

Annual report
Season 2024-2025



### Report

Season 2024-2025



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## Message from our **CEO**

At Grupo RobotiX, we believe that all children and youth in Mexico deserve an exciting and transformative education that equips them with the tools to face the challenges of today and tomorrow through science and technology.

That's why we run programs that inspire them to become agents of change, actively participating in the building of a better world.

We are very proud of the impact we have made and the achievements reached during this school year, and we are confident that the best is yet to come.

We invite you to explore our annual report, where we share the progress, lessons learned, and collaborations that have made this journey possible alongside our partners and donors during the 2024–2025 school year.

Let's keep transforming the future, together!

Roberto Saint Martin Founder & CEO







We empower children and youth through exciting and transformative school experiences in Science and Technology for the Mexico of today and tomorrow.

Grupo RobotiX brings together two organizations: **RobotiX** and **Fundación RobotiX**.

Through Fundación RobotiX, we have brought STEM educational programs and teacher training to students and educators—from preschool to upper secondary level—in public schools and community centers.

This has been made possible thanks to partnerships with socially responsible companies, governments, and civil society organizations that join our mission to transform education in Mexico year after year.

None of this would be possible without those who, like us, believe in the power of education to change lives.





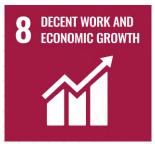
# At RobotiX Foundation, we promote **two programs** nationwide:

- 1 STEM+ for all
  - 1.1 FIRST LEGO League
  - 1.2 RobotiX in the box
- 2 Playful Pedagogy
  - 2.1 Project-Based Learning through Play
  - 2.2 Teacher Olympiad
  - 2.3 Blended Experiment

### Aligned to:













**Program** 

## STEM+ for all

Season 2024-2025



## STEM+ for all

This initiative promotes access to STEM+ programs for students in public schools and community centers.

We support the implementation of *FIRST* LEGO League (in preschool, primary, and secondary levels) and **RobotiX** in the box (in middle school and high school).

We provide schools with materials, teacher training, and strategic follow-up. Additionally, we organize regional and national events that foster a culture of interest in science, technology, and collaboration.

The success of this strategy lies not only in facilitating the transition to high-quality STEM activities but also in connecting these efforts with public policies at the local, state, and federal levels, as well as with the commitment of private organizations, donors, and key stakeholders in the national education system.



### Each beneficiary school receives:



Equipment



School network monitoring



Educational material for the school year



Participation in school, regional and fairs, and events



Training for educators

### STEM+ for all

Impact for the 2024–2025 School Year



1,709 educational institutions



85%
from the participating institutions were public schools and community centers



32 states reached



111,902 students



3,045 teachers



47.84% of participants were girls

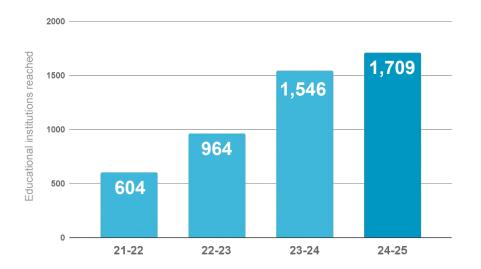


### Breakdown of the impact achieved by program:

#	Program	Educational institutions reached	Students directly impacted	Equivalent in number of team	% of girls	Indirectly impacted students	Impacted teachers
1	FIRST LEGO League Challenge	732	36,253	4,515	47.78%	188,524	1,093
2	FIRST LEGO League Explore	519	46,952	7,845	49.26%	99,735	914
3	FIRST LEGO League Discover	319	19,561	4,910	54.58%	21,049	717
	Total impact of FLL in Mexico:	1,570	102,766	17,270	49.16%	309,308	2,724
4	RobotiX in the box	139	9,136	1,827	33%	28,339	321
	Total impact STEM+ for all:	1,709	111,902	19,097	47.84%	337,647	3,045

 $_{i}$ We increase the number of impacted students by 20% compared to the 2023-2024 school year!

