



Beetroot Academy
Impact Report 2023

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FOREWORD



Throughout 2023, the Beetroot Academy faced numerous challenges, leading us to adapt and evolve. While Russia continues to destroy Ukraine and its economy, the founders of the Academy, as well as all Ukrainians nowadays, did everything possible (and sometimes impossible) to demonstrate their resilience, hard work, and support for others.

As ever, our goal remains aiding people in building successful careers in the digital economy. We worked to ensure that everyone deserves equal access to professional education and growth, women empowerment, promoting the balance in the IT industry. For example, just in 2023, 67% of the Beetroot Academy graduates were women. Also, our efforts focused on enhancing the educational experience and supporting our graduates in navigating their new career paths, walking alongside them through every challenge.

Being a social enterprise, the Academy collaborated with numerous organizations such as UNFPA, PACT, Acted, Doing Good, RECONOMY, Finansova, IOM, and Women Opportunities and provided 700 educational scholarships to the most vulnerable groups. In these categories, it's worth mentioning newer groups such as Ukrainian refugees, veterans, and their relatives.

We took into account the global trends of IT in 2023, as they influenced the labor market in general and the profile of the beginner. Considering this, AI knowledge and tools have become integral to all our educational programs.

Moreover, the Beetroot ecosystem has extended to three new locations, with a development center in Vietnam and Beetroot's Academy presence in Romania and Moldova.

Our efforts were recognized with the Partnership for Sustainability Award from UN Global Compact Ukraine, highlighting our commitment to making a positive impact on the environment and society.

Looking ahead to 2024, we are ready to combine the acquired experience with a future one. We will focus on strengthening partnerships and adapting education to new trends. A primary goal will be to enhance the scope of social projects for a greater social impact.



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 alumni and partner companies, facilitating opportunities for employment in the tech industry.

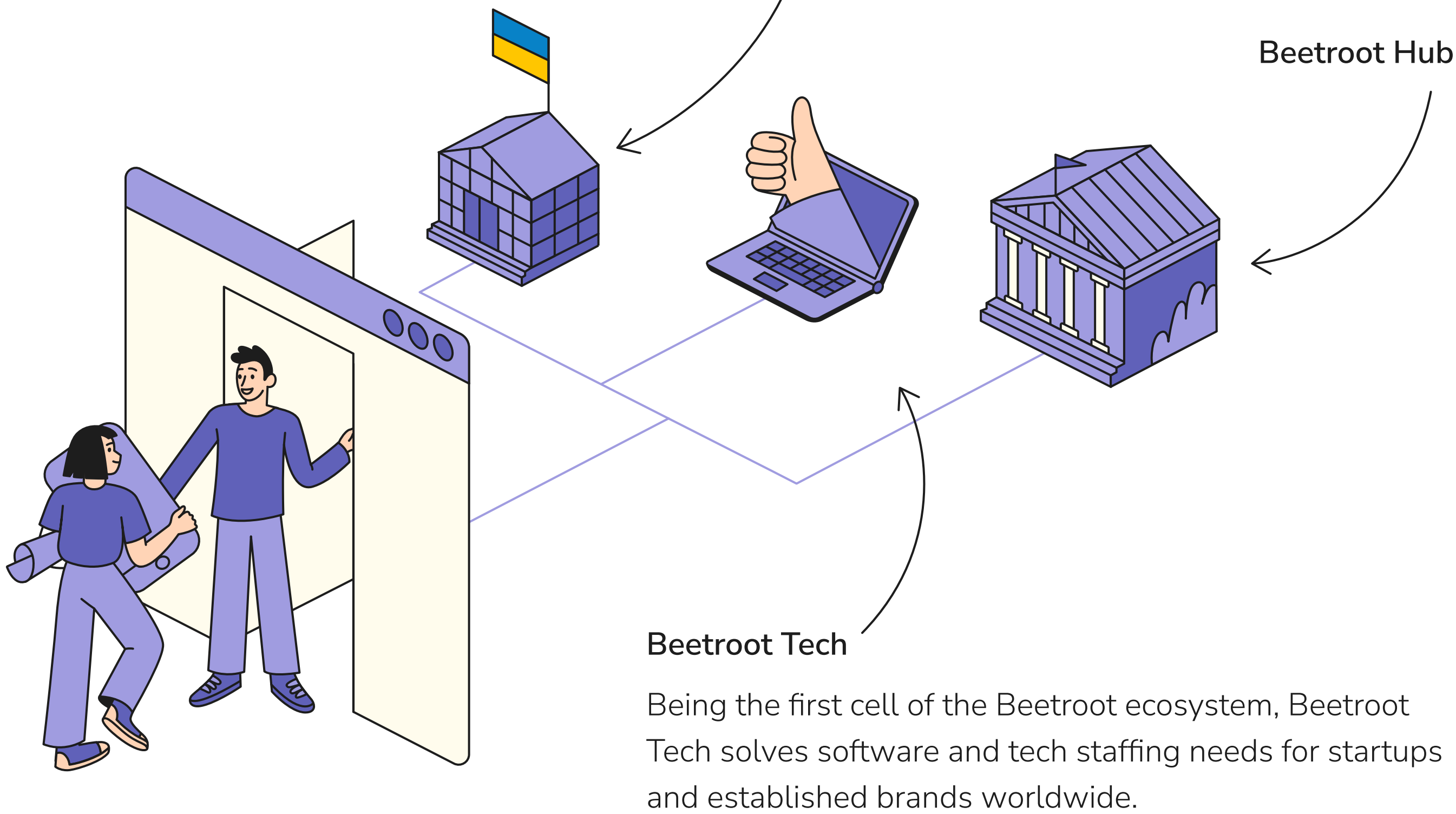
From our humble beginnings in Ukraine's in-person classrooms, we have expanded globally, offering live virtual teaching. With just a computer and stable internet, anyone with the motivation can access our intensive tech skills training. We believe in the power of partnerships. Alongside our resources, 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.

Aid for Ukraine

In partnership with loca 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.



Supporting Mariupol Amidst War

Before the devastation caused by Russia's military actions in Mariupol, the city stood as the proud home of our ninth Beetroot location in Europe, distinguished as the first to integrate all units of the Beetroot ecosystem. From its inception in 2019 until 2022, the cherished Beetroot Hub served as a nurturing environment for personal development, technical education, and entrepreneurship — laying the groundwork for countless innovative endeavors and impactful initiatives to come.

