

Impact Report 2025

Table of contents

01 Foreword

02 Beetroot Academy as part of a tech ecosystem

03 Our vision and mission

04 Our educational solution and new products

05 Our impact in numbers

06 Our partnerships, reskilling and upskilling projects

07 Other news: our awards

08 Let's connect, collaborate, and create impact

Foreword



Andreas Flodström,
Founder & CEO of Beetroot
Academy

In 2025, Beetroot Academy continued strengthening its core focus: enabling people affected by war and structural inequalities to access practical education and move toward economic security. We expanded scholarship-based training for women in difficult life circumstances, veterans and their families, internally displaced people, and learners outside major tech hubs.

At the same time, we continued to keep our programs aligned with the changing digital economy by reinforcing career support, introducing practical AI tools, and growing our B2B upskilling direction for teams and organizations.

This year also marked a significant shift for the Academy: we built a dedicated direction in dual-use education, launching programs that prepare both technical and non-technical specialists for careers in Ukraine's growing dual-use technology sector. This reflects a broader recognition that the digital economy and dual-use innovation are no longer separate tracks — they increasingly require the same skills, the same talent pipeline, and the same urgency.

This report summarizes what changed in 2025, what we delivered in measurable terms, and how partnerships with Beetroot Academy create scalable, long-term impact.

Beetroot Academy as part of a tech ecosystem

Beetroot Academy was founded in Ukraine in 2014, at a time when war in the east of the country had already disrupted lives, jobs, and local economies. The idea was practical from the beginning: help people gain digital skills that could lead to new work, new income, and more control over their future.

That purpose has stayed with us as Beetroot Academy has grown. Today, we provide practical tech and digital education for people who want to enter the digital economy, strengthen their professional skills, or rebuild their livelihoods after disruption.

Beetroot Academy is part of the wider Beetroot ecosystem, which grew from Swedish and Ukrainian roots and brings together companies and initiatives working with technology, education, and social impact. The ecosystem includes Beetroot Tech, the IT company, from which the wider group first developed, as well as other connected initiatives.



Within this ecosystem, Beetroot Academy has a clear role: we are the education arm. Our focus is to develop and deliver practical learning experiences that help people and organizations build the skills needed in today's digital economy. We work with individual learners, employers, public institutions, donors, and civil society partners, combining commercial education with grant-funded programs for people and communities who need support.

One mission, two structures

Beetroot Academy operates through two distinct structures, reflecting both sides of our mission: commercial sustainability and charitable impact.

COMMERCIAL

Beetroot Academy LLC

The company, which carries out commercial education work: direct-to-customer courses, B2B training, and employer partnerships. This income keeps the Academy self-sustainable and funds the development of relevant programs.

CHARITABLE

Beetroot Academy Charitable Foundation

The non-profit entity behind this report. Created to make it possible for donors and partners to support tech and digital education for people affected by the war, with a clear focus on peaceful, civilian education and social impact.

This division gives clarity to both sides of our work. The Foundation provides a dedicated structure for charitable funding and donor-supported programs. The company continues building sustainable commercial education services and employer partnerships.

Together, the two structures let Beetroot Academy stay financially resilient while protecting the purpose of donor funding: commercial work supports long-term sustainability, charitable funding stays focused on the people and communities it is meant to serve. Both contribute to the same mission — helping more people access the skills, confidence, and opportunities needed to take part in the digital economy.

MISSION

Helping people build great careers in the digital economy.

We prioritize groups that face the strongest access barriers, including

learners outside major tech hubs,

women pursuing economic independence,

VISION

Digital opportunities should be accessible regardless of geography, life circumstances, or social barriers.

veterans and war-affected communities,

and — as of 2025 — specialists seeking new pathways into dual-use technology careers.

