

ANNUAL REPORT 2025

female
algorithm



Unlocking the Career Potential
of Women and Girls
in Technology and Management

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FOREWORD

When the term annual report is mentioned, most people imagine numbers, projects, results of measurable impacts, partnerships or awards. And yes, those are important too. They are proof that our work has meaning and real impact. But behind every number there is something else that doesn't fit into the graph. Trust. Attention. Community. Conversation.

2025 was another year of technological acceleration. Artificial intelligence is moving from the experimental phase to everyday reality. Digital skills are no longer a "nice to have", but a basic requirement. Themes of security, equality and access to opportunities are increasingly intertwined with technology.

At the Women's Algorithm, we don't respond to these changes with panic or trendy enthusiasm. We respond with education, context, and open discussion. And that's where marketing comes into play.

Marketing in a nonprofit is not about being the loudest. It's about being understandable. Being able to translate complex topics (from AI literacy to digital security to gender-sensitive issues in technology) into language that students, faculty, parents, and partners understand.

In 2025, we systematically built our community. Not just an audience, but a community of people who want to educate, think, and discuss.

I am particularly pleased with our newsletter. At a time when attention spans are shrinking and scrolling is fast, we have managed to surpass 4,000 subscribers.

And I am even more pleased by the feedback – that you read the newsletter in its entirety, that you forward it, that you return to it. For us, this is a signal that depth still has a place in the digital world.

In addition, we strengthened our presence on social networks, created educational series on AI and digital security, and wrote articles and reflections in which we translated current technological topics into everyday reality.

Because it's not enough to just do good projects. It's also important to name why they are created, what they mean in the broader social context, and what each of us can take away from them.

I see marketing as a bridge between professional content and everyday reality. Between data and stories. Between technology and people. If in 2025 we have succeeded in ensuring that more women understand the digital world, feel more confident in it, and have the desire to actively enter it, then our communication work has also achieved its goal.

Thank you to everyone who follows, reads, shares and supports us. Your trust is what gives the numbers real meaning.



Petra Križovenská

Marketing Manager

TEAM

Founding Members/ Members of the Board of Directors:

Ing. Lenka Hlinková
Mgr. Zuzana Sotáková
Ing. Pavol Hlinka

Auditor / Economist: Ing. Renáta Hrabkovská

Executive Team



Mgr. Zuzana Sotáková
Chief Executive Officer



Ing. Lenka Hlinková
Chief Innovations Officer, štatutárka



Mgr. Alžbeta Palkoci
Senior Project Manager



Ing. Simona Šimovičová
Senior Project Manager



Mgr. Petra Križovenská
Marketing Manager

TEAM

Katarína Hrabovská – Financial Officer
Denisa Gati – Project Coordinator
Ing. Karin Selešová – Project Coordinator
Ing. Michaela Eštok Dutková – Project Coordinator
Nina Kolcunová – Lead Graphic Designer
Petronela Zahurancová – Content & Copywriting
Emma Zahurancová – Content & Copywriting Creator
Barbora Pribišová – Graphic Designer
Sára Slovinská – Graphic Designer and Web Creator
Klaudia Petráková – Graphic Designer
Mgr. Lucia Lehotská – Web Creator
Lucia Vojtasová – Social media administrator and Inspiring Girls newsletter

Bc. Rebeka Čepedyová – Social Media Content Manager
Mgr. Adriána Kurucová, M.A. – DEI/Soft Skill Lecturer
Mgr. Iveta Malinová – DEI/Soft Skill Lecturer
Mgr. Barbara Kollárová – DEI / Soft Skill Lecturer
Sára Solárová – DEI/Soft Skill Lecturer
Bc. Kristína Ovčarová – Tech Lecturer
Mgr. Renáta Dulinová Bzdilová, PhD. – Lecturer
Mgr. Miroslava Süčová Vernarská, PhD. – Data Scientist
Mgr. Katarína Hrnčiarová, PhD. – Facilitator + external lecturers and mentors

VISION AND MISSION

55% of university-educated Slovaks are women.



Only 25% of managerial positions are held by women.



In the IT field, women represent only 15.5 % and 10% of students in technical faculties.



We are here to ensure that women equally shape the future of technology.