The physical buildings of the Beetroot Hub have succumbed to the ravages of war, a casualty of Russia's military operations. Presently, Mariupol remains under the occupation of Russian forces, enduring the challenges of conflict and uncertainty. Nevertheless, the Beetroot ecosystem remains steadfastly engaged with the residents of the hub, supporting their development and aiding in their integration into new environments.

In these trying times, we extend our assistance through the following initiatives:

1. Providing Scholarships for Internally Displaced Persons (IDPs) and War-Affected Individuals:

Through our scholarship programs, we offer support to those displaced by conflict, enabling them to secure employment and achieve financial stability in their new circumstances.

2. Supporting Mariupol Volunteers' Initiatives:

The Beetroot AID Fund has extended financial assistance to volunteer Mikhail Puryshov for the establishment of resilience points in civilian areas near the frontlines. These points serve as vital hubs for distributing food, and medicine, providing shelter, warmth, and access to mobile and internet communication.

Beetroot Academy is actively strategizing for the reconstruction of the hub in liberated Mariupol and the continuation of our efforts to foster the development of the Ukrainian Mariupol community. Despite the challenges posed by war, we remain committed to supporting the resilience and progress of the people of Mariupol.



OUR VISION AND MISSION

For a decade, our guiding principle has been to ‘help people have great careers in the Digital Economy’ This mission is fundamental to our actions. But let’s unpack this: What’s the essence of our mission? Who are the ‘people’ we aim to assist? What defines a ‘great career’? And what exactly is the ‘digital economy’?

In this section, we dive deeper and explore what our mission means and how it's integrated into our day-to-day activities.

People

We believe everyone deserves a great career in the digital economy. 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.

For us, ‘people’ stands for bringing great career opportunities to those who are underrepresented and underserved in the digital economy.

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

The modern career trajectory is no longer linear, nor is it defined by a singular academic achievement. The necessity for lifelong learning is paramount, as the traditional university degree falls short for the span of a modern career. The focus has shifted to a blend of hard and soft skills that more accurately represent one's professional aptitude beyond mere diplomas.

With the digital transformation of the job market, opportunities are no longer confined by geography. The digital economy has flung open the doors to outstanding career possibilities for people everywhere, from bustling metropolises to remote corners of the globe.

A 'great career' is characterized by the democratization of opportunity, ensuring that anyone, anywhere, can aspire to professional success with continuous access to practical education, mentorship, and a robust digital network.

At the heart of our educational philosophy lies this very ideal: curricula steeped in real-world skills, comprehensive career support, expansive industry networks, and an environment that nurtures collaboration and teamwork. This is our blueprint for fostering exceptional careers in the digital realm.

Digital economy

The term 'Digital economy' refers to an economic system increasingly powered by digital technologies like computers, the Internet, robotics, and artificial intelligence.

This transformation presents abundant career prospects by fulfilling the rapidly expanding demand for digital competencies among employers. However, it also poses the risk of job loss for millions and highlights the dangers of entering the workforce without the necessary digital-era skills.

The World Economic Forum forecasts:

85 million

a shortfall of tech experts
by 2030

1 billion

people will need
reskilling

In response, educational institutions like Beetroot Academy are emerging to seize the digital economy's potential, equipping individuals with essential skills to remain pertinent and competitive in today's job market.



BEETROOT ACADEMY'S EDUCATIONAL SOLUTION IN A NUTSHELL

Beetroot Academy is a social enterprise. It means that impact is our core, and we develop our business only to keep us sustainable as an organization. All that we do is not about selling our courses to as many people as possible. It`s about providing a complex educational solution for those willing to build a tech career, which starts way earlier than the course enrollment and continues after graduation.

● Beetroot Academy student's path

We do care about our students before, during, and after studying.

Before

Educational advisers consult future students, not sell the course.

We have a free career test and self-paced course Intro to Tech, to help find people their path.

During

We have a learning ecosystem:

- Flipped class methodology
- LMS: theoretical content, self-assessment test
- 2-3 live meetings per week with teacher: practice, Q&A, home assignment discussion, activities in breakout rooms
- Individual and group home tasks
- Study-buddy groups of 3-4 students to develop teamwork skills
- Slack community with students, teachers, and learning success managers

English module

Every course includes an English module facilitated by a teacher. These lessons are focused on spoken English, building English vocabulary for IT, writing CVs, and preparing for an interview at foreign companies.

Career counseling

The Beetroot Academy course programs additionally include a career counseling module. During career counseling, students have the opportunity to meet with practicing recruiters, create and adapt a resume and cover letter in accordance with the recommendations, and receive feedback from a consultant. Additionally, during the consultation, students analyze and edit (if necessary) their LinkedIn profile, receive information on job search, and get interview preparation.

AI modules

With AI development and its implementation into many life spheres, understanding AI becomes crucial. Considering this, Beetroot Academy added additional lessons to each course:

1. Basics of AI – covers the definition of AI, its operational processes, potential applications, and key tools.

2. Successful job search with AI – guides students on effectively using AI for interview preparation, CV and cover letter enhancement, interview simulation, and job search.

In addition, we conducted a series of webinars about using AI tools in different IT professions (for HR managers, UI/UX designers, etc).

Additional support

In 2023, Beetroot Academy successfully launched the tutorship program - providing additional support from Academy graduates to students facing challenges during their studies. This initiative aims to enhance overall learning experiences for teachers and students, adjust the balance in groups between all students, and improve professional skills acquired by tutors.



"As for the general assessment of the program, I can say that it has been extremely useful and valuable. I really enjoy the opportunity to help new students with solving their problems and setting them up in the learning process. This creates an atmosphere of mutual support and understanding, which is a key to successful learning."

The program's benefit for me is the opportunity to put my knowledge into practice and develop my communicative and effective teaching skills. I feel great satisfaction from the fact that I can contribute to the success of other students and help them overcome difficulties."

About the overall experience, I can say that it is very positive. Interacting with new students allows me not only to help them learn the material but also to expand my knowledge and gain new insights into the field of Python, and I feel that it helps :)"

Thank you for the opportunity to participate in the tutoring program. I am sure that it not only helps students but also contributes to the development of community and mutual understanding among the participants."



