BRAINSTER GROUP

The Brainster Group is the l**eading EdTech organization in North Macedonia** founded in 2015, established to provide a high-quality education to future-proof careers in technology and other essential 21st-century competencies. Brainster Group team comprises **+70 full-time employees and more than 150 part-time lecturers**, **mentors, and industry instructors,** all driven by intellectual curiosity and a commitment to delivering exceptional educational experiences.

The Brainster Group is comprised of three entities:
1) Brainster
2) Brainster Next College
3) NU High School Academy

Brainster is a **leading EdTech and training organization from North Macedonia** focused on closing the gap between traditional education and the rapidly changing demands of the digital job market. It offers intensive academies and courses in programming, data science, UX/UI design, digital marketing, and other tech fields, built on a practical, project-based model. Through Brainster educational programmes and products: academies and bootcamps, executive education, self-paced courses, real-life projects, online and onsite hackathons, custom-made LMS and industry partnerships, Brainster has empowered **over 13,000 individuals** in North Macedonia and beyond, to thrive in high-growth, well-paying careers. Brainster is recognized for its **industry-responsive curriculum, strong employer partnerships, and comprehensive career support services** that help learners transition into the ICT sector. Brainster collaborates closely with industry partners, enabling students to work on real-world projects, develop strong portfolios, and access job opportunities. Brainster plays a significant role in developing digital talent in the region, promoting lifelong learning, and advancing the tech ecosystem through education, innovation, and collaboration with more than 200 companies and public institutions.

Brainster Next College, established in 2022, is the **first Macedonian applied IT and tech college** addressing key economic and educational challenges in the national ICT sector. Currently it hosts 226 active students, in two accredited three-year (180 ECTS) programs: **Information Technology – Software Engineering and Innovations** and **Digital Design and Interactive Technologies**, with a third program in **Digital Marketing** under accreditation process. Its **curriculum is fully industry-driven**, designed by experts to match real market needs and integrate the newest technological developments. Courses are taught by **professionals from over 200 partner companies**, offering students direct access to future employers and frequent "hire-on-the-spot" opportunities. Support structures such as the **Career Center and the Innovation Center** help students enter the job market, develop entrepreneurial skills, and shift the sector from project-based to product-oriented work. To ensure accessibility and inclusion, Brainster Next offers the **"Study Now, Pay After Graduation" model,** enabling students to study without upfront fees and repay tuition in 36 interest-free installments after employment.

NU High School Academy, established in 2023, offers practical programmes tailored for high school youth. The six-month academies designed to equip **ambitious high-school students for careers in AI, software engineering, design, marketing, and entrepreneurship** between

the ages of 14 and 18. Thanks to our **franchise partners**, NU Academies can be found in several EU countries.

Brainster Group has emerged as a **regional leader in AI education.**

[AIatWork](#), **offers personalised learning paths, masterclasses and AI Academies delivered by experts from Microsoft, Google, Amazon, Nasdaq, Tesla, Booking.com, and regional leaders,** establishing it as one of the most robust AI-upskilling solutions in the region. Only in the first iteration of AIatWork, Brainster has **several thousands users and hundreds of corporate partnership**s with prominent national and international companies. At AIatWork, members access live practical AI courses focused on applying AI tools to automate tasks, reduce operational costs, and boost productivity. Once a year, participants can join an immersive certification Academy program, an expert-led, project-based learning experience that provides advanced skills, reusable templates, and real-world AI playbooks. This is complemented by a vibrant private community offering peer support, expert sessions, curated playbooks, exclusive events, and a monthly AI Digest that highlights the latest tools, trends, and career insights. In parallel, Brainster has launched a **national wide program with the Ministry of Education of North Macedonia**: **[AIatSchool](#)**. Through this program, the Brainster Group provides training for teachers and students on how to use AI responsibly and effectively to improve learning, teaching, and preparedness for future jobs. The initiative aims to support long-term policy change by integrating AI literacy into the education system and building the capacities needed for an impactful, future-ready learning environment.

The Brainster Group relies on **advanced AI to create tools and solutions that empower teachers, engage students, and simplify school operations.**

One of them is **[Umniverzum.com](#)**, a free, **AI-powered math tutoring platform** designed to replace costly private lessons. It supports students by explaining concepts, guiding them through practice, and solving problems step-by-step. With personalized learning paths and instant feedback, Umniverzum helps learners build confidence, master difficult topics, and achieve top grades. Brainster also organizes **[ultiMATH](#)**, **the largest high-school math competition in Europe.** This event brings together thousands of students to challenge their skills, celebrate excellence in mathematics, and inspire a new generation of STEM talent. Brasinter Next, jointly with NU Academy also organizes **[High School Millionaire](#)**, **North Macedonia's largest entrepreneurship competition for high school students**, giving young people the chance to turn their ideas into real businesses through mentorship, teamwork, hands-on guidance from industry professionals and award of 1,000.000 macedonian denars. Additionally, Brainster has developed several **proprietary LMS focused on employability in the modern labor market,** supporting its learners with future proofed skills and mindset: **[VibeUp](#)** and **[Brainster+](#)**.

Brainster's **in-house marketing and communication department specialises in branding, digital campaigns, multimedia production, storytelling, and large-scale engagement.** The team delivers high-impact communication and dissemination strategies for the Brainster Group, and external partners and clients, making Brainster one of the leaders in digital marketing innovations, reaching multi million audience engagement across countries.