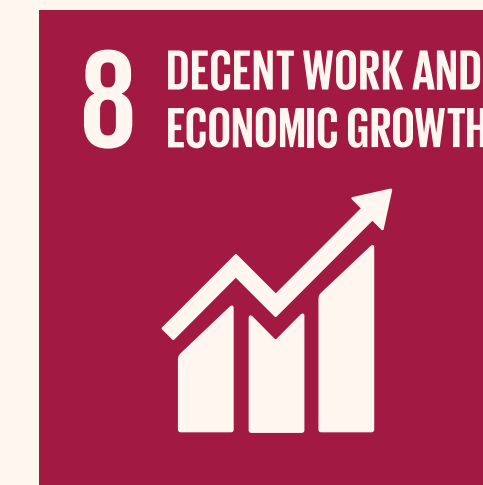
Beetroot Academy contributes to achieving **17 Sustainable development goals (SDGs)** of the United Nations. Except for advocating and supporting all of them, there is a list of institutional goals on which the Academy makes impact the most:



A career in tech can help people take themselves and their families out of poverty. The average junior software developer in Ukraine was 1,100 USD/month, compared to the national average of around 500/month. In 2021 we helped more than 2700 people start a career in tech.



Our tech education is developed and taught by active industry experts. We believe that practice is key for a career in tech, in this is why all our courses prioritize all classroom time for practice, while theory is studied between classes inside our online learning management system. In 2021 86% of our enrolled students successfully completed their education and graduated.



While many jobs are disappearing due to automation, the demand for tech specialists is booming, and the industry offers globally competitive compensations and diverse career paths. On top of that tech companies are catalysts of local economic development, from the taxes they pay to the demand for services and products they create. In 2021 around 70% of our graduates found employment in tech.



As the world is increasingly digitalizing, the demand for tech specialists is growing faster and faster. It is estimated that by 2030 there will be a shortage of 85 million tech workers globally. By making tech education and careers more equitable, we are providing the tech industry with the talent they need.



BA is working on fundraising and implementing B2G (business to grants) projects, whose aim is social impact gained by providing scholarships for education for vulnerable groups.



We believe public-private partnerships are at the core of successfully achieving most of the SDGs. In 2021 we worked with a variety of public partners to provide tech education in order to support sustainable and inclusive development.

Moreover, in autumn 2021, **an internal sustainability working group** was created by the BA team. It includes 11 members from various teams that work on the sustainable development of the organization. The first sprint of its activity was dedicated to SDG 5 — Gender Equality. Within this sprint, a Gender policy for the Beetroot Academy's team was created, as well a series of informational materials supporting the topic was shared. The work of the group will be continued in 2022, focusing on different SDGs.



Scale UA

By the end of 2021, Beetroot Academy completed a three-year project in partnership with Sweden to contribute to socio-economic development by making impact-driven tech education available to more people in Ukraine and significantly lowering the threshold for anyone to start a career in tech.

Today, tech is an increasingly important driver of socio-economic development and prosperity in Ukraine. It is a facilitator of the growing middle-class, a cornerstone of any democracy, and stable economic growth.

Tech exports have doubled over three years and are growing faster than the export of any other services or goods in Ukraine, while the number of Ukrainians working in tech is expected to grow up to 24% in the next four years.

The project's **main goal was to provide tech skills training for 3150 people across 20 regions to support inclusive economic development in Ukraine while developing Beetroot Academy to become a self-sustainable social enterprise**, allowing us to continue scaling our education offering to help more people without additional grant funding.

Results

By the end of the project, more than **1.3% of all Ukrainian IT specialists** had been trained by Beetroot Academy within the Scale UA project. Additionally, the project has:

