

OptiSynth Consulting

*"Providing Innovative Solutions to
Your Business Problems."*

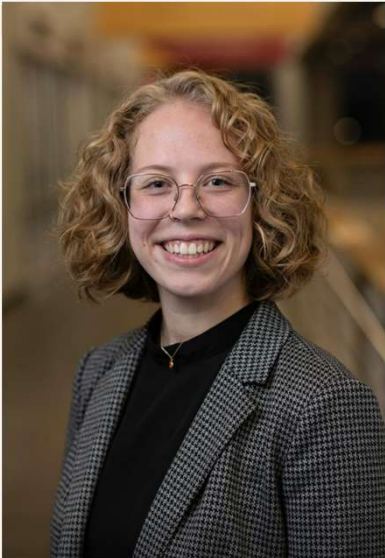


OPTISYNTH



FIRECRAFT

Our Team



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Presentation Summary

- ➔ How do companies best serve society?
- ➔ Case Analysis - FireCraft Pizzaworks
- ➔ OptiSynth Recommendation: **One World. One Oven.**
 - ➔ Restructure Interfaith Group
 - ➔ Developing new Community Partnerships
 - ➔ Introduce New App Feature
- ➔ Conclusion



How Do Companies Best Serve Society?

The primary way that businesses serve society is through their products and services. Companies should strive to integrate values into their products and services.

Integration of Value and Product Example:

Nike's Hijab Success

Estimated Revenue from Nike's Pro Hijab

- **Estimate:** \$80 million (assuming higher market share and unit sales).
- Our recommendations are aligned with this: integrating values into a company's products and services.



Business Challenge Analysis

Conflicting Priorities

Organizational disagreements about how to measure value is at the heart of the debate on whether to cut soft cost items.

Stakeholders

Stakeholders range from internal, like the FireCraft Executive Committee (comprised of C-Suite and Senior Vice Presidents) as well as employees who are impacted by the cultural benefits of the Interfaith ERG, to external stakeholders like customers and shareholders.

Business Challenges

The argument to cut the Interfaith ERG hinges on a desire to cut costs and a lack of clear data proving the value of ERGs.

As it is currently structured, the existing Interfaith ERG does not fit into FireCraft's current larger HR and business needs - but by integrating its role, it will both serve the business culture and produce measurable financial value.

Firecraft Pizzaworks is an innovative, disruptive force in the cooking industry - so it's Interfaith ERG should be, too.



Case Analysis: A Conflict in Measuring Value

By integrating the Interfaith ERG into company practices, the company will be able to measure a financial Return on Investment in addition to a cultural one.

Cultural vs. Financial Value

The current measure of Interfaith ERG's value to the company is cultural - employees in ERGs are 12% less likely to leave their jobs, so it likely plays a role in FireCraft's high retention rate. (*Source: Forbes, 2023*)

Stakeholders are concerned that Interfaith ERG's \$20,000 annual budget would be better spent on R&D, diverted to another ERG group, or cut altogether.

Integrating Interfaith ERG into Business Model

By restructuring the Interfaith ERG's role and integrating Interfaith practices into the R&D and Marketing departments, the Interfaith ERG will have a financial ROI as well as a cultural value.

Measurable Financial ROI will Satisfy Stakeholders

By contributing measurable financial value through proposed integrations, the Interfaith ERG will stand up to scrutiny even when it is evaluated "like any other business investment", as Operations has proposed, and allow team members the opportunity to reach their fullest potential by expressing their faith through work.



Relevance and Practicality of Business Solutions

Business Challenges/ Stakeholder Criticism	Business Solution
Time spent at Interfaith ERG is lost labor costs	Interfaith ERG increases productivity and retention
Need access to expanded market	Interfaith campaign "One World. One Oven." accesses new markets via innovative recipes
R&D budget demands	\$2M of R&D benefits from community partnerships
Value of Interfaith ERG cannot be quantified, therefore costs can't be justified	Integrating Interfaith ERG into practices creates \$2.1M quantifiable ROI



OptiSynth FireCraft PizzaWorks Recommendation:

One World. One Oven.



