

UMAMI COMPANY PROFILE

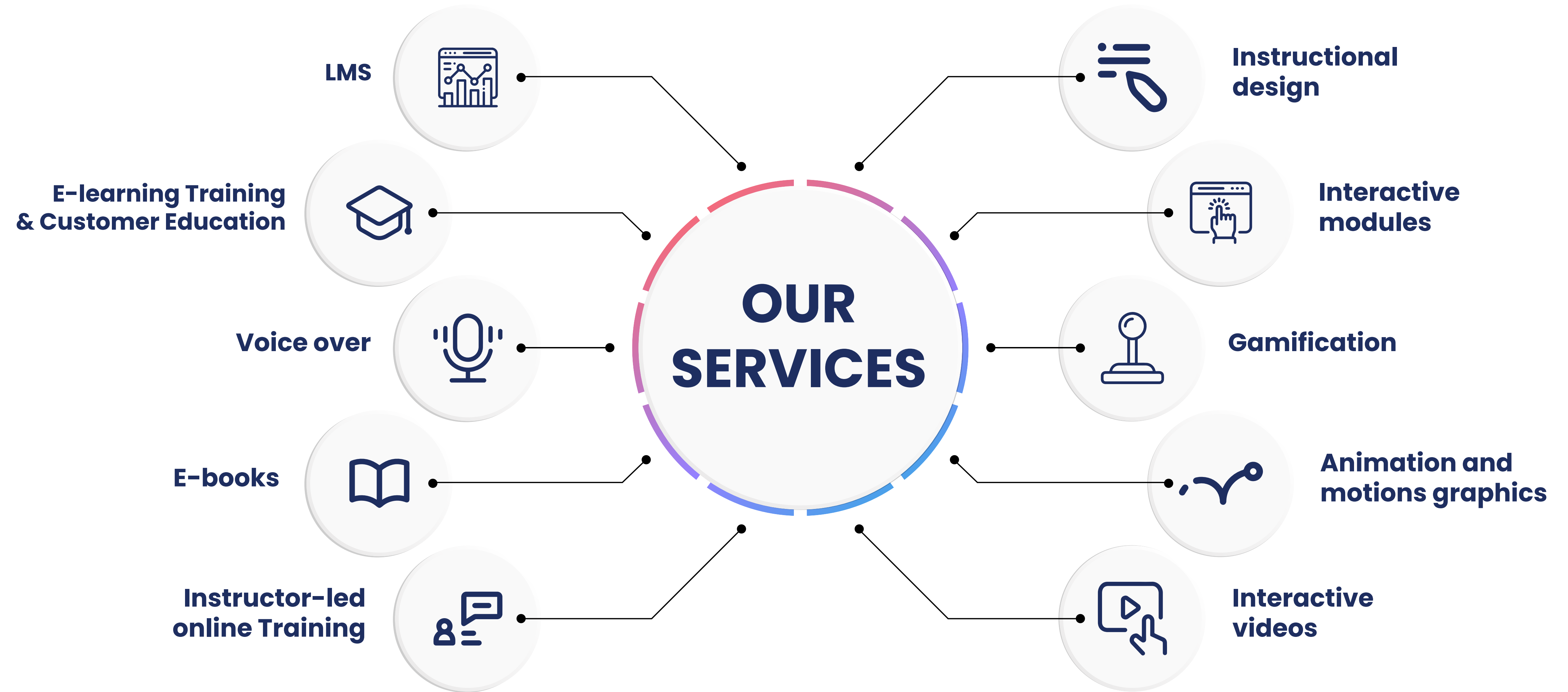
OVERVIEW

We simply provide e-learning solutions that transform the learning process from being instructor and material-focused, into a learner-focused journey which highly maximizes the interactivity, engagement, and both emotional and cognitive thinking of the learner, creating a long lasting learning-experience for him or her.