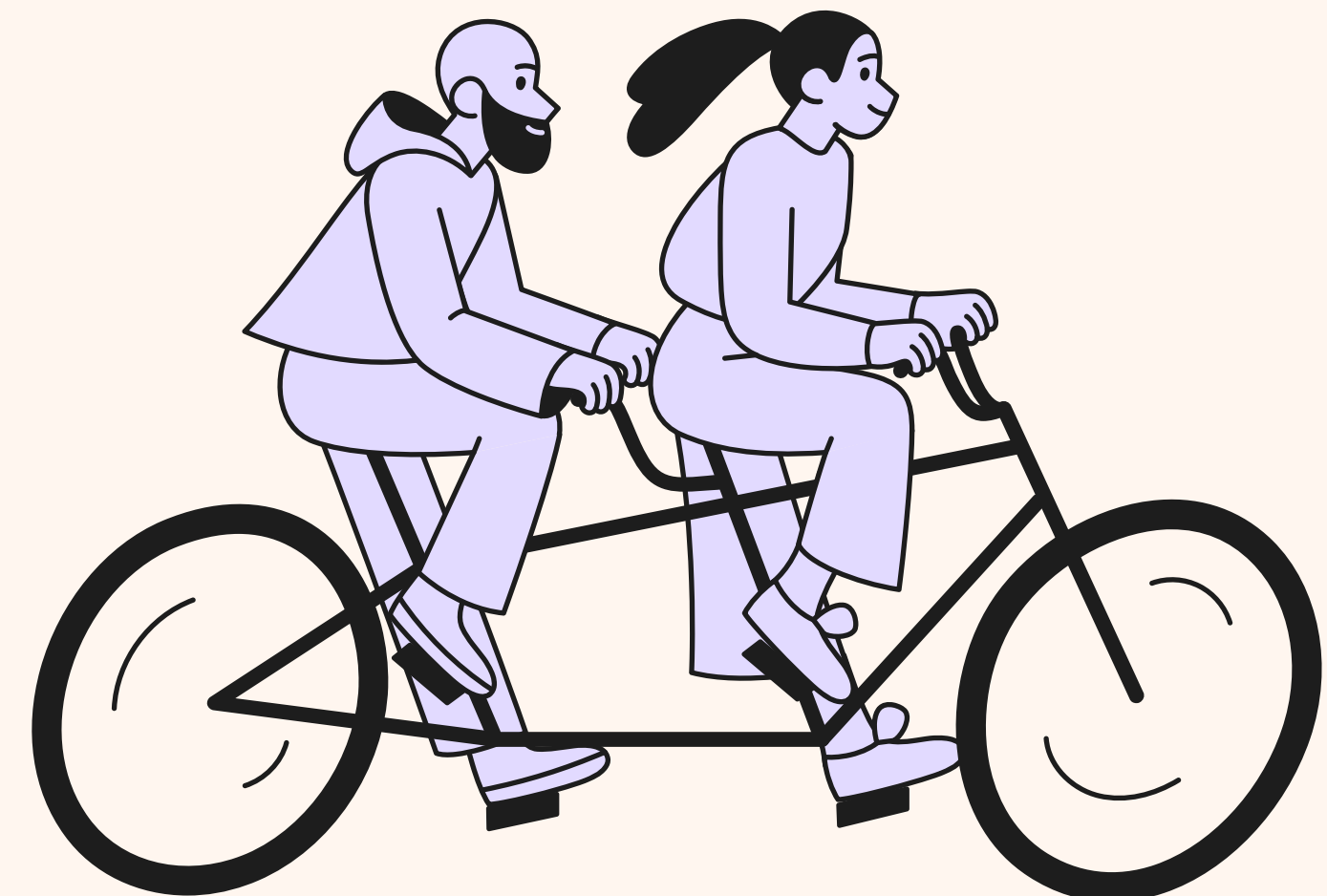
- Provided IT skills training for more than **5300 people in all 24 regions of Ukraine**
- Out of which approximately 50% were women;
- 55% had no previous experience in tech;
- 65% of them live in locations outside the five biggest cities of Ukraine.

Our new courses

Python for Prometheus	Business Analysis	C#	Intro to Tech Marathon	Machine learning
The Python Basics course delivered via Prometheus educational platform helps to take a new step towards the new profession and focuses on practical tasks.	Business Analysis is a global profession, highly demanded in European countries and the US, and the Business Analyst role is vital for adaptation in the post-Covid era and global world.	This course introduces students to the C# (C Sharp) programming language and the .NET Core platform. At the end of the course, students create their own projects — web applications.	This course included an introduction to five entry-level programs: project management in IT, UI/UX-design, Front-end, Python, and QA. The marathon had a minimum of theory, but a lot of practice in each of the professions to understand whether you really like it to pursue a career in the sphere. After the course, scholarships for its best graduates for regular BA courses were provided.	Students get to know the machine learning theory and create their own solutions for image recognition and text analysis. At the end of the course, students will become confident Machine Learning Engineers, able to apply algorithms to artificial intelligence-based projects.

Beetroot Academy Mentorship program

The BA community team has launched our first mentorship program for graduates with 30 mentors and 42 mentees. They worked together to find out the next career path, find a job, etc. The evaluation of the initiative was done with the help of a questionnaire, and the answers showed 80% success rate of the program. In 2022 the second wave of the program will be launched.