Our educational
solution in a nutshell

New direction: Dual Use

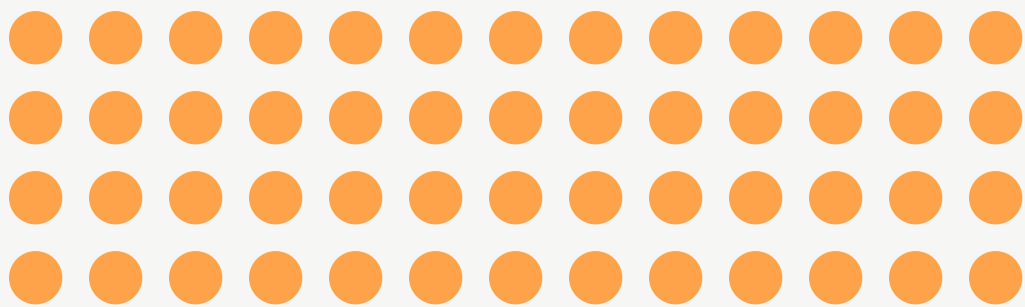
In 2025, responding to the critical demands of the changing digital economy and the need for high-tier technological expertise, Beetroot Academy strategically expanded its educational portfolio into Dual Use technologies.

This direction represents a major shift toward advanced hardware-oriented training designed to strengthen national resilience, support industrial recovery, and build a robust ecosystem of specialized engineers.

The 5-Month Embedded Development Bootcamp

At the end of 2025, Beetroot Academy developed and successfully launched an intensive, 5-month Embedded Bootcamp. This flagship program provides unique online training in hardware skills, filling a critical gap in professional engineering education.

THE EDUCATIONAL MODEL:



the bootcamp consists of
52
intensive sessions,

104

encompassing 104 hours of
live practice with senior
industry experts

120

and over 120 hours of theoretical
and independent coursework.

Core Objective

The curriculum is designed to prepare highly autonomous Embedded engineers who can rapidly integrate into advanced R&D teams.

Learners take complete responsibility for the full product development cycle, moving seamlessly from initial architectural thinking to hands-on hardware implementation, practical realization, and rigorous testing.

01

initial architectural thinking

02

hands-on hardware
implementation

03

practical realization

04

rigorous testing

Target Audience

The program upskills and reskills

software developers with prior
knowledge of C/C++,

technical specialists in
automation, electronics, and IoT,

as well as software engineers
transitioning specifically into
embedded engineering.