We achieved a 10.5% increase in the number of schools reached compared to the previous school year.









FIRST LEGO League (FLL) introduces Science, Technology, Engineering, and Mathematics (STEM) to students aged 4 to 16 through play, fun, and hands-on learning. Participants develop skills to solve real-world problems through guided programs that allow students and teachers to build a better future starting today.

Since 2016, Fundación RobotiX has been the organization responsible for leading the program in Mexico.

During the 2024–2025 school year, in the SUBMERGED Season, we increased the participation of teams and schools nationwide: 1,570 institutions took part in FLL, impacting 102,766 preschool, primary, and middle school students.

Of the total participating institutions, **84% were public schools and community centers**, which received the program thanks to the support of our donor network and collaboration with government.

Mexico has established itself as one of the top five countries with the highest student participation in *FIRST* LEGO League globally.

FIRST LEGO LEAGUE DISCOVER

4-6 years

FIRST LEGO LEAGUE EXPLORE

6-10 years

FIRST LEGO LEAGUE CHALLENGE

**9-16 years** 











During the 2024–2025 school year, under the theme "**SUBMERGED**," participants explore the layers of the ocean and bring their learnings and ideas to the surface as they "sea" into the future.

This experience fostered greater awareness of the importance of the oceans and their conservation.

Throughout the season, teams proposed ideas to improve marine life, reduce pollution, and create a positive impact in their communities.

## Program impact during the 2024–2025 Season



1,570 educational institutions



84%
from the participating institutions were public schools and community centers



states reached



102,766 students



49.16% of participants were girls



2,724 teachers





A key component of *FIRST* LEGO League is holding events to celebrate the conclusion of each season. During this school year, the events achieved the following reach:

- 24 regional events in 12 states
- 2 national events in Monterrey and Mexico City
- 7,694 participants
- 1,073 teams
- 1,331 volunteers



19 teams were selected to represent Mexico in international events in Australia, the United States, Greece, and South Africa.



#### International Awards received:

- Filadelfia White Dragonflies (EdoMex) Core Values Coopertition Award
- Xpacers Jr. (Guanajuato) Challenge Solution Recognition
- Filadelfia Yellow Dragonflies (EdoMex) Challenge Solution Recognition
- Ciberbots (EdoMex) Excellence in Engineering Award
   Venabots (EdoMex) Best Innovation Project Award and
   Best Coach
- MazahuaScience (EdoMex) Nicest Pits
- **TecnoLions (Guanajuato)** 3rd Place in Alliance Challenge and Robot Design Category Finalist





RobotiX in the box is an educational program designed to develop skills in STEM, Robotics, Electronics, and Programming, focused on students in middle school and high school levels.

The goal of this program is for students to learn the principles of electronics and programming through hands-on practices and comprehensive projects, where they can experiment with different materials, using their creativity, critical thinking, and problem-solving skills.

During the 2024–2025 school year, we reached **139 schools**, all of which were public schools and community centers, receiving the program thanks to the support of our donor network and collaboration with government.

A total of **9,136 students** from general, technical, day, and telesecundarias, as well as high schools, official preparatory schools, CECYTE, CONALEP, Telebachillerato, CBT, CBTIS, IEMS, and COBAEV, benefited from this program.

### Program impact during the 2024–2025 Season



139 educational institutions



100%
from the participating
institutions were public
schools and
community centers



states reached



9,136 students



33% of participants were girls



321 teachers



At the end of the school year, schools participating in RobotiX in the box have the opportunity to take part in **RobotiX Faire**, a STEM fair that combines technology, fun, and learning. This event provides children and adolescents with a collaborative environment where they can showcase the innovative projects they developed as a team throughout the school year.

For the 2024–2025 edition of RobotiX Faire, students were invited to create projects related to the Sustainable Development Goal of **Health and Well-being**, promoting solutions that contribute to physical, emotional, and social health in their communities.