Projects in partnership with other organizations

Intro to IT course
in partnership with Pact



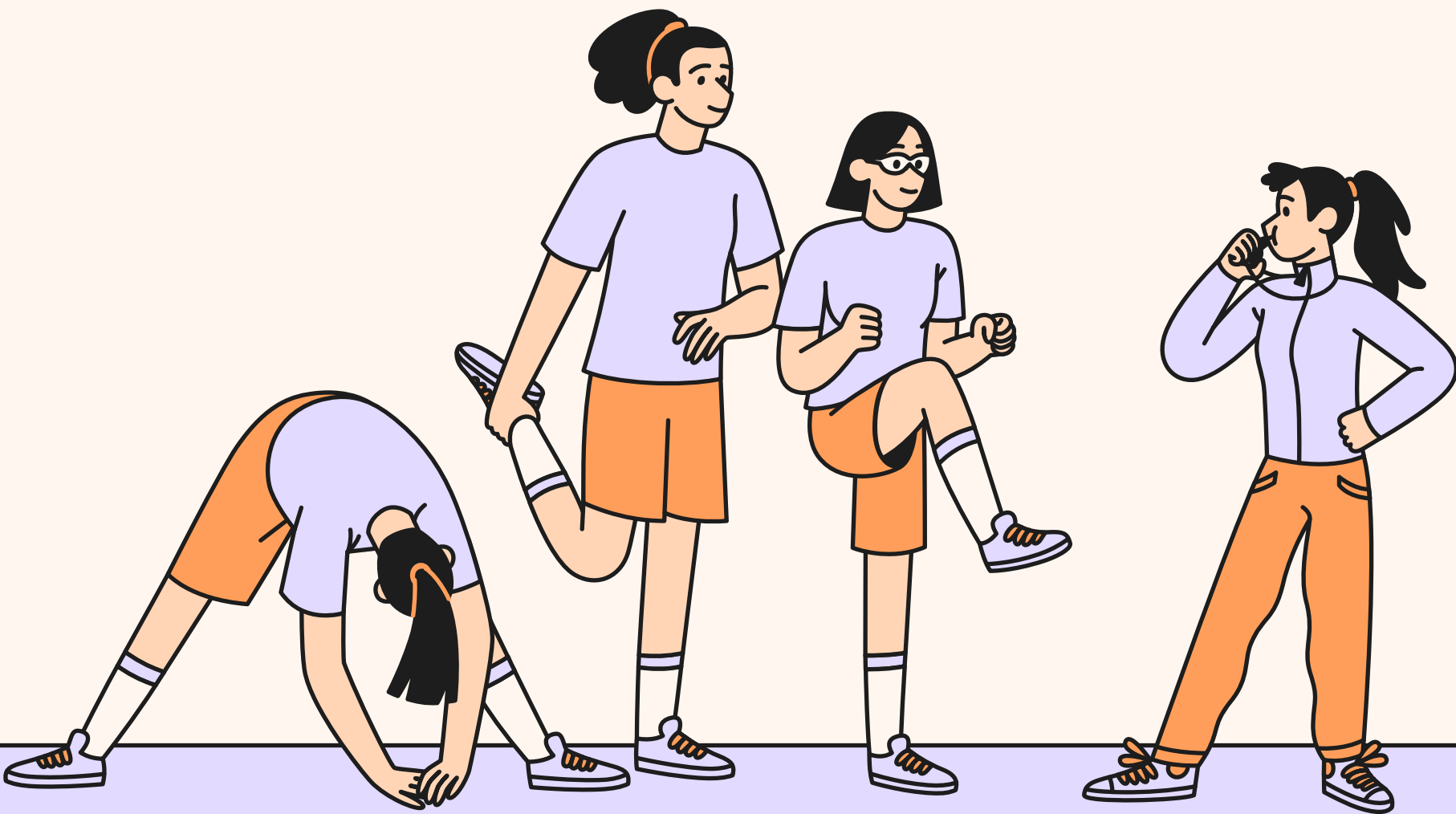
The course “Introduction to IT” was developed for rural and marginalized women from communities in Kyiv, Poltava, Lviv, and Kharkiv regions. The course helps to gain basic knowledge and skills for further education and career growth in the tech field. **Women level up their computer and Internet literacy and will find out the specifics of tech in Ukraine.** In particular, they learn about the major professions: from marketing to software testing. The course is designed within the “WINGS” project implemented by Pact with the support from the Government of Canada.

