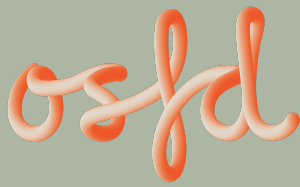


2021 Summer School

ASSESSMENT, EVALUATION, KEY FINDINGS & RECOMMENDATIONS



Coursework - KEY Statistics as of January 21, 2022

- Total # courses = 16
 - # new releases = 4
 - # new authors = 5
 - # free courses = 5

 - Total # enrollments = 6043
 - # new enrolments = 352
 - # countries = 125

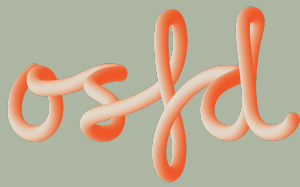
 - Content mix = Beginner, Intermediate and Advanced level courses

 - Average price = \$135 + VAT

 - Average duration/course = 1h 45 min (prerecorded) + 1h (live) + 7 downloadable resources per course + optional physical product integration (kit, game, publication) + activities, assignments, quizzes
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Sales data - KEY Statistics as of January 21, 2022

1. Average annual sales (lifelong) = 27 courses, 3000 USD (historic, 2016-21)
 2. Average basket value (lifelong) = 110 USD + VAT
 3. **98.2% satisfaction rate** (lifelong); 100% for summer school
 4. Best-selling courses:
 - Flowchart to Food Creativity (28.5%)
 - FOOD + DESIGN (19.16%)
 - Thoughts for Food: Creativity Cards (9.58%)
 - 7 Strategies from Research for Chefs (8.98%)
 - Creative Food Photography (7.78%)
 5. 16% of customers come from Australia, followed by USA (9.5%), UK (8.3%), Spain (6%), Italy (5.3%), Switzerland and the Netherlands (4.7% each)
 6. Switzerland most lucrative market (28.57% conversion rate), followed by Australia (21.77%), the Netherlands (8.79%), Turkey (6.9%), UK (6.42%), Spain (6.1%) and Italy (4.6%)
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User insights - KEY Statistics as of January 21, 2022

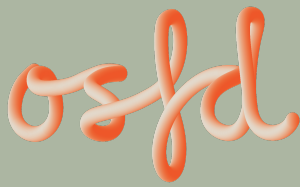
1. 71% of students purchase in a single course, 29% buy 2+
2. 78% enroll in a single course, 22% in 2+
3. Enrollment rate = 14.4% = 750 students/year = 63/month = 2/day
4. 687 active students engaged with course content in the last 12 months
5. 105 existing students (2.2%) engaged with content in the last 12 months
6. 23% of purchasing customers avail coupon codes
7. 73% of customers use STRIPE as their preferred payment gateway, as opposed to Paypal (27%).
8. 25% of students log in to the school 1x, 69.6% between 2x and 10x, and 5.4% engage with the content more than 11x, up to 96x
9. 72% subscribe to marketing email communications

Location insights as of January 21, 2022

1. **Enrollments from 125 countries, including Andorra, Algeria, Aruba, Barbados, Belize, Fiji, Grenada, Mongolia, Kazakhstan, Togo, Kosovo and Zambia**
2. 32% European, 19% North America and Asia (each), and 16% South America
3. 10.7% from USA, 7.32% India, followed by Mexico (5.85%), UK (5.5%), Brazil (5.37%), Italy (4.84%), Colombia (4.82%) and Spain (4.14%)
4. Our primary markets are USA, UK, Spain and Italy, focal markets are Switzerland, the Netherlands and Australia, potential markets include India and Mexico
5. We continue to work on Latin American markets through expansion in 2022, including translations and subtitles into Spanish, in addition to strategic institutional partnerships with design and culinary schools and industry partnerships with like-minded companies.

Other Summer School insights as of January 21, 2022

1. 352 new students enrolled, 582 students engaged
2. 4 months (July to October) attracted 45.88% of annual enrollments
3. Engaged 51% of active enrollments.
4. Reactivated 5.12% of existing enrollments, higher than annual average (2.02%)

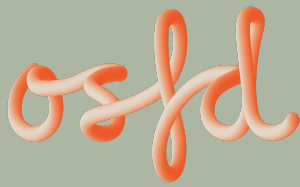


Forward strategies to be implemented in Phases

- Commission **new courses** by partnering with new authors.
- Seek out meaningful partnerships with like-minded companies, institutions and community-based organizations to grow, scale and spread the food design joy.
- Scale Affiliate Program.
- Release and test Coaching Program.
- Industry partnerships through featured mentions in content of current and upcoming OSFD courses, aligned with thematic curatorial guidelines.
- Partner with Universities and Institutions to Offer Personalized Learning Experiences through OSFD Ecosystem in the following formats: Individual courses or Modular programs.

