

zoolatech

Zoolatech Corporate Social Responsibility Report

2023



Contents

01	Messages from Zoola Founders Messages from Roman Kaplun and Denis Rogov.	p. 3-4	06	Standing with Ukraine Direct aid, solidarity, and long-term commitment to our Ukrainian colleagues and communities.	p. 21-22
02	About Zoolatech Company Overview, UN Sustainable Development Goals (SDG) Alignment, Our CSR Vision, Our Values.	p. 5-9	07	ZoolaRun Our global run for good, combining health, unity, and charitable support.	p. 23-24
03	People & Culture How we grow talent, build trust, and create a culture people are proud to belong to.	p. 10-12	08	Environmental Responsibility Steps we take to reduce our footprint and support sustainable ways of working.	p. 25-26
04	Education Programs How we invest in continuous learning, mentoring, and career growth.	p. 13-15	09	Diversity, Equity & Inclusion Our commitment to fairness, belonging, and equal opportunity across regions and teams.	p. 27-28
05	ZoolaCharity & ZoolaSport Employee-driven giving and wellness initiatives that turn care into impact.	p. 16-20	10	Looking Ahead Thanks to our teams, volunteers, and partners.	p. 29-31

Message from Roman Kaplun



2023 was a year of resilience, reflection, and recommitment to our values. At Zoolatech, we've always believed that great technology must be built on trust, community, and care. This year, that belief guided our biggest moments, from launching our internship program in Mexico to expanding our charity programs in Ukraine.

Corporate social responsibility at Zoolatech isn't a side initiative. It's part of how we work. Whether it's mentoring young engineers, running to raise funds, or supporting our colleagues in need, we lead with purpose.

As our company grows, so does our impact. And in a year shaped by global challenges and community needs, I've never been prouder of how our people have responded with action, integrity, and heart.

Let's keep growing responsibly, supporting one another, and building solutions that truly matter.

Roman Kaplun

CEO & Co-Founder, Zoolatech

Message from Denis Rogov



This year has reminded us that culture and values are not just ideals, they are daily practices. At Zoolatech, we continue to build a company where extreme ownership, curiosity, and inclusion are more than just phrases. They guide how we hire, how we grow, and how we give back.

Personally, I believe in the power of paying it forward. From charity auctions to ZoolaRun, our initiatives reflect what we care about as a team. Giving back to communities, especially during hard times, is not only the right thing to do, it's what makes us stronger.

Zoolatech is about more than software. It's about creating a legacy of resilience, care, and innovation.