Conducting IT training is aimed at increasing the economic security of unemployed rural women. The project includes two components: conducting a basic course “Introduction to IT”, developed specifically for the project, also providing scholarships for advanced regular courses for project beneficiaries.

Results

Introduction to IT course is delivered in three cycles with 170 women in total. Also, graduates of this course and other project beneficiaries received 30 full scholarships to study a chosen specialization on advanced courses.

3	170	30
course is delivered in three cycles	women in total	graduates of this course received full scholarships





ACTED

Organization and conducting of IT training (all courses) to increase the economic security of vulnerable categories of residents of the Donbas region (that are under the control of the Ukrainian government). Already 37 students have received such scholarships, and the project will be going on during 2022, too, aiming at educating more IDPs.



UNFPA

Organizing and conducting IT training (QA, project management, HR, marketing courses) to increase the economic security of women that are victims of gender-based violence. Currently, 44 women completed education, and we expect to teach 310 more women during the next half a year.



Promprylad Renovation

Since 2020 BA has been a Promprylad partner with Teple Misto, Lviv Business School and MetaLab. Together we are planning a project for Building C at Promprylad, which will be a center for informal education, art and more. BA will be one of the education providers in this center, potentially we will use this opportunity to explore Digital/Tech education for youth.



Swedish Ministry of Foreign Affairs

Organizing and conducting a number of activities to develop entrepreneurial skills of Mariupol residents to develop the city's economy, which is an important IT hub in the region: providing scholarships for the Academy's entrepreneurship course, conducting a boot camp for graduates, organizing an open-air IT festival in the city.

Life-changing stories from our students



Diana Yevsieieva

Diana received a scholarship under the “Springboard to Equality” by the United Nations Population Fund (UNFPA) Ukraine and completed our QA course. Here is her story:

“I was on maternity leave for my third child when I decided to try myself in tech. It all started with an acquaintance with a "crazy" mother like me with a baby in her arms, when I brought her 6-year-old son to the chess championship in Odesa from Cherkasy. So a chance meeting brought me to the Academy and the world of tech.

I was only a mother and wife for 7 years and did not find myself as professional, although I have two higher educations in management and experience in the bank.

I confess that it was difficult to study three times a week from 7 to 9 pm when there were children around. But my husband's support, teacher feedback, and a chat with her classmates inspired me to continue and not give up.

I didn't understand how to squeeze QA testing into my schedule. Step by step is my answer. It is important to try and not be afraid. **So, girls, if in doubt, know — you will succeed!”**



My minimum plan was to figure out if Tech was for me. And it turned out to be a maximum plan: I received my first job offer!



Daria Asmolova

“

At first, my relatives were skeptical because learning is online, moreover, it's free, but now they will probably be jealous, says Daria Asmolova, from the village of Shishaki, Poltava region.

The girl got the scholarship to the Introduction to IT course as part of the WINGS project. Here is her story about studying at Beetroot Academy and finding her way in IT.

“I was unemployed when I learned about the WiNGS program. I didn't know what techis, and whether I could build a career in it. It took me three months of an introductory course to understand what I liked about front-end and to continue my studies. However, it had taken me 3 years to feel that being an economist is not mine. Prior to Tech, I had experience in typewriting and also worked as a chemical analysis laboratory assistant.

But all this did not inspire me and did not give me confidence in the future. Besides, I didn't grow there.

And in the Academy, I constantly see my progress, for example, I made a site on CSS. It's difficult but fascinating. **It's very scary to try something new, but when I saw my first results — emotions ran high. The teacher's help and support of classmates add confidence.**

I read that many companies refuse to take without experience, but the Academy has a good image and now is a good time for beginners. **So I believe in my success and that of girls like me.”**



Yulia Moskalenko



When I got a call from Beetroot Academy and was asked about my motivation, I said, ‘Any tech course is right for me — I just want to change my life.’

“When I got a call from Beetroot Academy and was asked about my motivation, I said, ‘Any tech course is right for me — I just want to change my life,’” said Yulia Moskalenko of Bakhmut, Donetsk, an ACTED Fellow.

The French humanitarian organization ACTED provides IT training grants to women who are the most vulnerable and permanently resident (including internally displaced persons) in the Donetsk and Luhansk oblasts under the control of the Ukrainian government.

Yulia has already completed a course in Front-end development and moved to the next level — Advanced JavaScript. But by the time she got to know IT, she had come a long way.

She worked as an assistant manager and grew into a project manager. She served a year in the army, where she repaired clothes, sleeping bags and other soldiers things in the sewing workshop on the territory of the military unit.

