



MERKOS

CHABAD . AI

Empowering Chabad Through Technology



01 - BACKGROUND

In 2020, the **Azar Foundation** launched the **ChabadPlus** initiative aimed at creating synergy across the global Chabad network. This involved investments in Product Discovery, UX/UI, and Software Development.

80% of the investment is being leveraged for the new system

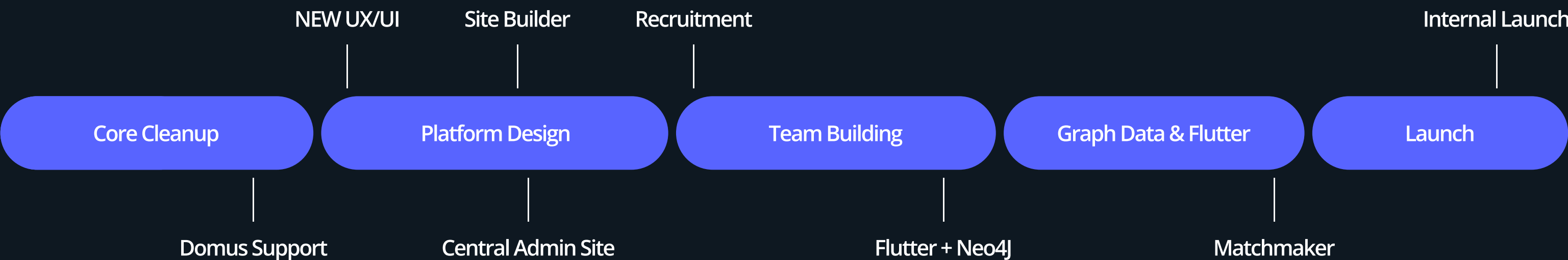
What Worked

Merkos staff was up-skilled in working with UX/UI, project timelines, and a larger dev teams. Our internal senior developer was freed up to work on a cohesive platform, the directors learned the challenges & best practices, and Merkos recruited a CTO

Challenges & Learnings

- ✦ Mobile Apps launched, but native code took too long and product timelines extended beyond scope
- ✦ Finding cohesion between internal systems and new infrastructure was a challenge.
- ✦ Meetings, Management & custom Salesforce integration ate a large part of the budget.

What We Did to Transition 6 Months, Q3/Q4 2022



Over the past 6 months, we've been heads down focused on building our internal team, centralizing our systems, redesigning the core experience, securing a new office space, and building several flutter prototypes. We see all of this as a preparation for the next chapter - launching Merkos Platform

WHAT WE'LL SEE IN THE NEXT 6 MONTHS

Looking Forward

Chabad / Merkos - 2023

IN-HOUSE TECH TEAM

The vision has always been to build a passionate and dedicated in-house central Chabad tech team focused on using the latest technologies to bring Jewish communities closer together and solve the education and social challenges they face.

Our Team

Our team has grown **6x** and is scaling it's Web 2.0 tech & products

✦ Yossi Cadaner (Full Stack Engineer)

✦ Chesky Vogel (Production Manager)

✦ Yaakov Kaufer (Backend Engineer)

✦ Yosef Zirkind (Quality Assurance)

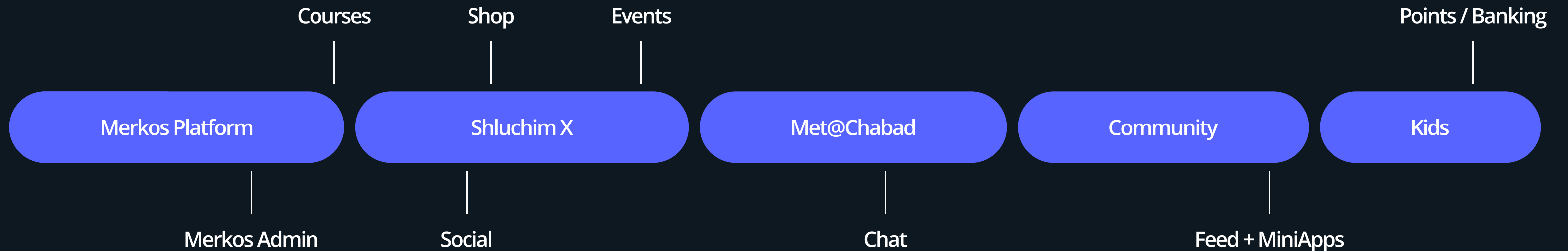
✦ Benny Rosenberger (Integration Engineer)

✦ Sruly Lypsic (Creative Director)

✦ 7 Offshore Devs (1 Frontend, 5 Flutter, 1 UI)

✦ 6 Department Product Directors

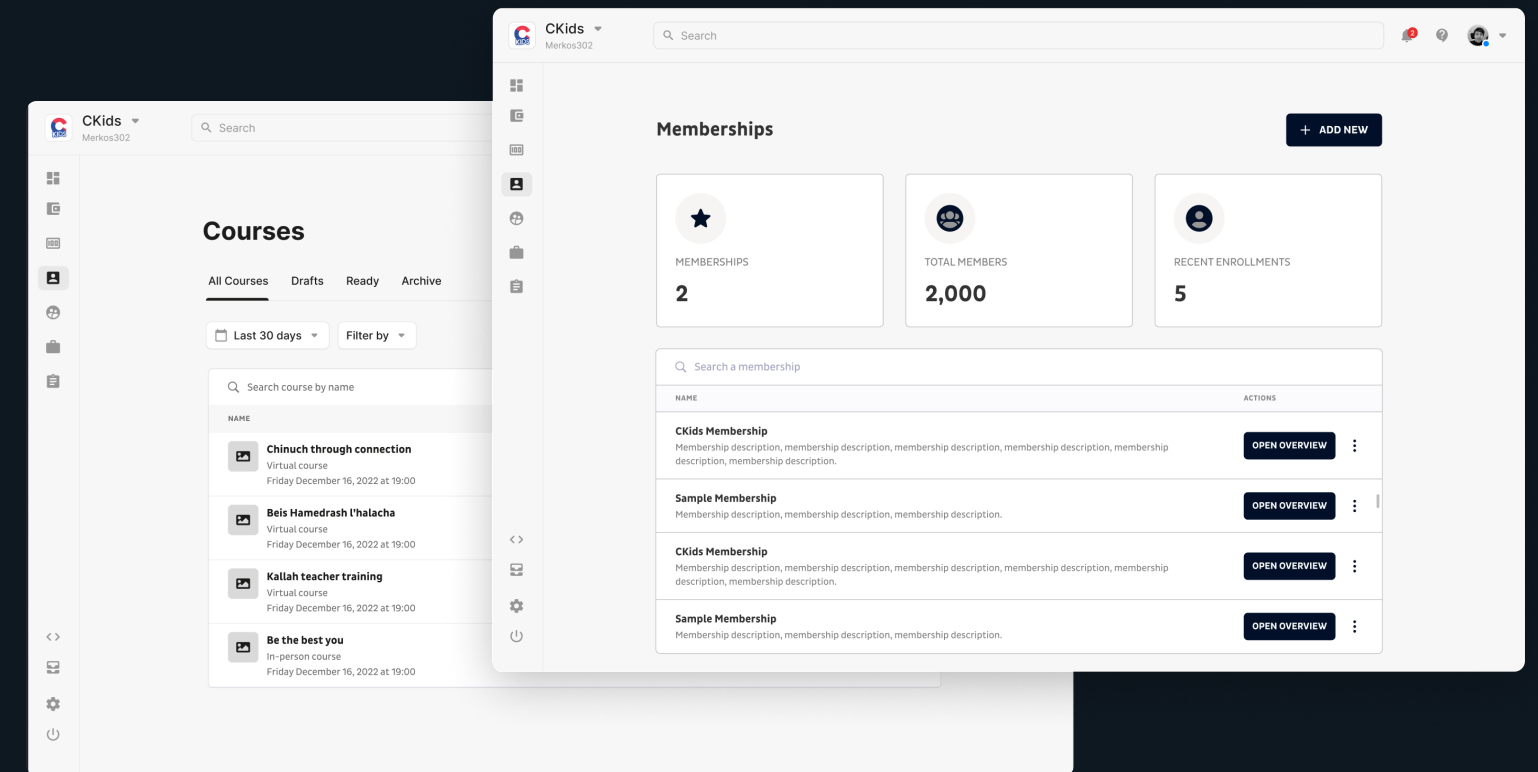
Launching Chabad Web 2.0 6 Months, Q1/Q2 2023



Our first Shluchim-centric social product allows us to find product market fit before launching the Chabad community app across the network. Over these next 6 months, we'll be releasing the new **Shluchim Hub**, **Dating App**, **Central Kids Portal**, along with **Social**, **Courses**, **Events**, & **Donation** features in our new **Community Platform** built to support our global movement.