Denis Rogov

President & Co-Founder, Zoolatech



About Zoolatech



About Zoolatech

20+

Years of experience

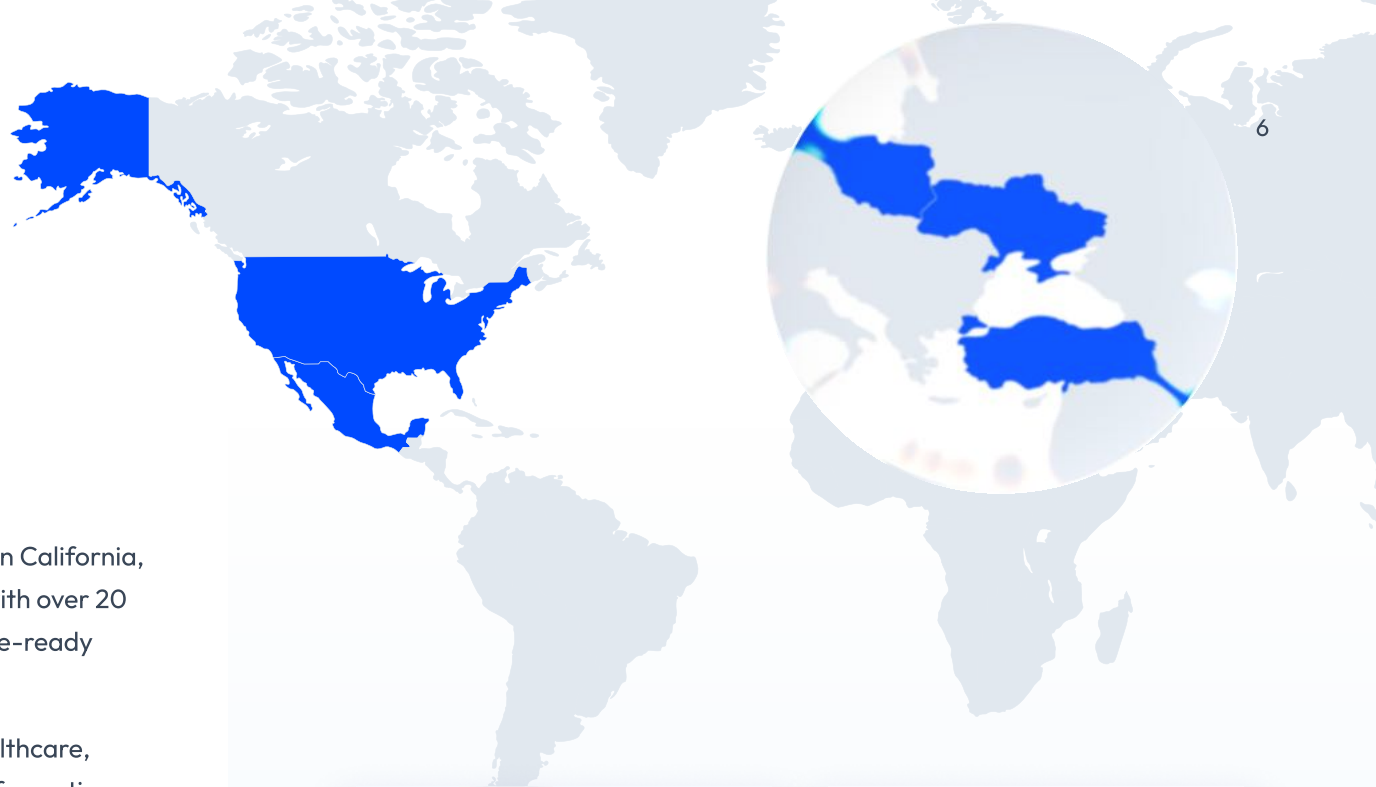
Zoolatech is a full-cycle software development company founded in California, with delivery centers in the EU and Latin America. Led by a team with over 20 years of experience, we build scalable, high-performing, and future-ready technology solutions for clients across the US and Europe.

We partner with companies in industries such as retail, fintech, healthcare, media, and enterprise software, guiding them through cloud transformation, legacy modernization, data and analytics, AI/ML, intelligent automation, and custom product development.

What sets us apart is not just what we do, but how we do it. Zoolatech is powered by a culture of trust, transparency, and people-first leadership.



Zoola Team, Mexico, 2023



Founded

California

Development Hubs

LatAm & EU

Languages

7+

Countries

28+

Age Range

18-56

Charity

Allocated to employee-driven charity and aid

\$668,000+

UN Sustainable Development Goals (SDG) Alignment

Zoolatech is committed to making a positive impact not only in our industry, but in the world. To guide our efforts, we align our Corporate Social Responsibility initiatives with the United Nations Sustainable Development Goals (SDGs) a global framework for achieving a better, more sustainable future for all.



SDGs, Goals, and Zoolatech Contribution

Our focus is on creating local, measurable outcomes that contribute to global progress. This below outlines how our key initiatives map to relevant SDGs:

SDG 3

Good Health & Well-being

Stress Resilience Month, ZoolaSport, ZoolaRun.

SDG 4

Quality Education

Mentorship programs, ZoolaTalks, continuous learning, and internal career development.

SDG 5

Gender Equality

Women in STEM event in LATAM, 40% of leadership roles held by women.

SDG 10

Reduced Inequalities

LATAM Internship program, inclusive hiring, Coffee Breaks program.

SDG 13

Climate Action

Remote-first work model, hybrid office spaces, low-waste digital operations.

SDG 17

Partnerships for the Goals

ZoolaCamp, NGO partnerships, ZoolaAuction, employee-led charity campaigns.

Our CSR Vision

At Zoolatech, Corporate Social Responsibility is not a separate department, it's an integral part of how we operate. Our belief is simple: doing good and doing well go hand in hand.

In 2023, this vision came to life through our actions in mentoring, inclusion, giving, and wellbeing. We committed to causes that matter, supported our people, and responded to global needs with local impact.



ZoolaCamp, Ukraine, Summer 2023

Our Four Pillars



Empowering People

We create opportunities for personal and professional growth through mentoring, internal mobility, and mental health support — all within a culture of trust and ownership.