Source: Eurostat

OUR BRANDS

ženský algoritmus

We unlock the career potential of women in IT and management through innovative education (since 2020).

zenskyalgoritmus.sk



Inspiringgirls 

We inspire girls to aim high (since 2022).

inspiring-girls.sk



Skilloria.

We help companies and individuals benefit from diversity and build inclusive workplaces (since 2023).

skilloria.sk | edu.skilloria.sk



LEAN IN NETWORK

Slovakia
Kosice, Bratislava

We connect women to support each other, learn from each other, and achieve their goals (since 2019).

leanin.sk



štúdium 

The web portal StudiumSTEM.sk brings together information about Slovak primary, secondary and higher education schools with a focus on STEM and interesting opportunities (since 2024).

studiumstem.sk

OUR VALUES

HONESTY

We care about our reputation, we build trust within the organization and externally, we highly value honesty, fairness, character, conscientiousness, and we guard our authenticity.

COOPERATION

Our success is a team sport, we emphasize respect and cohesion, we actively build cooperation with organizations and individuals (volunteers) with similar values and goals.

TRANSPARENCY

We build radically open relationships, communicate clearly about the organization's operations, and cultivate honest relationships within the team, with partners and donors.

IMPACT

Our activities aim to bring visible positive social change, we believe in the power of community and develop human potential, we focus on results and impact.

Awards received in 2025

YOUTH WORKER 2024 - NATIONAL WORK

Our Senior Project Manager Alžbeta Palkoci received an award from the National Institute of Education and Youth (NIVaM) for exceptional youth workers who significantly contributed to the development of work with young people in 2024.

