# **# Atchalta: Safeguarding Israel and Jewish Communities Worldwide**

# ## Comprehensive Project Proposal (2024-2028)

# ### Who We Are

# Atchalta is a non-partisan, Zionist, and action-oriented think tank dedicated to safeguarding Israel's national security and Jewish resilience worldwide. Founded by a leader with over a decade of experience in influencing Israeli government policy and Jewish communal organizations, Atchalta brings a fresh perspective to longstanding challenges.

# Our unique methodology, based on Dr. Zvi Lanir's fundamental surprise theory, employs cutting-edge technology to uncover blind spots and challenge misconceptions. We actualize solutions through leadership engagement, strategic retreats, strategic frameworks, public affairs, community outreach, and coalition-building.

# ### The Challenges We Face

# 1. \*\*Rising Antisemitism in the Wake of October 7th\*\*

# - Jewish leadership is bewildered and confused

# - Uncoordinated, ineffective, and often contradictory Jewish responses

# - Anti-Israel groups successfully framing support for Hamas as an extension of anti-racist struggles

# - Lack of allies in fighting antisemitism

# 2. \*\*Iranian Threats and Israeli Resilience\*\*

# - Iran and its proxies employing a near-flawless strategy against Israel

# - Exploitation of geographical, demographic, and global trend advantages

# - Targeting of Israeli society's resilience and international legitimacy

# - Israel's strategic inferiority and lack of effective military options

# - Need for rapid adaptation to a protracted war of attrition

# ### Our Comprehensive Approach

# Atchalta proposes a four-year initiative addressing both antisemitism and the Iranian threat through interconnected strategies:

# 1. \*\*Mitigating Antisemitism\*\*

# - Transform chaotic Jewish responses into an effective, decentralized approach

# - Universalize and reframe antisemitism as a broader American issue

# - Build coalitions through counterintersectionality

# - Implement strategies across media, corporate, education & legal sectors

# 2. \*\*Countering Iranian Threats and Building Israeli Resilience\*\*

# - Develop multi-pronged strategies to undermine Iran's influence and economic stability

# - Create frameworks for enhancing Israel's long-term societal and economic resilience

# - Provide actionable recommendations for government and security agencies

# ### Key Products and Activities

# 1. \*\*Antisemitism Mitigation\*\*

# - Strategic retreats for American Jewish organizations

# - Comprehensive guidebook and virtual course with AI tutorials

# - 'Speak and learn' tour with American partners

# - Media campaign and event on "Antisemitism and the West"

# 2. \*\*Iranian Threat Countermeasures\*\*

# - Strategic frameworks for Iranian regime and proxy destabilization

# - Economic offensive plans targeting Iran's financial infrastructure

# - Israeli resilience enhancement strategies

# - Infrastructure and resource allocation recommendations

# ### Team Composition

# \*\*Core Team (4 members)\*\*:

# 1. Senior Strategic Analyst (Atchalta)

# 2. Antisemitism and Jewish Community Expert

# 3. Middle East Geopolitical Specialist

# 4. Economic Warfare and Resilience Expert

# \*\*Advisors (6)\*\*:

# 1. Former intelligence official with Iran expertise

# 2. Social psychologist specializing in community resilience

# 3. Legal expert in international law and human rights

# 4. Media and communications strategist

# 5. Cybersecurity specialist

# 6. Interfaith relations expert

# ### Budget Breakdown

# \*\*Year 1 (2024-2025): $650,000\*\*

# - Core Team Salaries: $320,000

# - Advisor Fees: $90,000

# - Strategic Retreats and Events: $100,000

# - Research and Technology: $60,000

# - Travel and Accommodation: $40,000

# - Marketing and Communications: $30,000

# - Miscellaneous and Overhead: $10,000

# \*\*Year 2 (2025-2026): $800,000\*\*

# \*\*Years 3-4 (2026-2028): $1,000,000 per year\*\*

# ### Why Atchalta?

# 1. \*\*Demonstrated Leadership\*\*: Track record of successful campaigns influencing policy and organizational behavior

# 2. \*\*Unique Methodology\*\*: Application of fundamental surprise theory and advanced technologies

# 3. \*\*Holistic Approach\*\*: Addressing interconnected challenges in Israel and the Jewish world

# 4. \*\*Action-Oriented\*\*: Focus on tangible outcomes and implementable strategies

# ### Conclusion

# The challenges facing Israel and Jewish communities worldwide are complex and interconnected. Atchalta's comprehensive approach, combining innovative methodologies with practical experience, positions us uniquely to address these issues effectively. By investing in this four-year initiative, you're not just supporting a project – you're securing a more resilient future for Israel and the Jewish people.