Enterprise

Central Merkos Platform



Our Goal - Create Cohesion:

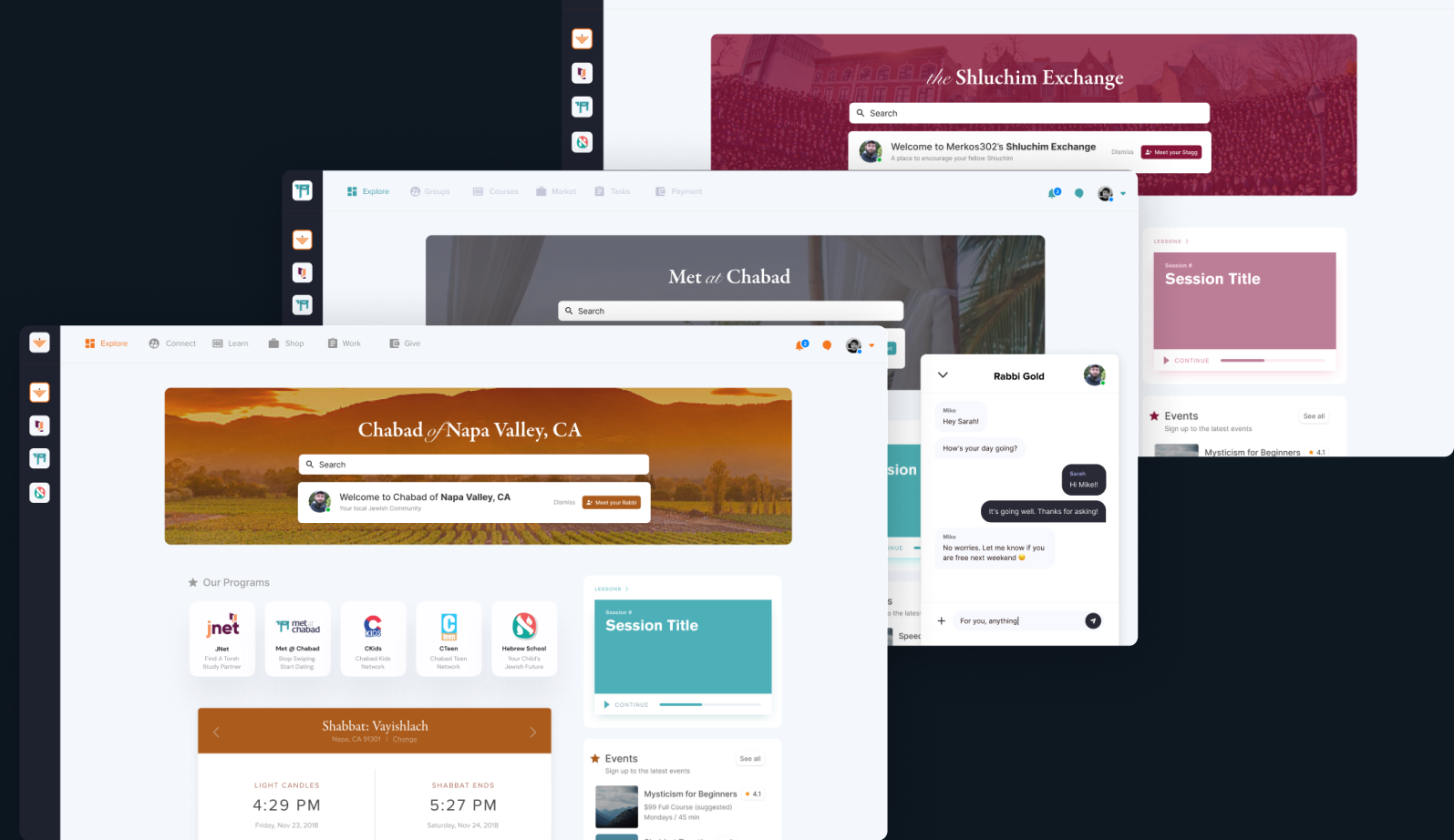
- ✦ Centralizing our internal departments and bringing them together into one platform builds the backbone for our future vision

Our Goal - Unify Data:

- ✦ Building a cutting-edge graph database (used by Twitter & FB) which opens the door for better understand the 360° view of the Jewish communities and unlocking data science.

Consumer

Community Platform



Our Goal - Web 2.0:

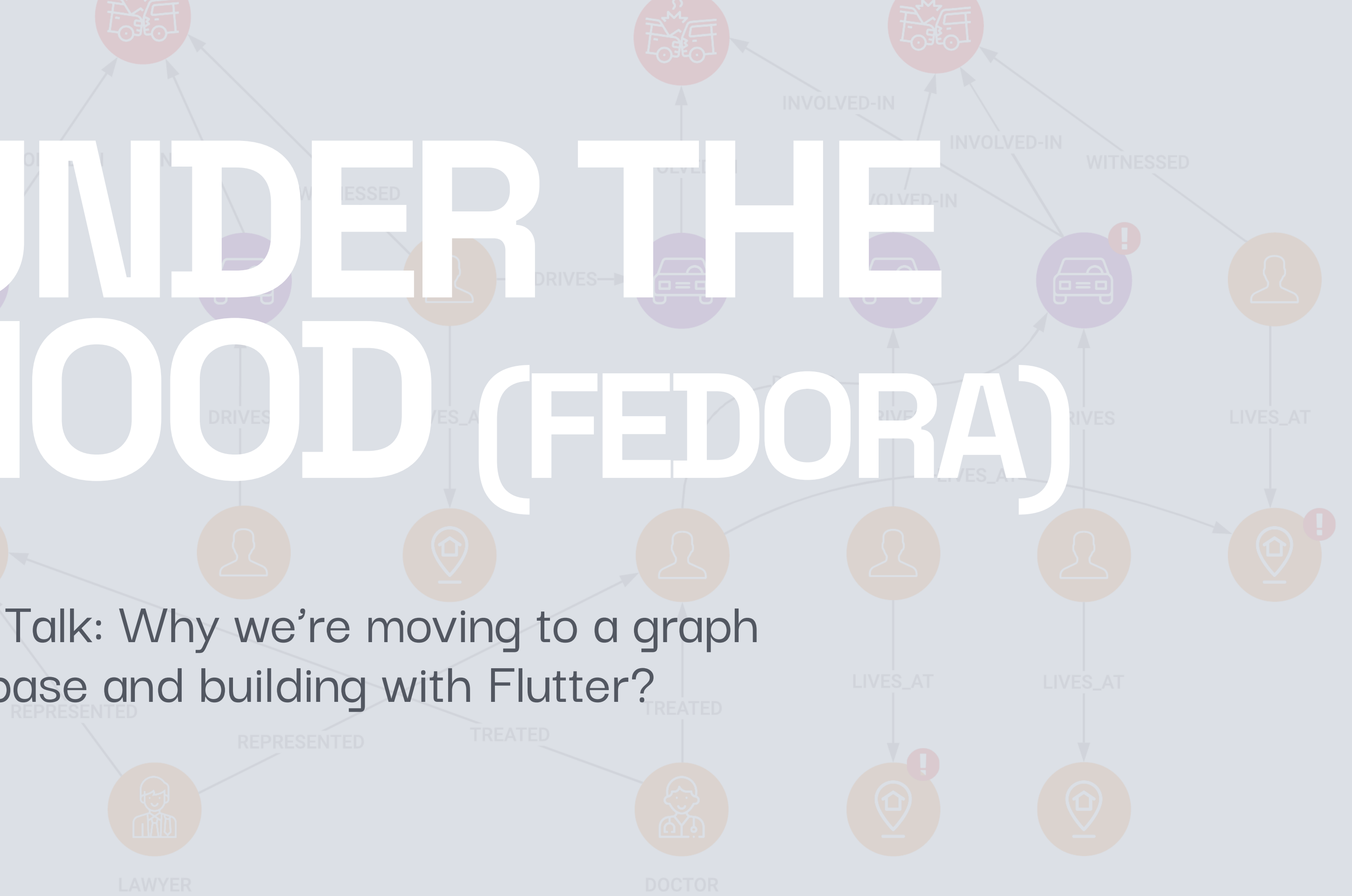
- ✦ We aim to transform every Chabad House into a smart hub for data-driven community building.

