



# Ji Strategic Plan

2023–2028

[jewishinteractive.org](http://jewishinteractive.org)

# About Jewish Interactive

**Jewish Interactive (Ji)** was established in 2012 with the aim of educating the digital generation of Jewish children to be proud and knowledgeable about Judaism, Hebrew and Israel.

Our dedicated team has provided cutting-edge interactive educational tools, resources and training to the global market **for over 10 years.**

**Ji leads the way** in Jewish Education Technology. Our solutions directly address the lack of funding in, and provision of quality online tools which are needed for Jewish education to remain relevant and engaging.



OVER **2,000**  
SCHOOLS



OVER **17,000**  
LEARNING PROGRAMS



OVER **20,000**  
JEWISH TEACHERS



OVER **80,000**  
ACCOUNT HOLDERS



OVER **3 MILLION**  
YEARLY PAGEVIEWS

# Our Team

## Global Operations

Ji employs a highly skilled team of developers, pedagogical experts, graphic designers and trainers, all passionate and committed to Jigzi's success.

Ji is a global organization with three established non-profit/charitable entities - in the United States, United Kingdom & South Africa.

## Core Team



**Joshua Salter**  
CEO



**Corinne Ossendryver**  
CPO



**Mendy Berger**  
CTO



**Anat Goodman**  
CLO



**Sammy Morhaim**  
Global Community Director



**Rochi Silke**  
Art Director



**Gali Shapira**  
UX & UI Director



**Tyrone Tudehope**  
Senior Developer



**Chaykee Mor**  
Game Designer



**Karen Kidson**  
Operations Manager



**15** Staff members

**12** Board members

**10** Advisory board members

# Executive Summary

- **Jigzi** is Ji's new online platform and solution for Jewish education. Versatile, inclusive & scalable, Jigzi will change the future global landscape for Jewish schools, teachers & children.
- Jigzi was launched (in beta) in May 2022 and had over 80,000 users in just the first six months. Teachers all over the world are eagerly and increasingly integrating Jigzi into their classrooms.
- Jigzi.org will become *the* hub for Joyful Jewish Learning and home to all of Ji's much loved activities, tools and training that will continue to be provided through the new platform.
- **To achieve this, Ji is reshaping its strategy and focus, channelling all its resources into delivering the Jigzi vision with the goal of achieving sustainability through revenue generation within 3 years of a full launch.**
- To get us there we are seeking bridging funding to sustain our operations through the initial period of growth.

# The Power of Jigzi

Why teachers & kids  
love **JIGZI**...

Rich learning techniques  
that stimulate imaginative  
thinking, memory and  
growth

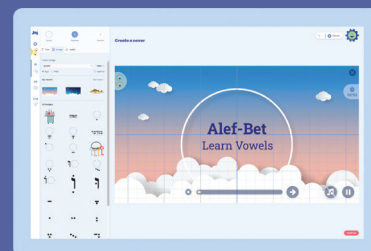
## Content

Cutting-edge, engaging content  
with a wow factor! Vast and  
growing diverse resource library  
(over 13,000) with intuitive search  
& play tools



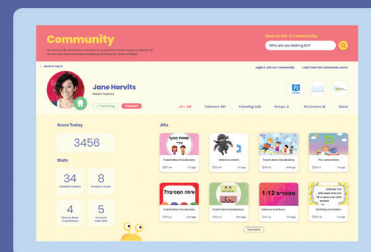
## Creation

Unique to Jigzi, teachers and  
children can create & publish their  
own games, resources, lessons &  
courses by using Ji's easy-to-use,  
code-free, creation tools



## Community

A global educational  
community and network space  
for teachers to share, learn,  
connect and collaborate



# Next Steps

Ji is perfectly positioned to deliver Jigzi, having built a large global user base and distribution network of over **2,000** schools & educational organizations, over **20,000** teachers, and **10,000** parents in over **100** countries.

Jigzi builds on and supersedes our popular platform Ji Tap, which had a limited scope but was highly successful in demonstrating the proof of concept and the growing demand and market.

Development of the core initial phase of Jigzi is nearing completion. Jigzi will begin to generate revenue from the second half of 2023.