Driving Social Good

We stand with Ukraine, support charitable causes through ZoolaCharity and ZoolaRun, and match our people's generosity with company action.



Championing Inclusion

We actively build a diverse, equitable, and inclusive workplace that reflects the global communities we serve.



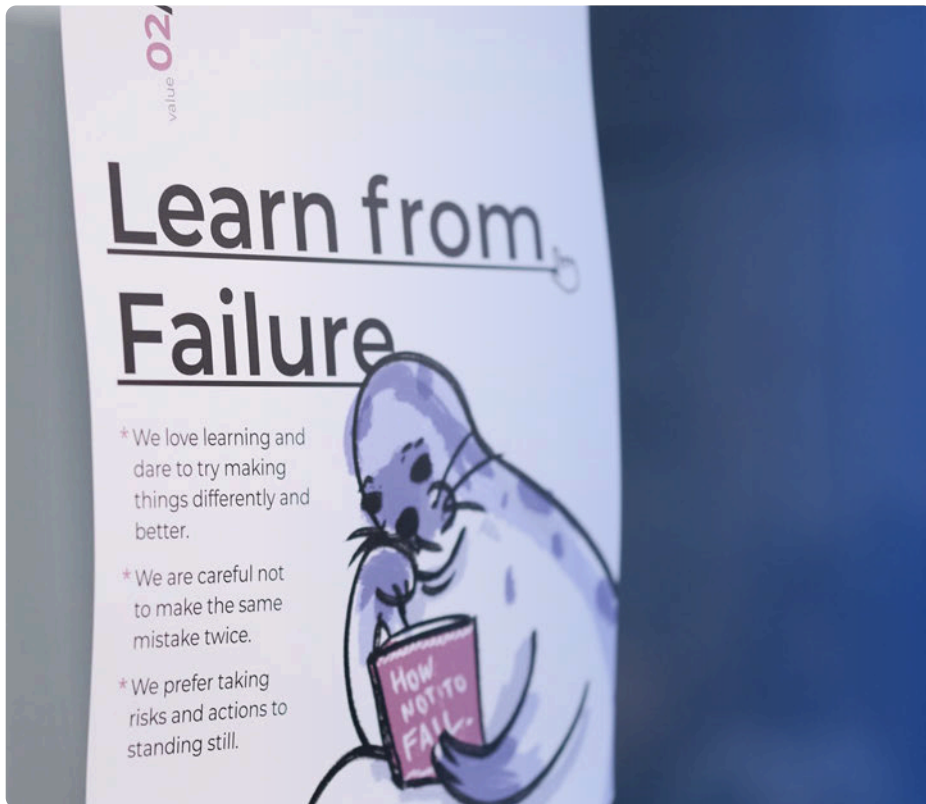
Growing Sustainably

Through a remote-flexible model, digital-first collaboration, and low-footprint operations, we strive to reduce environmental impact and adopt smarter practices.

Our Values

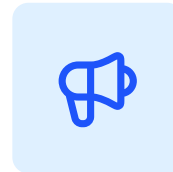
At Zoolatech, our values guide not only how we work, but also how we grow, lead, and support one another. They shape our culture, fuel our partnerships, and define our impact – internally and beyond.

These values are not statements on a wall – they are part of every conversation, every project, and every decision.



Extreme Ownership

Everyone is trusted to lead. Zoolians take responsibility, solve problems, and go beyond their roles.



Speak Up

We promote psychological safety and openness. All voices are heard, and feedback is a shared norm.



Learn from Failure

We don't fear mistakes. We analyze, share, and improve. Every challenge is a chance to grow.

Our Fundamentals

Live a Full, Healthy Life

Charity

Sport

Ethics



People & Culture



People & Culture

Zoolatech is a people-first company where culture is the foundation of everything we do. In 2023, we focused on growth, wellness, and authentic connection.



All Hands, Mexico, 2023

Culture in Action

- Weekly ZoolaTalks covering topics from tech to psychology and even Japanese fencing
- Quarterly all-hands with transparent business updates
- #CoffeeBreak chats connecting employees across teams and continents
- Mentorship program with dozens of active participants
- Culture Week exploring our values, tech topics, and charitable efforts

Social Impact

Zoolatech's charity efforts are both structured and spontaneous, powered by our people and backed by our leadership. Whether we donate blood, bake bread, or build auction platforms—our charity is practical, people-led, and deeply personal.



Blood Donation Day

Held in Kyiv in collaboration with DonorUA.