INITIATIVES
RESTRUCTURE INTERFAITH ERG

**INTEGRATE INTERFAITH PRINCIPLES
INTO PRODUCT**



RESTRUCTURE INTERFAITH ERG INITIATIVES

ASAP



**Restructure Interfaith
Group**



Restructuring the Interfaith ERG

Through a strategic alliance with the Marketing department and a community partnerships with local Austin employment education programs, a restructured Interfaith ERG will express values through action and increase ROI.

Monthly

Reflection group meeting on-campus for employees.

Volunteer with Community Partnership Culinary Training Programs after work.

Quarterly

“Sacred Flames, Shared Plates” Cookout featuring recipes of faith is co-hosted with Marketing as part of outreach.

Strategic Integrations

The benefits to R&D from community partnerships and the value of the “One World. One Oven.” marketing campaign are measured at **\$2.1M**, far beyond its \$20,000 budget.



Implications of Changing Interfaith ERG

By restructuring FireCraft's Interfaith ERG to be integrated with the business model in addition to supporting Interfaith dialogue, there will be improved outcomes for different Faith Groups and Belief Systems.

Short Term Implications

Opportunities for team members to express faith in the workplace through action via volunteering with community partnerships.

Strengthens company culture by tripling engagement rate.

Connecting the Interfaith ERG to measurable outcomes demonstrates its value.

Long Term Implications

Employee retention rate stays high and company culture stays strong.

Social media highlights of Interfaith cookouts lead to increased recruiting of Millennials and Gen Z.

FireCraft disrupts industry status quo by integrating faith-in-business, leading to increased profitability.



Sacred Flames, Shared Plates Cookout

The “One World, One Oven” campaign will have the Interfaith ERG co-hosting a quarterly cookout with the Marketing Department to highlight belief-centered recipes from diverse faiths, nominated by employees and used in social media promotions.

In partnership with the Marketing department, the Interfaith ERG will **co-host a quarterly cookout** utilizing the FireCraft Pizzaworks oven and featuring employee recipes that **highlight different faiths & belief systems**.

On average, only 11% of employees attend the Interfaith ERG. By patterning the Sacred Flames, Shared Plates Cookout on the most successful Interfaith event at FireCraft, an introduction to Islam and halal foods with 30% attending, **engagement is projected to triple**.

Photos and videos from the quarterly cookout will be used by the Marketing department to promote the “One World. One Oven.” campaign, and chosen recipes will be featured on the app.

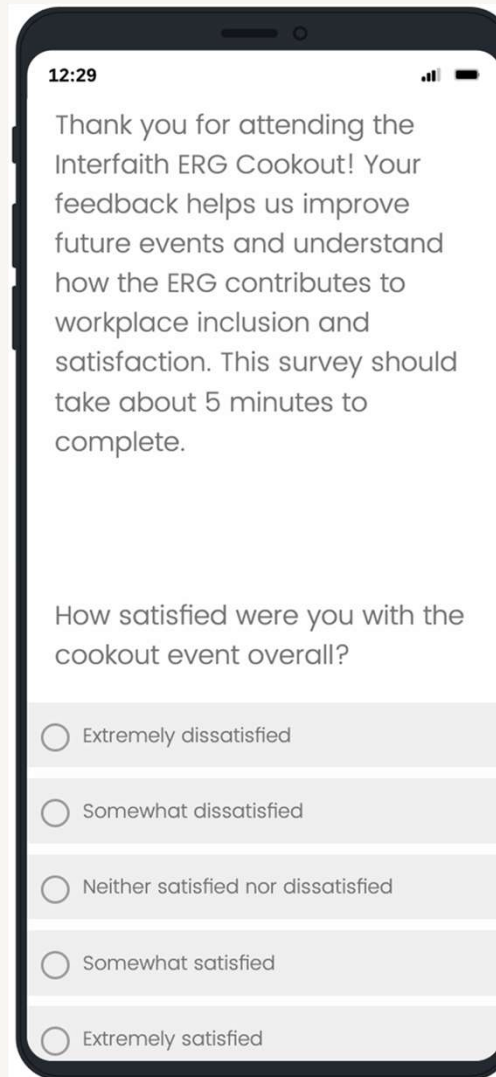


Metrics & Methods

Measuring the impact of Interfaith ERG through employee satisfaction survey data will worker productivity and the company's bottom line by assessing employee engagement, sense of belonging, and workplace satisfaction—all of which influence business outcomes.