**We are seeking philanthropic partners who believe in and support our vision** to contribute to our strategic requirements. This will help us to bridge a current funding gap and enable us to maintain our development and growth strategy, accelerating us to a position where we can generate sustainable revenue within just 3 years.

**With your support we can achieve this.**

# Marketing & Sales

**To achieve our projected revenue levels, Jigzi's next phase incorporates a marketing and sales plan which will spearhead platform growth leading to increased income generation across all revenue streams.**

Our Marketing & Sales strategies will work in tandem to build the Jigzi brand and user base and will be structured around our unique ability to provide Joyful Jewish Learning tools, experiences and journeys to thousands of children, teachers and schools.

See Appendix A for more detailed Marketing & Sales information.

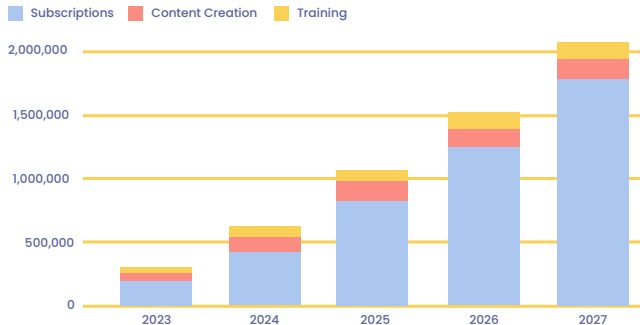


**Joyful Jewish Learning**



# Revenue Projections

## Revenue Projections 2023–2028 (\$)



\*Full charging model in operation from 3rd quarter of 2023

### 7. Strategic Plan

## Revenue Projections 2023–2028

<b>Year 1</b>	2023	\$300k
<b>Year 2</b>	2024	\$623k
<b>Year 3</b>	2025	\$1.04m
<b>Year 4</b>	2026	\$1.51m
<b>Year 5</b>	2027	\$2.12m

Whilst subscriptions represent Jigzi’s core revenue stream, the platform offers Ji versatility with multiple charging models and streams:

- 1 Platform Subscriptions – monthly and annual options & premium add-ons
- 2 Content Creation – tailored content created by Ji’s in-house design, development and pedagogy experts
- 3 Training – with Jigzi Edtech expert coaches

Further streams will be explored in due course including licensing, hosting & branding options for schools and educational partners.

# Revenue Model

Ji understands the funding & resource challenges experienced in Jewish education and has set a pricing model at a level which is affordable and at the same time represents value for money.

Projections are based on factors including Ji historic platform subscriptions, Jigzi user statistics & market research with teachers & schools.

## Subscription & Reach Projections

Year	School Accounts	Individual/Family Accounts	Student Reach
2023	120	170	45,000
2024	260	350	105,000
2025	420	700	175,000
2026	680	1300	280,000
2027	1000	2000	420,000

See Appendix B for further revenue information.

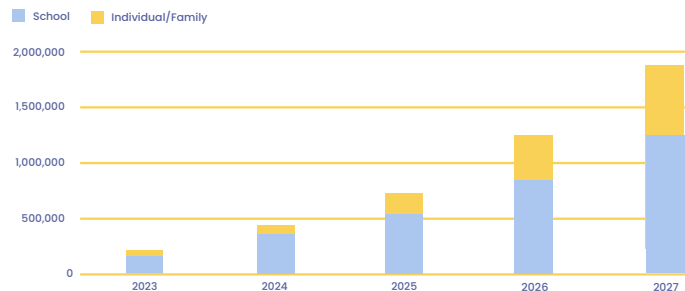
## Platform Access Pricing

**Individual/Family subscriptions** @ \$300 (Annual) or \$30/month

**School subscriptions** @ \$1k-\$1.5k (Annual)

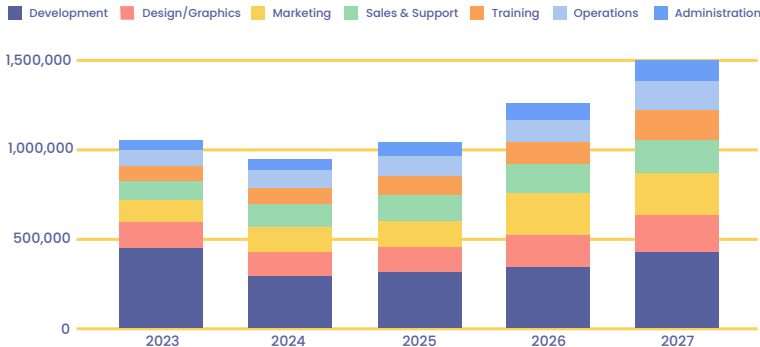
A free/basic account will be available offering limited access to the platform and to encourage subscriptions.