Sergiy Glotov
tutor and Python development
course graduate

After

The hardest part starts now. And we are here to support and guide our graduates with various activities. Beetroot Academy students have the possibility to join the alumni community. It has its own private Telegram channel where all participants have access to webinars, consultations, other online or offline events, internship and job openings from Beetroot Academy partners, updates in the IT field, and networking.



Offline Community Meetup "Beetup" in Kyiv, 2023

Improving English activities

Beetroot Academy's English improvement initiatives include a **speaking club** led by mentors for over 380 graduates, focusing on language practice and networking in the IT field.

The "**English Basics in IT in 4 weeks**" marathon enhances language and practical IT skills, covering self-presentation, resumes, job searching, interviews, and business correspondence.

In collaboration with EnglishDom, our graduates now have free access to **the English in IT course**. Successful completion of this course certifies 48 students, recognizing their achievements and proficiency in English for the IT sector.

These activities aim to boost language skills and practical knowledge, empowering graduates for successful employment in IT.

"My goal was to put maximum effort into mastering a new and very interesting profession for me, and I did just that. The next step is job hunting, and the purpose of this intensive training is to improve English proficiency, overcome communication fears, and become a competitive candidate. Thank you for the opportunity to participate in the marathon."



Nataliia

QA Manual course graduate

"The marathon helped improve my English proficiency, better understand spoken language, learn how to introduce myself, compose a resume and cover letter to impress potential employers, as well as understand job descriptions and effectively search for jobs and conduct interviews."



Olena

Project Management in IT
course graduate

Job Interview Simulator

One of the new initiatives launched by Beetroot Academy in 2023 is the Job Interview Simulator. This involves a one-hour session with a recruiter based on a student's/graduate's request. This process provides an analysis of soft skills level, written feedback with tips, review of CV and LinkedIn profile, aiming to enhance self-presentation skills and prepare individuals for successful and confident interviews.

Mentorship program

Beetroot Academy mentoring program allows the most motivated graduates to receive support from practicing professionals (mentors) while looking for their first job. Together with a mentor, graduates define their career goals and prepare for interviews and test assignments. Two waves of mentorship programs had been successfully launched and engaged more than 100 participants.

"I had a really cool mentor with whom I still communicate. She recommended me to an acquaintance who was opening a company at the time, and I successfully passed the interview. Just before that, my mentor and I had prepared a case study for my portfolio, which the employer really liked. So, I not only got the job but also improved my skills in layout, system design, learned how to structure case studies, and compose resumes. Mentorship from Beetroot Academy was a turning point in my career. The most valuable experience I had a really cool mentor with whom I still communicate.

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Anastasiya Ryzhkova
UX/UI в W3Forge