Overall, an ERG that boosts employee engagement, inclusion, and satisfaction leads to:

- Higher retention & lower turnover costs
- Increased productivity & collaboration
- Better employer reputation & talent attraction
- Higher innovation & problem-solving



12:29

Thank you for attending the Interfaith ERG Cookout! Your feedback helps us improve future events and understand how the ERG contributes to workplace inclusion and satisfaction. This survey should take about 5 minutes to complete.

How satisfied were you with the cookout event overall?

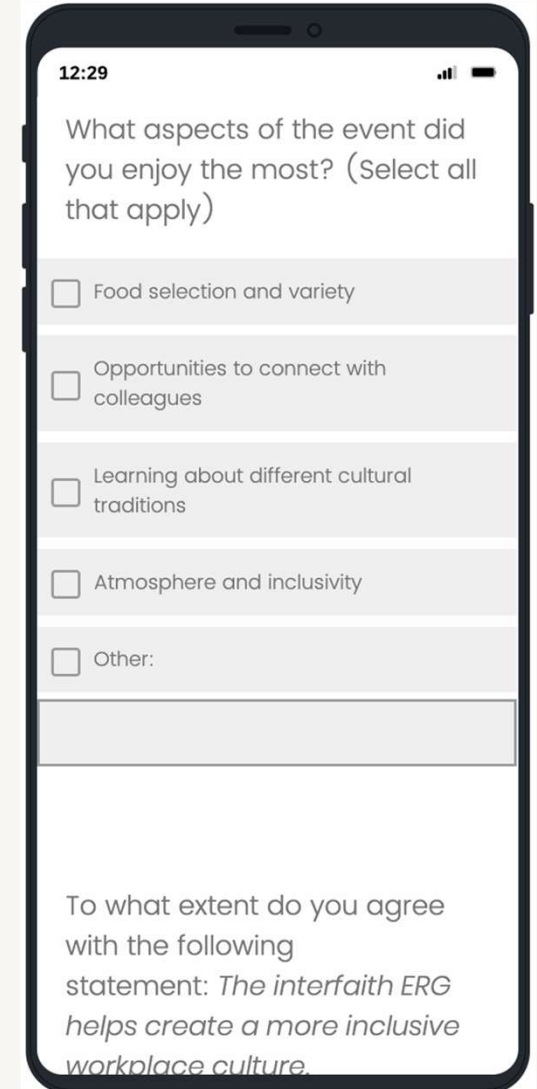
Extremely dissatisfied

Somewhat dissatisfied

Neither satisfied nor dissatisfied

Somewhat satisfied

Extremely satisfied



12:29

What aspects of the event did you enjoy the most? (Select all that apply)

Food selection and variety

Opportunities to connect with colleagues

Learning about different cultural traditions



Atmosphere and inclusivity

Other:

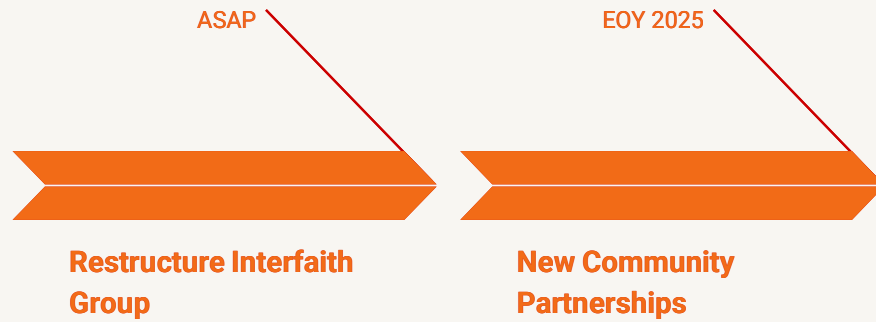
To what extent do you agree with the following statement: *The interfaith ERG helps create a more inclusive workplace culture.*