Our Goal - Mini-Apps:

- ✦ Inspired by WeChat, we aim to empower a community of creators to leverage our network in building mini-apps that support learning, giving, commerce, events, connections, childcare, & more.

UNDER THE HOOD (FEDORA)

Tech Talk: Why we're moving to a graph database and building with Flutter?



Built on Flutter for Scale, Neo4J for Data

We've added two new technologies to our stack. Neo4J & Flutter. This combo is used to rapidly prototype cross-platform apps and scale up our data science preparing for a future with machine learning.

Key Objectives



BUILD RAPID PROTOTYPES

Deliver Product Quickly



REPURPOSE AND KEEP BUILDING

Build Widgets, Not Just Products



UNCOVER INSIGHTS

A New Type of Shliach - Data Driven

Flutter, by Google, helps companies like WeChat, Ebay, and BMW get products out the door in 80% the time. We're using it to rapidly digitize Chabad's real world impact

Key Objectives



BUILD RAPID PROTOTYPES

Deliver Product Quickly



REPURPOSE AND KEEP BUILDING

Build Widgets, Not Just Products



UNCOVER INSIGHTS

A New Type of Shliach - Data Driven

| We're building a library of widgets each department can use and continue building upon. Leveraging the strength of our collective efforts is the key to our success.

Key Objectives



BUILD RAPID PROTOTYPES

Deliver Product Quickly



REPURPOSE AND KEEP BUILDING

Build Widgets, Not Just Products



UNCOVER INSIGHTS

A New Type of Shliach - Data Driven

| With Neo4J, we to empower Yeshiva students & Shluchim to learn the power of data and uncover new insights and opportunities for connecting & serving the Jewish people.

Key Objectives



BUILD RAPID PROTOTYPES

Deliver Product Quickly



REPURPOSE AND KEEP BUILDING

Build Widgets, Not Just Products



UNCOVER INSIGHTS

A New Type of Shliach - Data Driven

OKRs

OBJECTIVES & KEY RESULTS

What use cases and goals are we focused on & why

Chabad Data

Building a centralized Global Chabad database - integrated with the central programs & departments is the precondition for building a powerful local data science team and using AI.

Chabad Social

Aside from the central management suite, we aim to launch a web 2.0 social platform. This will allow local centers to keep track and funnel new engagements to all of our services.

Chabad Apps

Building native apps has proven costly, so we aim to produce rapid concepts for Kids, Singles, Study Partners, Shabbatons, Learning, etc. by decreasing UI and Dev time.

Team & Culture

CHABAD TECH/MEDIA HOUSE

Building a Culture of Innovation

Creating A Culture of Growth

Talent attracts talent. We've seen success in recruiting some of the brightest minds in Chabad to work on this new initiative. By building a home inline with the culture we want to foster, we can ensure this becomes a movement.

Key Objectives



FOSTER CREATIVITY

Build a space that attracts talent



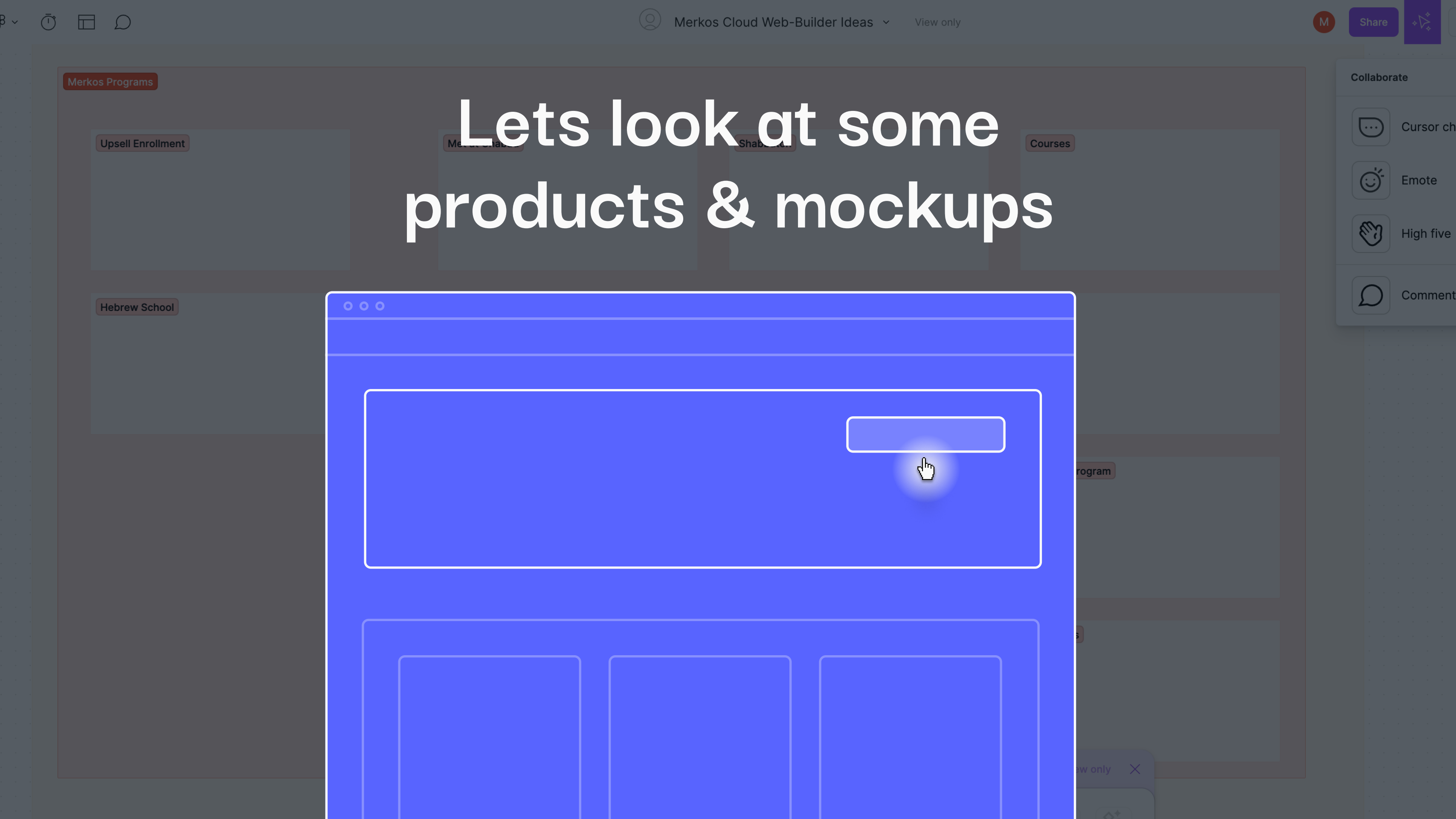
CHANGE THE NARRATIVE

Generate excitement for innovation



BUILD THE FUTURE

Teach local students the power of tech



Lets look at some products & mockups

Merkos Programs

Upsell Enrollment

Merkos Programs

Shab...

