# beetroot

# Your tech partner for good

Security mindset    Rational approach    Human heart

Trusted by 200+ happy customers worldwide, we're your long-term partner for building engineering capacity and impactful AI solutions

# Beetroot Ecosystem

Beetroot is a tech ecosystem of several companies working together to create a positive impact at scale through software development and tech education.

✔ Agile team scalability
✔ Access to our entire toolkit
✔ Cost-effective talent development

## ONE PARTNER, ALL* TECH ANSWERS

Beat any tech challenge by combining software solutions and training programs

### 🫐 tech

**Beetroot Tech**

- Team Extensions
- Cybersecurity & Cloud
- MVP/Discovery
- AI/ML Solutions
- Web/Mobile
- UX/UI Design
- CMS Solutions: WordPress, Shopify, Webflow

### 🫐 academy

**Beetroot Academy**

- Workshops for Teams
- GenAI Training
- Tech Bootcamps

### 🫐 defence

**Beetroot Aid for Ukraine Fund**

- Cooperating with grassroots organizations
- Focus on child support, education, rebuilding
- Ensuring the highest impact per donated cent

* Well, most

# Your foundation of resilient growth

**ISO 27001**
data security certification by Bureau Veritas

**EU GDPR**
compliant commitment to security & privacy

**60%**
of business is based on customer referrals

**Top 1%**
of software development companies on Clutch

**EY EoY 2023**
EY Entrepreneur of the Year in West Sweden

Continental

apotea·se

Blueair

verbit

inspera

SVEA SOLAR

Winningtemp

SKANSKA

MONOCL
a DEFINITIVE HEALTHCARE company

ICA

Pfizer

BMW

# Beetroot Geography

Team size: ≈500 people
Founded: 2012

Beetroot Tech
Beetroot Academy

# Focus domains

| DefenseTech | Climate Tech |
|---|---|
| | |

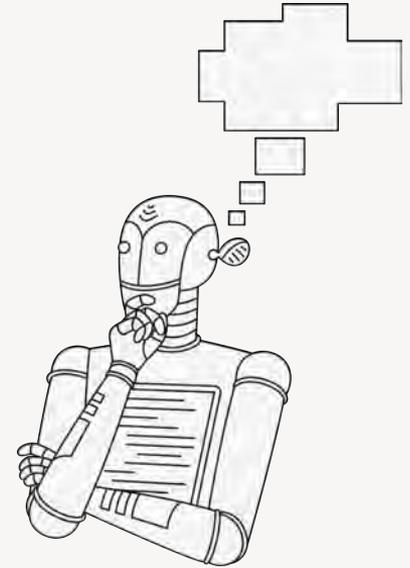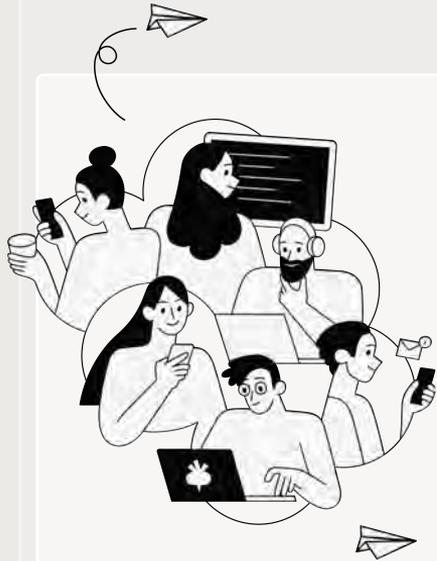| EdTech | HealthTech |
|---|---|
| | |

We're all about teaming up with companies making a positive difference, across all sectors. While we strategically focus on four industries, our vast expertise and commitment to AI/ML empower any impact-driven team.

# Core Services



### Dedicated team
Build a long-term team of software engineers and other tech talent that fits the bill perfectly.

### Product development
Build an innovative and impactful product under Beetroot's expert delivery management.

## Additional Services

### Architecture consulting
Get a comprehensive evaluation of your existing product and improvement recommendations from Beetroot Architect/Tech Lead.