Cooking Events Costs with Social Media - Costs v. Value

Category		Value
One World. One Oven. Social Media Campaign		
Internal Costs	Planning and Strategy	(\$2,280 to \$3,550+)
	Content Creation	
	Social Media Management	
External Value	Brand Awareness & Sales: <i>150,000 reach; 2% conversion rate; 5% purchase at \$500 price</i>	\$75,000
	Organic Growth & PR: <i>Partnerships, media, referrals; \$25,000+ in future revenue</i>	\$25,000
Interfaith ERG Cooking Events		
Internal Cost	Supplies, labor, miscellaneous	(\$4,900-9,800)
 		Estimated total cost: (\$7,180-\$13,350) versus estimated internal impact: \$100,000+

INITIATIVES **RESTRUCTURE INTERFAITH ERG**



Community Partnerships with Culinary Training Programs

By partnering with culinary nonprofits that help people find jobs in restaurants, FireCraft Pizzaworks will apply Interfaith values by giving back to the community and offset R&D costs.

FireCraft Pizzaworks will provide 50 ovens to community partners for use in employment training in exchange for Voice of Customer research and product testing.

FireCraft will partner with local Austin employment training programs that center on culinary training.

Good Work Austin Community Kitchen initiative -

GWA has distributed over 83,000 healthy meals, benefiting the Austin community and supporting local food businesses.

Central Texas Food Bank Culinary Training Program

- Free 10-week program offering participants hands-on culinary training, including knife skills, cooking techniques, food safety, and professional development.



Good Work Austin



Community Partnerships with Culinary Training Programs

Volunteering with the culinary training programs that provide employment opportunities will increase productivity and employee retention.

The Interfaith ERG will volunteer monthly with the training programs to strengthen community ties and facilitate a lived expression of faith.

Companies with robust volunteer programs show an 20% increase in employee retention. *(Source: Deloitte)*

Employees engaged in volunteering activities show an increase in workplace engagement and productivity. *(Source: Harvard Business Review)*



Volunteering is an Expression of Faith through Action

Helping others is an Interfaith way to express faith through action that connects many different beliefs, allowing team members to help their community and find common ground.

Christianity

Hospitality Ministry – A Christian tradition of welcoming and feeding others, particularly in church communities.

Judaism

Tzedakah (צדקה) – Literally means "justice" or "righteousness" but is commonly used to refer to charitable giving and acts of kindness.

Islam

Barakah (بركة) – A blessing that is often associated with generosity and sharing food with others.

Hinduism

Seva (सेवा) – Selfless service or volunteerism, often in the form of feeding the poor or serving others.

Buddhism

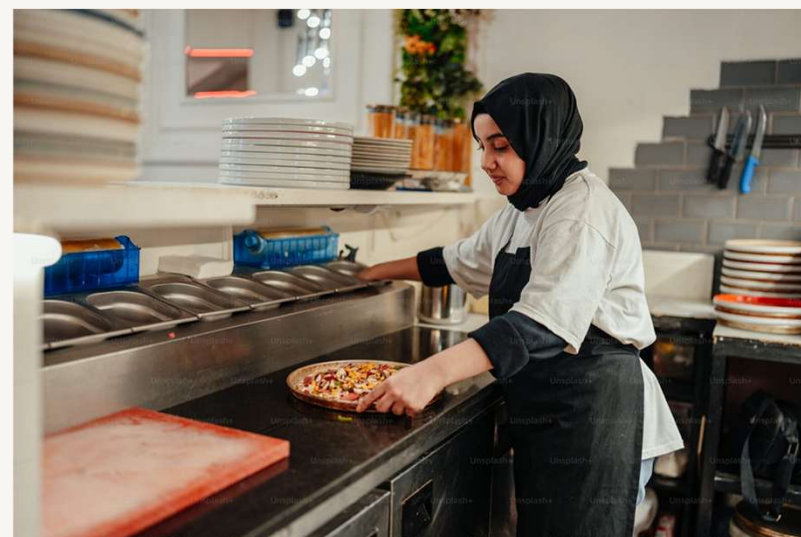
Metta (मेตตา / 慈) – Loving-kindness, which often manifests through acts of service and generosity.