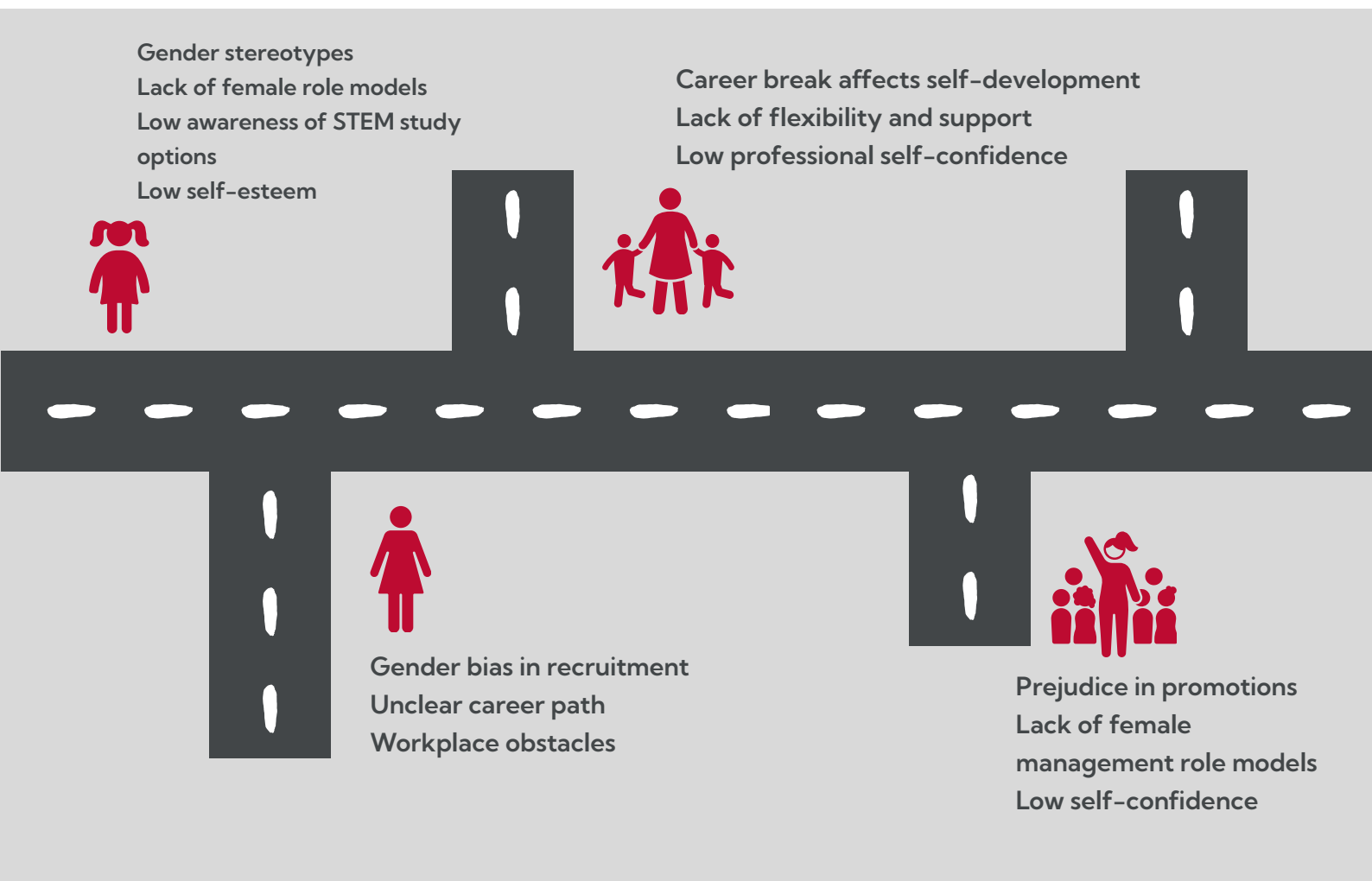
CARPATHIAN PRIZE FOR SOCIAL INNOVATION

With the projects Inspiring Girls, which provides girls with meetings with inspiring Slovak women, and Inspiring Jobs, which focuses on motivating youth to pursue STEAM careers, we won first prize among the projects participating in the international Carpathian Platform competition.

DIGITAL #1

Digital Coalition – The National Coalition for Digital Skills and Professions of the Slovak Republic awarded us the "Digital Number One" award in 2025 for long-term and innovative increase in the digital skills of women, girls and youth in Slovakia.

BARRIERS THAT WOMEN FACE AT DIFFERENT STAGES OF THEIR LIVES



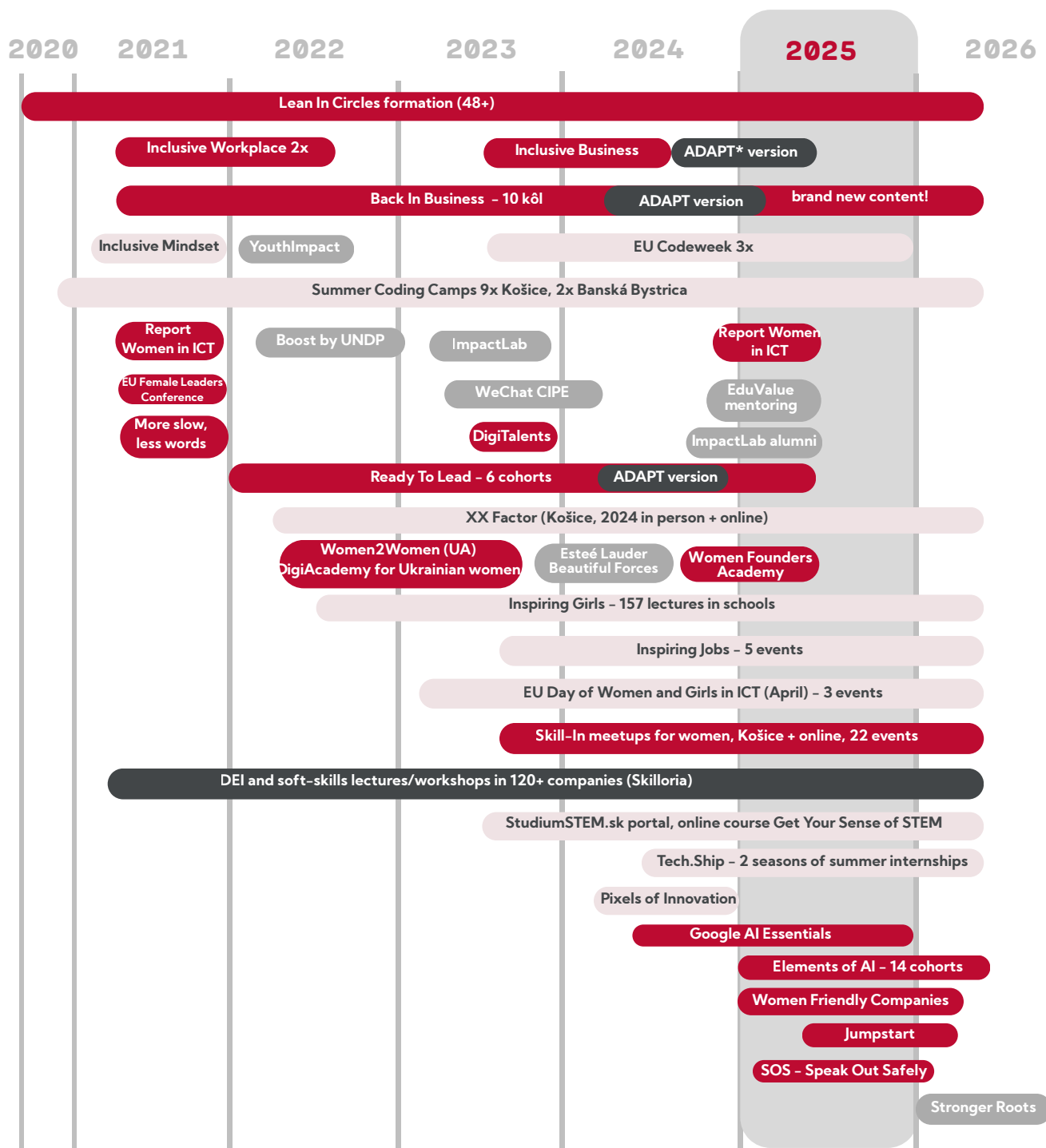
↓ how we address these problems and barriers systematically and in the long term