### Discovery
Translate your vision into clear-cut requirements, wireframes and an actionable Product Roadmap with our team.

### MVP development
Build a fully-functional phase 1 of your product, take it to the market, and wow your potential investors and clients!

# Focus areas & example technologies

## LANGUAGES
| | |
|---|---|
| JS 🎓 | C# |
| Python 🎓 | PHP |
| Typescript | Rust |

## FRAMEWORKS
| | |
|---|---|
| Node.js & Next.js | Laravel |
| React 🎓 / Angular / Vue | .NET / .NET Core |
| Django / Flask / FastAPI | |

## CLOUD
AWS
Azure
GCP

## CMS & E-COMMERCE
WordPress
Shopify

## DEVOPS
AWS / Azure / GCP
Docker
Kubernetes
Jenkins

## MOBILE
Objective-C / Swift
Java / Kotlin
Flutter
React Native

## QA
Automated Testing
Manual Testing
TDD

## EMERGING TECHNOLOGIES 🎓
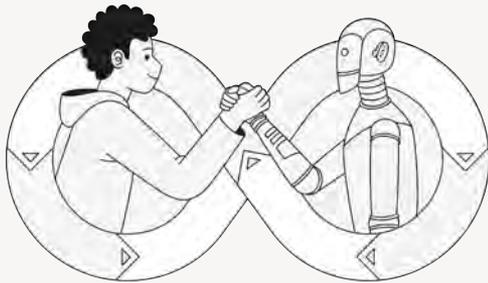GenAI
Cybersecurity
Green Coding

## PROJECT MANAGEMENT 🎓
Scrum

## UI/UX DESIGN 🎓
Figma
Figma GPT

🎓 Beetroot Academy courses available to the public

# AI Expertise



## DATA SCIENCE

Cleaning

Annotation

Feature engineering

Tabular data analysis

## DATA ENGINEERING

Data platform design & engineering

Data integration

Data storage layer development

Database optimization

## MACHINE LEARNING

Computer vision

NLP

LLMs
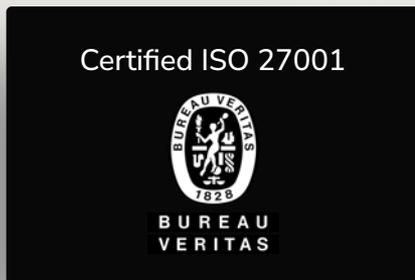
Reinforcement learning

Predictive analysis

Recommender systems

# Our Compliance

Beetroot AB is an ISO 27001-certified and GDPR-compliant company. And we work with highly regulated industries like healthcare. Additionally, we are partially CSRD-compliant, aligning our practices with the Corporate Sustainability Reporting Directive (CSRD).

Our commitment to the highest standards in data security and sustainability practices underscores our comprehensive approach to responsible and transparent operations.

Certified ISO 27001

BUREAU VERITAS
1828

EU CSRD

EU GDPR

# Security & Privacy

**Strict Access Controls:** Rigorous management of server and application access.

**Firewalls & DDoS Protection:** Advanced defenses for robust data security.

**Vulnerability Defense:** Protection against SQL injection and other threats.

**Cloud & Data Management:** Detailed reviews and secure VPN access for data integrity.

**Real-Time Monitoring:** Comprehensive alerting systems for continuous security oversight.

# ESG & Sustainable Impact*

*Check out our [2023 Sustainability Report](#) for more info

Beetroot's impactful work, centered on EdTech, HealthTech, and ClimateTech, stems from our collaboration with tech clients committed to making a positive difference in the world.

## 14K+

people received humanitarian help thanks to Beetroot Aid for Ukraine Fund.

## 67%

of the Beetroot Academy students are women.
**49%** of the Beetroot ecosystem team members are women.

Beetroot Academy covered scholarships for more than **600** people from vulnerable communities.

**Since 2020,** with annual reforestation projects and CO2 emissions reporting, Beetroot is **CO2 neutral**. Waste sorting and environmental literacy efforts across all our locations.

## 12K+

Beetroot Academy graduates now work in 600+ companies across 30+ countries.