Menti

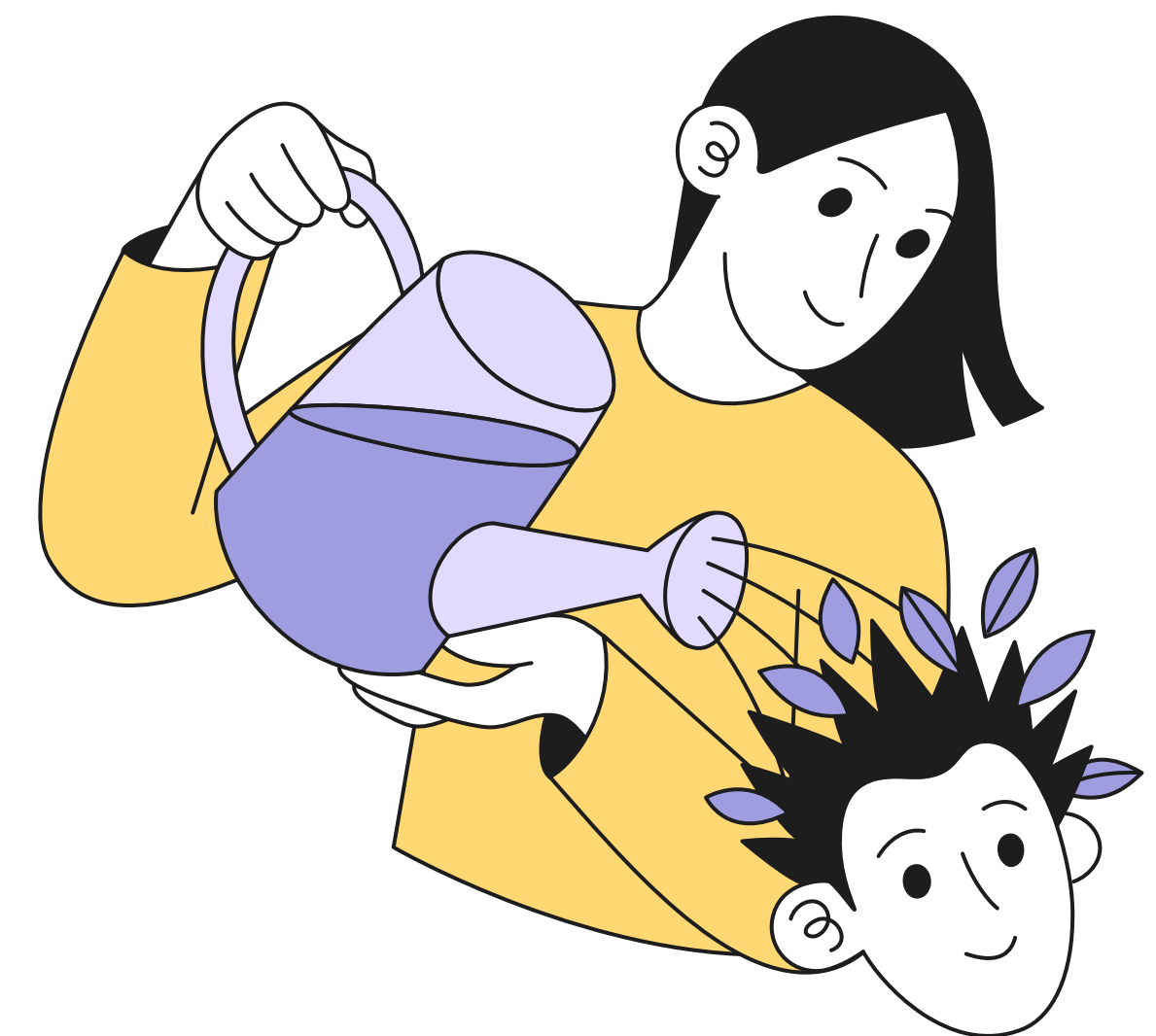


Yaroslava Bozhko
UI/UX designer

Mentor

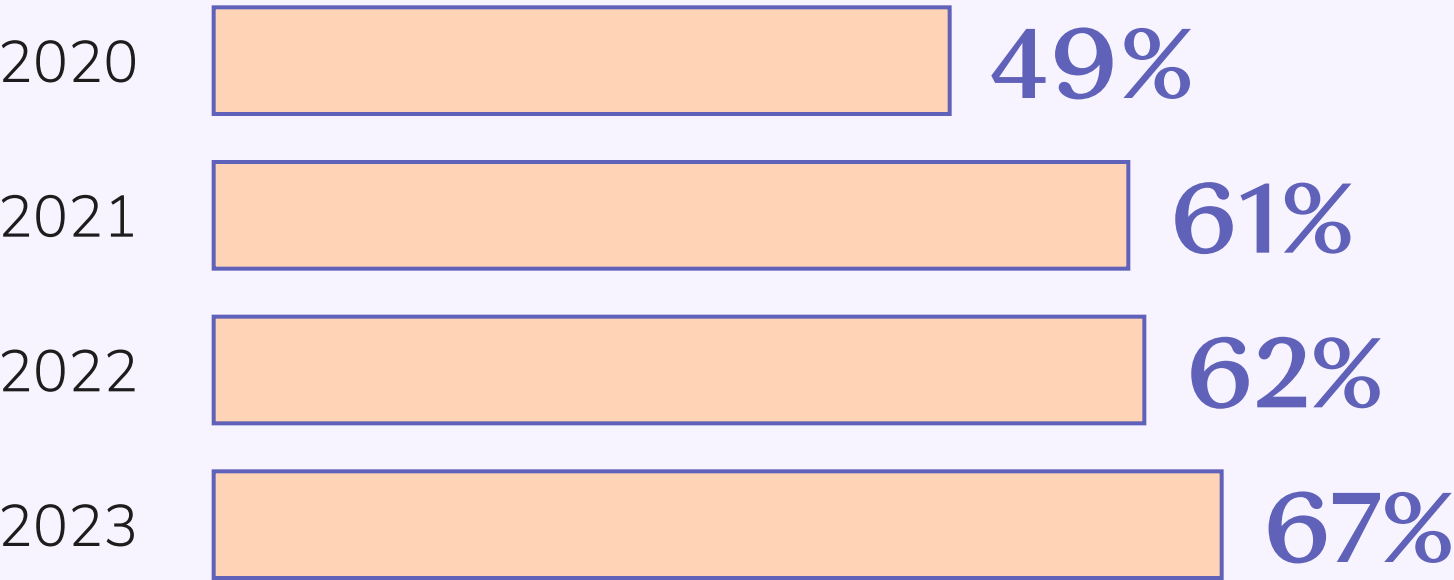
"Communicating with my mentee felt very comfortable; she is a very talented girl, and I saw great potential in her. We started addressing the areas where she had questions. I noticed her passion for design, as she eagerly took on projects that interested her from a UI and UX perspective, which is crucial! I never regretted recommending her to my acquaintances because I saw how productive she was from day one.

Mentorship gave me insights into better communication with designers, understanding that everyone has their own questions, and each person requires a tailored approach. It's a valuable experience where you learn alongside your mentee, think ahead about how to explain things better, and plan your work. Most importantly, both parties need to be committed to achieving results!"



