

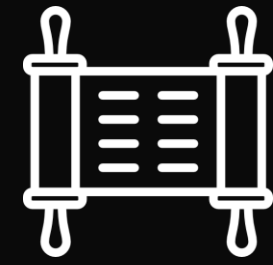
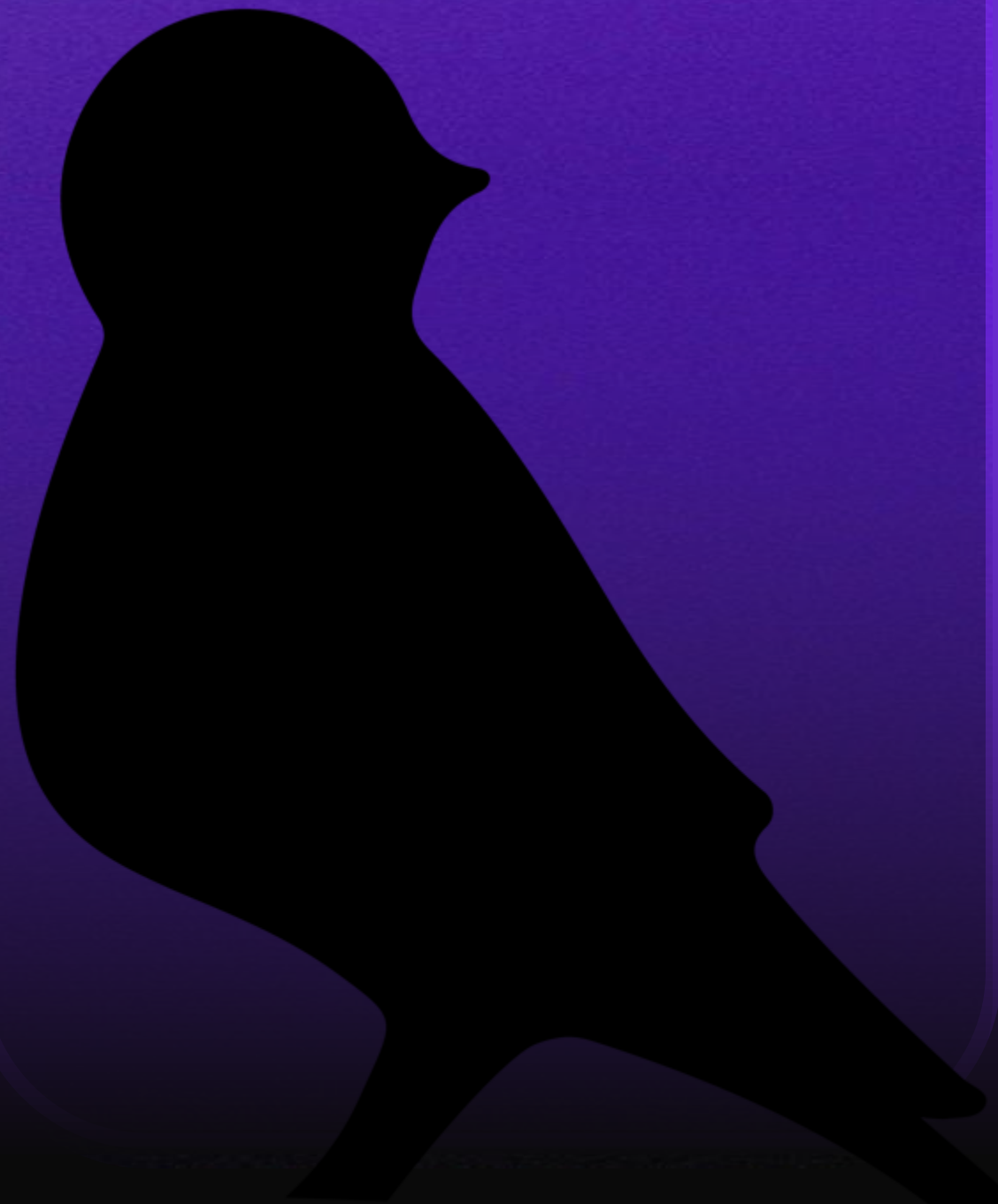


