

## 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 Chou<sup>1</sup>, 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.

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