### ROBOTIX.FAIRE

### Winners - Summer 2025 Edition

1st Place - Secondary School Category

- Secundaria Técnica 67 / San Luis Potosí
- Secundaria General 20 de noviembre / Tamaulipas

### 1st Place - Upper Secondary / High School Category

CECyTEM Nicolas Romero II / Estado de México



### STFM+ for all was made possible thanks to:







































































Secretaría de Educación Pública Federal

































**Program** 

## Playful Pedagogies

Season 2024-2025



### **Program**

### **Playful Pedagogies**

Through the 'Playful Pedagogies' program, we promote the use of pedagogical strategies and active methodologies by offering training that allows educators to continuously update their knowledge on playful and relevant teaching methods that respond to the realities and interests of their students.

Through this program, we support the implementation of the workshop 'Project-Based Learning through Play,' designed for preschool and primary school teachers, and 'Blended Experiment: Science from Latin America,' designed for preschool, primary, and secondary school teachers.

Playful Pedagogies also invites teachers to participate in the 'Teacher Olympiad: Designing STEM+ Projects in the Classroom,' an in-person event that recognizes the best projects developed during our training sessions and highlights educators' commitment to creative, relevant, and transformative proposals.

At Fundación RobotiX, we are excited to see how these trainings have fostered the transformation of learning through playful methodologies, generating a positive impact in thousands of educational centers.









### **Playful Pedagogies**

Impact for the 2024–2025 School Year



+5,300 educators from public schools



+436,000 students



11 states reached





Project-Based Learning Through Play

In Mexico, since 2021, the education system has prioritized Project-Based Learning (PBL) as part of the guidelines of the New Mexican School.

Aware of the impact of this methodology, Fundación RobotiX, in partnership with The LEGO Foundation, designed the workshop 'Project-Based Learning through Play,' collaborating with the Federal Ministry of Public Education and the State Education Departments to provide teachers with new strategies that make learning a more meaningful experience.

Since 2023, this workshop has been approved by the General Directorate of Continuing Education, which has made it available in all states of the country and has contributed to teachers' professional development.

Thanks to this joint effort, **11 states have incorporated this training into their state catalogs**, thereby promoting its implementation in educational communities across the country.

### Program reach 2023 to 2025:







+430,000 students benefited



11 states reached



## EB] Experimento blended

During this school year, we launched a new teacher training program: Blended Experiment: Educational Innovation – STEM+ Resources for Inclusive Education in Latin America.

The Siemens Stiftung International Foundation, together with CIDSTEM from the Pontifical Catholic University of Chile, shared the Open Educational Resources (OER) from the educational program Blended Experiment: Science from Latin America, which Fundación RobotiX adapted to the Mexican context in a **34-hour** teacher training course.

This program facilitates teaching through the Inquiry-Based Learning methodology with a STEM+ focus, incorporating a gender perspective in basic education (preschool, primary, and secondary levels).

The content covers four socially relevant topics: Energy, Environment, Climate Crisis, and Health.

\*In work with teachers, the calculation by the LEGO Foundation is taken as a reference: it is estimated that only half of the teachers will implement the program with their students, and on average, each teacher impacts 40 students.

### From september 2024 to march 2025 it was carried out in two states, achieving the following impact:







6,120 students benefited\*



states reached





An experience designed by Fundación RobotiX, serving as a space for educators to meet and exchange ideas, share best pedagogical practices, and reflect on the use of active methodologies such as **Learning through Play**, **Project-Based Learning**, and **Inquiry-Based Learning**, among others, with the aim of promoting the design of meaningful classroom experiences for students.

In its first five editions, **88 projects were presented**, which not only exemplify the implementation of Project-Based Learning within the context of the **New Mexican School**, but also reflect cultural richness, community and indigenous knowledge, environmental awareness, and other essential topics connected to the environment of our communities.