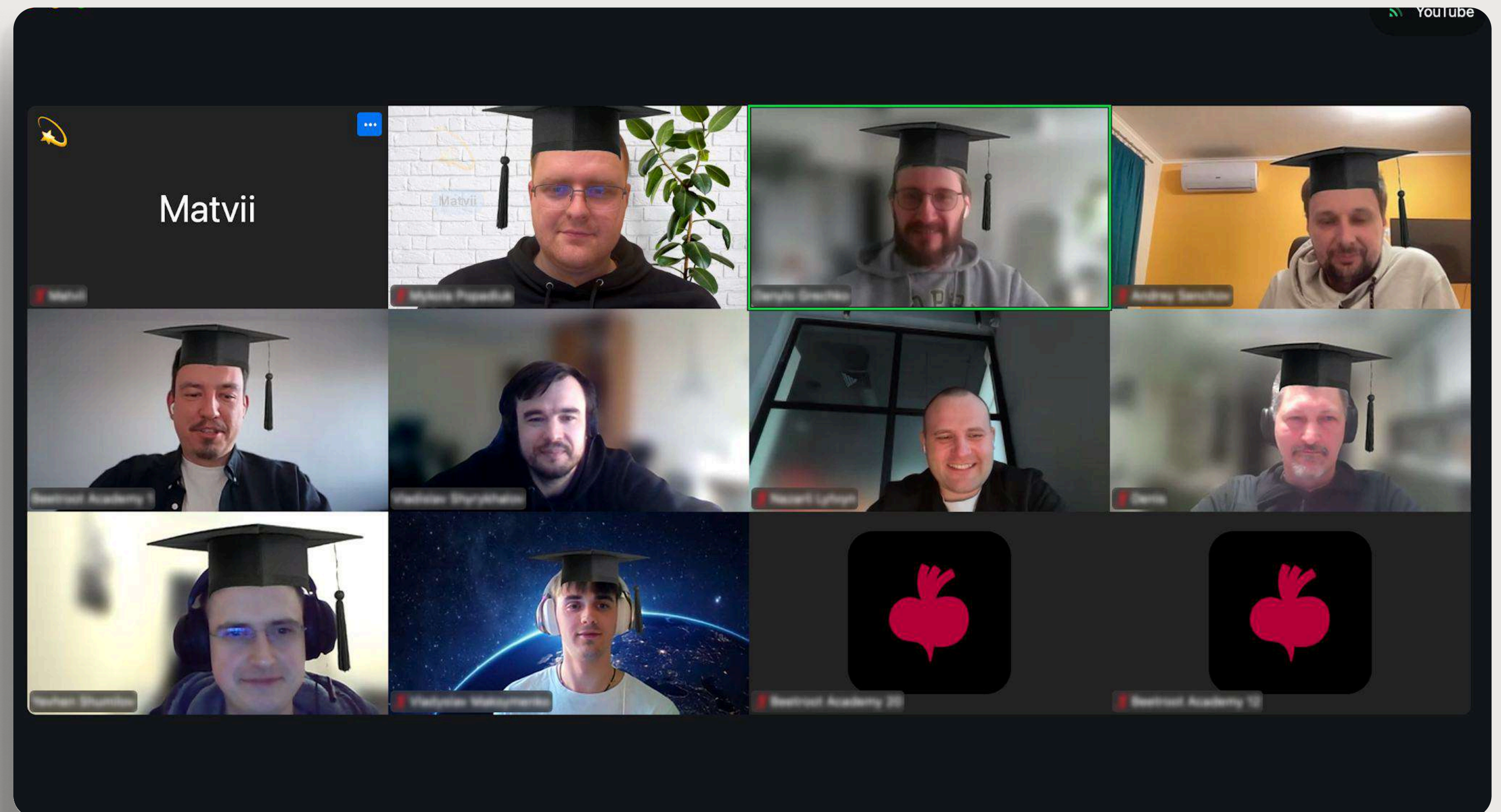
2025 Milestones & Immediate Impact

First Cohorts Launched

In late 2025, Beetroot Academy officially kicked off the Embedded Bootcamp by launching its first two specialized student groups, in November and December.

Bridging the Online-Hardware Gap

The training proved that complex, hands-on hardware engineering and physical component interaction can be taught effectively in a structured online bootcamp format, backed by continuous mentorship from top-tier practitioners.



Looking Ahead: 2026 Plans

The launch of the Embedded Bootcamp is only the beginning of Beetroot Academy's long-term scale-up strategy for the dual-use educational sector:

New Educational Products

Capitalizing on the foundation laid in 2025, the Academy has already initiated the design and development of several new dual-use educational products.