## Subscription Revenue Breakdown (\$)



# Expenditure Projections

## Expenditure Projections 2023–2028 (\$)



See Appendix C for more detailed expenditure information.

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## Expenditure Projections 2023–2028

<b>Year 1</b>	2023	\$1.05m
<b>Year 2</b>	2024	\$0.95m
<b>Year 3</b>	2025	\$1.04m
<b>Year 4</b>	2026	\$1.24m
<b>Year 5</b>	2027	\$1.5m

Projections include an annual provision for inflation.

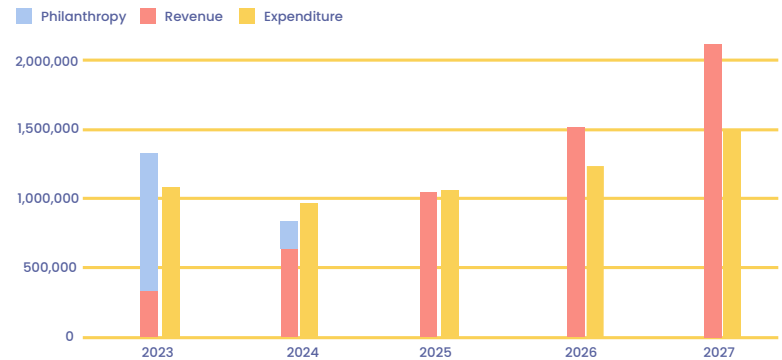
From Year 4 our revenue position will offer budget flexibility and allow us to increase expenditure further as per evolving market needs and strategy.

# Funding Requirements

To reach our next phase, Ji is seeking bridging funding of \$1.25m to cover projected operational expenditure for 15 months.

**The data presented here demonstrates what this support can do, enabling us to become self-sufficient in just 3 years.**

Revenue and Expenditure Projections



Year	Philanthropy	Revenue	Expenditure
2023	\$1,000,000	\$300,000	\$1,050,000
2024	\$250,000	\$623,000	\$955,000
2025	\$0	\$1,039,666	\$1,040,000
2026	\$0	\$1,511,834	\$1,240,000
2027	\$0	\$2,120,833	\$1,500,000

# Join the Jigzi Journey

**Contact:**

Joshua Salter  
CEO, Jewish Interactive

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josh@jewishinteractive.org  
jigzi.org

Your support will enable us to provide many thousands of children and teachers around the world with the exciting, relevant and inspiring tools they need to engage with Jewish, Hebrew & Israel studies, and for years to come.

Please help us continue to make Jewish education joyful & inspiring.

Thank you for your consideration.

**The Ji Team!**

# Appendix A – Marketing & Sales

## Staffing Requirements

### ● Roles

Initially 3 new FTE positions are required, growing to 5 FTE positions in Year 2-3.

- Marketing Director
- Client Success Manager
- Sales Representatives

Ji has years of experience in sales and customer support and in implementing excellent best practices, all of which will crucially enhance the Jigzi user experience.

## Focus Areas

### 1 Direct

- Maximizing the potential of Ji's vast distribution network
- Migration of previous subscribers to new platform
- New school/user acquisition targets
- Incentivization programs

### 2 Digital

- Growth of existing and new social media channels
- Targeted data-driven advertising
- Sophisticated User Tracking
- SEO – increasing Ji's visibility
- Display advertising

### 3 Partnerships

- Funding partnerships with local community organizations to support schools in their district eg JCC, Federations
- Sponsorship opportunities

### 4 Brand

- Establishing the Jigzi brand globally
- Maintaining a consistent, joyful and effective branding strategy that drives users to our platform

### 5 Exposure

- Budget allocation to invest in key advertising spaces and opportunities
- Presence at Edtech conferences, seminars and industry events
- Online promotion and advertising across networks

### 6 Audience

- Initial focus on day & supplementary schools, teachers & students
- Subsequent phase to include targeting of parent & family market
- Market growth analysis to help direct priorities and resource allocation

# Appendix B – Revenue Projections

In 2021-22 Ji had 230 school and 530 individual/family annual subscribers on the Ji Tap platform.