THE VISION-TRACTION ORGANIZER™

One Company

One Mission

OUR CORE VALUES



Follow Daas
Torah



Passion for
the Cause



Rosh Gadol



Integrity



No-Ego Team
Player



Anonymity

OUR PURPOSE / CAUSE

FIGHT THOSE WHO HATE THE JEWISH PEOPLE

נלחם במלחמת ה'

CORE

FOCUS



OUR NICHE

**DISMANTLE THE ANTI-ISRAEL NETWORK
BY ATTACKING THE MESSENGER, NOT THE MESSAGE**

CORE

FOCUS

CORE TARGET (2021-2024)

DISMANTLE OR SIGNIFICANTLY DOWNSIZE THE CORE 7
(AMP, SJP, INN, JVP, CAIR, WOL, FJP)



SJP

CORE TARGET

DISMANTLE OR SIGNIFICANTLY DOWNSIZE SJP & ITS NETWORK

SJP

AMP

FSJP

PYM

SAMIDOUN

WOL

JVP

TARGET TARGET



Anti-Israel Activists
(SJP & Network) - Profiles



Employers, Institutions, Agencies
API and Google

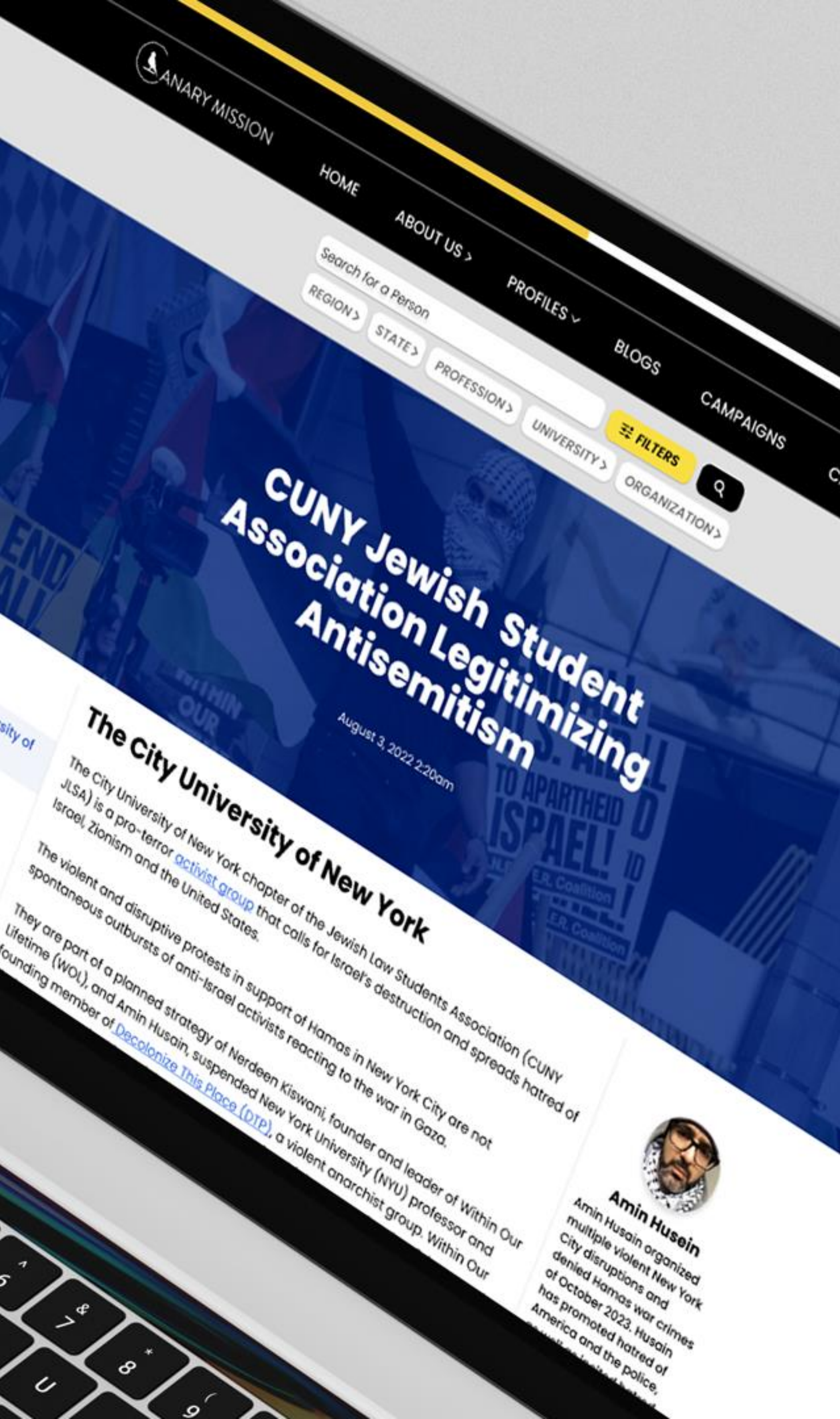


Donors
Zooms, Webinars, Meetings, Emails



Pro-Israel Crowd
Collaborations and Followers on SM





- **01** Fact & Evidence Based Profiles
- **02** Attack The Messenger, Not The Message
- **03** Anonymity as a tool to scare the enemy.
- **04** Providing real consequences for anti-Semitism & anti-Israel Activism
- **05** Data-driven expertise in North American anti-Semitism
- **06** Impact-driven: We change the behavior of the enemy
- **07** Bottom-up Approach: Using Individuals to take down orgs
- **08** We are the adult in the room

YEAR PLAN 2024



Facial Rec Software Combined with Scraping is Efficiently Producing Named POIs



Security Audit & plan implemented and fully compliant



Data-Driven Website V1 live (Writer/Editor module V1)



Centralized Dashboard for FRMPs Ready to Produce Profiles and possibly other products



CM2.0 org structure in place
CM2.0 software families mapped out for Fundraising



Scope out and Build Functional Iteration of Archive and Maintenance Plan



Year Plan 2025



Measurables

150 New Profiles / Rewrites published per week

TBD - Impact measurable

#1 Goal

Impacts system in place for tracking correct data, shaping the products and sharable with donors