Zoola Auction 2.0

Raised over \$20,000 to support the military.



ZoolaCamp

A 10-day summer camp created for children.



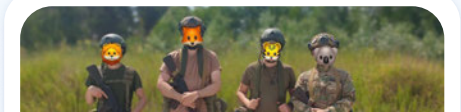
Holiday Charity Projects

Including tactical footwear for women in the military.



Humanitarian Aid

Delivered to deoccupied areas and frontline volunteers.



Essential Aid & Equipment

Support via trusted employee-led brigades

Mental Health & Stress Awareness

In April 2023, Zoolatech observed International Stress Awareness Month with a series of impactful initiatives focused on mental well-being across our offices. Led by Inna Krivoruchenko, the campaign included two expert-led psychological sessions:

“Stress Resistance” by Natalia Valevska

Employees explored how stress and trauma affect the body, and learned practical tools for emotional regulation and nervous system support.

“Stress and Anxiety in Children: How Parents Can Help” by Marianna Novakovska

Focused on how parents can assist children in navigating difficult emotions during uncertain times.

In our Kyiv office, we also launched a pilot of anti-stress heart tokens, with 100 handmade hearts distributed to employees — a symbolic and tactile reminder of self-care.



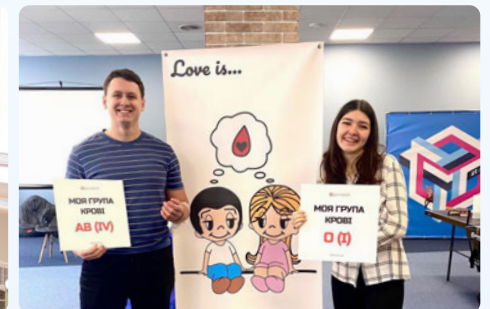
100 handmade Zoola hearts — a symbolic and tactile reminder of self-care.

To promote physical health as a complement to mental resilience, we organized six training sessions at SmartAss Club: three focused on cycling and three on stretching. Over 70 people took part, highlighting our belief that wellness is both mental and physical.



Blood Donation for Life

On Valentine’s Day 2023, Zoolatech employees from the Kyiv office joined a special blood donation campaign in partnership with DonorUA. This initiative helped address Ukraine’s critical blood shortage, where only a third of the country’s needs are typically met. The blood was directed to military and children’s hospitals, turning a day associated with love into an act of lifesaving solidarity.





Education Programs

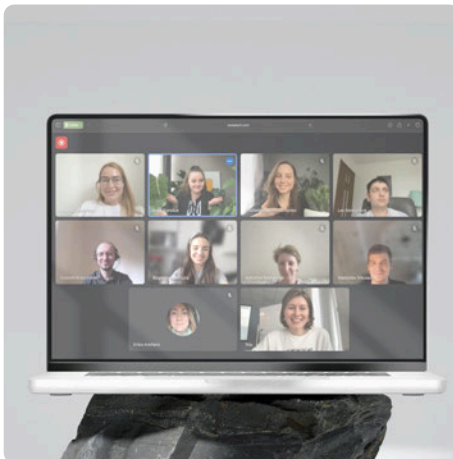


Education & Mentorship

At Zoolatech, we believe growth is a shared responsibility. That's why we invest heavily in internal learning, cross-functional mentorship, and career mobility programs.

ZoolaTalks

- 2023 saw a record number of employee-led sessions
- Topics ranged from GraphQL architecture and Kubernetes to houseplant care and Kendo martial arts
- All talks were recorded and shared in our internal knowledge hub
Everyone from engineers to HR to finance was encouraged to share, learn, and ask questions



Online ZoolaTalk, 2023



Offline ZoolaTalk, Ukraine, 2023

Learning at Zoola is active, social, and grassroots, and that's what makes it work.