Courses

Hebrew School

program

Collaborate



Cursor ch



Emote



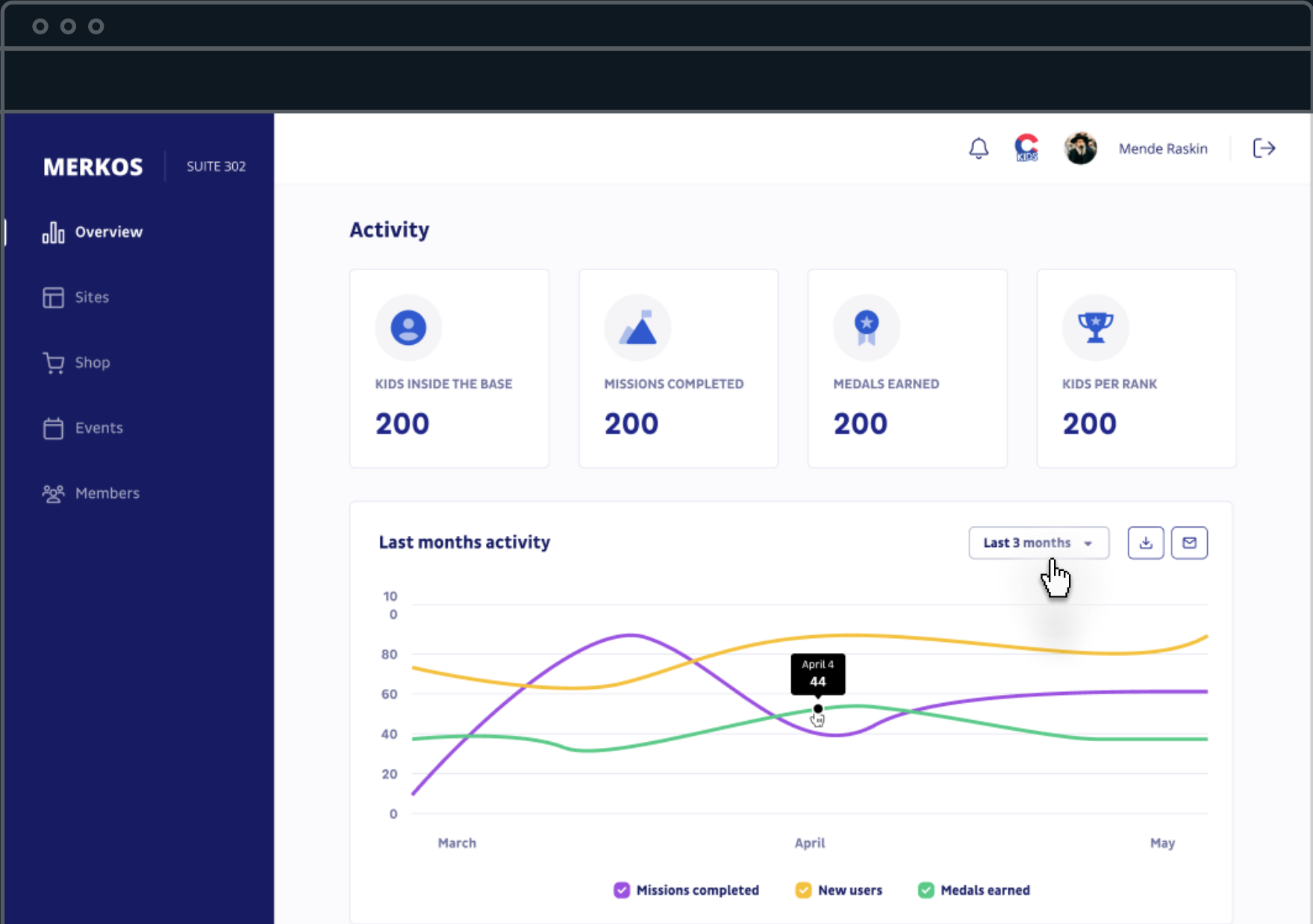
High five



Comment

CENTRAL PLATFORM

X Departments, X Events, X Participants, \$X,X Revenue



Core Features

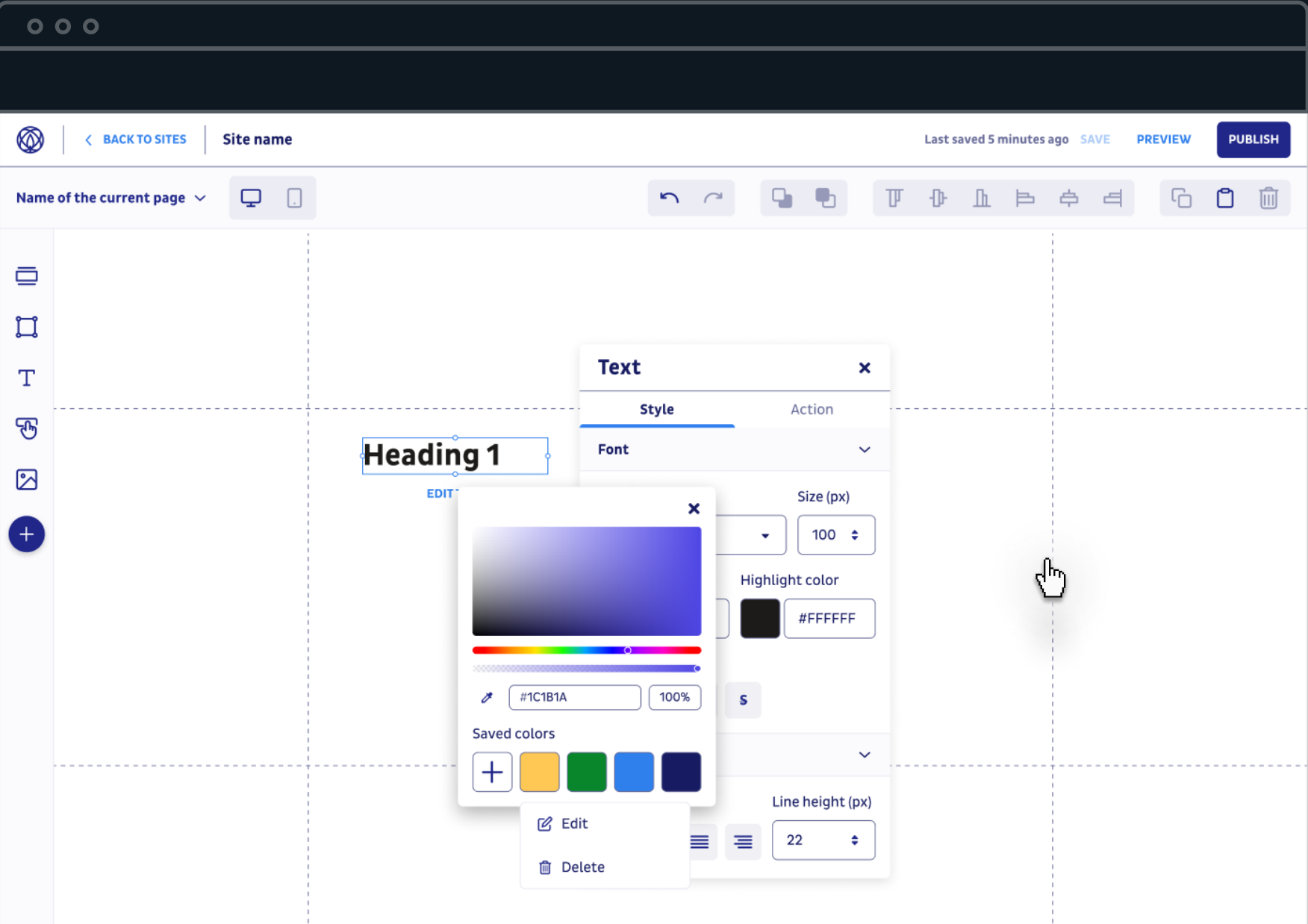
Analytics

User Roles

Insights

SITE BUILDER - CENTRAL PLATFORM

X Departments | X Sites | X,X Visits | X Signups



Core Features

- ✦ Freeform & Blocks Mode
- ✦ Data & Component Library
- ✦ Access, Roles, & Domains

CENTRAL PLATFORM

X Departments, X Events, X Participants, \$X,X Revenue

MERKOS

SUITE 302

Overview

Sites

Shop

Events

Members

Events

+ EVENT

All eventsFinishedUpcomingDraft

Search event by name

NAME	ATTENDEES	REVENUE	STATUS	ACTION
Shabbaton 2023 Online event Friday December 16, 2022 at 19:00	12/100	\$0,00	For sale	OPEN OVERVIEW
Speed dating Central Park Friday December 16, 2022 at 19:00	12/100	\$0,00	For sale	OPEN OVERVIEW
Tishrei Hakhel Meetup Online event Friday December 16, 2022 at 19:00	12/100	\$0,00	For sale	OPEN OVERVIEW
Speed dating Central Park Friday December 16, 2022 at 19:00	12/100	\$0,00	For sale	OPEN OVERVIEW