Our name accurately describes the services we offer, UMAMI taste receptors' existence were proposed first in 1908 by Kikunae Ikeda. UMAMI represents the complex fifth taste or sensation that is long-lasting and mouthwatering, along with the other four taste sensations, sweet, sour, salty and bitter. Our responsibility is to apply this philosophy into education by taking the learning-process to a fifth unprecedented level where learners experience the 5th taste of e-learning through the development of multisensory inputs making the process far more interactive and engaging. Our goal is to serve you the learning journey as your favorite meal in order to let you

Explore a new taste of learning!





Instructional Design

It is the process of creating learning experiences and materials in ways that result in both the acquisition and application of information and skills.

Our instructional designers are creative folks who are responsible for effectively conducting a course design including presentation materials, participant guides, handouts, and job aids or other materials.

Not only that, they are also responsible for evaluating the course or training which includes assessing what was learnt and whether the e-learning solution produced a measurable change in the behavior and thinking.

It first starts with assessing the client's needs, designing a journey, developing instructional materials and finally, evaluating their effectiveness and impact.

We adopt the ADDIE Model, however, we can use alternative ID approaches if needed, such as the Successive Approximation Model (SAM) and an agile approach depending on a case-by-case basis.

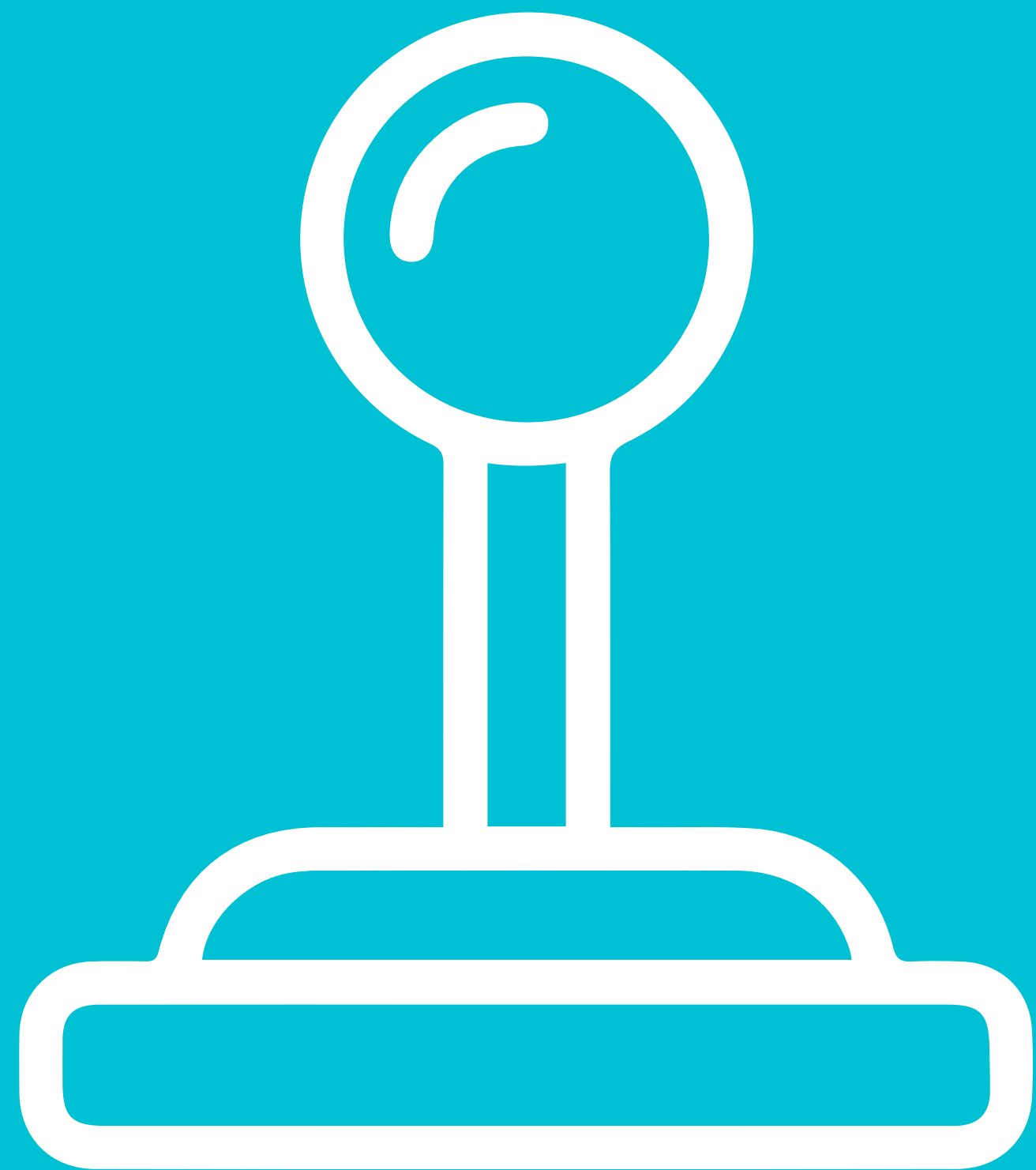


Interactive Modules

The interactive element in the learning process replaced the slide-by-slide PowerPoint presentations that don't involve interaction nor engagement. This model does not enable learners to retain information or overcome the forgetting curve, hence, at UMAMI we add interactions that are vital to creating a long-lasting engaging learning journey which makes the learning materials easier to remember as well as apply.



Our interaction model involves quizzes, 360-degree videos, adventure stories, branched scenarios, interactive case studies, various interactive exercises and gamification. Our courses are categorized into basic, intermediate and complex.



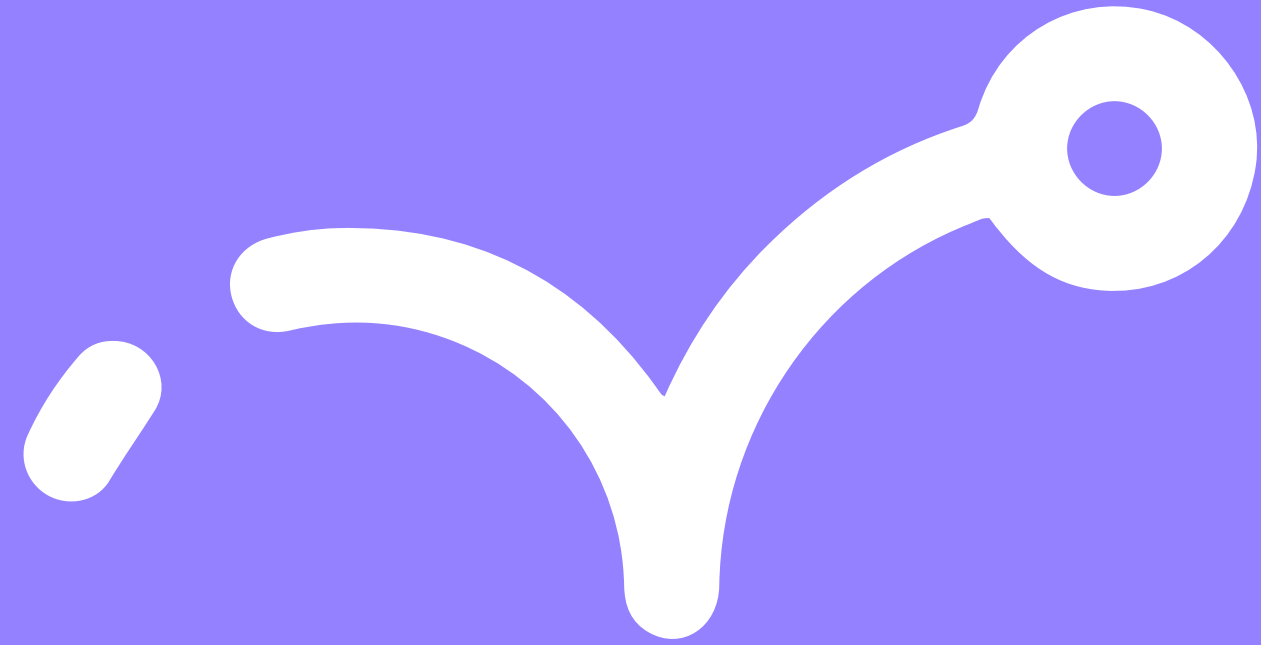
Gamification

Simply put, in order to maximize enjoyment and engagement and motivate learners to continue learning, we adapt a video game-design and game elements and activities in non-game contexts to help learners solve problems, advance to the next levels, learn and compete within teams, acquire virtual points and badges in the learning environments.