Mentorship Program

- Dozens of mentor-mentee pairs formed in 2023
- Topics included leadership coaching, tech stack mastery, cross-functional growth
- Supported directly by the People team with onboarding kits and success templates

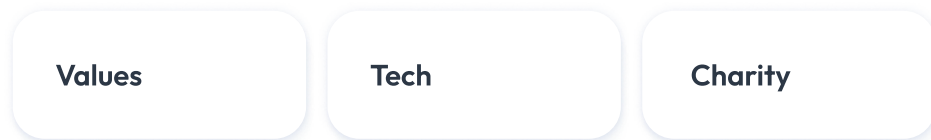


ZoolaHub (formerly Zoola House of Representatives)


- Relunched as an open forum for company-wide ideation
- Monthly open calls where anyone can suggest, shape, and co-lead new initiatives
- Example outcomes: Culture Week, ZoolaAuction, and local charity events

Zoola Culture Week 2023

In July 2023, we held Zoola Culture Week — a multi-day internal event that celebrated the very core of what makes Zoolatech unique. The event was built around three core chapters:



It served as a platform to explore how our company values show up in real work, how team members lead through action, and how we grow together through a shared culture of openness and responsibility.

Time	Session 1	Session 2	Session 3
8:00 AM (MX) 5:00 PM (UA)	Let's talk about our values (by Ganna Ginda)	Speak up: Why does it make sense and how to empower people around you (by Armando Flores)	Charity: Why this is so important for us in Zoolat (by Ganna Ginda & Olena Borysovets)
8:30 AM (MX) 5:30 PM (UA)	Storytelling on Zoola values (by Andrii Dodolin)	Innovation (by Rafael Vazquez)	The impact of creativity in your daily tasks (by Jose Hernandez)
9:00 AM (MX) 6:00 PM (UA)	Why is it important to speak up to build multicultural company (by Daria Lyzun)	OutOfMemoryError in Action: The value of having fun at work (by Volodymyr Sobotovych)	

Culture Week 2023
Agenda: **Day 1**


Zoola Culture Week 2023, Day 1 Agenda

Highlights Included


- Team-led workshops on Zoola values like Extreme Ownership, Learning from Failure, and Speaking Up
- Charity talks and participation opportunities under the ZoolaCare umbrella
- Tech explorations through internal talks, showcasing innovation and collaboration across regions

The majority of speakers weren't top managers, they were people from across our teams. This reflects how Zoola Culture is everyone's contribution, not just a leadership message.


The event helped strengthen:



Company-wide transparency



Cross-functional communication



Internal pride and connection



ZoolaCharity & ZoolaSport



ZoolaCharity & ZoolaSport

At Zoolatech, giving back is part of our identity. Through ZoolaCharity and ZoolaSport, we empower employees to turn everyday actions into meaningful social impact.

ZoolaCharity

Zoolatech matches 50% of every employee donation, amplifying the power of individual generosity. Our people choose causes they care about, from supporting displaced families and animal shelters to funding medical equipment and frontline aid.

The process is simple, transparent, and deeply personal. Employee-led giving means that the causes we support are always close to home and heart.

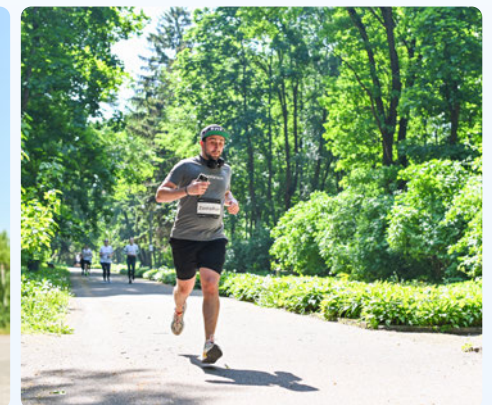
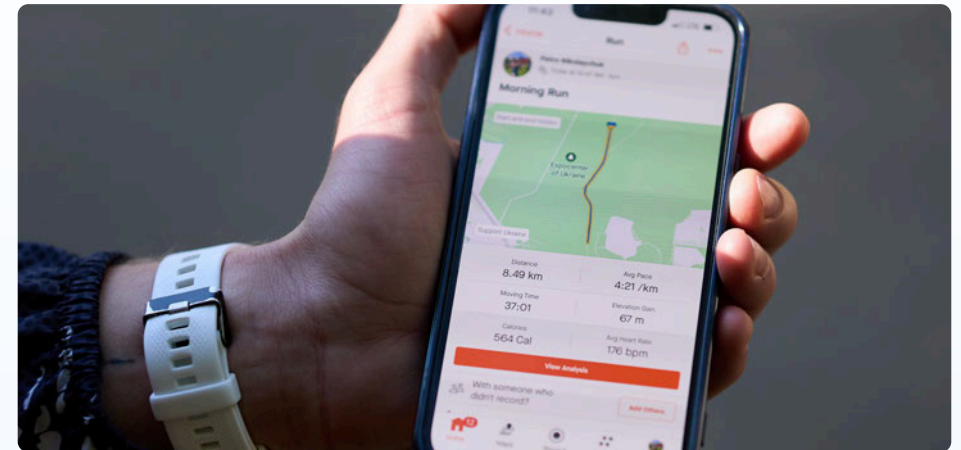


Zoola Auction 1.0, Ukraine, Spring 2023

ZoolaSport

This wellness-meets-charity initiative transforms everyday movement into impact. Employees log sports activities (running, cycling, yoga, etc.) using internal tools like ZoolaBeat and the Strava app. For every qualifying workout, Zoolatech donates to charity.