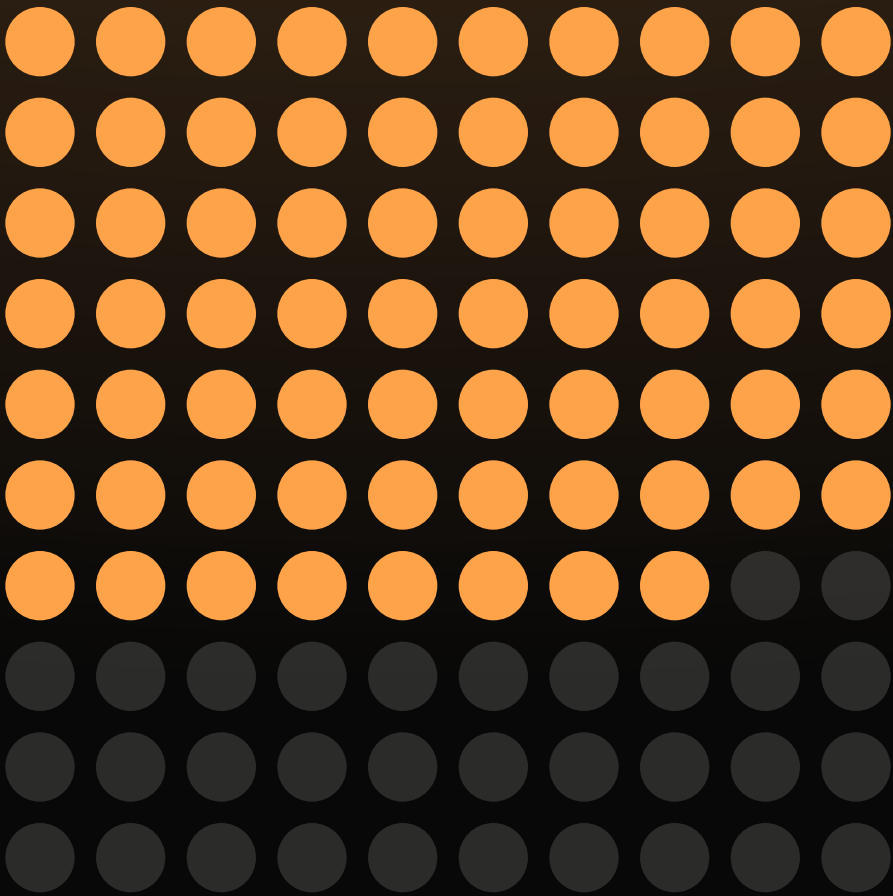


Ambitious Scale Targets

For 2026, the strategic goal is to aggressively scale the Dual Use direction, aiming to train and graduate over 1,000 students within these specialized engineering frameworks, directly supporting technological advancement, innovation, and long-term economic resilience.

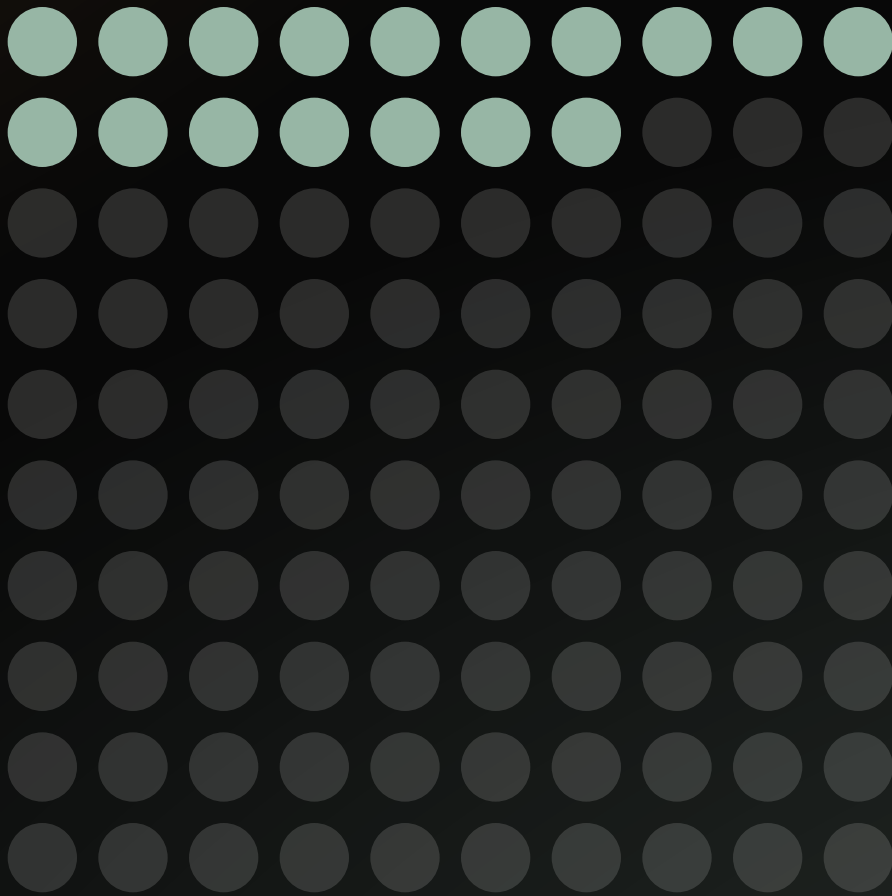
1,000+

Gender inclusion



68%

of Beetroot Academy graduates in 2025 were women.