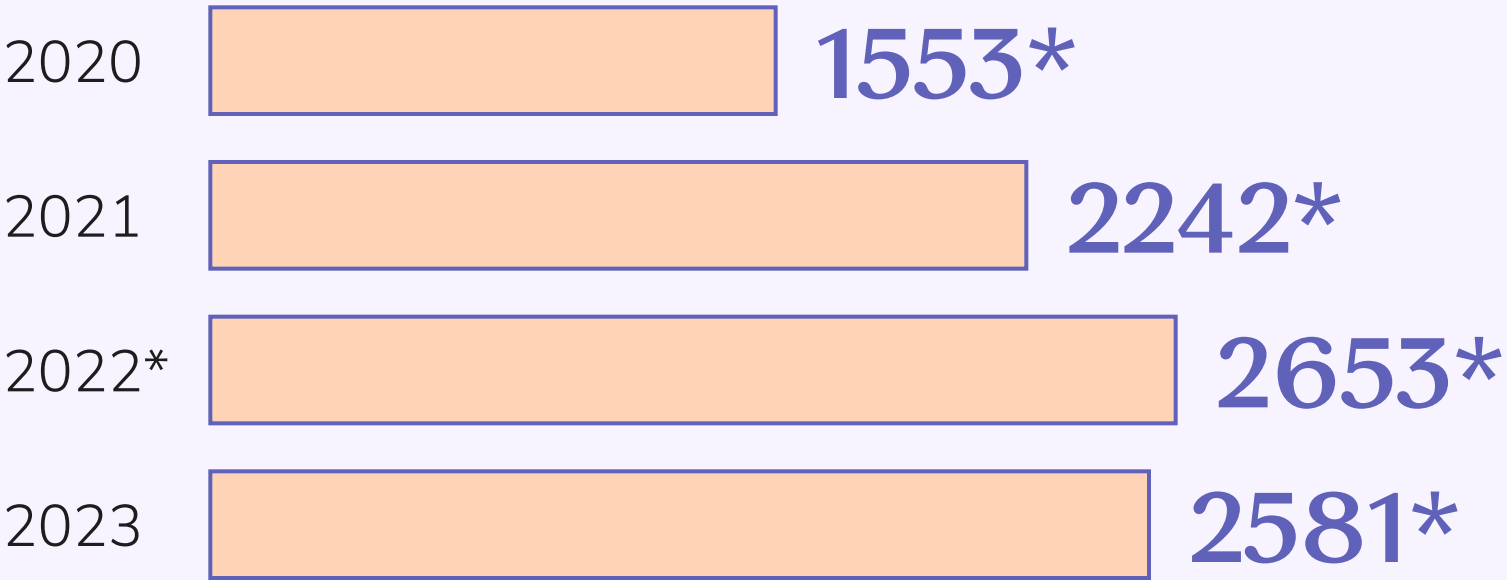
BEETROOT ACADEMY’S IMPACT IN NUMBERS

Share of women among the Beetroot Academy graduates



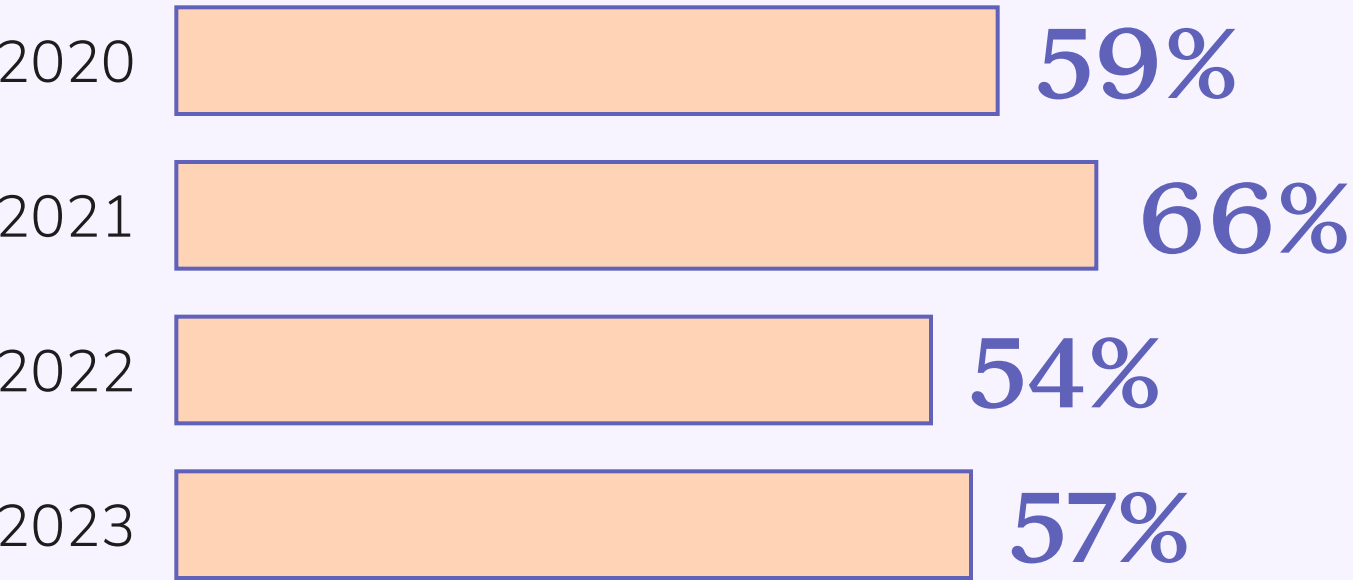
* Women hold only 17% of major technology jobs, including programming or software development, according to the WEF

Share of people graduated from Beetroot Academy



* The number was corrected retrospectively due to changes in calculations

Share of Beetroot Academy students based outside the major tech hubs



		2021	2022	2023
Share of the Beetroot Academy graduates in Ukraine’s new tech talent*		4%	5%	x%
* Based on the graduate employment rate and the latest Ukrainian tech talent pool stats on DOU.UA .				
Mentorship	Seasons		2	2
	Mentors		83	81
	Mentees		148	116

88%

of Beetroot Academy students successfully graduated

60%

of the Beetroot Academy graduates get successfully employed in Tech

200+

Partner companies. Students can take advantage of Beetroot Academy’s extensive network of partners, like Justjoin.it, EMA, Driver.Top, Netpeak group to build new connections and find a job in IT/tech.

CONTRIBUTING TO INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH



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 the digital economy, supporting entrepreneurship, generating new market niches within and beyond the tech industry).

**Calculated by multiplying the average entry-level tech specialist income (\$575/mo according to the) by the total number of employed 2021 graduates (2,772.)*



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

-60%

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 educate communities in developing countries, ensuring affordability, and designing courses to be inclusive, particularly for women and underrepresented groups in the global tech industry.



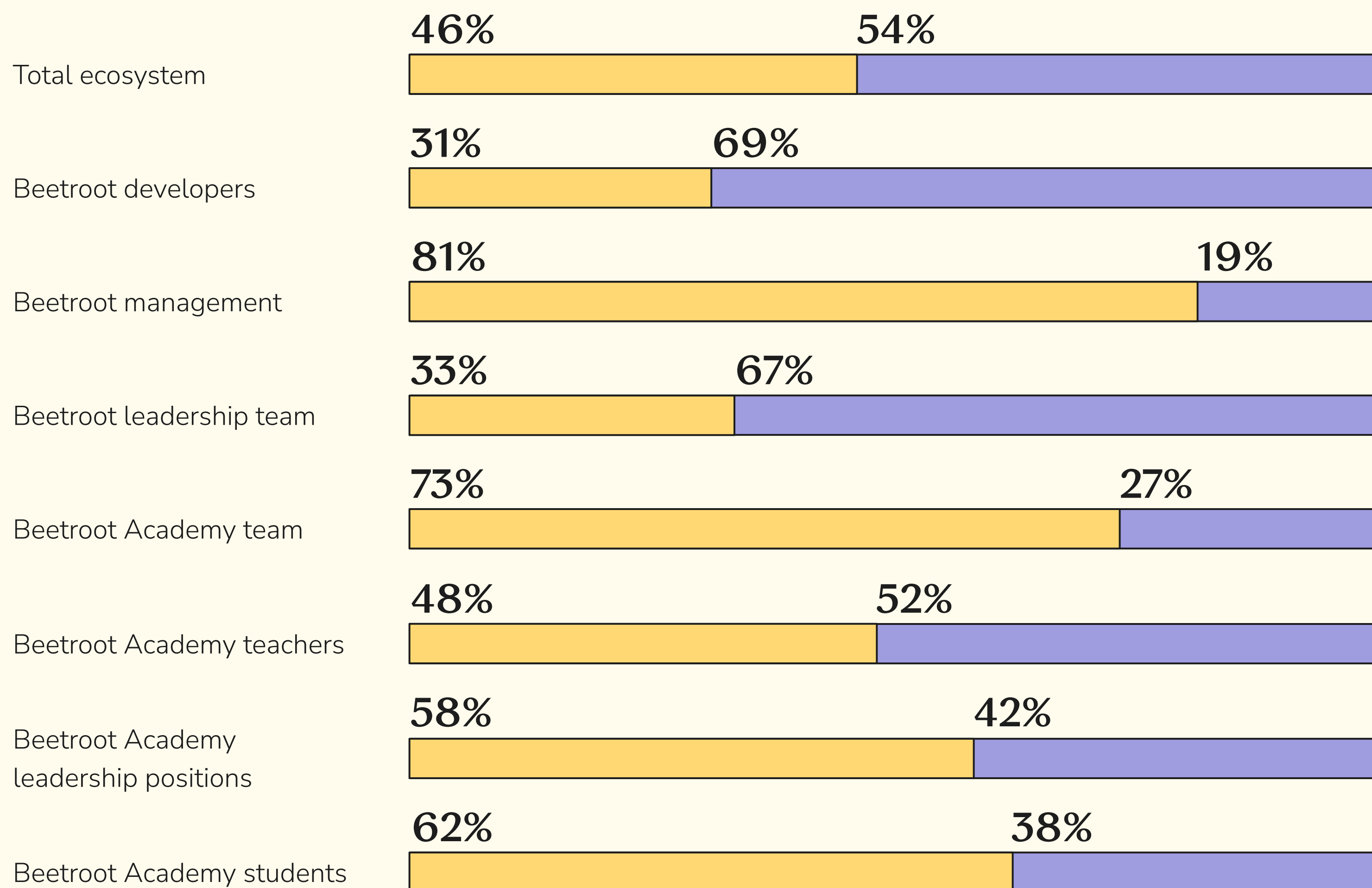
Helping improve gender equality and reduce inequalities in the tech industry