ZoolaSport makes wellness social, fun, and purposeful. It reflects our belief that caring for ourselves and our communities go hand in hand.



Our Biggest Charity Project of 2023

ZoolaCamp



Zoola Contribution

\$26,000+

In 2023, Zoolatech launched its most ambitious charity initiative to date: ZoolaCamp — a 10-day residential camp for 32 internally displaced children from war-affected regions including Bakhmut, Zaporizhzhia, Sumy, and Kharkiv.

The camp was created to provide emotional healing, personal development, and joy. Every day was thoughtfully designed around themes like emotional intelligence, teamwork, digital skills, and English learning.



ZoolaCamp, Ukraine, Summer 2023

From team-building games to IT workshops, the program offered the children an empowering, educational experience in a safe and caring environment. Our volunteers served as mentors, facilitators, and support systems. This project became the heart of our 2023 impact work — and a proud milestone in Zoolatech’s culture of compassion.



ZoolaCamp helped children rediscover their strengths, friendships, and future dreams.



Learn more about our ZoolaCamp Program.

[Watch the video →](#)

Zoola Charity Auction

In 2023, Zoolatech brought creativity and community spirit together in our most successful Charity Auction yet, a company-wide event dedicated to supporting the Ukrainian Armed Forces and other urgent causes.

What It Was

An internal platform where employees donated personal items, handmade goods, and unique experiences to be auctioned to fellow colleagues. The idea was simple: bid with purpose, donate with heart.



Charity Auction 2.0, Kyiv, Summer 2023

Global Impact

Donations went to tactical gear, aid equipment, and direct military support. Proceeds delivered with full transparency through trusted volunteer networks.

Raised

\$20,000+

Why It Mattered

- 36 sellers, 26 from Zoolatech
- 64 total lots, including: Azovstal bracelets, Kyiv map blankets, War memorabilia, Artworks, coins, Ukrainian porcelain, and experiences
- Over 140 participants across different locations
- Special auction web tool developed internally to streamline bidding and showcase lots in real time

Sellers

36

Lots

64

Participants

140+



Learn more about our Zoola Charity Auction.

[Watch the video →](#)

Special thanks to:

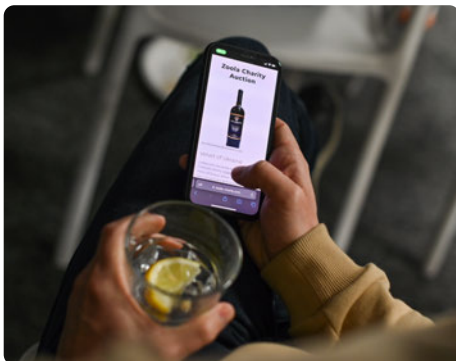
- **Petro Nikolaichuk**, auction creator
- The internal team who built the auction web tool in just two weeks
- Dozens of donors, bidders, and organizers who turned a Friday into a force for good

Charity Contributions

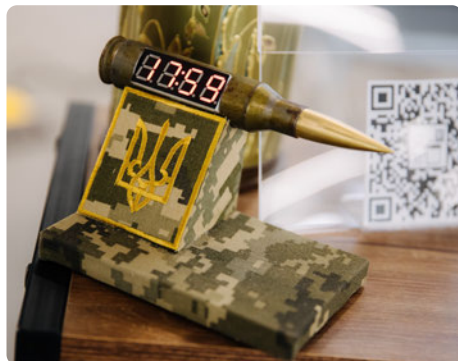
In 2023, Zoolatech supported dozens of charitable causes, many of them in direct response to the war in Ukraine and the needs of vulnerable communities across our locations.