Community Partnerships Offset R&D Cost

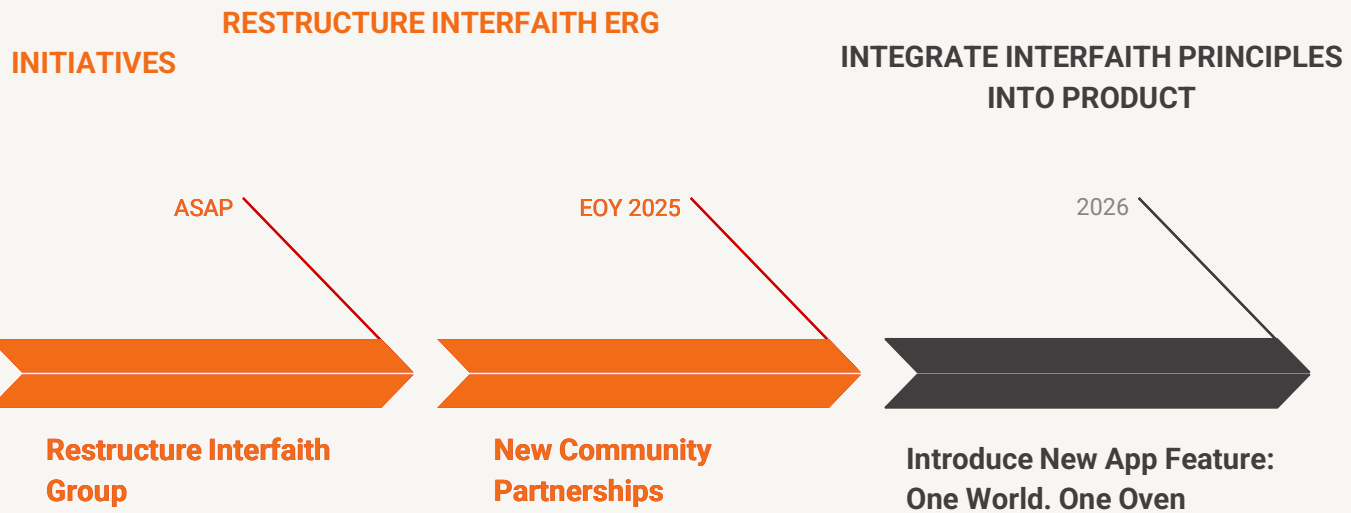
By creating community partnerships in cooperation with the Interfaith ERG to test and improve the pizza oven design for restaurant use, the Research & Development department will save far more money than the \$20k it would save by cutting the Interfaith ERG budget.

Category	Value
Voice of Customer research	\$750K
Product test and validation	\$1M
Tax benefit (donation of 50 ovens)	\$250K
Total	\$2M



** The value of the donated ovens is a sunk cost, as they would be used in R&D regardless.*



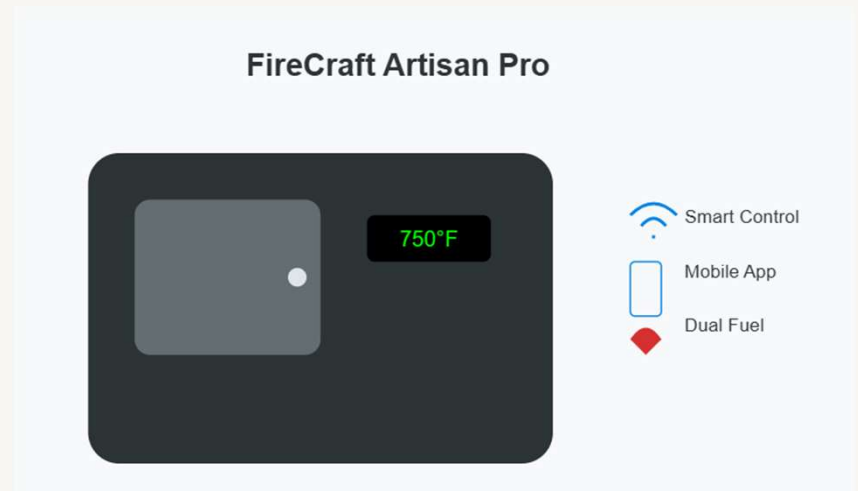


FireCraft Pizzaworks - Competitive Advantage

FireCraft Pizzaworks' competitive advantage is its cutting-edge smart technology in its pizza ovens. OptiSynth recommends doubling down on its technology to serve a broader range of diverse customers.