Our value code sets out our commitment to providing diversity in a broad sense and gender equality in particular. 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.

Gender Distribution in the Beetroot Ecosystem

 Female  Male



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

OUR PROJECTS

Ukrainian projects

Implementation partnership with the United Nations Population Fund

The UNFPA project aims to support women in difficult life circumstances, including GBV survivors, by helping them acquire new professional competencies in IT. This will allow them to get a new competitive profession in IT and become economically independent. In 2023, Beetroot Academy, along with UNFPA Ukraine, provided more than 130 scholarships for women in need. During this project, two more initiatives for UNFPA beneficiaries were launched: a series of workshops providing psychological and coaching support for women and an internship program catering to project graduates.

“Thanks to studying at Beetroot Academy, I could apply for a grant support for the startup I've created and developed a business plan for. I worked on the startup implementation for 4 months. During the creation of the business strategy, I was supported by the knowledge I gained from the Project Manager course and the powerful support of Startup Ukraine. In the course, I learned how to organize, build a strategy, describe documentation, and thanks to this, I successfully presented my project and received grant support for its implementation.”

The idea of my startup is to launch an online platform for pets. This platform will combine all aspects of caring for animals, from commercial services to social programs. This will contribute to improving animal welfare, reducing the number of homeless animals, and supporting economic development in the pet industry.”

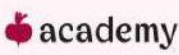


Natalia Prokomenko

graduate of the Project Management in IT course

A six-week training course of support was launched by Beetroot Academy, with the assistance of UNFPA Ukraine, to solve the problem of motivation and self-worth decreasing among students and graduates. This project was held by a professional coach and psychologist for 22 women. The participants admitted the usefulness of the training for their personal development and growth.



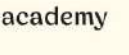



Майстерня розвитку потенціалу.
Підтримка на шляху до мети

старт — 17 жовтня тривалість — 6 тижнів

Наталія Висятицька
психологиня, КІПТ-консультантка

Анна Кібіякова
коуч ІСР

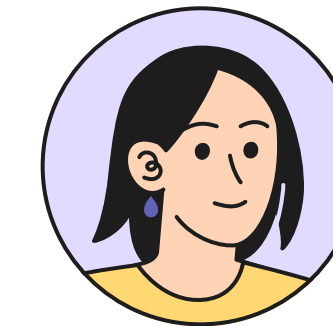


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коуч ІСР

“While doing the practices, I realized how much I have that comes to me naturally, and it needs to be appreciated. All topics are very important. It takes a lot of self-work. The videos are just great, every topic is important, but the main one for me is Self-care. I am very glad that I took part in the Workshop”



Yana,
Digital Marketing course graduate

“In my opinion, every topic, whether it's self-esteem, goals, or emotions, is important and relevant for me. The videos and meetings helped me to see my capabilities differently and gave me extra strength to move forward.”



Natalia,
Introduction to IT course graduate

“It feels like I've shed a lot of heavy prejudice off my shoulders. Now, the concept of "work" is associated with something much more pleasant than before. I would like to express deep gratitude for this project, for the time, for the interesting and useful experience, for the masterminds, for your warmth and openness.”



Aliona,
Digital Marketing course graduate

WINGS project with Pact Ukraine

The goal of the Wings project is to improve the economic well-being of women and the most vulnerable groups in Ukraine.

Unfortunately, the gender equality gap in employment still exists in Ukraine. Many women don't have basic digital literacy knowledge due to domestic/motherhood duties, lack of access to technical tools/equipment, or even society stereotypes. This makes them uncompetitive when it comes to searching for job opportunities. However, most of them are income providers for their families and need a well-paid job. The Introduction to IT course, developed by Beetroot Academy with Pact support, will lead students to acquire new skills that are crucial for most jobs nowadays —from post operator to lawyer.

This course also contains modules about the IT sphere and its main roles.

150 women

successfully completed the basic course Introduction to IT. Many of them got interested and chose to continue their education with further employment in IT.

35

of the most motivated graduates received additional scholarships from Pact for learning professional courses in Beetroot Academy in 2023.

After graduation, women start to believe in their capacities. They get promoted in their current jobs or even change them totally. Apart from that, this knowledge, women will be able to use in everyday life, for example, for managing their time or doing homework with their kids, etc. We are sincerely happy for every woman who participated in this course, gained professional skills, and discovered new opportunities for personal and career growth.

“Before the start of the full-scale invasion, I worked as a manicurist in my own beauty salon and ran my business, but the war changed everything. I was forced to move to a safe place and relocate five times, change jobs for 11 times within one year.

While working in the service industry, I often thought about how convenient and effective it would be to work remotely. So, when the opportunity arose to undergo training and acquire a profession in marketing, I eagerly seized it and started studying at Beetroot Academy. Thanks to the skills I acquired and my own efforts, I landed a job at Prom.ua - is a Ukrainian marketplace, where I am involved in collecting semantics, SEO, sales analytics, and communicating with clients.