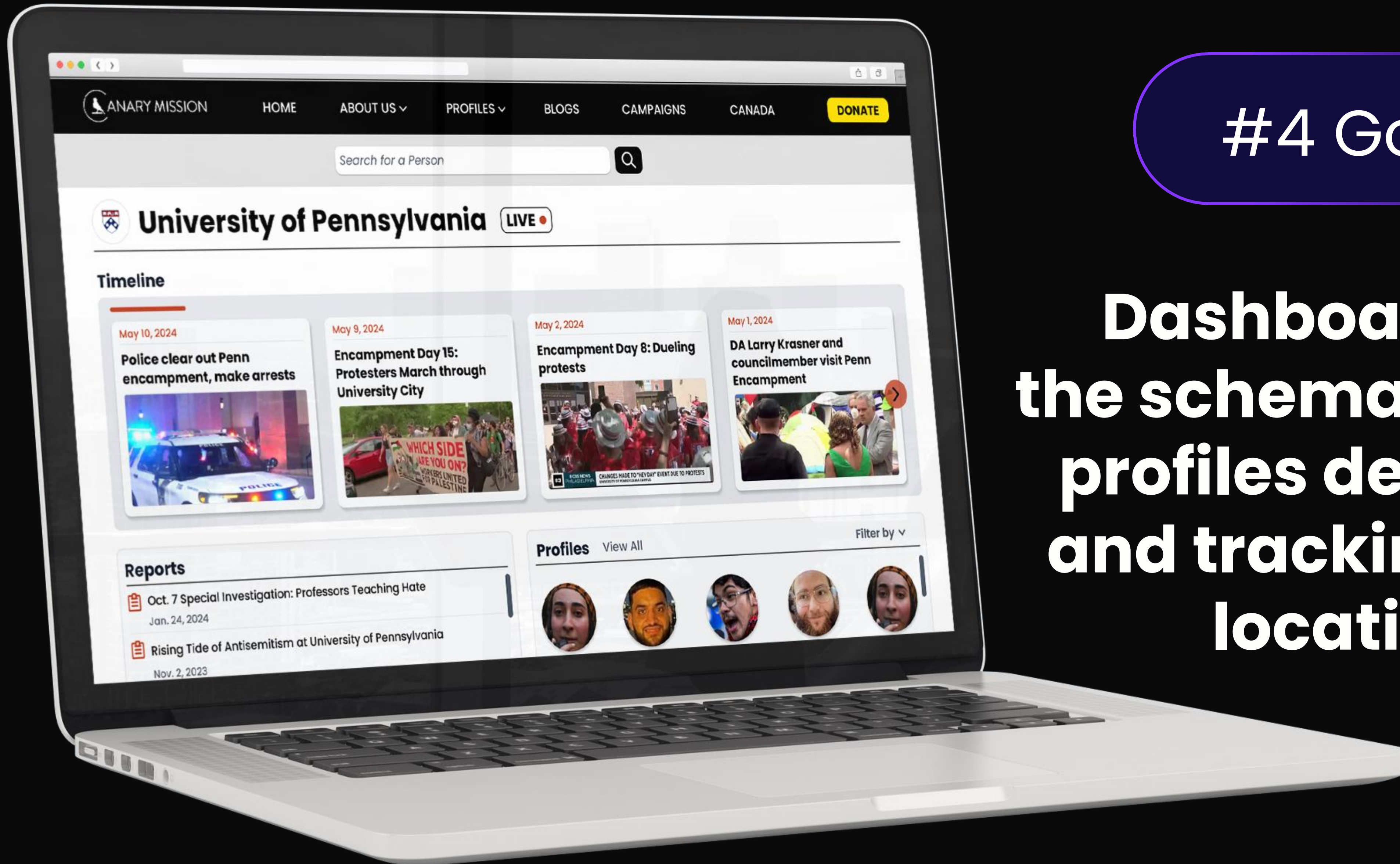
#2 Goal

**CM SM brand
distinguishable from
competitors**

The background of the slide is a dark purple color, densely populated with a repeating pattern of light purple icons. Each icon consists of a circle containing a stylized human figure, representing a profile or user. The icons are arranged in a grid-like pattern, slightly offset from each other, creating a textured effect.