50 items per page

1 of 456

Booking Engine

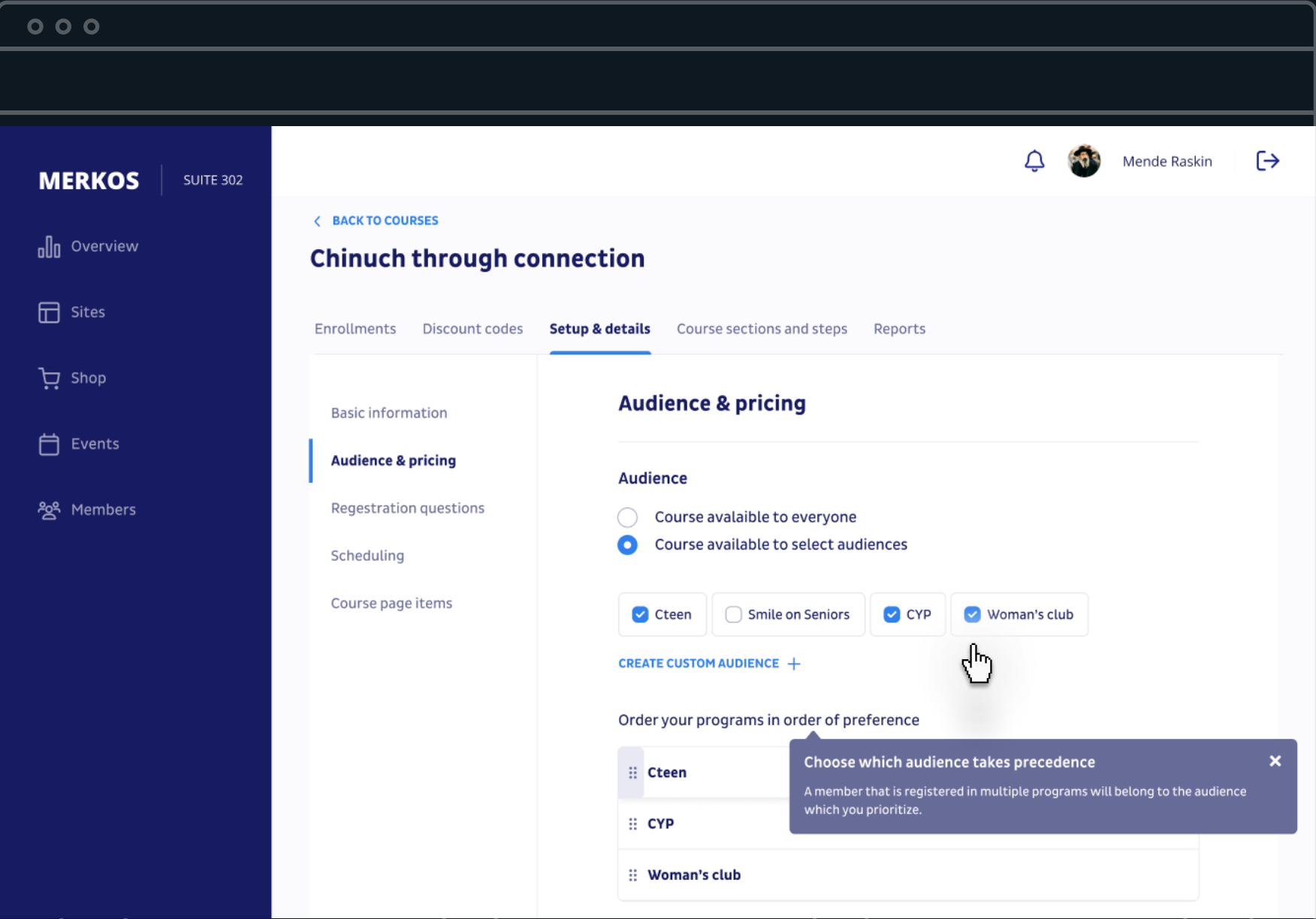
Multi-tier Pricing

Form Builder

Itinerary Planner

CENTRAL PLATFORM

X Departments, X Events, X Participants, \$X,X Revenue



Learning Management

Multi-Step Courses & Assignments

Teacher Backend & Analytics

Emails, Reports, Dynamic Pricing

CENTRAL PLATFORM

X Departments, X Products, X Purchases, \$X,X Revenue





Mende Raskin

email@example.com

My account

My family

My organizations

Memberships

Orders

Settings

Search

TRACKING #	ITEMS	TOTAL PRICE	DATE	STATUS
#2340	 Colour Pencils Physical product • x1  Notebook Physical product • x4 SEE 3 MORE ITEMS	\$99.99	27/12/2022	Pending
#2340	 Colour Pencils Physical product • x1	\$99.99	27/12/2022	Delivered