17%

According to the World Economic Forum, women hold only around

of key technical roles, including software development.

This highlights the Academy's contribution to reducing gender imbalance in the tech sector.

Reach and completion

1,939 learners graduated in 2025, including:



- participants in reskilling programs
- participants in workshops and short-term formats
- participants in B2B upskilling programs

76.9% of enrolled learners completed their programs

Completion rate remains a core quality indicator reflecting academic support and learning success management.

FOUNDATION'S GRANT-FUNDED REACH

1,120

students were trained within the Foundation's grant-funded projects (764 reskilled + 356 upskilled). This reflects the direct reach of donor-supported, charitable education — distinct from the Academy's commercial programs.

Our impact in numbers

60%

Employment and employability

Approximately 60% of Beetroot Academy graduates have successfully entered tech roles over the lifetime of the Academy. This long-term metric reflects the combined effect of training programs, career counseling, mentorship, and partner vacancies.

60%

Geographic accessibility

Around 60% of learners are based outside major tech hubs. Online education enables participation across regions and ensures continuity of learning despite security-related disruptions.

200+

Partner ecosystem

partner companies collaborate with Beetroot Academy, providing access to real-world projects, internships, job opportunities, and professional networks.

321 16.6%

Business upskilling

professionals were upskilled in 2025 through programs delivered for business clients. This represents 16.6% of all graduates, reflecting the growing role of B2B education within the Academy's sustainable business model.

Our partnerships, reskilling projects and upskilling projects

We work with international partners and donors to educate those in need of a new profession and economic security. We educate women in difficult life conditions, veterans and their families, IDPs, youth, returnees, and others.

**UPGRADE UA project with Ministry of Foreign Affairs
of Sweden**

Stiykist project with Helvetas Ukraine

SkillBoost UA with Swedish Institute

**Implementation partnership with UNFPA to educate
women**

**Supporting IDPs, veterans of war and their families
with the Susanne Hobohm Foundation**

UPGRADE UA project with Ministry of Foreign Affairs of Sweden



Upgrade UA is a new Beetroot Academy project, launched to give Ukrainians the tools and confidence to build the future of the country. Over two years, the project will help more than 2,000 participants gain new digital skills and understand how artificial intelligence can work for people, teams, and the country. The project covers all Ukrainian regions.

1,000+

2,000+

In the first nine months of the project, Upgrade UA has already trained more than 1,000 specialists.

more than 2,000 participants

The program targets three key groups driving Ukraine's digital transformation:

IT professionals (both technical and non-technical),

public sector employees,

and representatives of civil society organizations (NGOs and charitable foundations).

"When people grow their skills, the country and its economy grows too. Upgrade UA helps professionals stay strong, adaptive, and useful where Ukraine needs it most today."

Anastasiia Petrova, SPG Grants Team Coordinator at Beetroot Academy

COMMENTS OF GRADUATES

Upgrade UA

“

I started applying the knowledge I gained and optimizing my work while the course was still in progress. It's simply magical! I didn't manage to fully absorb all the material, everything was new to me, so I also watched the recording, thank you!

ChildUA association representative, graduate of the course AI for productivity

“

I gained insight into when to be creative versus when to prioritize clarity, how to address user doubts, and how to create a seamless, engaging product interaction. Practical assignments allowed me to apply my knowledge immediately to real-world UX/UI scenarios, which boosted my professional confidence. Overall, I learned many rules that might seem simple at first glance but are absolutely crucial.