#3 Goal

**Critical Tech elements are enabling
us to hit the profile goal**



#4 Goal

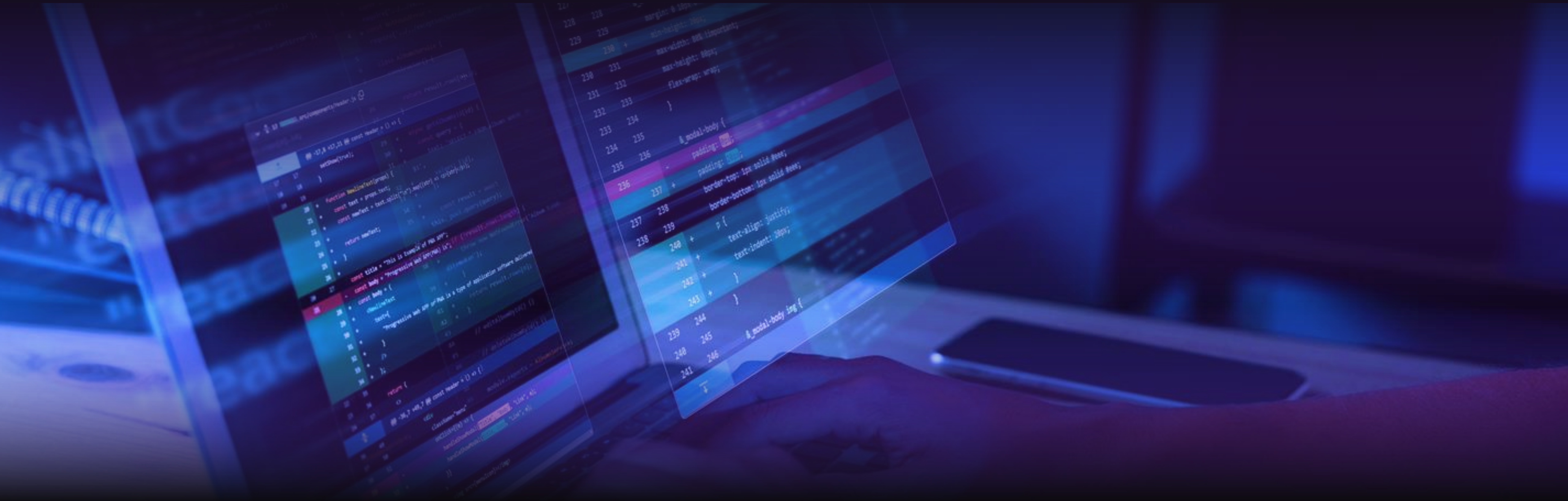
Dashboard with
the schema for event
profiles developed
and tracking many
locations