## ~3450

direct and indirect jobs created by the Beetroot ecosystem in 2023 alone.

Beetroot Academy educates around **5%** of newcomers in Ukrainian Tech yearly.

Partnership for Sustainability Award

Ukrainian Corporate Equality Index — 2020 Best Employer

Freedom-Centered culture award 2020

# Client testimonials

**CTO,**
**Hospi Housing**

For us it was important that the company was not just building what we asked, but also challenged us in our ask and provided consulting along the way.

**Patrik Buckau,**
**Co-Founder and CTO of Warpin**

At Beetroot, people actually tell us if something is wrong, and we can fix it before it's too late.

**Fredrik Blom,**
**Project Manager at BlueAir**

We planned to have a team in Stockholm. But the Ukrainian team did a great job fulfilling the needs. The collaboration was really good.

**COO,**
**Travel Technology Company**

They were absolutely crucial to our work and made a difference in every department they staffed.

# academy

Your learning partner for good

# Beetroot Academy

We help technical teams build
confidence with emerging
technologies through practical,
expert-led training.

Beetroot Academy is part of the
greater Beetroot Tech ecosystem
creating social, economic, and
environmental impact at scale.

# Tech workshops for teams

Our workshops help teams build confidence with emerging technologies through real-time practice and collaborative exercises. Participants learn critical concepts, immediately apply new skills and receive feedback from senior experts. Online and optimized for engagement.

ONLINE (OR IN-PERSON)

EXPERT-LED     HANDS-ON

5-20 PARTICIPANTS

## ✿ academy

14000+ graduates in 30+ countries

70% employment in 600+ companies

Network of 400+ technical experts

Accredited by Almega

WEB ACCESSIBILITY     GENERATIVE AI

CYBERSECURITY     GREEN CODING & MORE



## WE WORK WITH GLOBAL LEADERS

Sweden Sverige

Ministry of Digital Transformation of Ukraine

USAID FROM THE AMERICAN PEOPLE

VOLVO

UN DP

Google.org

AUKTORISERAT UTBILDNINGSFÖRETAG

# Beetroot Academy approach

**Tailored at the right level**

We tailor your solution to your needs, ensuring targeted skills development for maximum impact.

**Agile**

We swiftly adapt to your unique learning needs, guiding you to mastery every step of the way.

**Engaged**

Direct access to industry experts for personalized guidance and deeper understanding.

academy

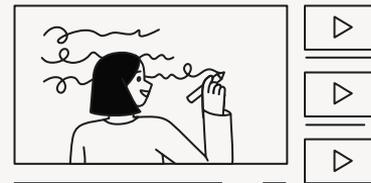Blended learning

Expert-led and practical

Workshops & courses

**12K+**
people trained

**3K+**
hrs of education content

**30+**
courses

**800+**
lessons

academy

Your learning partner for good

Almega certified
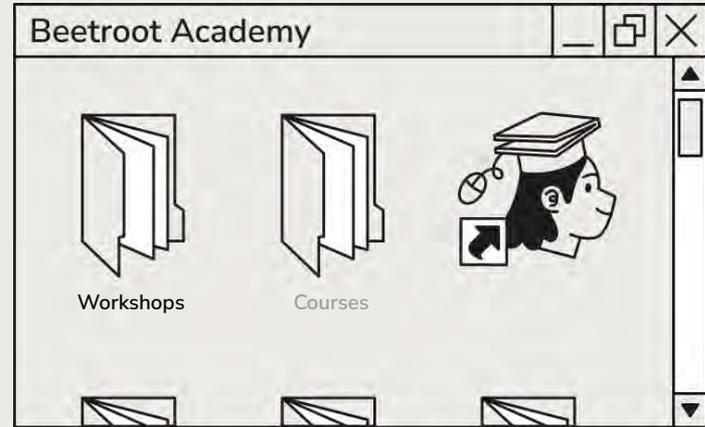
# Workshops

1. Generative AI for Productivity
2. Generative AI for Developers
3. Cybersecurity for Engineering Teams
4. Information Security Literacy
5. Green Coding Practices
6. Web Accessibility