IT sector representative



IN PARTNERSHIP WITH HELVETAS UKRAINE WITH THE SUPPORT
OF THE SWEDISH INTERNATIONAL DEVELOPMENT AGENCY

Stiykist ("Resilience") Project

The Stiykist project supports economic security and reskilling for vulnerable groups across several central, eastern and northern Ukrainian regions. It offers online IT training for people seeking a new profession, remote work opportunities, and a path into a growing sector even amid the war — combining practical assignments, real case work, and support at every stage.

It focuses on

veterans and their families,
including relatives of prisoners
of war and the missing or fallen;

350+

To date, more than 350 people have
successfully completed new IT professions
through the project,

~250

and around 250 are currently in training.

The program supports professional transition and stability via practical digital skills relevant to today's labour market and career orientation with employment support.

The program operates in Kyiv, Chernihiv, Poltava, Dnipropetrovsk, Kharkiv, and Sumy regions.

internally displaced people and
Ukrainians returning from
abroad or other regions;

and families and individuals in
difficult circumstances, including
multi-child households, single
parents, and people with
disabilities.

COMMENTS OF GRADUATES

Stiykist

“

I wanted a more stable career path, and this course opened that door. Even before finishing, I applied for a PM vacancy and got it! Now I work at a marketing agency managing six projects and teams for PPC, SEO, and SMM. The mentor's real-world experience was the foundation for everything I do now.

Mariia, project management course graduate

“

The course provided a great foundation for a start in HR and helped structure my understanding of roles and tools. It worked! After the training, it became much easier to pass interviews and speak the same language as the business. I've already found a job.

Tetiana, HR generalist course

SkillBoost Ukraine: Empowering Tech Careers

SkillBoost Ukraine provides intensive online training for Ukrainians motivated to enter IT, taking them from initial motivation to a job offer. The program combines intensive technical and non-technical online courses that turn motivation into practical professional skills, covering career start, applied job-ready skills, and the transition from training to a first offer.



It targets

people starting a new IT profession from scratch,

those seeking remote and flexible work,

and professionals looking to grow in a sector that keeps expanding even during the war.

The project covers all Ukrainian regions.

150+

To date, more than 150 people have completed profession-track courses,

~60

and around 60 have completed upskilling programs.

COMMENTS OF GRADUATES

SkillBoost Ukraine

“

I am from the hero city of Mykolaiv. I dedicated the last 10 years of my career to foreign trade, specifically handling the documentation for grain exports. I loved my job, but with the onset of the full-scale invasion, all the ports in Mykolaiv ceased operations, and the security situation forced me to leave my home. In 2023, I resumed working after moving to the Odesa region and continued in the field for nearly a year. However, due to a decline in cargo operations at the Danube ports, I found myself out of work again and began considering a change in career direction. I've always been drawn to working with people; I speak English and have an interest in technology and the IT sector in general. Then one day, a friend sent me a link to a course she found in a chat group for displaced persons. I saw a light at the end of the tunnel! The instructors were fantastic, the group was incredibly motivated, and the course material was interesting and relevant. I received a job offer for a Junior HR Manager position at the wonderful company SnoopGame, and I'm successfully working there now.

Yulia, HR Generalist course

“

I completed my studies at Beetroot Academy in November 2025, and found a job by early February. I wasn't given a test assignment during the interview; the portfolio I had built during my training, along with conversations with the recruiter, lead designer, and CEO, was sufficient. I am very glad that I received a study opportunity. There was a lot of hands-on practice, and that is precisely what gave me the confidence to start working. I am sincerely grateful to Beetroot Academy for this opportunity, and I will definitely continue to grow in this field.

