



BEETROOT ACADEMY

We are the non-profit arm of Beetroot
- a Swedish-Ukrainian IT company

Who are we?

Beetroot Academy is a social enterprise that helps people start careers in IT.

We do this by offering web development and **design courses**, created by senior practitioners at Beetroot.

Why careers in IT?

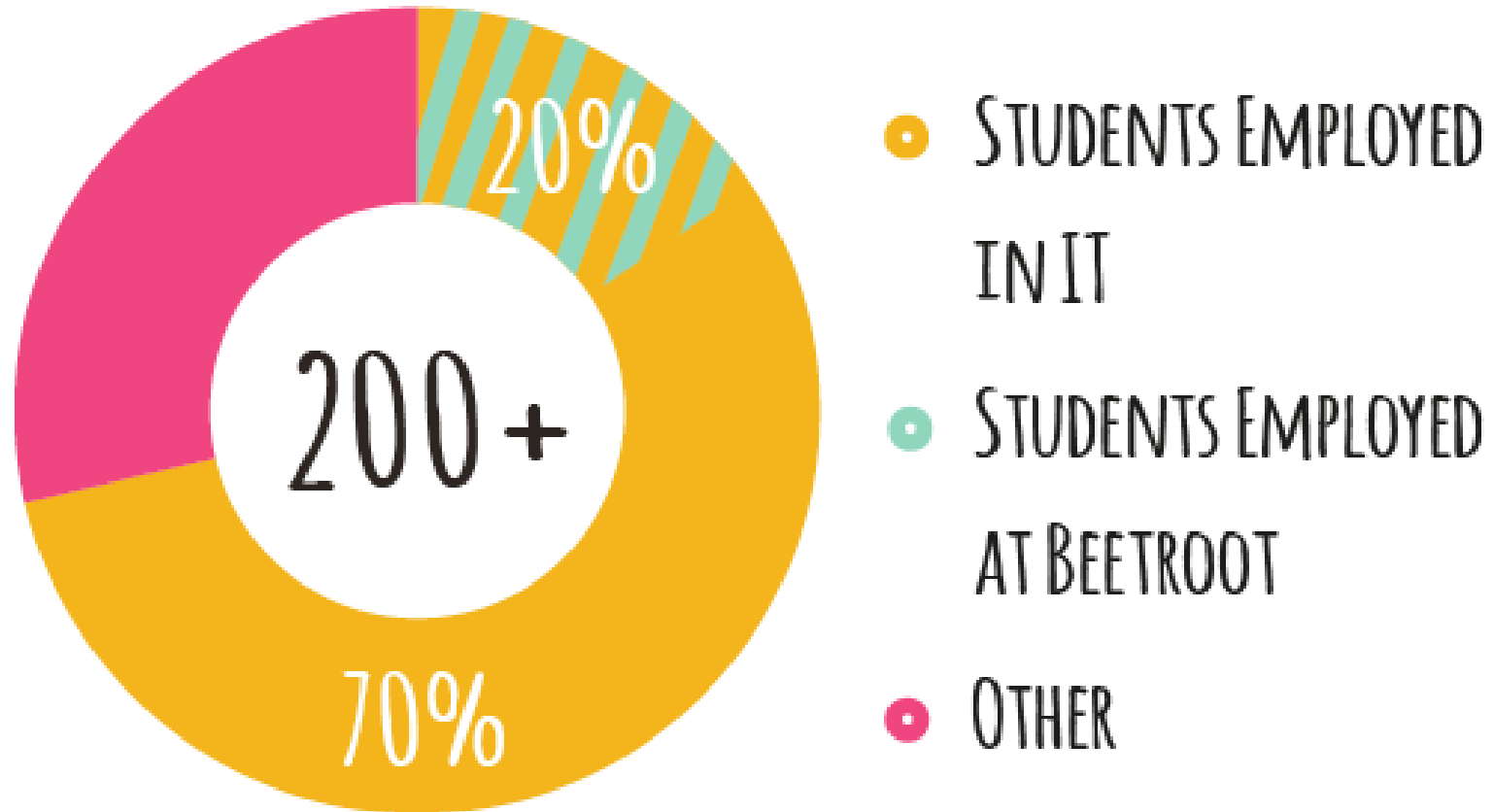
Careers in IT create real opportunities for transforming lives and forging a middle-class.