ACTIVITIES AND RESULTS

In total, 4,160 people participated in our activities this year (5,088 in 2024), of which 2,582 were adults, 94% of whom were women and 118 were teachers, 1,228 were girls and 350 were boys.

Since its inception in 2020, we have trained 20,643 people, 84% of whom were girls and women.

OUR PROJECTS OVER TIME



- Our FOR WOMEN projects, funded by grant schemes and direct support from companies, are always free for participants. We emphasize consistency in activities, their long-term sustainability and impact.
- Our projects FOR GIRLS/YOUTH/TEACHERS, funded by grant schemes and direct support from companies, are always free of charge for participants. Emphasis on consistency in activities, their long-term sustainability and impact.
- Participation in systematic professional mentoring for the development of our processes, documentation and capacity building.
- Entrepreneurship helps us overcome gaps in our cash-flow plan and fulfill our mission.

*ADAPT is a passive version of our group courses that participants can complete individually online.



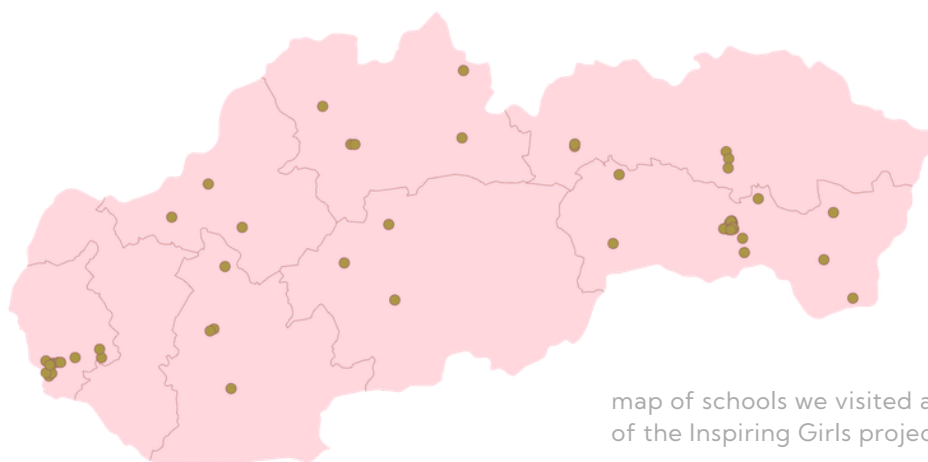
TECHNICAL EDUCATION AND ENCOURAGEMENT OF GIRLS