Beetroot Academy

Workshops

Courses

# Generative AI for Productivity workshop

At a high level:

✦ Understanding Generative AI: what it is and why it matters

✦ Tool selection and integration: the right tool for the right use case

✦ Prompt engineering: maximize each tool's potential through clear, instructive prompts

✦ Implementing AI solutions: case studies of successful AI applications

✦ Recognizing limitations: understand when to be critical of AI and avoid pitfalls

✦ Ethical and legal considerations: ensure responsible use

ONLINE (OR IN-PERSON)    EXPERT-LED

HANDS-ON    5-20 PARTICIPANTS

## Day 1 (3.5hr)

✦ Intro to AI
✦ Productivity with AI Framework
✦ Prompt engineering
✦ AI personas; use cases

Trainers: tech specialist and a learning and development specialist

## Day 2 (3.5hr)

✦ Visuals with AI
✦ Discover AI tools
✦ Learn to build GPT
✦ Deep practice: AI tool of choice

Trainers: tech specialist and a learning and development specialist

"

I most enjoyed the interactive elements, getting to play around with the tools and listening to everyone else's experiences, as well as learning about all of the different needs and tasks AI can really assist with."

Project lead at Canadian IT firm

# Generative AI for Developers workshop

At a high level:

✦ The big picture: understand generative AI and how to harness its power

✦ Tool selection: choose the right tool for the right use case

✦ Prompt engineering: maximize each tool's potential through clear, instructive prompts

✦ AI in your own product: understand when and how to implement generative AI tools

✦ Recognizing limitations: understand AI's limitations and avoid pitfalls

✦ Ethical and legal considerations: ensure responsible, compliant use

ONLINE (OR IN-PERSON)    EXPERT-LED

HANDS-ON    5-20 PARTICIPANTS

## Day 1 (3.5hr)

✦ GenAI tools overview
✦ Working with GitHub Copilot
✦ Prompt engineering

Trainers: tech specialist and a learning and development specialist

## Day 2 (3.5hr)

✦ Create your own GPT
✦ OpenAI API
✦ Ethical / legal considerations

Trainers: tech specialist and a learning and development specialist

"

I found the explanation of the APIs, assistants, and generally full capabilities of GPT very valuable. First-hand demos were great!"

Software developer at leading Swedish automotive company

# Cybersecurity for Engineering Teams workshop

**Day 1 (3.5hr)**
- Current threat landscape
- Key cybersecurity concepts and principles
- Intro to secure coding
- OWASP Top 10

Trainers: cybersecurity specialist and a learning and development specialist

**Day 2 (3.5hr)**
- Threat modeling
- Authentication, access, & session management
- Data and encryption
- SSDLC



▸ Understanding the threat landscape: overview of modern cyber threats and key concepts

▸ Introduction to secure coding: core principles with examples of secure and insecure practices

▸ Common vulnerabilities: understanding the OWASP Top 10

▸ Threat modeling and risk assessment: be aware of potential attacks before they happen

▸ Secure authentication and access control: best practices across for internal and external access

▸ Data protection and encryption: types of data, encryption, and handling

International Organization for Standardization
**ISO**
27001

GDPR

ONLINE (OR IN-PERSON)    EXPERT-LED

HANDS-ON    5-20 PARTICIPANTS

# Information Security Literacy workshop

**Day 1 (3.5hr)**
- Current threat landscape
- Key infosec concepts and principles
- Attack methods: phishing, malware, and ransomware

**Day 2 (3.5hr)**
- Addressing high-risk behaviors
- Incident response plan
- Explore available tools
- Adherence & compliance

Equips **all teams**, not just engineers, with fundamental information security practices to keep your business safe from external threats.