Yulia, UI/UX course



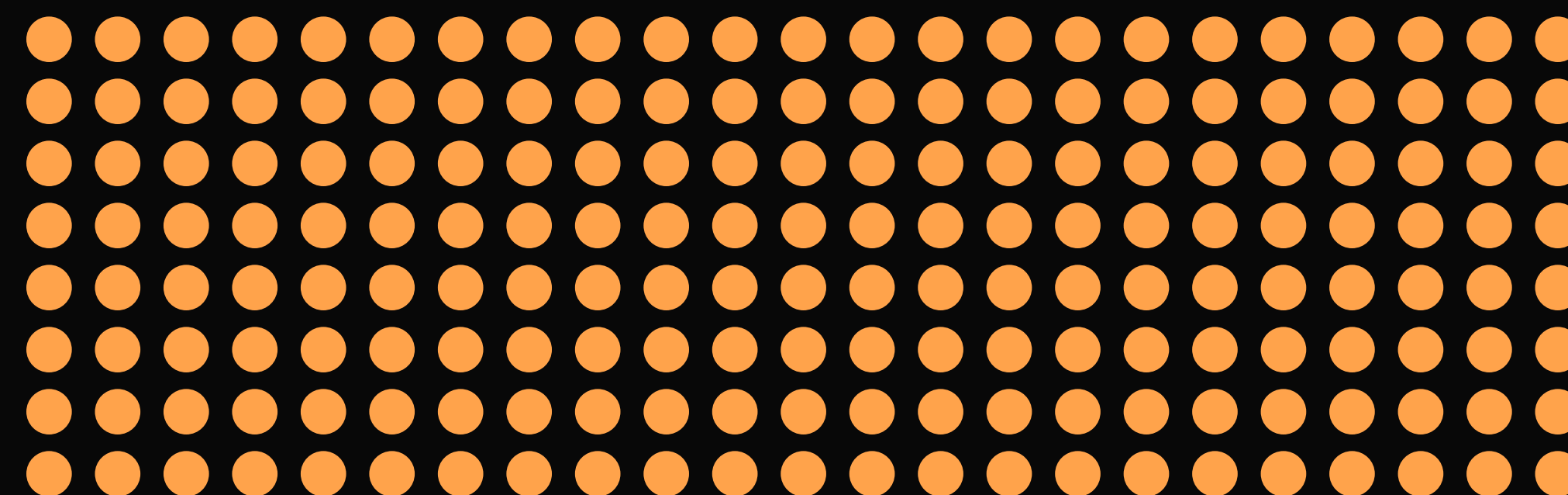
Implementation partnership with UNFPA to educate women

UNFPA aims to support women in difficult life circumstances, including GBV survivors, by helping them acquire new professional competencies in IT. This enables them to gain a competitive profession and achieve economic independence.

In 2025, Beetroot Academy, together with UNFPA Ukraine, provided 184 scholarships for women in need, particularly beneficiaries of VONA Hubs - a nationwide initiative that develops the professional potential and financial capacity of women affected by violence and those facing challenging life situations. The project covers all Ukrainian regions.

184

scholarships for women in need



“

I worked as the Head of the Marketing Department at the Bohodukhiv Dairy Plant. The market situation is currently challenging: our plant is located in the Kharkiv region, near the frontline, so we have to adapt and find new ways to promote our products. Previously, I used only offline marketing tools, such as placements in supermarkets and traditional advertising. Now, I am actively implementing digital methods. For me, this course was not just a learning experience but a real tool for professional and career development. Thanks to it, I can confidently implement modern technologies in the company's operations and continue to develop it even in these difficult times.

Tetiana, digital marketing course

“

I am from the Donetsk region, from a small town called Kurakhove. Before 2022, it had 19,000 residents, but after heavy fighting, it suffered significant destruction, and by the time of occupation, no more than 500 people remained. The business I had built over the years was destroyed, and I lost the opportunity to continue my work. With my seven minor children, I relocated to Uzhhorod and began searching for new opportunities. The training exceeded my expectations. It was not just theoretical—we constantly engaged in discussions, worked on case studies, and analyzed real-life situations. This course was not just training for me—it was a turning point in my life that helped me find a new path and opportunities after losing everything I had before the war.