After the birth of a child, she opened her own online store selling soaps and handmade protective masks. That Yulia did not do, she developed and strived for more all her life. When her mother found a link to ACTED and the opportunity to study at Beetroot Academy, Julia chose a difficult course but successfully completed it and continues to study.

“Why Front-end? Because I like to see the result right away, — says Julia. — This training is a good start for your future career. In addition, the teacher always shares real cases, industry news and helps everyone in the group. And the fact that we constantly support each other in the moments when I want to give up everything motivates me even more!”



Mirinka Celliers Kotze

A full scholarship student from Tech Summer Marathon.

“I studied Bachelors of Optometry after school and worked in a busy practice for 3 years. My career in Optometry has been a great opportunity to grow, learn and develop, but I have always wanted to do more.

I had the honor of receiving the best graduating student award in the 2017 Bachelors of Optometry class. As a head-Optometrists, I have taken the responsibility to solve all the customers’ and patients’ problems quickly and efficiently, while always maintaining a good attitude. But I have always had a passion for the web development industry and making new, innovative things by hand.

In June this year, we took on the great adventure of moving from South Africa to Stockholm, Sweden. Here I found Into to Tech course at Beetroot Academy and realized that this is my opportunity to make my passion, my new career.

During the course, I loved everything about web development — from meeting the customer, research, planning, design, coding, testing, and programming until it became a fully functional website. My dream is to be part of the whole process as a Full-Stack Developer. I have chosen to apply for the Front-end Development program at Beetroot Academy, as I think this will give me the broadest introduction to the field of tech.”



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What do our partners say?



Tobias Thyberg,
Ambassador of Sweden to Ukraine



“In Sweden, tech is becoming the country’s new basic industry, outpacing traditional industries such as metallurgy, agriculture, and forestry. But this is even more true for Ukraine. In the coming years, Ukrainian tech will be driving not only its own growth but also the growth of other Ukrainian industries, as the digitalization of social and economic activities continues. Beetroot Academy’s Scale UA project, to train the next generation of IT specialists, is a great example of how we can utilize the Ukrainian tech industry to create sustainable and inclusive economic development across the country for all Ukrainians.”



Stanislava Tsarkova,
Pact Program Officer



“Thanks to fruitful cooperation with Beetroot Academy, Pact received positive feedback from women who participated in IT courses. We heard that women started to believe in themselves and understood that it is possible to start a career in IT at any age (even after 40 and 50). The graduates mentioned that their knowledge helped them start or scale up their own businesses. Overall, Pact is grateful to the Academy for quality partnership and additional opportunities for project participants, such as individual and group mentoring and English language courses.”



Natalia Kuzmenko,
Project Manager, ACTED



“Beetroot Academy is our educational partner in this project, and thanks to our joint efforts, women and girls studying at the Academy are gaining knowledge in the tech field, which is necessary for employment and decent pay. We receive only positive feedback from the participants of our project - women and girls who study at the Academy, and we are glad to work with professionals in their field and a reliable partner with whom we have a common goal – to expand economic opportunities for women in Donbass.”



Lala Zinkevych,
Project Coordinator, UNFPA Ukraine



“The COVID-19 pandemic has created serious obstacles to women's economic independence and well-being. We offer women who have suffered from domestic violence, have a disability, or are in difficult life circumstances, training in many IT specialties. We are implementing this ambitious project together with Beetroot Academy. Thanks to specially designed programs, mentoring, and personal support in 2021 and 2022, more than 150 project participants will obtain certification in QA, HR in IT, digital marketing, and project management. They will get ready to gain employment in Ukrainian and international IT companies and break the cycle of violence.”

Next year's challenges

Today we are in many ways an international tech school, but our home is in Ukraine. When we started writing this impact report we could never have imagined the destruction and suffering Ukraine has gone through since the start of the Russian invasion in February this year. Many of us have had to flee our homes, and became separated from our family and friends. Up to 13 million Ukrainians have become displaced, and some estimates show that more than 50% have lost their livelihoods as a consequence of the ongoing war.

Right now our purpose and mission is more important than ever before. To help Ukrainians restore their lives, we have launched a GoFundMe campaign to raise funds to provide tech education scholarships for at least 1000 Ukrainians, to help them start a career in tech. With a career in tech, they can establish a safe livelihood to provide for themselves and their families, while also contributing to the restoration of the Ukrainian economy.

Join our efforts to help restore Ukrainian lives. Support our GoFundMe campaign today!