ZoolaCamp, Ukraine, Summer 2023



Charity Auction 1.0, Ukraine, Spring 2023



Charity Auction 2.0, Ukraine, Summer 2023

General Summary

While many projects remain confidential due to security concerns, the scope of our giving included:



Military & Humanitarian Equipment

Equipment for the military and humanitarian needs



Weekly Essential Deliveries

Weekly deliveries of essentials (food, water, clothing) to occupied territories



Medical Aid & Supplies

Medical support including stretchers, wound healing devices, and protective gear.



Frontline Repair Support

Direct support for frontline repair stations for military vehicles and medical evacuation.



NGO & Volunteer Partnerships

Continued engagement with verified NGOs and employees with volunteer affiliations



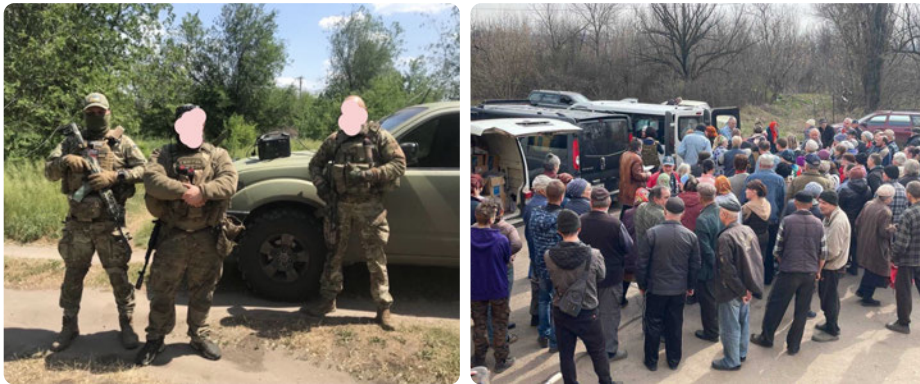
Standing with Ukraine



Standing with Ukraine

Since the beginning of the full-scale invasion in 2022, Zoolatech has remained steadfast in its support for Ukraine. Many of our employees live in Ukraine. Some have joined territorial defense brigades, others volunteer, and all of us continue to stand in solidarity.

Support was coordinated via trusted volunteer brigades and always with full internal transparency. This is not a campaign, it's a company-wide commitment.



Standing with Ukraine is not just a line in our report, it's a promise we live every day.

Key Efforts

In 2023, our efforts were more coordinated, community-driven, and impactful than ever:

Humanitarian Aid Deliveries

Humanitarian aid to the deoccupied regions of Kherson, Mykolaiv, Kharkiv, and Donetsk.

Employee-Led Military Support

Participation in employee-led efforts to provide vehicles, drones, night-vision devices, power stations, and stretchers.

Support for Mobilized Zoolians

Monthly financial support for mobilized Zoolians.

Blood Donation Initiatives

Blood donation drives, including a major effort with DonorUA on Valentine's Day.

Charity Auctions & Fundraising

Auction 2.0 and Create.Auction raised over \$20,000 for frontline support.

Support for Families & Defenders

Donations for children's hospitals, displaced families, and women defenders (incl. tactical boots).



ZoolaRun



ZoolaRun 2023

ZoolaRun is Zoolatech’s flagship CSR campaign, a biannual event that brings employees together across countries and continents to run for a cause.

What began as a small community run is now a global tradition. Every spring and autumn, hundreds of Zoolians track their workouts in Strava. For each participant, Zoolatech donates to charitable causes selected by employees themselves.

Why ZoolaRun Matters

- Encourages fitness with purpose
- Connects global offices
- Channels donations where they matter most
- Creates moments of unity, wellness, and impact



ZoolaRun in Ukraine →



ZoolaRun in Mexico →

✿

Spring 2023

Participants:	100+ Runners <small>across 10+ countries</small>
Raised:	\$4,700
Causes Supported:	<ul style="list-style-type: none"> ✓ Tourniquets for medics in Ukraine ✓ Support for Turkish NGO Ahbap ✓ Scholarships via Educate Yucatán in Mexico

✿

Autumn 2023

Participants:	105 Runners <small>across 10+ countries</small>
Raised:	\$3,846
Causes Supported:	<ul style="list-style-type: none"> ✓ Humanitarian aid for Ukraine ✓ Help for displaced youth via "Chance to Change" ✓ Youth support via NAEA — "Sumando Esfuerzos" campaign



Environmental Responsibility



Environmental Responsibility

While Zoolatech is not a manufacturing or resource-intensive business, we recognize our role in reducing environmental impact and promoting responsible practices in our industry and beyond.