I am grateful to the "Kryla" project and Beetroot Academy for the opportunities provided!”



Olga Gazizova

Introduction to IT and Digital Marketing courses graduate, SMM Specialist at Prom.ua

SEED project with ACTED

The project "Ensuring Women's economic self-sufficiency for Recovery and Development" is aimed at assisting the most vulnerable population groups: single women, large families, internally displaced persons, individuals with disabilities, and others. The main goal of the program is to enhance women's economic development, expand opportunities for employment and entrepreneurship, as well as increase women's access to innovative and higher-paying fields of activity.

130+

candidates became graduates of Beetroot Academy in 2023.

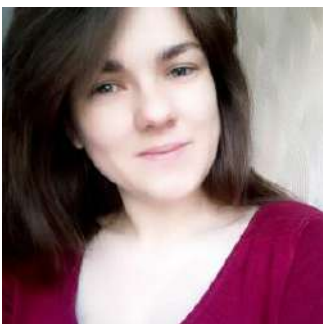
Considering the successful results of our partnership, we signed a new agreement and prolonged our cooperation with Acted for 2024.



“Three months before the war, I started studying at Beetroot Academy thanks to a scholarship from ACTED. The UI/UX Designer course teacher was incredible; he explained everything in details and gave excellent feedback on homework assignments.

I gained a great base, but unfortunately, the full-scale war interrupted my studies. After some time, they resumed. However the knowledge I acquired during the course from the beginning was enough for me to land a job. I chose to work on two projects. I already had skills in copywriting and SMM, and I learned Figma, Photoshop, and the basics of design in the UI/UX design course. So now, I officially work as a Content Manager at two Ukrainian companies. My responsibilities include developing creatives for targeted advertising, designing and writing content for email lists, website management, banner and popup development, promotions, and social media management.

I want to thank ACTED and Beetroot Academy for the wonderful opportunity to expand my design skills.”



Yulia Levadna,
UI/UX Designer course graduate
content manager



Collaboration with International organization of migration

During this cooperation, 9 scholarships for IDPs in Beetroot Academy were covered by IOM. This support has been instrumental in ensuring that IOM’s beneficiaries would have more chances to explore potential new career paths.

In 2023, as a national consultant for the International Organization for Migration, I collaborated with Beetroot Academy on the "Livelihoods Support" project, where we provided training in IT professions to internally displaced persons.

From the inception of the training organization to the graduation of participants, we received only positive feedback about the academy's work. All processes were properly configured, and responses to inquiries were prompt. After completing the training, some participants secured employment relevant to their specialties, and participation in the training program at this academy became a significant advantage for them in their job search.

— Partner's feedback



Women Opportunities

A key objective of the project is to support women in becoming financially independent. 7 women from vulnerable categories received scholarships from Women Opportunities to help them progress towards this goal.

“During the whole educational process, our candidates shared their impressions on the excellence and quality of their studies. Final projects reminded them about their university days and added that exciting anxiety note as it was in that period :)

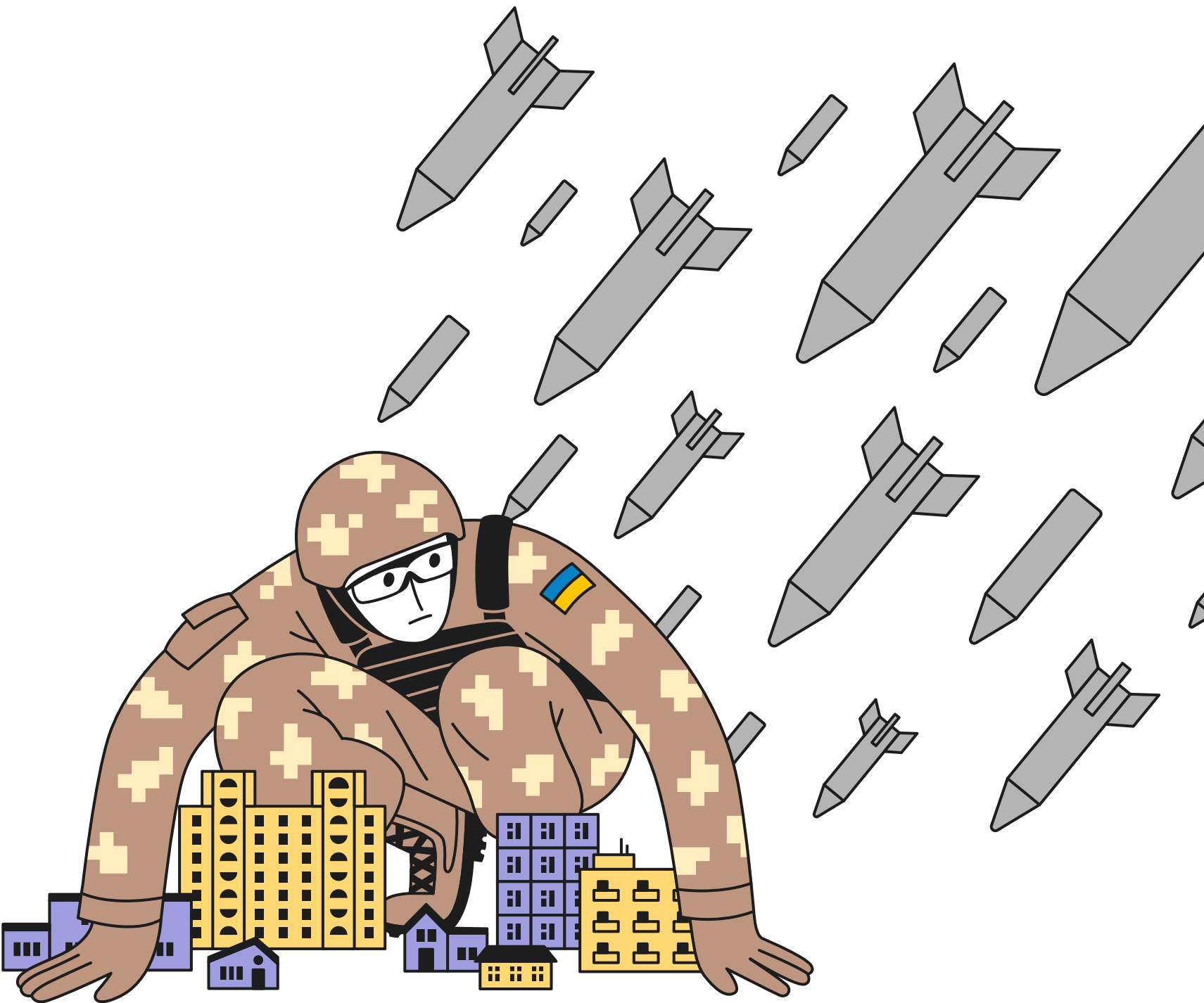
We appreciate our cooperation with Beetroot Academy. Especially modern methods of document flow and the operative work of managers - this is very important for common effective result.”