### Program reach 2024–2025 school year







+100 participating schools



state events



88 projects

































## Playful Pedagogies was made possible thanks to:

The **LEGO** Foundation



**SIEMENS** | Stiftung



Secretaría de Educación de Nuevo León
Secretaría de Educación Pública de Tlaxcala - USET
Secretaría de Educación Tabasco
Secretaría de Educación del Estado de Puebla
Secretaría de Educación del Gobierno del Estado de Yucatán - SEGEY
Secretaría de Educación, Ciencia, Tecnología e Innovación del Estado de México
Secretaría de Educación de Tamaulipas
Secretaría de Educación del Estado de Querétaro
Secretaría de Educación y Cultura de Colima
Secretaría de Educación Nayarit
Secretaría de Educación del Estado de Zacatecas



## Our two focal points:

- a Gender equality
- b Inclusion and diversity





**Focal Points** 

## **Gender equality**

Season 2024-2025



### **Gender equality**

Aligned with the **UN Sustainable Development Goal 5**, one of our main actions is to promote the participation of more female teachers in our programs.

Thanks to various strategies, during the 2024–2025 school year, **47.84% of our beneficiaries were girls**, a result largely attributable to the curricular implementation of our programs.



47.84% of program participants were girls



### Additionally, at RobotiX Foundation, we promote:

- The leadership of girls and women in STEM.
- The use of language, behaviors, attitudes, guidance, and career paths free from gender stereotypes.
- A creative and consistent approach to providing equitable access to STEM for girls, boys, and teachers alike.





# **Inclusion and Diversity**

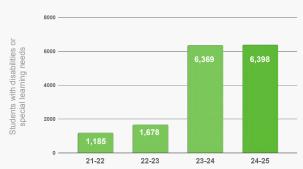
Season 2024-2025



### **Inclusion**

During the 2024–2025 school year, **6,398 students** with disabilities or special learning needs were part of our educational community, reaffirming our commitment to inclusive and accessible education for all.

2,427	Learning disability
1,981	Visual disability (from mild to blindness)
1,196	Intellectual disability
106	Hearing disability (from moderate to profound)
688	Motor disability (from mild to severe)







### **Diversity**

During the 2024-2025 school year, 5,039 students from indigenous communities participated in our programs, reflecting a 19.23% increase compared to the previous school year.

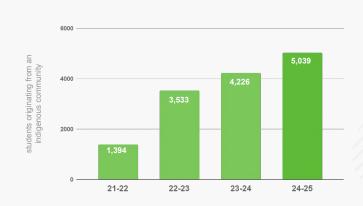




5,039 students originating from an indigenous community



FIRST LEGO League was delivered in Spanish, English, Mexican Sign Language, Chontal, Chól, Maya, Mixteco, Náhuatl, Otomí, Tarahumara, Tsetsal, Tu'un Savi (Mixte), yokot' an, HÑAHÑU y Náayeri (cora)









## Volunteering

Season 2024-2025



### **Volunteering**

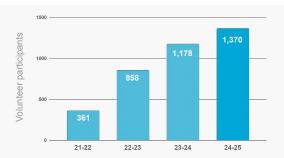
At Fundación RobotiX, we aim to strengthen the connections between our donor companies and the schools benefiting from our programs. During the 2024–2025 school year, we organized various events in which 1,370 volunteers participated, representing a 16.29% increase compared to the previous school year, accumulating a total of 8,240 volunteer hours.

#### The activities carried out included:

- 1. Serving as project evaluators or judges
- 2. Mentoring teams

Through these activities, students receive feedback on their projects, advice to improve their presentations, and strategies for effective communication.

Additionally, these initiatives inspire and motivate children, providing them with the opportunity to meet professionals currently working in STEM fields firsthand.



