Remote-Flexible by Design

Our remote-flexible model reduces the need for daily commuting, office energy consumption, and inter-office travel. We prioritize digital-first collaboration and maintain local hubs only when needed — optimizing for minimal environmental footprint.



Our remote-flexible model significantly reduces the need for daily commuting, office utilities, and inter-office travel.

Green Operations in Action

Low-Waste Workflows

We discourage unnecessary printing and paper-based processes.

Shared Office Spaces

Our hubs use co-working models to reduce long-term energy use.

Smart travel policies

We prioritize remote engagements and group travel over frequent flights.

Digital knowledge-sharing platforms

Reduce duplication and support efficient scaling of training materials.





Diversity, Equity & Inclusion



Diversity, Equity & Inclusion

At Zoolatech, diversity is not just a hiring metric—it’s a foundation for building stronger teams and more inclusive solutions. In 2023, our DEI efforts were grassroots-led, globally aware, and action-oriented.

What We Did



Women in Tech

We create opportunities for personal and professional growth through mentoring.

Patrones Hermosos Collaboration

We partnered with Patrones Hermosos, a community that empowers women in STEM throughout Latin America. As part of this initiative, Zoolatech speakers participated in panels and meetups to discuss career pathways, mentorship, and the future of women in engineering and technology.

These events helped amplify the voices of underrepresented groups and sparked vital conversations around inclusion, education, and opportunity in the tech industry.

Leadership Balance

Maintained 40% of leadership roles held by women, continuing our commitment to gender equity at all levels.

Inclusive Hiring & Growth

Launched internship programs in LATAM to promote access to global opportunities for emerging talent in underrepresented markets.

Internal Inclusion Culture

Coffee Breaks

Program connected employees across locations, languages, and roles, fostering peer bonding in informal ways.

ZoolaCulture Week

Included a Values Chapter on topics like Speaking Up, Learning from Failure, and shared responsibility.

IdeaHub Relaunch

Allowed everyone to propose initiatives and improvements, no title required, just ideas and initiative.

Countries

28+

Languages

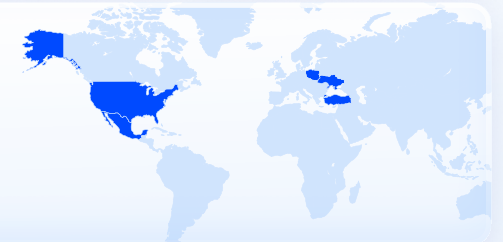
7+

Age Range

18-56

Global Presence

Across Latin America, Europe, Ukraine, and more





Looking Ahead



Looking Ahead

As we close 2023 and look to the future, we remain deeply committed to growing with intention, empathy, and shared responsibility.



Zoola Office, Ukraine, 2023

In Conclusion

One thing stays the same — our values guide every step. And with every step, we build not just software, but community, trust, and shared success.

Our Priorities for 2024:

Support for Ukraine

Continue our strong support for Ukraine, providing humanitarian and morale support for displaced and frontline communities.

Education & Mentorship

Evolve our education programs with expanded mentorship and more global participation in ZoolaTalks.

Scaling Charity & Sport

Scale ZoolaCharity and ZoolaSport with better tracking, participation visibility, and cross-regional coordination.

Internship Expansion

Expand our internship program in Latin America, following the successful launch in Mexico.

DEI Strategy & Representation

Strengthen our DEI efforts with better metrics and region-specific representation strategies.

Mental Health & Well-being

Continue investing in mental health initiatives and global well-being programs.

Community Events

Launch even more cross-border events like ZoolaRun, Culture Week, and Auction 3.0.

Acknowledgements

This report stands as a collective achievement, made possible by the shared efforts of many. We are deeply grateful to everyone who contributed — whether through action, insight, generosity, thoughtful support, or genuine care.



Charity Auction 1.0, Kyiv, Spring 2023

Special Thanks:

The People Team for driving mentorship, inclusion, and engagement.

Our Culture Week organizers, ZoolaTalk speakers, and auction leaders.

The CSR volunteers and charity coordinators across regions.

The Operations teams, who went above and beyond to support charity efforts throughout 2023.

Everyone who joined a run, donated time, gave feedback, or simply cared.

We also thank our colleagues in Ukraine who continue to inspire us with their resilience and action.



2023

zoolatech



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