Order Management

Product Listings & Fulfillment

Dynamic Pricing & Coupons

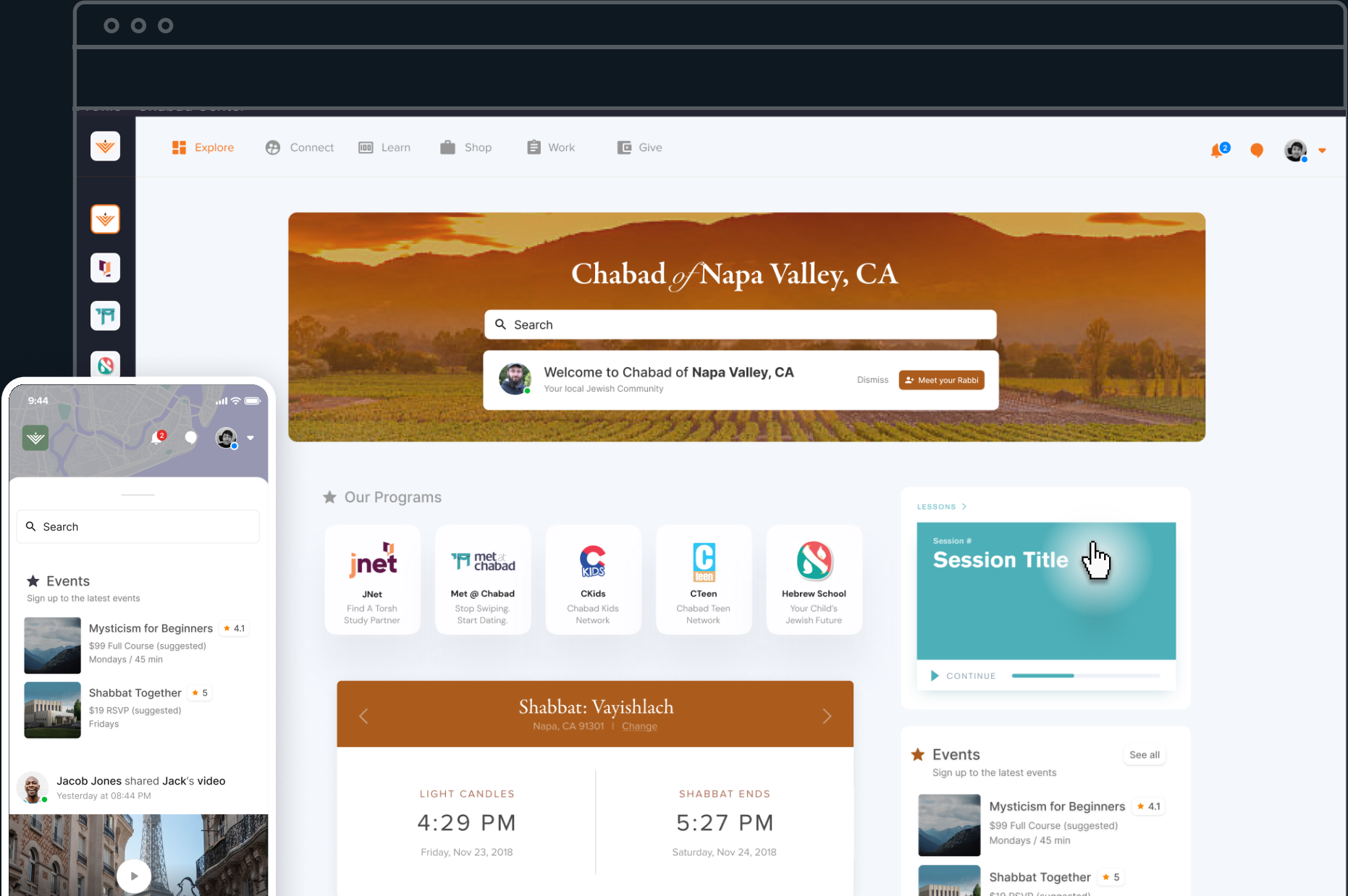
Digital Subscriptions

app.yourchabad.com/home

Design

COMMUNITY PLATFORM

X Departments, X Events, X Participants, \$X,X Revenue



Community

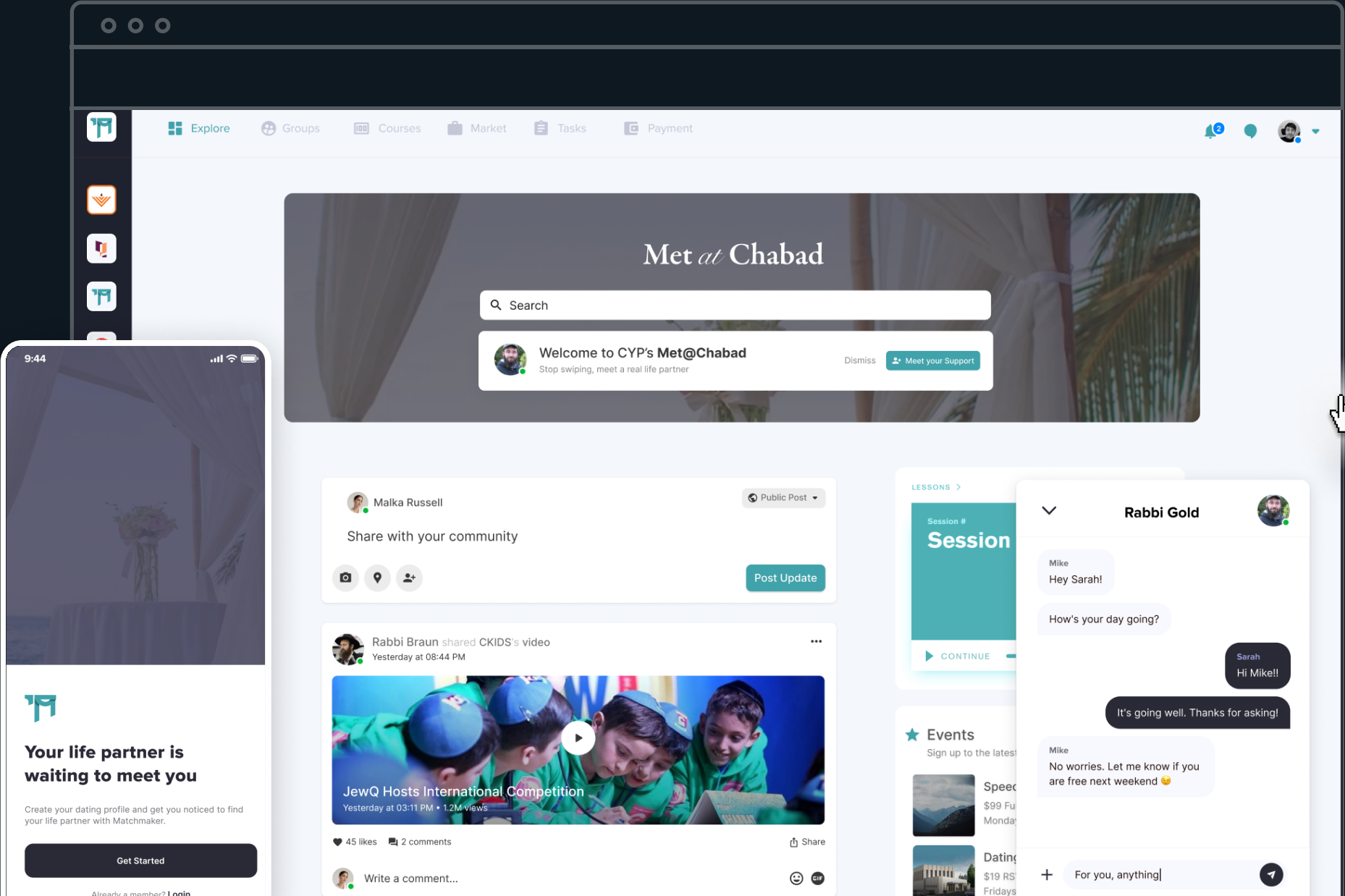
✦ Universal Elastic Search

✦ Social Feed & Widgets

✦ Mini-Apps, Friends, & Profile

COMMUNITY PLATFORM

X Departments, X Events, X Participants, \$X,X Revenue



Chat

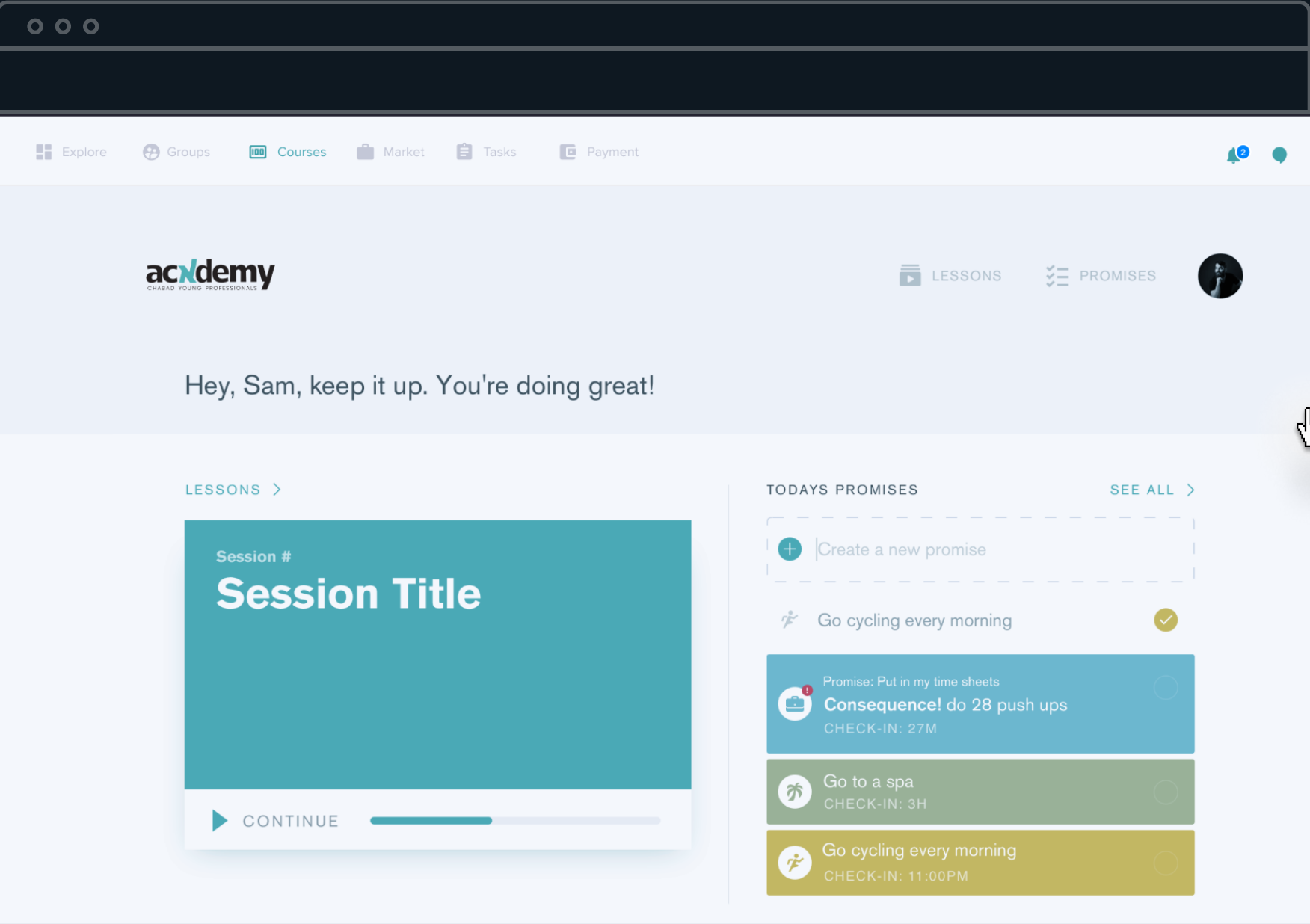