Activity Name Target Group	Description	Results Support
Coding Camp 2x Košice (July 2025) girls 13-19 years old	<p>2 cohorts of 5-days camp, 1 city, 30 girls and 10 start-ups: a generation of girls is ready to change the world of technology and contribute to innovation. The girls not only boldly embarked on programming and entrepreneurial thinking, but also fully utilized their creativity, tried teamwork (PBL) and transformed their ideas into real projects with the potential for real impact.</p> <p>zenskyalgoritmus.sk/coding-camp</p>	<ul style="list-style-type: none"> • 30 participants • 10 developed start-up ideas • satisfaction 9.1 out of 10. • 89% of girls are considering pursuing STEM studies <p>MIRRI Nivam / Ministry of Education of the Slovak Republic</p>
XX Factor online (Jan - Dec 2025) youth	<p>The online version of the popular technical club for youth, 20 modules/topics led by ICT experts located on our educational platform edu.skilloria.sk, includes educational videos, tests, and supplementary materials.</p> <p>zenskyalgoritmus.sk/xx-faktor-mladez</p>	<ul style="list-style-type: none"> • 118 participants from primary and secondary schools across Slovakia <p>MIRRI</p>
Inspiring Jobs (Jan, Dec 2025) elementary school, high school students	<p>By connecting students with companies during visits directly to companies, we try to stimulate the curiosity of young people, shape their career aspirations, offer them positive role models and show them the reality of the working world. 2 events with IT companies introduced ICT, the event at Košice Airport showed the application of technical positions outside of IT, with an emphasis on regional opportunities and connections to practice. inspiring-girls.sk/inspiring-jobs</p>	<ul style="list-style-type: none"> • 134 participants from various schools in the Košice region • 73% of participants said after the event at an IT company that they could imagine their future career in IT. <p>DTIT Slovakia, MIRRI, localhost</p>
European Programming CodeWeek (Sep - Oct 2025) teachers of ethics, informatics, social studies, youth workers	<p>EU Codeweek is an independent initiative that aims to bring coding and digital literacy closer to everyone in a fun and engaging way. We have organized awareness-raising and educational online webinars for teachers to motivate them to actively engage their schools or extracurricular activities. We have created five professional videos that provide practical instructions and inspiration for implementing activities suitable not only during European Code Week.</p> <p>zenskyalgoritmus.sk/codeweek</p>	<ul style="list-style-type: none"> • 60 webinar participants, 20 addressed at the Zborovňa conference • we contributed to 398 activities – again a record number of registered activities from Slovakia – compared to 358 in 2024 <p>National Coalition for Digital Skills and Professions of the Slovak Republic Nivam / Ministry of Education</p>



TECHNICAL EDUCATION AND ENCOURAGEMENT OF GIRLS

Activity Name	Description	Results
Target Group		Support
Inspiring Girls (year-round) elementary school, high school students	37 interactive lectures for girls and boys at primary and secondary schools across Slovakia in 21 schools and 15 cities/municipalities, during which successful women share their personal stories. Their example is an inspiration for young girls not to be afraid to follow any dreams about studies and careers, and not to be discouraged by gender stereotypes. inspiring-girls.sk	<ul style="list-style-type: none"> • 1,016 participants (of which 700 are girls) • 30+ teachers VUB Bank Nivam / Ministry of Education of the Slovak Republic



map of schools we visited as part of the Inspiring Girls project



Inspiring Girls at UVP Technicom Košice, 2025

"I really enjoyed the lecture and the speaker inspired me to realize what I really want and what I want to be in life."
 participant of the Inspiring Girls lecture

"I realized that success comes when we do things with passion and stay true to ourselves."
 participant of the Inspiring Girls lecture