We create timed and/or scored games. This makes the course competitive and challenging. We Infuse excitement and anticipation by creating levels, learners unlock the next level of the game when they score a certain number of points. We award badges every time learners reach some milestone.

Why?

Because we believe that learners learn best when they're also having fun.



Animation and motion graphics

Using a combination of animated visuals, infographics and text within the learning materials or videos, this versatile approach is followed to create a variety of learning experiences through micro-learning bites. In addition, learning concepts are explained using stories and scenarios to become easier to understand and engage with. The interactive visuals we present are sharp and creative ensuring effective learning outcomes.

Our videos are categorized into Whiteboard, Explainer and Premium.

Interactive videos

We produce branched scenarios and add hints, multiple choice, fill in the blanks and drag and drop questions from a single piece of script to transform it into an interactive video that ensures the learner's engagement.



Instructor-led online training

Since learners are enthusiastic towards expert advice and guidance, we produce experts & instructors-featured videos and courses that combine interactive elements such as, multiple choice, drag and drop, fill in the blank questions and gamification creating a high-quality interactive content.



Interactive E-books

We produce e-books that are engaging both mentally and physically for readers as they flow from one page to another. That is achieved through adding photos, infographics, shortcuts, videos and many other elements alongside the text. Our interactive e-books can be downloaded to all devices with different operating systems, such as IOS and Android.

Voice over

UMAMI offers top quality voice overs for awareness videos, ads, courses, audiobooks, presentations and more. simply choose any language, accent or dialect you need and we will provide that for you. Human as well as computerized voice-overs are both available depending on your requirements.



E-learning Training & Customer Education

We are not only investing in our employees' education and training, but we are also keen on investing in conducting teaching and training programs for our partners' staff to help them build their own unique Learning and Development Unit at their firms.

LMS

Our Learning Management System is wired to enhance learning and fuel business productivity. UMAMI's Online Platform involves forward-thinking technological tools built to help maximize organizational growth by leading great learning experiences in which learners are engaged, content retention is increased and training programs are developed and improved.

We support companies and organizations with our LMS, whether in training employees, teaching students, educating our customers or even selling your own online training and learning material.



Learning Management System



**Tracking
Reports**



**Maintain
Records**



**Students
Performance
Evaluation**



**Personalised
Communication**



**MIS
Reports**



**Cost
Effective**



**Why choose
UMAMI?**

The background is a dark blue color. On the left side, there are several concentric, curved lines in shades of blue and purple. On the right side, there is a faint, dotted world map. The text is white and bold.