#5 Goal

CM has a lean start-up high trust culture

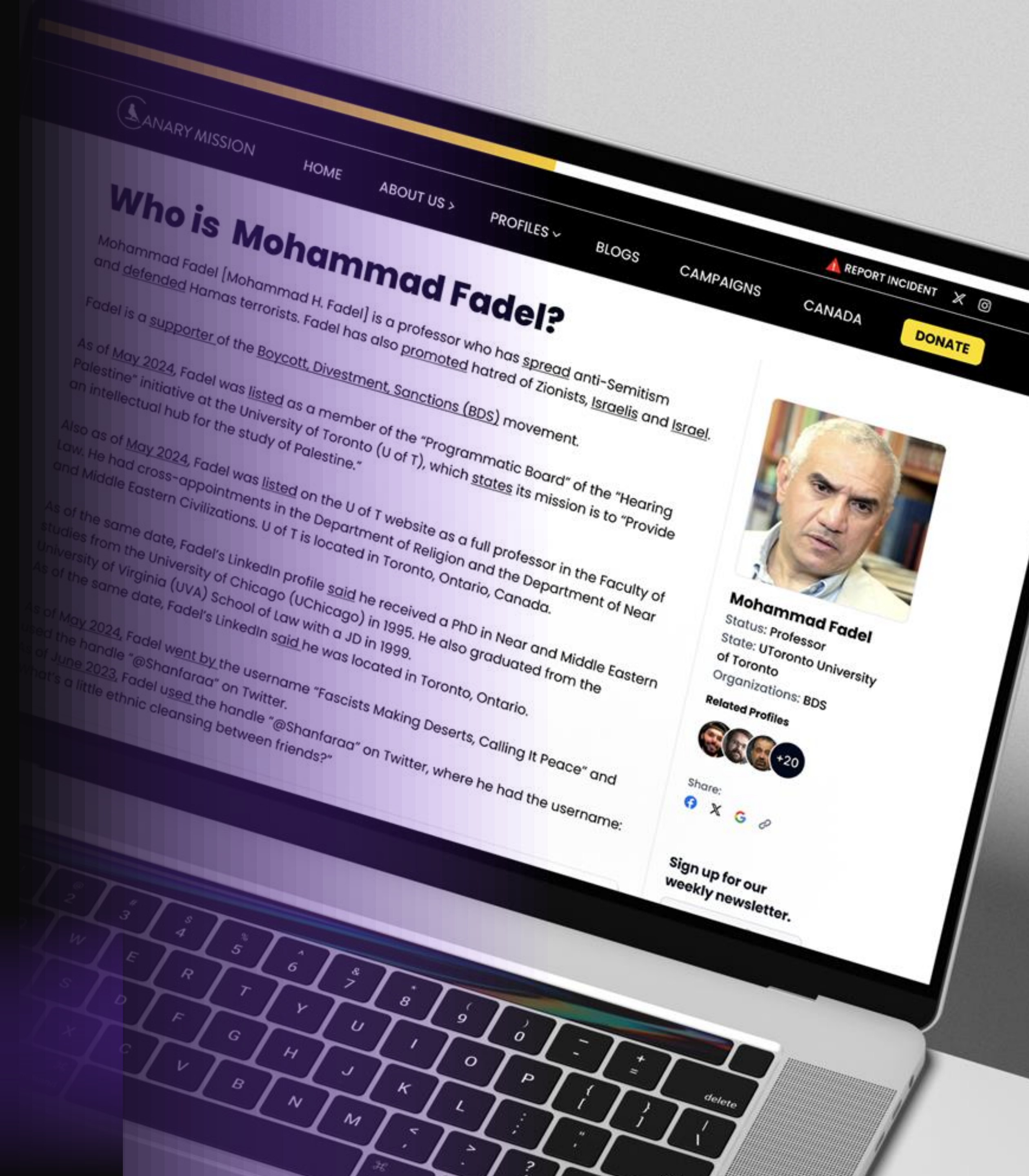
#6 Goal

**API product defined, developed and considered
in all tech development**

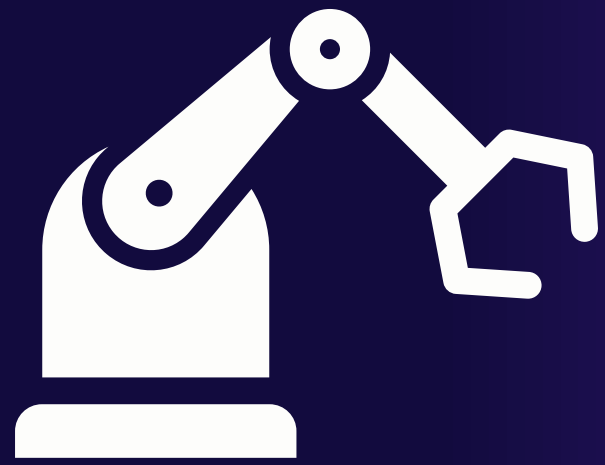


#7 Goal

Legacy data correctly
migrated to new
website



ROCKS – Q1 2025



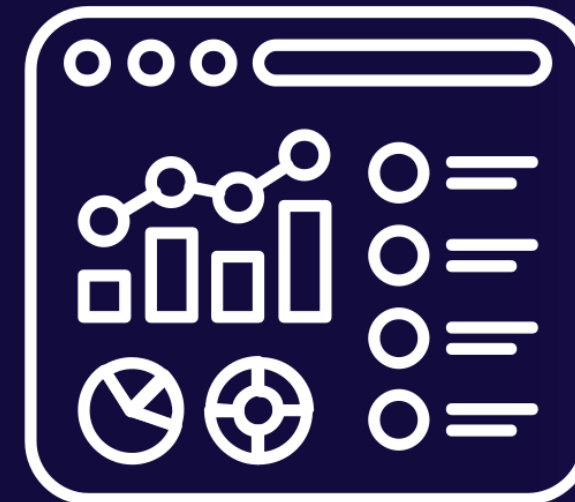
Scale up profile production: Test facial Rec, scraping, research, editing, QA and publishing



Legal clarity on scale-up and Protocol Optimization for Profiles



Legacy data plan mapped out and implementation started



Website dashboard for events/incidents MVP ready for testing

ROCKS - Q1 2025

CULTURE
CHANGE





THE VISION-TRACTION ORGANIZER™

One Company

One Mission