Revenue generation and development scope were restricted by the limitations of a platform which was hosted by a third party (and white-labeled). However, in that period we secured \$150k from subscription revenue and \$200k from content creation & training.

Jigzi is Ji’s own product, developed in-house.

## Revenue Projections Breakdown 2023–2028

Year	Subscriptions	Content Creation	Training	Total (\$)
2023	200,000	66,667	33,333	<b>\$300,000</b>
2024	430,000	120,000	73,333	<b>\$623,333</b>
2025	801,333	143,333	95,000	<b>\$1,039,666</b>
2026	1,245,167	150,000	116,667	<b>\$1,511,834</b>
2027	1,845,833	150,000	125,000	<b>\$2,120,833</b>

The projected increased revenue from subscriptions alone (compared to Ji Tap), creates the potential to achieve operational sustainability.

Supplementary streams are interconnected with platform growth and have the flexibility to be modified & expanded as required.

# Appendix C – Expenditure Projections

In the previous three years Ji’s annual expenditure was \$1.4m. Recent organizational restructuring – in order to achieve our new goals – has enabled us to reduce this, and to a level that can achieve the projected growth.

Projected expenditure reduces slightly in Year 2 due to a decrease in development costs, and then increases in each subsequent year (Year 1 cost reflects requirements to complete the core development phase).

Projections include flexibility for growth and an annual provision for inflationary costs.

## Expenditure Projections Breakdown 2023–2028

Year	Development	Design/Graphics	Marketing	Sales & Support	Training	Operations	Admin	Total Expenditure	Total Revenue
2023	450,000	150,000	115,000	110,000	80,000	85,000	60,000	<b>\$1,050,000</b>	<i>\$300,000</i>
2024	300,000	135,000	135,000	130,000	90,000	95,000	70,000	<b>\$955,000</b>	<i>\$623,000</i>
2025	315,000	145,000	150,000	140,000	105,000	105,000	80,000	<b>\$1,040,000</b>	<i>\$1,039,666</i>
2026	365,000	175,000	180,000	175,000	125,000	125,000	95,000	<b>\$1,240,000</b>	<i>\$1,511,834</i>
2027	425,000	200,000	225,000	225,000	155,000	150,000	120,000	<b>\$1,500,000</b>	<i>\$2,120,833</i>

# Thank you to all our supporters so far...

Including the following partners  
and foundations for their immense  
generosity, kindness and belief

- Alan S Zekelman Revocable Trust
  - Arnee R. and Walter A. Winshall Charitable Gift Fund
  - Bloom Family Trust
  - Center for Initiatives in Jewish Education
  - The Charles Wolfson Charitable Trust
  - Future Directions Foundation
  - Glatt Charitable Trust
  - The Diane & Guilford Glazer Foundation
  - Israeli Ministry of Diaspora Affairs through UnitEd
  - Jewish Federation of Greater LA
  - Jim Joseph Foundation
  - JNF Boruchin
  - Kanzen Family Charitable Trust
  - Lauffer Family Charitable Trust
  - The Maurice Wohl Charitable Foundation
  - Michael Goulston Educational Foundation
  - Michelle and Bruce Taragin Fund
  - Pears Foundation
  - Pincus Fund for Jewish Education
  - Rachel Charitable Trust
  - Robert W Wilson Charitable Trust
  - Rosemarie Nathanson Charitable Trust
  - Rothschild Foundation Hanadiv Europe
  - The Sir John Ritblat Family Foundation
  - UJIA
  - William Davidson Foundation
  - Winn Charitable Fund
  - Yad Mordechai Charitable Trust
- ...and to the thousands of committed, passionate teachers, schools, parents, students and private donors who have believed in and supported our mission.