5
Years

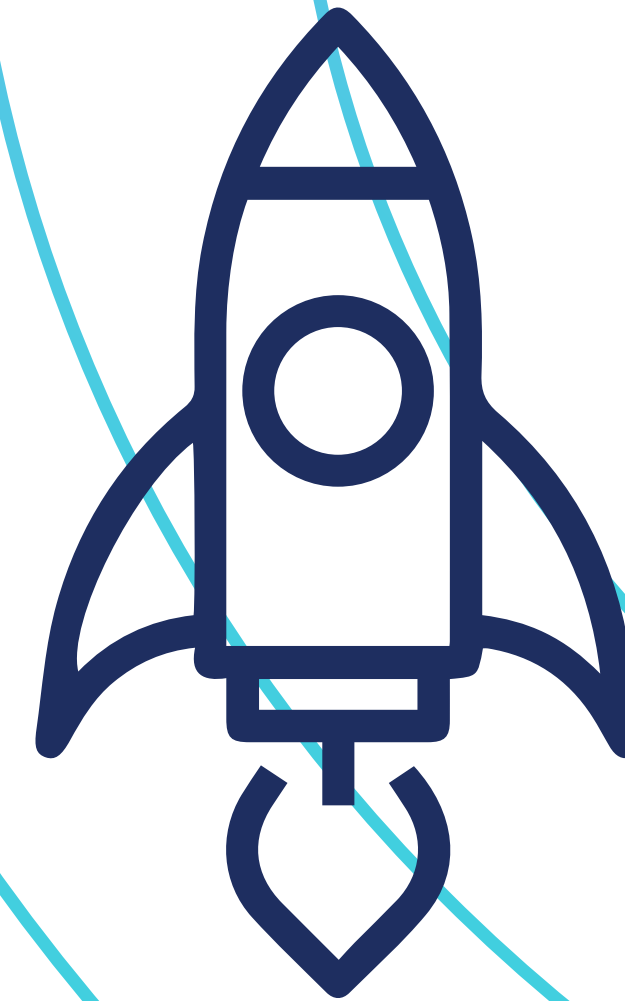
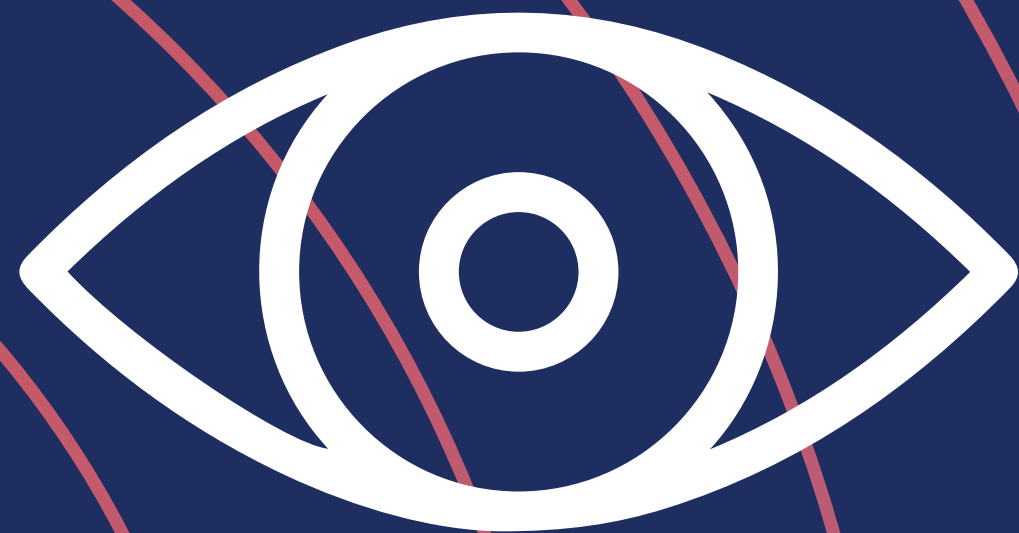
22
Countries

6
Million
Learners

4
Continents

Vision

Is to lead the e-learning industry through developing and improving the learner's experience by producing a content with the latest technological tools and trends that motivate people to engage learning in their daily digital life.



Mission

Providing unprecedented and complex e-learning solutions with fast delivery, high levels of interactivity, affordable cost, wide flexibility and vast capacity. Which all ensure and facilitate the opportunity of effective and efficient development for corporates, banks, institutions and ministries all over the world.

[illegible]

- Greater convenience and flexibility for learners
- Our technological tools and methodology are up to date
- More effective and consistent training
- Commitment to finish projects on time
- Customization based on the client's needs and wants
- Web-based learning that promotes active and independent learning anywhere at any time
- Our LMS has an advanced functionality that supports course management (grading, tracking, monitoring and more.)
- Wide range of services to meet your different needs and budgets

Our learning and training methodology is based on research and measured data.