Andrii Popovych,
Manager of Charity Projects

Supporting veterans of war and their families with the Beetroot Aid Fund

One of Beetroot Academy's goals is to make IT education accessible to all categories of citizens, including war veterans, their families, and families of fallen Ukrainian defenders. Beetroot Academy, together with the Beetroot Aid Fund, organized an education Project Management course for a separate group of 25 veterans and members of their families. They started studying in December 2023 and the results of this project will be shared in impact report 2024.



Project with Finansova organization to support Ukrainians in Poland

The FINANSOVA project aims to provide support and opportunities for Ukrainian refugee women who found themselves unemployed as a result of the full-scale war, enabling them to find fulfillment and success in the ves in the IT field. 35 scholarships were covered to contribute to the professional growth and economic independence of these women.

During my studies at Beetroot Academy, I was already working as a recruiter in an IT company and decided to enhance my knowledge in HR for further development as an HR specialist. Although I did not completely change the field, I shifted my focus. I always wanted to become an HR specialist, and the transition from the sourcing and recruiting stage to the HR field seemed like a logical path to better understand the entire process from hiring to working with the team. This was one step in my professional development, and the downsizing in my previous company, where I worked as a recruiter, influenced my decision to pursue further education and improve my skills, thus beginning my educational journey at the Academy.

Beetroot Academy, in collaboration with Finansova Founder Alexa Varsavsky, will organize a motivational session aimed at empowering women to overcome stereotypes and fears associated with transitioning to a career in IT. We are also planning to host joint events addressing employment-related topics based on the alumni's preferences.

During the course, I actively started looking for a job and landed a position in an IT company. However, after the probationary period, I decided to move forward and joined DevPro as a Human Resources Generalist. The knowledge I gained during the course is now applied in my daily tasks, helping me better understand processes, knowing where to start, how to manage processes, and how to act in crisis situations.

Despite being a practicing recruiter, I found the recruitment part interesting. The instructor demonstrated practical cases of how processes work in her job, so this experience proved to be very beneficial for me.



Viktoriia Mykhailenko
People partner, in DevPro

Collaboration with Doing good to support Ukrainians in Sweden

This organization focuses on social integration by creating training and employment opportunities.

48

Doing Good assisted with integration by offering support and granting over 48 scholarships for Ukrainian refugees residing in Sweden.

Moreover, Doing Good actively aids Ukrainians in integrating into Swedish society, providing assistance with internships and facilitating employment opportunities.

Empowering Rural Youth in Romania

With the occasion of the launch of Beetroot Academy in Romania (more in the next chapter of the report), we committed to fostering opportunities for rural youth by offering scholarships aimed at providing access to quality tech education. The Empowering Rural Youth initiative has provided support to 4 young exceptional individuals from rural areas across Romania, granting them scholarships to pursue careers in the tech industry.

OUR INTERNATIONAL DEVELOPMENT

Our communities in Romania and Moldova had set their roots in the first year of activity with 50+ students & graduates who are not only looking for a new career start, but also paying attention to impact.

Our front-end course graduate, Daniel Ciburciu, says that his focus as a new frontend developer is creating accessible and inclusive websites.

“As a new front-end developer, my focus is on creating accessible and inclusive websites. Beetroot Academy has equipped me with the skills and mindset to pursue this goal effectively.”



Daniel Ciburciu,
Front-end course graduate

Our grant recipient for the Empowering Rural Youth initiative, Maria says she is now equipped with the confidence and skills to follow her dreams:

"Project Managing My Dream: How the Beetroot Academy Scholarship Leveled Up My Skills

Imagine wrangling a team of developers, designers, and marketers, all working towards a single goal in the ever-evolving world of IT. That's what sparked my interest in Project Management, and the Beetroot Academy scholarship made it a reality!

Before joining the Project Management in IT class, I was unsure where to begin. But Beetroot Academy's immersive program, fueled by the scholarship's support, equipped me with the tools and knowledge I needed to thrive. From mastering Agile methodologies like Scrum to navigating the intricacies of Waterfall models, I gained a comprehensive understanding of the field.

The course wasn't just theoretical. We tackled real-world projects, simulating the pressure and excitement of managing an IT team. This hands-on approach, combined with the expert guidance of our instructors, instilled in me the confidence to lead and collaborate effectively.

However, the impact of the scholarship went beyond academics. It alleviated financial burdens, allowing me to focus solely on learning and growing. Thanks to Beetroot Academy's generosity, I could fully immerse myself in the program, network with classmates, and even participate in workshops beyond the curriculum.

Today, I'm not just equipped with the certification, I'm armed with the confidence and practical skills to pursue my dream career in IT project management. The scholarship wasn't just a handout; it was an investment in my future, and I'm incredibly grateful for the opportunity Beetroot Academy gave me.

Thank you!"



Maria,
Front End course graduate

In Romania, we are focusing on reducing the number of unemployed youth (3.7 million) through qualitative tech education and strategic partnerships discussed during our networking event hosted by Ambassador Therese Hyden and the Swedish Embassy in Bucharest.

In Moldova, after a fruitful collaboration with RECONOMY in training 65 refugees and creating the Moldova Tech Report in 2023, in 2024 we are focusing on making AI more accessible for people looking to start/ grow their digital careers.

We had the pleasure of meeting our students, graduates and teachers in person through some of our meetups held in Cluj-Napoca (RO), Bucharest (RO) and Chişinău (MD).



LET'S CONNECT, COLLABORATE, AND CREATE IMPACT

Looking back at all the achievements and impact Beetroot Academy has made throughout 2023, 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 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.