Trainers: cybersecurity specialist and a learning and development specialist

▸ Understanding the threat landscape: overview of modern cyber threats and key concepts

▸ Understanding data: correctly assess and classify data types

▸ Recognize primary attack methods: phishing, malware, ransomware

▸ Identify and address high-risk behaviors: passwords, networks, and human behavior

▸ Cybersecurity tools and software: explore available tools to efficiently strengthen your defenses

▸ Develop and incident response plan: be prepared to act in the event if a security breach takes place

International Organization for Standardization

**ISO**

27001

GDPR

ONLINE (OR IN-PERSON)    EXPERT-LED

HANDS-ON    5-20 PARTICIPANTS

# Green Coding Practices workshop

**Day 1 (3.5hr)**

- The ICT industry's current impact

- Measuring energy consumption; available tools

- AI, data, and new tech

**Day 1 (3.5hr)**

- Green software patterns and their implementation

- Assessing impact

- Implementing change at scale

✔ ICT's current environmental impact: understand the ICT industry's current impact on global climate

✔ Sustainable software development: the green coding mindset

✔ Energy consumption: measure and assess energy consumption using available tools

✔ AI, emerging technologies, and data: learn to innovate responsibly

✔ Best practices: learn the practical application of sustainable software development

✔ Long-term, sustainable impact:  ensure continuous improvement and sustainability in coding

> The practical steps to achieve 'green code' are closely related to efficiency, which is very nice to hear as a programmer.
>
> ...Our speaker had a great way of presenting problems, solutions, and sprinkling in some jokes here and there. Thank you for these two days."
>
> Software developer at large Swedish enterprise software firm

Trainers: senior green coding expert (engineer) and a learning and development specialist

# Web Accessibility workshop

**Day 1 (3.5hr)**

- Ethical and legal importance of accessibility

- Modern guidelines and resources incl. a11y

- Accessible designs

✔ Why accessibility matters: ethical and legal considerations

✔ Accessibility beyond physical limitations: understanding of disabilities and diverse user needs

✔ Accessibility guidelines and standards: WCAG, POUR, and ARIA

**Day 1 (3.5hr)**

- Best coding practices

- Testing for accessibility throughout the development process

- Accessibility auditing

✔ Designing for accessibility: integrating accessibility in the design process

✔ Coding accessible products: best practices for frontend developers

✔ Testing for accessibility: audit your existing product, learn to test for accessibility before releasing to production

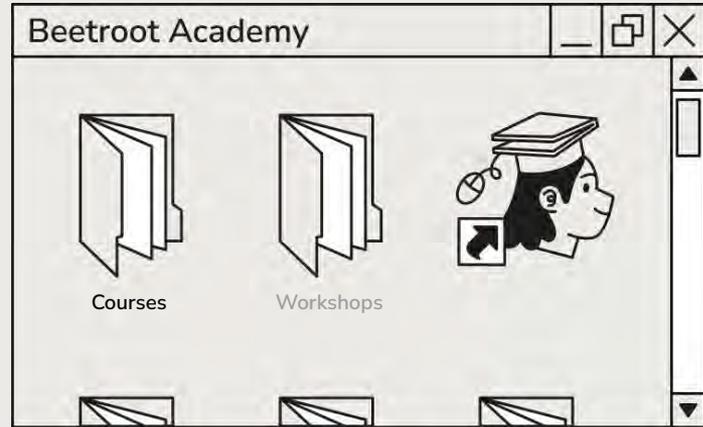Training developed towards compliance with European Accessibility Act (EEA)

EEA

W3C®

WAI-AA

WCAG 2.1

Trainers: accessibility expert and a learning and development specialist

# academy

Your learning partner for good

## Courses

AI for Productivity: 6 week course

Almega certified

**Beetroot Academy**

Courses

Workshops

# AI for Productivity: 6 week course

Learn to leverage the growing landscape of generative AI tools for increased productivity in your personal and professional work.

Online and taught by senior AI experts, our 6-week AI for Productivity course will help you master generative AI tools like ChatGPT, Claude, Gemini, and more through hands-on exercises.

Week 1: click to add text here

Week 2: click to add text here

Week 3: click to add text here

Week 4: click to add text here

Week 5: click to add text here

Week 6: click to add text here

This course will come in handy for:

- Project and operational managers
- People-managers
- Professionals who continue to grow

Let's stay in touch!

Client Reviews                    Case Studies                    LinkedIn

# beetroot

# Thank You

hello@beetroot.se