## Communication

Season 2024-2025

## RobotiX celebra 19 años transformando la educación STEM+ en México

Por Poder Ciudadano - junio 19, 2025













#### Una Fundación que Inspira la Educación



utus, englico la l'Undactin Robetti. (Robetti)

"México se ha posicionado como uno de los cinco países con mayor perticipación estudianti en EIRST LEGO Leggue a rivel mundial. Actualmente, el programa está presente en mil 500 centros educativos de todo el país, lo que recresenta un crecimiento del 7 oor ciento en solo un año", detatió.

Reconoció que este avance es posible gracias al enfuerzo conjunto de la Fundación RobottX, la SEP, 28 Secretarias de Educación Estatales, aliados y empresas socialmente responsables, que consolidan el fortalecimiento de la educación STEM en el país.

"En la gran final nacional celebrada este 5 de abril, participeron más de 90 equipos de 23 estados de la república, los cuales fueron seleccionados previamente de eventos regionales. En esta celebración se definieron los equipos finalistas que representarian a Méxido en tornecos internacionales de FLL en Estados Unidos", datalió Claudette Muñoz a Crínica.

### Communication

Throughout the school year, we carried out various communication and outreach activities through press releases, interviews, and social media posts, aiming to amplify our messages and strengthen our community.

#### For Fundación RobotiX, it is essential to:

- Highlight the importance of STEM+ education in the development of children and young people.
- Share success stories of teams and schools that have excelled in national and international events.
- Recognize the work and commitment of teachers.
- Inspire more students and teachers to engage with the world of science and technology.
- Encourage more organizations to join our movement for transformative education.

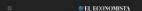


Press releases created together with partners and donors



Social media reach of Fundación RobotiX and FIRST LEGO League Mexico





### El aprendizaje a través del juego transforma el proceso educativo

El taller "Aprendizaje basado en proyectos a través del juego", diseñado en México por Fundación RobotiX, ha permitido que cerca de 4,000 docentes y líderes educativos hayan transformado su manera de enseñar, colocando las preguntas e inquietudes del alumnado en el centro del proceso educativo.



Academia

### Docentes STEM empoderan a futuras generaciones

By Gaby on Jue. 23/01/2025 - 17:36

El 🔻 in 📮 🔕

En el marco del Dia Internacional de la Educación, a celebrarse el 24 de enero, RobotiX reconoce y celebra a los docentes que están transformando la educación en México.



Eoloteens: Oaxaqueños califican a competencia de

Eoloteens: Oaxaqueños califican a competencia d robótica en Houston



AXACA GENERAL

NADIA ALTAMIRANO DÍAZ

Diez adolescentes que estudian en la Escuela Secundaria Técnica 18 en El Espinal, en el Istmo de fehuantepec, capitalizaron el apoyo que reciben para aprender de ciencia y tecnología, y en abril próximo apresentaria n a México en la competencia internacional First Championship a realizarse en Houston, lexas.

Bajo el nombre de Editatems -que es una palabra compuesta con las primeras letras de edicas por los aerogeneradores instalados en el istimo para generar energia con la fuerza del viento, y la palabra adolescentos en ingliste, el equipo desarrolló un proyecto para la conservación de tres especies de tortugas en peliaro de extinción.

SEROID GARCIA



Por su parte, el director general de Fundación RobotiX, Roberto Saint Martin, expresó que cuando se co

Al encalezar la ceremonia insugural de la "First Lego League Challenge 2024-2025: Submerged", organizada por la Fundación RobottiX y LEOO Education, el secretario de Educación Pública, Mario Delgado Carrillo, afirmó que el objetivo de la Nueva Escuela Moxicana (NEM) es que el aprendizaje se convierta en una experiencia integral y divertida, en la que participien directamente las niñas y los niños del post.

En las instalaciones de la SEPs, y con la participazión de más de 700 niñas y niños de 25 primarias y 55 secundarias públicas de 22 entidades país, el secretario de Educación Pública resaltó la importancia de promover la ciencia y la tecnologia en las comunidades educativas, ya que despierca ha creatividad, el ingenio y la pasión por el conocimiento entre las vilos entraliantes.