The overall result - a strong knowledge economy - is one of the most powerful forces in reinventing the country.

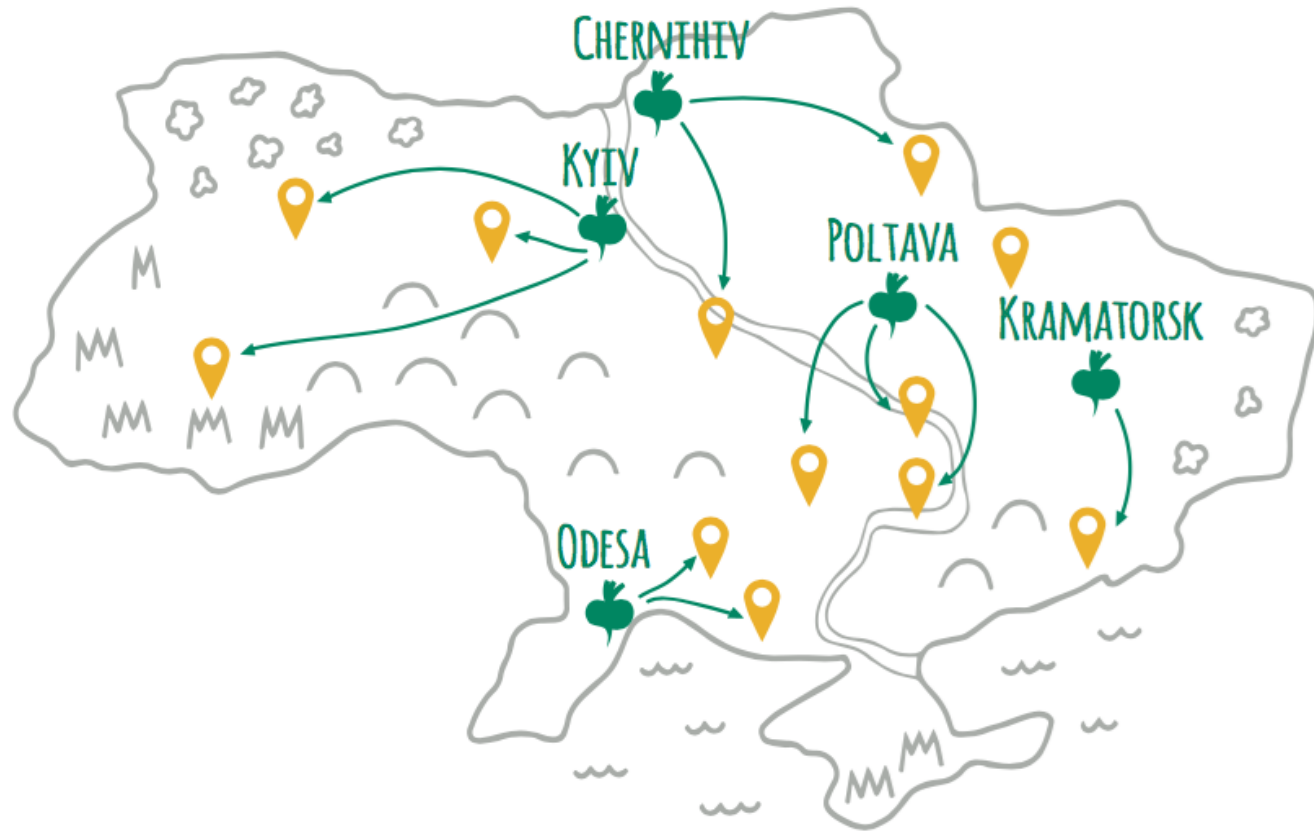
Target audience

- Young adults, particular focus on women
- Socially vulnerable groups, e.g.:
 - Internally Displaced People
 - ATO veterans
 - People with disabilities and their carers
- Strategic target - mid-sized towns

Proof of Concept (including IDPs)



Expansion Plan 2017-2018



We aim to expand from 5 to 20 academies by 2018. This allows us to educate 2000 people every year.