✦ 1:1 Conversations

✦ Group Threads

✦ Scheduled Video Calls

COMMUNITY PLATFORM

X Departments, X Events, X Participants, \$X,X Revenue



Learning

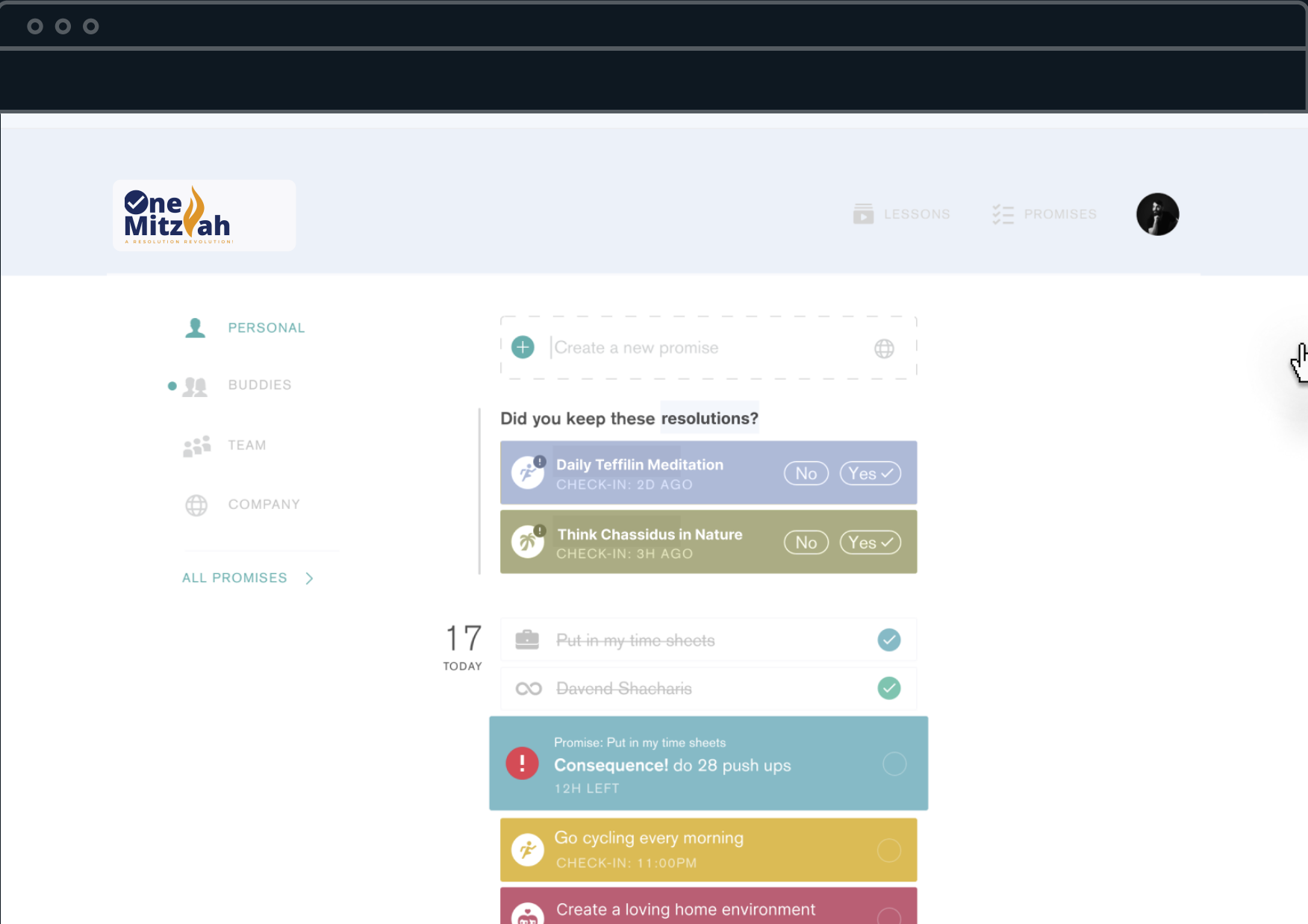
Multi-Semester Courses

Homework & Takeaways

Points & Badges

COMMUNITY PLATFORM

X Departments, X Events, X Participants, \$X,X Revenue



Core Features

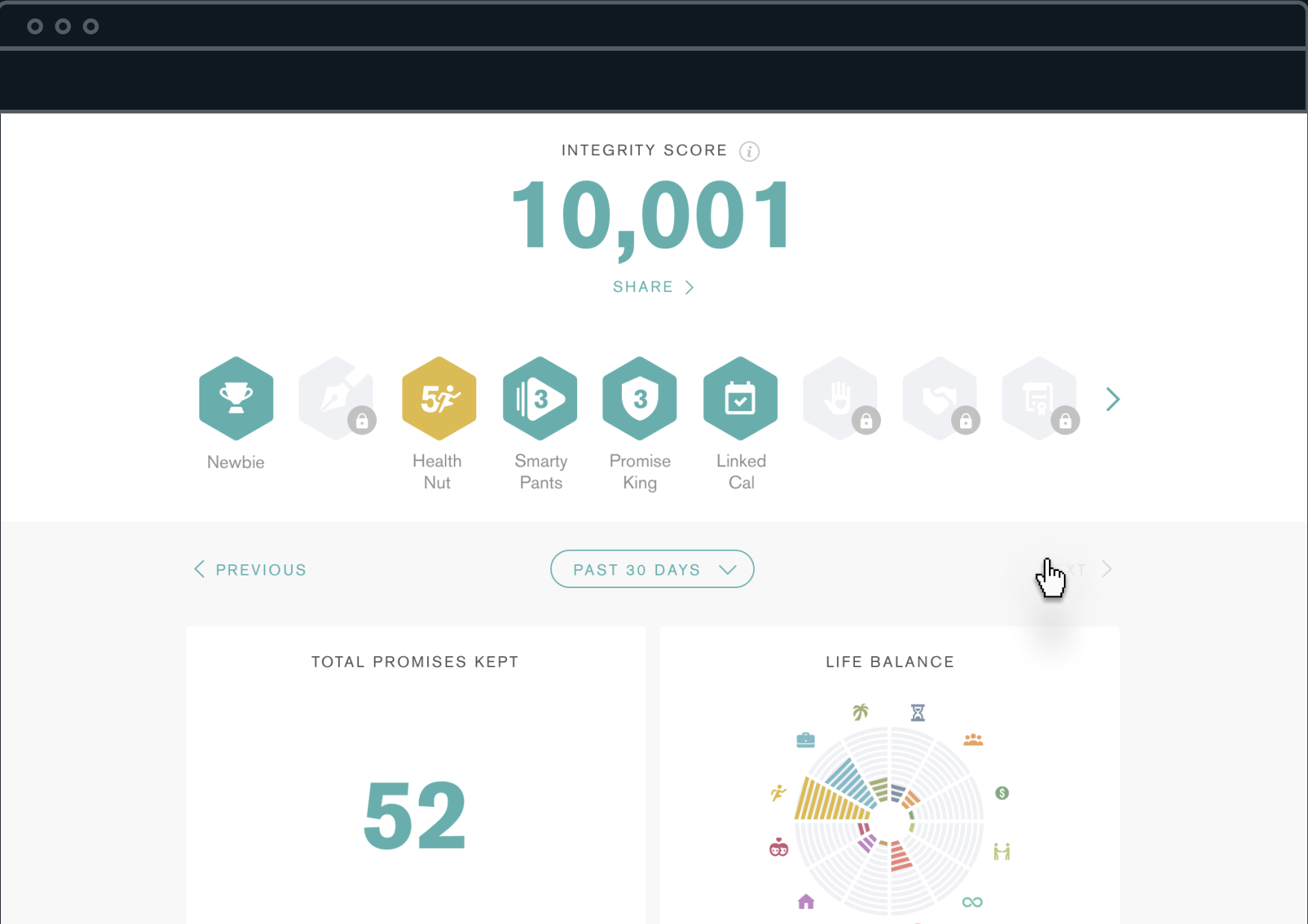
✦ Social Accountability

✦ Reinforcement Learning

✦ Daily Reminders

COMMUNITY PLATFORM

X Departments, X Events, X Participants, \$X,X Revenue



