“What an unbelievable program...! You have given my class powerful and important tools to connect with Hashem.”

-Morah Hellman, Second Grade
Ani Tefillah is an educational program that instills a positive and meaningful prayer experience by developing mindfulness through our Stop-Think-Feel method.
THE PROBLEM: System & Materials

Robotic Shouting
Classroom Tefillah feels robotic and monotonous, with a focus on singing, pointing, and reciting the “loudest”

Language Gap & Disparate Styles
Children are not comfortable with the language and many children learn differently

Outdated Materials
There is a lack of user-friendly, relevant materials, and a lack of guidance and support for teachers

Schedule Overload
Teachers struggle to find time to add tefillah to their already-packed curriculum schedule
Create a curriculum with a two-pronged approach to change both the student mindset and the teacher mindset.

**Changing the Student Mindset**
- Incorporate Stop-Think-Feel and other mindfulness methods into all aspects of the curriculum.
- Equip students with skills to independently understand the language and offer varied learning mediums that appeal to all types of learners.

**Changing the Teacher Mindset**
- Develop a variety of cutting-edge, user-friendly 21st century relevant materials.
- Provide teacher materials and guidance for all aspects of teaching tefillah.
Understanding Tefillah
Hachana Workbooks
Tefillah Booklets

Make it Personal
Daily Diary
C.A.R.D.s

Digitally Engaging Content
@HOME Videos
W.o.W Videos
Songs

ANI TEFILLAH PRODUCTS

Ani Tefillah Stop-Think-Feel
YEARS 0
(2017-2018)

Developed Curriculum

YEARS 1
(2018-2019)

5 Pilot Schools
Gratis

YEARS 2
(2019-2020)

23 Schools purchased
@HOME Videos:
~40 Schools
Gratis

YEARS 3
(2020-2021)

~35 Schools

YEARS 4
(2021-2022)

~70 Schools

YEARS 5
(2022-2023)

~100 Schools
OU Impact Accelerator - Cohort II 2020

- **Education**
  - Mission & Vision
  - Business Plan
  - Fundraising & Budgeting
  - Marketing & Social Media

- **Mentorship**
  - Guidance
  - Support
  - Role-modeling
  - Community

- **World-Wide Recognition**

- **Sponsorship/Funding**

- **Networking/Contacts/Interns**

*Ani Tefillah  Stop-Think-Feel*
Goal:
> Increase brand recognition
> Grow to over 200 schools
> Financial sustainability

Current Funding Goal
$200K Annual Donations
$100k initial donation for 2018-2019

Achievement Target
200 Schools by Year 7
Additional 25-30 schools per year

Financial Target
Self-sufficiency
200 Schools, Average $1K/Order
**ROADMAP: Digitize, Adapt & Expand**

**Digitize Curriculum**
Explore new channels to extend the “Stop-Think-Feel” message beyond school

**Adapt Curriculum**
Adjust product to support a wider scope of schools

**Expand Curriculum**
Support more grades, cover more portions of Tefillah and new languages