HELPING GIRLS WITH THEIR CHOICE OF FURTHER STUDIES

Activity Name Target Group	Description	Results Support
Tech.Ship 2.0 (Jul-Sep 2025) high school girls	<p>The summer tandem internship project for girls provided selected girls from high schools with practical experience directly from the workplaces of technology companies in Košice and Bratislava, thanks to which they gained an overview of the current job market and requirements, gained valuable contacts with professionals, built a range of skills, and worked on a group assignment based on the project-based learning (PBL) method.</p> <p>zenskyalgoritmus.sk/tech-ship</p>	<ul style="list-style-type: none"> • 18 interns • 7 technology companies KE, BA • final project presentation • 14 out of 18 girls feel more confident about entering the job market or studying in the IT field after the internship • 100% of girls said that the internship helped them choose a career path <p>MIRRI</p>
Studiumstem.sk (Jan - Dec 2025) youth, teachers, career counselors/ advisors	<p>The web portal studiumstem.sk is a unique database of primary, secondary and higher education schools with a STEM focus in Slovakia. The portal contains almost 1,000 schools and regularly informs about news in STEM through blogs and a subpage with events. It also includes a free online course Navigate STEM, which gives practical advice on how to choose your study path and how to develop the necessary skills. A course for teachers and youth workers has also been added, Open the doors to the world of STEAM for youth.</p>	<ul style="list-style-type: none"> • 1,100+ schools with a STEAM focus, including dual and extended studies • regular updates of departments, schools, INEKO evaluations • 162 schools open days (compared to 80 in 2024) • FAQ section for schools, teachers, parents and youth <p>SK - NIC Nivam / Ministry of Education</p>
European Day of Women and Girls in ICT (April 2025) elementary school, secondary school, university students, parents, computer science teachers	<p>An event at UVP Technicom in Košice, where girls had the opportunity to learn about studying technical fields at Slovak secondary schools and universities, try out technical gadgets at company and school stands and listen to motivational stories of women from Tech. They discussed with students of technical fields and were given opportunities for extracurricular education. It was confirmed that with a well-designed program, it is possible to broaden girls' horizons to include fields of study that they may not have considered before, and also bring them a dose of motivation.</p> <p>zenskyalgoritmus.sk/europsky-den-zien-v-ikt</p>	<ul style="list-style-type: none"> • 300+ participants, including 280 girls aged 13 - 19 • 54% of girls were from primary schools, 46% from secondary schools 28% (8 grammar schools) • 20+ teachers • 14 exhibitors including 6 schools • 4 startups/companies <p>MIRRI Nivam / Ministry of Education</p>



UNLOCKING WOMEN'S TECHNICAL POTENTIAL

Activity Name Target Group	Description	Results Support
Skill-In (Sep - Dec 2025) adult women interested in digital skills	<p>A free educational program aimed at developing digital and work skills, focusing on current topics of using artificial intelligence at work. Participants were introduced to them in a clear and practical way. 5 lectures took place in person in Košice or online, which enabled the involvement of a wider audience. For each topic, the lecturers prepared a short summary video, which is available on our YouTube channel.</p> <p>zenskyalgoritmus.sk/skill-in</p>	<ul style="list-style-type: none"> • 446 registered women, 140 participants • 4.6 out of 5 in the assessment of how the lecture contributed to the understanding of the topic • 5 practical lectures and networking • 5 professional lecturers, <p>Pontis Foundation ZSE Foundation</p>
Google AI Essentials (May - Dec 2025) adult women	<p>Thanks to our successful collaboration with Google, we were among the first to receive the opportunity to give away 500+ free licenses for the Google AI Essentials online course.</p> <p>zenskyalgoritmus.sk/google-ai</p>	<ul style="list-style-type: none"> • we issued another 212 course licenses • 70 people completed the AI Essentials course with a certificate, 98% of whom were women, AI Prompting: 85 graduates <p>SAPIE, Grow with Google</p>
Elements of AI (Jan - Dec 2025) adult women	<p>As the only organization in Slovakia, we have obtained a license to organize comprehensive, 4-week AI courses "Elements of AI for Business" created in collaboration with the University of Helsinki, MinnaLearn and the Centre for Public Impact, focused on practical use of AI, interactive discussions and group projects.</p> <p>zenskyalgoritmus.sk/google-ai</p>	<ul style="list-style-type: none"> • 360+ registered • 188 graduates • 14 courses completed in person/online • 94% satisfaction with the organization of education <p>Centre for Public Impact (Google)</p>
Jumpstart (Mar - Jun 2025) adult women	<p>A unique 4-month course designed to guide women step by step to understand the basics of information technology and prepare you for further career growth in the technology sector. In cooperation with DTIT Slovakia, 25 women received scholarships (25/50/75%).</p> <p>zenskyalgoritmus.sk/jumpstart</p>	<ul style="list-style-type: none"> • 32 participants • Course rating 9.1/10 <p>business activity of the association (Algoritmus) DTIT Slovakia</p>