Season 2024-2025



Annual Report RobotiX Foundation					
	Season 23-2	24	Season	24-25	
Donations per project	Importe	%	Importe	%	$\Delta$ %
STEM+ for all	\$24,987,172	73%	\$31,708,699	77%	26.90%
FIRST LEGO League	\$23,649,422	69%	\$27,115,015	66%	14.65%
RobotiX in the box	\$1,337,750	4%	\$4,593,684	11%	243.39%
Playful Pedagogies	\$5,726,681	17%	\$6,566,017	16%	14.66%
Project-Based Learning through Play	\$5,726,681	17%	\$4,573,072	11%	-20.14%
Blended Experiment	\$0	0%	\$175,880	0%	-
Teacher Olympiad	<i>\$0</i>	0%	\$1,817,065	4%	-
Other income	\$3,358,721	10%	\$2,877,523	7%	-14.33%
Total donations (MXN)	\$34,072,574	100%	\$41,152,240	100%	20.78%
Exchange rate as June 30 by year	\$17.21 USD to MXN		\$19.72 USD to MXN		
Total Income (USD)	\$1,979,813		\$2,086,828		5.41%



Annual Report
<b>RobotiX Foundation</b>

Season 23-24			Season 24-25			
Expenses	Amount	%	Amount	%	$\Delta$ %	
Materials	\$13,016,207	47%	\$14,962,195	43%	14.95%	
Operational staff	\$6,474,743	23%	\$7,699,045	22%	18.91%	
Distribution & Infrastructure	\$2,555,298	9%	\$2,336,641	7%	-8.56%	
Competitions & teams demonstrations	\$1,912,711	7%	\$4,729,111	14%	147.25%	
Institutional Strengthening	\$813,879	3%	\$1,983,713	6%	143.74%	
Communication	\$457,729	2%	\$770,184	2%	68.26%	
Overhead	\$2,533,039	9%	\$1,953,810	6%	-22.87%	
Total Expenses (MXN)	\$27,763,607	100%	\$34,434,700	100%	24.03%	

Exchange rate as June 30 by year	\$17.21 USD to MXN	\$19.72 USD to MXN	\$19.72 USD to MXN		
Total Expenses (USD)	\$1,613,225	\$1,746,182			



## Comparative Annual Operating Budget Fundación RobotiX

Remaining funds							
Project	Income	%	Expenses	%	Remainder	%	
STEM+ for all	\$31,708,699	77.05%	\$27,354,411	66.47%	\$4,354,289	13.73%	
FIRST LEGO League	\$27,115,015	65.89%	23,312,334.37	56.65%	\$3,802,681	14.02%	
RobotiX in the box	\$4,593,684	11.16%	4,042,076.21	9.82%	\$551,608	12.01%	
Playful Pedagogies	\$6,566,017	15.96%	\$6,564,497	15.95%	\$1,521	0.02%	
Project-Based Learning through Play	\$4,573,072	11.11%	4,592,479.90	11.16%	-\$19,408	-0.42%	
Blended Experiment	\$175,880	0.43%	175,880.32	0.43%	\$0	0.00%	
Teacher Olympiad	\$1,817,065	4.42%	1,796,136.66	4.36%	\$20,929	1.15%	
Other operations	2,877,523.38	6.99%	3,311,096.69	8.05%	-\$433,573	-15.07%	
Total 24-25 (MXN)	\$41,152,240	100.00%	\$37,230,004	90.47%	\$3,922,236	9.53%	
Total 23-24 (MXN)	\$30,713,853	100.00%	\$26,740,483	87.06%	\$3,973,370	12.94%	
Growth	\$10,438,387	33.99%	\$10,489,521	39.23%	-\$51,134	-1.29%	





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