Torah Live: PU Accelerator, Pitch Night -- One pager

Project Brief: The City of Gold
Working closely with Day School principals, famed gamification expert Yu-Kai Chou¹, and kids themselves we are re-imagining student learning in the digital age. The City of Gold is a self-paced, educational platform for children to craft their own journey through Torah learning by completing an endless playlist of short films, infographics, quizzes, and real-world challenges.

In the “game” the kids earn points that unlock features, drive higher status in the game -- and give them the ability to release real-world donations of products and services. When a child completes the Shabbos course for instance, challahs are given out in their name to those in need from bakeries in Jerusalem!

Bio
Rabbi Yaacov Deyo, the COO of Torah Live is a graduate of Harvard, and earned his semicha from Rav Yitzchak Berkovits of the Jerusalem Kollel. Previous to Torah Live, he built, tested, and raced high-performance ocean going trimarans, did research work in Nicaragua, spent a year on Fellowship doing conflict resolution in Northern Ireland, ran a homeless shelter in Boston, co-created SpeedDating with his students in LA, and co-founded a successful film studio.

Timeline
We are extremely excited to complete this project. Presently, we are 70% through design, and 50% through the build. Our plan is to start testing early-build milestones in February. Content creation for 1.0 is scheduled to be finished in March. Marketing will begin at that time, and advance throughout the summer for a start-of-the-school-year launch.

¹ https://www.tedxlausanne.com/talks/yu-kai-chou/