Core Features

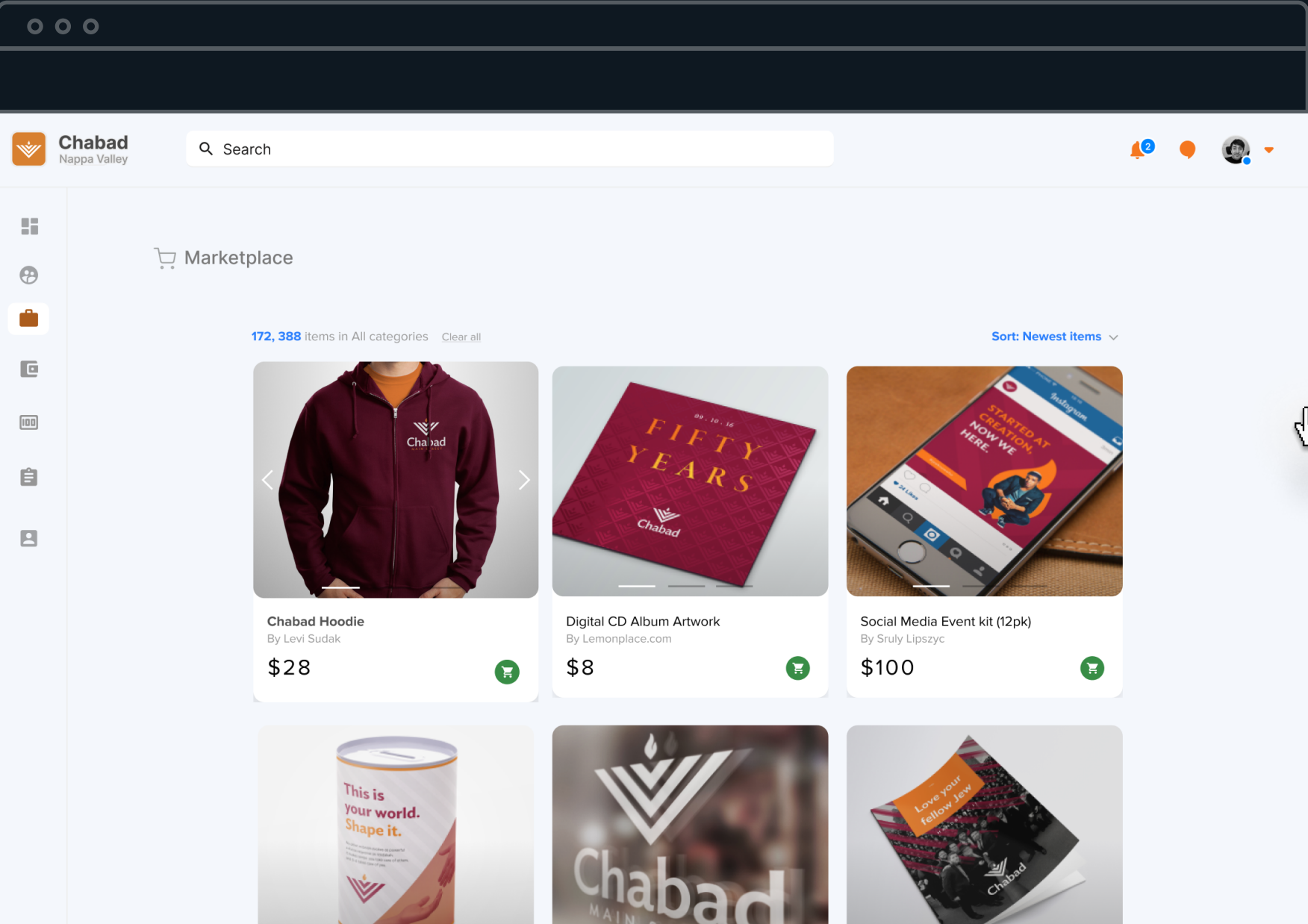
✦ Levels & Badges

✦ Insights & Self Scoring

✦ Life-wheel Tracking

COMMUNITY PLATFORM

X Departments, X Events, X Participants, \$X,X Revenue



E-Commerce

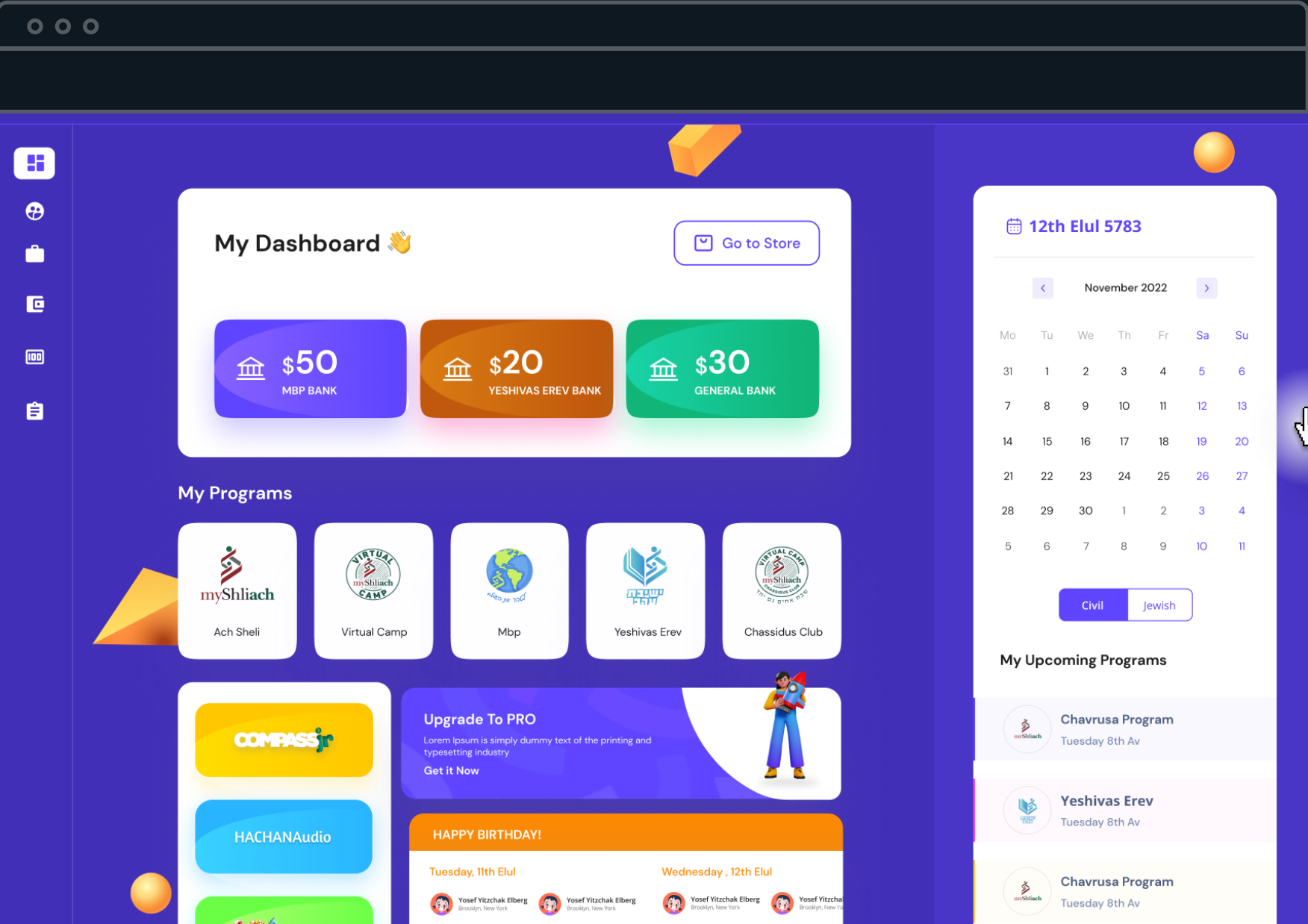
Shipping & Fulfilment

Multi-Tier Marketplace

Digital Subscriptions

COMMUNITY PLATFORM

X Departments, X Events, X Participants, \$X,X Revenue



Kids Portal

★ Currency & Banking

★ Mini-Apps & Games

★ Virtual Classroom

Till' Next Time

THANKS