Olena, HR generalist course

SUPPORTING IDPS, VETERANS OF WAR AND THEIR FAMILIES WITH THE SUSANNE HOBOHM FOUNDATION

"Empower Ukraine"

The "Empower Ukraine" project supports career restart for people affected by displacement, return from abroad, or economic vulnerability, through structured technical and non-technical IT training, practice, and mentor support.

The program focuses on

veterans and their families, including relatives of prisoners of war and the missing or fallen;

internally displaced people and those returning from abroad or other regions;

people with disabilities and their caregivers;

single parents;

and young people from rural areas.

The project covers all Ukrainian regions.

COMMENTS OF GRADUATES

"Empower Ukraine"

//

I live in a place where there's no work, and the shelling is constant. For me, finding a remote job is crucial to provide for myself and my child. I'm more than happy with the course. The teacher is super responsive and detail-oriented, which I love. There's a lot of theory and a lot of workload, but it's worth it. I'll leave the course with a solid base of knowledge. The group is also great. Everything's going smoothly. Thank you so much for giving me this chance – and for the inspiration!

Viktoriia, single mother, living in the frontline zone

//

I'm an aviation engineer and a veteran – been in the war since 2014. I studied Python on my own and joined the course to organize my knowledge and better understand Django because I plan to work in this field. Right now, I've already started applying what I've learned and working on some projects. Thank you!

Ihor. veteran

Our B2B direction continues to grow

We continue to develop our B2B direction and work with a range of international clients on educating them on AI tools, green coding and other.

Beetroot Academy runs practical workshops for teams and companies, focused on AI for productivity and development, Agile/Scrum/Kanban with AI, and Green Coding. The format is 80% practice: teams work with their own cases and get expert feedback right during the session.

AI FOR PRODUCTIVITY AND DEVELOPMENT

AGILE/SCRUM/KANBAN WITH AI

GREEN CODING

80% PRACTICE

Contact: hello@beetroot.academy, or book a consultation call through the website.

PARTICIPANT FEEDBACK: PARTICIPANTS ESPECIALLY VALUED THE INTERACTIVE FORMAT AND REAL-LIFE EXERCISES

"Very interactive, the Miro board gives a good dynamic pace to the training."

"It was useful to see how prompts affect the output... what is important to get the desired results."

"Fun sessions comparing services."

"Easy to follow and good to try different types of tools using prompts."

"Understanding the difference between different AI tools and their specific purposes helps a lot, I will use this knowledge at work on a daily basis."

Finalists of the Partnership for Sustainability Award 2025 from UN Global Compact

We received finalist status in the Partnership for Sustainability Award from the UN Global Compact in the Society category. Our efforts to educate teachers on AI with Google were recognised at the offline award event in Kyiv.

UN Global Compact recognised the project "AI Academy for Educators," which the Academy supported as an educational arm, together with CFC Big Ideas and Google for Education Ukraine. The program helped Ukrainian teachers integrate AI into their daily work and built a community of educators with new digital competencies.

Beetroot Academy

CFC Big Ideas

**Google for Education
Ukraine**

Let's connect, collaborate, and create impact

None of this impact would be possible without strong partnerships. As the demand for inclusive education, reskilling, and upskilling continues to grow, collaboration with donors, institutions, and businesses becomes more important than ever.

There are several meaningful ways to engage with Beetroot Academy:

Support scholarship programs,

enabling access to education for women, veterans, internally displaced persons, and others facing barriers to economic security.

Contribute expertise and knowledge

by supporting learning programs, mentoring, or curriculum development aligned with labor market needs.

Partner with our alumni and graduate communities,

strengthening your organization while supporting real-world career opportunities for emerging digital professionals.

We invite partners who share our commitment to inclusive growth, workforce development, and sustainable impact to collaborate with us. Together, we can continue expanding access to digital opportunities, strengthening economic resilience, and building pathways to decent work.

Let's connect, collaborate, and create impact — together.