UNLOCKING THE MANAGEMENT POTENTIAL OF WOMEN

Activity Name Target Group	Description	Results Support
Lean In Slovakia (year-round)	We founded the Slovak network of the international initiative leanin.org in July 2019. Education on how to start a Lean In Circle – a women’s support group, free meeting materials. Circles are our tool for the sustainability of educational academies through the formation of active microgroups of female graduates.	<ul style="list-style-type: none"> • 42+ Slovak circles • 2,000+ community members • 3 online and 4 in-person events to introduce the Lean In concept with 165 participants • ongoing consultations • Zuzana Sotáková’s participation at the Network Leaders Conference in San Francisco, November 6–9, 2025 <p>LeanIn.org</p>
adult women with ambitions	leanin.sk	



UNLOCKING MOTHERS' CAREER POTENTIAL

Back In Business 9th and 10th cohorts for the public (Apr – Jun 2025, Oct 2025 – Feb 2026)	Another 2 rounds of a 3-month online educational program for women returning to work after maternity leave. Blended learning – self-paced learning combined with interactive online workshops. The course focuses on developing career identity, modern digital and AI skills, professional communication, negotiation and strategic preparation for returning to the work environment.	<ul style="list-style-type: none"> • 43 graduates • average satisfaction 9.4/10 • brand new content for all 12 modules • rebranding
women returning to work after maternity leave	zenskyalgoritmus.sk/back-in-business	2 public rounds supported by the Accenture Employee Fund at the Pontis Foundation.



ELIMINATION OF OBSTACLES IN THE WORKPLACE

Activity Name Target Group	Description	Results Support
<p>Skilloria (year-round)</p> <p>employment management HR specialists</p>	<p>Lectures on diversity and inclusion (DEI) topics in Slovak and foreign companies, non-profit organizations and public institutions, which we have been organizing as part of the association's business activities since the beginning of its existence, but since the end of 2022 under the new brand Skilloria. In addition to DEI topics, we also teach soft skills, provide management training, specialized training for women and others, with the aim of increasing inclusiveness in Slovak workplaces (not only gender). skilloria.sk</p>	<ul style="list-style-type: none"> • 20 lectures in companies and organizations, both online and in person (Košice, Bratislava, Piešťany) for 1,607 people, of which 1,002 were women <p>Business activities of the association</p>
<p>Speak Out Safely (Jan - Dec 2025)</p> <p>women employers management HR specialists employment</p>	<p>Speak Out Safely is an online course (8 modules) and advocacy initiative to help reduce the incidence of sexual harassment in the workplace. It not only provides education, but also specific tools for companies to help them set clear rules and a safe work environment. It also provides guidance for women on how to respond and proceed in the event of incidents of sexual harassment in the workplace. zenskyalgoritmus.sk/speak-out-safely</p>	<ul style="list-style-type: none"> • Free online course – 307 participants • 64 webinar participants • Self-assessment tool for companies • Survey among employees in Slovakia • reports on national televisions TA3, RTVS <p>Erasmus+ KUN Norway</p>
<p>Women Friendly Companies (year-round)</p> <p>employees of companies, organizations, managers, HR specialists</p>	<p>Survey of the situation of Slovak women in companies, examples of good practice, discussion of challenges and opportunities for companies, how to become a company that is friendly to women.</p> <p>Blog articles about corporate culture to spread examples of good practice on how to adapt workplaces to be inclusive for women. zenskyalgoritmus.sk/women-friendly-companies</p>	<ul style="list-style-type: none"> • 2 blog articles about localhost and Henkel • awareness campaign on social networks <p>CIPE Business Association Activity</p>

FEEDBACK



Skill In 2.0 Program for Beginning and Aspiring Leaders Fall 2025

"It was a great week, I really enjoyed it and I met a lot of new and amazing people, whether it was Simi and the others who helped us, or the girls at the camp. The program was amazing and we were never bored. I will never forget this camp and I learned a lot, so I keep my fingers crossed for you, what you are doing is amazing and please keep doing what you are doing. :)"