FireCraft's Artisan Pro, the company's flagship product, uses AI algorithms and smart technology to deliver restaurant-quality pizzas. The company uses a mobile app that connects with their ovens, which allows customers access to information that provides real-time updates about the oven.

OptiSynth recommends that FireCraft harnesses its technology to integrate ERG principles into its application.



One World. One Oven - New Application Feature

App Interface:

The screenshot displays the app's interface for a recipe. At the top, the logo "One World. One Oven" is shown with the tagline "Celebrating Diversity Through Sacred & Cultural Cuisine". Below this, a section titled "Sacred & Cultural Recipes" lists three options:

- Kosher Shakshuka Flatbread**: Middle Eastern Fusion. Eggs poached in spiced tomato sauce on crispy flatbread.
- Eid Honey-Glazed Lamb**: Islamic Tradition. Sweet and savory lamb with fresh flatbread.
- Garden Miso-Glazed Mushroom**: Japanese Fusion. Umami-rich vegetarian flatbread.

Below the recipes are two sliders:

- Temperature**: Set to 450°F.
- Timer**: Set to 15 min.

The **Oven Status** is "Ready to Unite Flavors". At the bottom, a large blue button with a flame icon and the text "Start Baking" is visible.



One World. One Over - New Application Feature

This feature aligns perfectly with FireCraft's cultural inclusivity initiatives and their interfaith ERG. It demonstrates how technology can be leveraged to create practical solutions for religious accommodation while building community.

Some key benefits:

1. Creates practical value for religious communities.
2. Differentiates the product in the market.
3. Builds long-term customer relationships.



Conclusion

Companies best serve society through their products and services, and people perform their best when they can express their faith through action in the workplace.

We recommend a “One World. One Oven.” Initiative.

This includes a two-tiered solution for FireCraft Pizzaworks:

1. Restructure the Interfaith ERG program to demonstrate financial returns.
2. Integrate Interfaith principles of inclusivity into a new app feature & campaign.

FireCraft Pizzaworks is an innovative, disruptive company with a reputation for breaking new ground.

Integrating the Interfaith ERG into business practices to promote faith at work will strengthen culture, increase profits, and lead the way for other companies to follow suit.



Integrating Faith & Belief in Business Drives Growth/ is Growth-Driven Strategy

Faith & Belief are at the core of how we create our best work

By applying an Interfaith lens, _____

Integrating/Applying Interfaith principles to business practices advances the company mission, because we best serve society through the work that we do, and people are at their best/ serve best when they can live in accordance with/express their faith at work/ in the workplace/ express their faith through action in the workplace/ can take action through

By treating/ By actively integrating Interfaith principles as a strategy—one that drives **decision-making, builds camaraderie, and increases buy-in from both consumers and team members** — FireCraft Pizzaworks can expand its *market share/ customer base*, foster innovation through community partnerships, and **fulfill its mission to blend innovation with tradition through culinary creations.**

Our recommendation is to integrate the Interfaith ERG's principles into the business *strategy to expand market share and create community partnerships, while tripling involvement and fostering interfaith connections through quarterly cookouts.*



Interfaith Frameworks Increase Market Penetration

By applying an Interfaith lens to existing products, companies can serve greater markets without changing products or increasing costs.

General Electric and Judaism

Shabbos Keeper is a product made by ZMAN Technologies in partnership with GE Appliances. It is an add-on device that enables GE refrigerators to automatically switch into Sabbath Mode for Shabbat and Yom Tov observance.

Estimated Revenue from GE's Shabbos Keeper

- The estimated **annual revenue** from Shabbos Keeper likely falls in the range of **\$1M–\$5M**, depending on sales volume and pricing.