SAMPLE 3 months program - 3 modules - 3 Food Design topics - 3 authors

Module 1	Week 1	Pre-recorded	30 to 60 min	Food Design topic 1
	Week 2	Live Workshop	Up to 3 hours	
	Week 3	Pre-recorded	30 to 60 min	
	Week 4	Live Feedback session	Up to 2 hours	
Module 2	Week 5	Pre-recorded	30 to 60 min	Food Design topic 2
	Week 6	Live Workshop	Up to 3 hours	
	Week 7	Pre-recorded	30 to 60 min	
	Week 8	Live Feedback session	Up to 2 hours	
Module 3	Week 9	Pre-recorded	30 to 60 min	Food Design topic 3
	Week 10	Live Workshop	Up to 3 hours	
	Week 11	Pre-recorded	30 to 60 min	
	Week 12	Live Feedback session	Up to 2 hours	



- Offer Bespoke Frameworks in the form of customized learning experiences tailored to meet client's needs in the following formats:

Pre-recorded courses

Delivered online through pre-recorded video lessons by one or more authors. The number of lessons and the author of each lesson will be curated by the OSFD team based on the partner's needs and resources.

Live courses

Delivered online through live lessons by one or more authors. The number of lessons and the author of each lesson will be curated by the OSFD team based on the partner's needs and resources.

Live workshops

Delivered in-person or online. The workshop can be a minimum of 3 hours, to two full days, or more. The length of the workshop and the author will be curated by the OSFD team based on the partner's needs and resources.

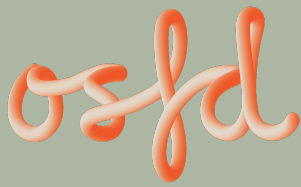
Alternative learning/teaching formats

We embrace alternative teaching modalities to deliver the content of some courses. This format offers a more experiential learning approach to participants, through sensory stimulation, or typology of interaction created. The specificity of the teaching/learning format will be curated based on the topic of the course and the partner's needs and resources.

Talk Series

A series of exploratory talks (45 - 60 minutes) based on curated themes for a defined duration (no. of sessions, no. of weeks, or no. of topics).

- Extending offering to professionals who want to continue education
- Focus on developing nations including Guatemala, India, and Mexico (Phase 1) followed by Uganda, Costa Rica and Nigeria (Phase 2).
- Introducing foundations of Food Design early on for elementary and high school students, to inspire them to explore the possibilities of non-traditional career paths.
- Grow team
- Partnerships with larger organizations to host boot camps, educational conferences and food design festivals.
- Transcribing and translate content into multiple languages (+ English): Spanish, French, Hindi, Arabic



ABOUT Online School of Food Design

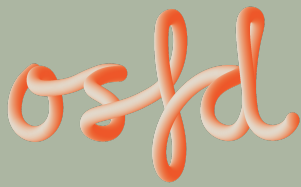
The Online School of Food Design, founded by Dr. Francesca Zampollo, PhD in 2016 and powered by Food Design Nation since 2021 is a transdisciplinary multimodal experiential learning platform. By combining topics around food, creativity of all kinds, and sustainability (social, environmental or economic), we envision breaking the barriers of our current means of education; With the ultimate goal of empowering a talented cohort of enthusiasts dedicated to improving our global food systems.

Through varied learning approaches and hands-on workshops via expert-driven practise, we offer a range of courses from international professionals having diverse creative backgrounds. Our courses are content-based and practise-based and available in prerecorded, live and hybrid formats. Each varies in duration. Through our mindful, diverse and resilient community of creators, we are taking steps to create the world we want to live in.

Our founding team has a combined **25+ years** of experience teaching food design related courses at well-known universities worldwide including London Metropolitan University, Auckland University of Technology, ELISAVA, HULT International Business School, California College of the Arts, IED Barcelona, Academy of Architecture Mumbai, and University of San Francisco.

OSFD Ecosystem

With over 6000 students from 125 countries, based in Europe (32%), North America (19%), Asia (19%), and South America (16%), and an expert network of 300+ practicing professionals are based in 58 countries, we currently offer 16 online courses, with an average per course teaching duration 1h 45 min (prerecorded), 1h (live), 7 downloadable resources, optional physical product integration (kit, game, publication), as well as activities, assignments, quizzes. We pride ourselves on having a 98.2% satisfaction rate from our students.



Thank you

*Have something in mind?
We look forward to discussing options in detail with you.*

Dr. Francesca Zampollo & Jashan Sippy