

*Dream!*

*Act!*

*Dream!*

The Kodisoft company was founded in 2002 by young ambitious engineer Dmytro Kostyk. The first company headquarters were located in symbolic place themselves, it was the birthplace of the most famous SU workman. High professional qualities of development team lead to company's rapid success and in 2004 headquarters were moved into Ukrainian capital.

While talking to different ukrainian social groups, Kodisoft managers couldn't help but have noticed huge motivation and social activity decline. It had happened as a result of world financial crisis and the series of other economical, political and social events. It is especially disturbing seeing that moods across young people. Most of them have stated complete uncertainty about future, disappointment with their own country and no clear opportunities to create or grow as a professional.

Dmytro Kostyk honestly believe, that every single person is unique in his gifts, talents and dreams. And it is child dreams, that became basis for company's unique social messages "Dream! Act!". We have tried to contribute our own tiny bit in ukrainian society development. And it is especially true on twentieth anniversary of Ukraine.



Our company have launched the first social project without any product ads, that is the uniqueness of this enterprise. The problem of the most ukrainian society is the disappointment in life itself. People are disappointed with family relationships, political life and professional life. And without dreams and goals we become machines, that are working their schedule throughout the day. People are uncertain of their opportunities and killing their ideas in fetus states, thinking that nothing will come out of it, and they are not worthy of something or someone. Honore de Balzac once said: "To reach toward your goal, you have to walk", because "Today doubts are the single obstacle for tomorrow plans".

The ultimate goal of our project is to wake up national self-identity, urge for self-development and to stop professionals emigration.

It was September morning when motivation posters and banners have first appeared on every Kiev subway station. They informed about remarkable ukrainians throughout the history, that had made considerable contribution into culture, politics and technology. But exactly this simple and easy to understand information combined with "Dream! Act!" call should wake patriotic feelings and make people think

about “What can I do to celebrate my country?”. Yellow and blue background colors rouse patriotic feelings, which combined with information about famous ukrainians, pushes thought process forward.

Such posters were directed exclusively on company social responsibility implementation before ukrainian society. Kodisoft staff truly wishes ukrainian people, and not only them, to enjoy their lives, to have rich and interesting life, to trip, to laugh, to invite new impressions and people, to respect their history and culture.



Even though Kodisoft is relatively small company with only 10 employees at average age of 22, we are trying to make our business socially oriented. And project “Dream! Act!” is the indication of that, which is by the way second our project. The first one “Smile, Ukraine” had very positive reviews from people of Kiev.

We even didn’t expect “Dream! Act!” social project to be that well received, but we had huge feedback from regular people, they thanked for “social call with quality”.

Kodisoft company is going to continue to invest in social project: to increase citizen national self-identity, to propose healthy lifestyle and to encourage growth for young people. We are trying to proof that ukrainians are talented nation, that our land are still capable of Koroliov, Paton, . The most important thing is not to stand still, but Act.



*Act!*