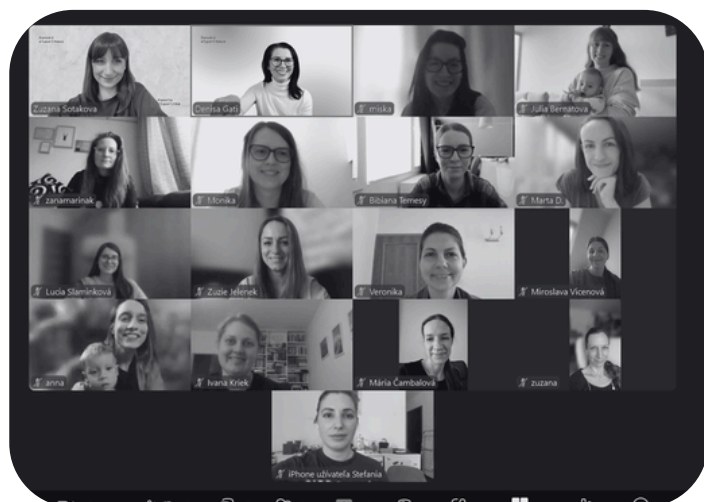
Coding Camp participant

"I am in the role of TL, so the course helped me learn about all forms of sexual harassment and helped me prepare for my response if one of my colleagues came to me with this topic. I have a better idea of what to say, where a colleague can report this incident, and how to communicate with him/her."

graduate of the Speak Out Safely online course



5-day summer technical skills camp for girls Coding Camp summer 2025



online education of the 3-month program for moms Back In Business winter 2025

"This program is an absolute must for any mom returning to work. If possible, it should be made mandatory. The course was a huge benefit not only in terms of the topics it covered, but also because of the regular meetings with a group of women who share the same concerns and challenges of returning to work."

Back In Business program graduate

FEEDBACK

"After completing the course, I feel more confident about AI, both in using specific tools, but especially in my perception of the change that artificial intelligence brings. It no longer arouses uncertainty in me, on the contrary, I see it as an opportunity."

graduate of the Elements of AI course

"The internship really helped me to understand what working in the IT sector entails in practice. I realized that I enjoy UX/UI design, and that motivated me to focus more deeply on this direction in my further studies and career development."

Tech.Ship summer internship graduate

"I learned that even things I would have considered unattainable are achievable with enough determination."

participant of the Inspiring Girls lecture at the elementary school

Every woman we support can become a mentor, technology expert, role model, leader, and can work with us to inspire or educate the next generation.

**It's a marathon, not a sprint.
– and we build the future together.**

</fa>

OUR SUPPORTERS

On behalf of our team, the girls and women who are primarily targeted by our activities, we thank everyone who helped us in any way during 2025.

We were financially supported (in the amount of over 300 euros):



We list all supporters and partners who have contributed to our consistent work on the homepage www.zenskyalgoritmus.sk.

YOU ARE CONTRIBUTING TO MEANINGFUL IMPACT.

FINANCIAL REPORT

The company uses the double-entry accounting system.

REVENUES 2025

Revenue from the sale of services (main non-taxable activity).....	33 %	73 780 €
Revenue from the sale of services (business taxable activity).....	5 %	10 848 €
Donations received.....	3 %	7 664 €
2% of tax.....	0 %	0 €
Subsidies.....	59 %	134 588 €
TOTAL.....		226 880 €

COSTS 2025

Material consumption.....	3 %	6 773 €
Energy consumption.....	0 %	0 €
Wage costs.....	50 %	114 203 €
Statutory social and health insurance, statutory social costs.....	19 %	42 066 €
Other services.....	17 %	38 094 €
Representation costs.....	0 %	0 €
Travel expenses.....	<1 %	1 321 €
Other miscellaneous costs.....	<1 %	8 €
Contributions provided to other accounting entities.....	11 %	24 000 €
TOTAL.....		226 465 €

FINANCIAL RESULTS 2025

Main activity not taxed (332 €) + taxed (83 €).....	415 €
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REVENUE PLAN 2026

TOTAL.....	242 000 €
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EMPLOYEES

2025: 6 x FTEs and PTEs – full and part time contracts, 6 student work agreements; the rest of the team (13) worked under other contractual arrangements.

Ženský algoritmus o.z.

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leanin.sk

studiumstem.sk



VYNO
SPRÁVA
2024

ženský
algoritmus



Odomykáme kariérny
potenciál žien a dievčat
v oblasti technológií
a manažmentu.