Description of our Methodology:

Our Research and Development Unit is responsible for collecting, analyzing, and communicating data and evidence on e-learning targeting two lines of research: academic, and business. The R&D Unit at UMAMI is a research hub for interdisciplinary research and researchers working on digital learning from multiple perspectives. We focus on digital learning in a wider context, linking it with topics such as artificial intelligence, consumer behavior, psychology, societal impacts, and visual/data analytics.



Published paper:

**Setting an Agenda for Urban AI Adaptivity in
Urban Planning and Architecture E-learning:**

Paper Link: https://erjeng.journals.ekb.eg/article_265385.html





Clients' Testimonials



Working with UMAMI has been an enriching experience. Their professionalism, talent and creativity impresses the best in class. Started as a short term engagement and now is a long-term partnership. Amazing team.

Dr. Asem Safeldine
The CEO Of IFA



I worked with UMAMI in creating training videos for our e-learning platform. UMAMI team is professional, committed, flexible and creative. I am really satisfied with the quality of the production and willing to work with them again in future projects .

Mr. Mohamed Ghoname
Technical Training Manager At Misr Life Insurance



With a culture of respect, caring, and commitment, UMAMI is all about long-term relationships, earning your trust, and becoming your strategic partner. It is uniquely equipped to create the right mix of e-Learning methods which build marvelous learning experiences. Kudos to the team.

Dr. Manal Samra

Leadership and Curriculum Development Senior Advisor
at WISE-USAID Funded Project



We would like to thank the very talented and creative team at UMAMI E-Learning Academy. The effort and time they put in to making our educational videos for Competencies has really made our message simple, clear & professional....it was a pleasure working with you

Mr. Tamer Mustapha

HR Director at Misr Pharmacies Group



I have worked with the brains behind UMAMI for years and I can confidently say that this team represent a balanced mix between deep technical experience, art and professionalism.

Mr. Eslam SAYED

Founder & CEO at LearnKhana



Had the pleasure working with the professional UMAMI team on executing one of the biggest communication projects for Fawry Retailers.

Ms. Ganna Osama

Marketing Communication & PR Supervisor at Fawry



There are no signs that the pace of change will slow, only companies who change the way knowledge is shared will thrive. EETD in collaboration with UMAMI have taken a huge move in developing a new way of sharing knowledge, it was really a break through idea where we hand in hand create an animated model to train people on how to identify, categorize and report Hazards.

This model has a positive impact on our employees' learning curve as far as hazards are concerned and has been able to cultivate an improved hazard free culture within our organization. UMAMI has a big part of this success with their professionalism, teamwork, devotion and commitment.

Eng. Waleed Saad

HR Director at EL-sewedy Electric T&D



It was a great experience to work closely with UMAMI on educational videos about one of the greatest temples of Egypt "Abu Simble". The videos showcase stories from our history to a wider range of audiences all over the world, with new innovative concepts, modern content using digital tools and recent technologies.

Dr. Mohamed Shabaan

Assistant to Minister of Tourism and Antiquities for Digital Services



We started our partnership with UMAMI 3 years ago and during this time they have proven that we can rely on their commitment and creativity. They go the extra mile to meet our needs – even with tight schedules – without sacrificing the quality. We are looking forward to cooperating with their creative team in other successful projects.

Dr. Marwa Hassan

Head of Learning and Development at EG Bank



I have always believed in the power of the youth and UMAMI just proved me right I had the golden opportunity to work with resourceful, innovative and goal-oriented team. They use powerful eLearning tools such as branching scenarios and adding stories to the educational content to give online learners the ability to apply their knowledge in realistic situations. I am so glad I got to work with you and won't definitely be the last time!!

Mr. Tamer Moussa

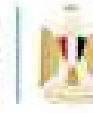
Competency-Based Education Advisor at WISE-USAID Funded Project



Our Clients



وزارة التخطيط والتنمية الاقتصادية
Ministry of Planning and Economic Development



وزارة الاتصالات وتكنولوجيا المعلومات
Ministry of Communications and Information Technology



Our Clients



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