# Join us in this crucial mission to safeguard our shared future.

# **Countering Iranian Threats and Building Israeli Resilience** Project Proposal

Israel’s enemies in the Middle East, led by Iran, employ a near-flawless strategy against Israel, exploiting their geographical depth, demographic advantage, and global trends. They target Israeli society's resilience and international legitimacy as vulnerabilities. Israel faces strategic inferiority, lacking effective military options against this existential threat. The challenge for Israel is swift adaptation to a protracted war of attrition. This requires a comprehensive approach, addressing both external threats and internal resilience, to counter the multi-faceted challenges posed by Iran and its allies.

**Our Approach and Goals:**

Atchalta is uniquely positioned to generate holistic strategic frameworks addressing both the external threats and internal challenges facing Israel. Our goal is to develop actionable strategies using our unique methodologies for destabilizing the Iranian regime and its proxies while simultaneously bolstering Israel's societal and economic resilience.

Key principles:

* Develop a multi-pronged approach to undermine Iran's influence and economic stability
* Create a comprehensive framework for enhancing Israel's long-term resilience
* Provide concrete, implementable recommendations for government and security agencies
* Leverage Atchalta's expertise in conceptual work and strategic analysis

**Key Products:**

1. on the offense: Strategic Frameworks for Iranian Destabilization

* Comprehensive analysis of Iranian regime vulnerabilities
* Tailored strategies for weakening each Iranian proxy
* Economic offensive plan targeting Iran's financial infrastructure
* Recommendations for international cooperation in pressuring Iran

2. on the defense: Israeli Resilience Enhancement Plan

* Economic preparedness strategies for prolonged instability
* Social cohesion frameworks
* Infrastructure and resource allocation recommendations
* Public communication and education programs

### Budget and Timeline:

* - We propose a 12-month project with a budget of $750,000
* - This covers the core team, advisor fees, research costs, and operational expenses
* - Deliverables will be provided quarterly, with a comprehensive final report

### Conclusion:

The Iranian threat and the need for enhanced Israeli resilience are critical issues that demand immediate and thoughtful action. Atchalta's unique position, methodologies, and expertise make us the ideal partner to develop the strategies Israel needs in these challenging times. By engaging with us, government officials will gain invaluable insights and actionable recommendations to safeguard Israel's security and strengthen its societal fabric for years to come.

* Develop a comprehensive guidebook.
* Create a virtual course with AI tutorials.
* Hosting an event on "Antisemitism and the West".
* Launch a media campaign.

**Who We Are**

* Atchalta is a non-partisan, Zionist, and action-oriented think tank dedicated to safeguarding Israel's national security and Jewish resilience worldwide.
* We actualize solutions through leadership engagement, strategic retreats, strategic frameworks, public affairs, community outreach, and coalition-building.
* Atchalta is focusing on three main challenges: Geopolitical threats from Iran and its ‘proxies’, Israeli social cohesion, and mitigating the current blend of antisemitism. **This paper focuses only on the latter.**

**Why Atchalta?**

1. **Demonstrated Leadership:**
   * Atchalt a's founder previously led successful campaigns influencing Israeli government and the conduct of Jewish communal organizations worldwide, and supporting multinational companies against BDS attacks.
2. **Unique Methodology:**
   * We apply a unique methodology which is based on the [fundamental surprise theory](https://dokumen.pub/qdownload/thinking-like-a-fox-the-complete-guide-to-a-life-of-adventure-and-practical-wisdom.html) of Dr. Zvi Lanir, and use technology (mindmapping software and generative AI models) to uncover blind spots and challenge misconceptions.
3. **Working both in Israel & the Jewish world:**
   * Working with Israeli decision-makers on geopolitical aspects of this challenge (not discussed in this paper), while leading the only effort that focuses on changing the Jewish ecosystem's approach at large towards antisemitism.

**Budget and Support:**

* Atchalta is looking to fundraise $650,000 for its entire operation for the first year.
* For the discussed project, we are seeking multi-year support, with an annual budget of $350,000 for four years.
* The budget covers staff and advisors, activities; travel; marketing and printing; communication; miscellaneous expenses and overhead.

A person in a white shirt

Description automatically generated**Founder’s Personal Words**

A signature on a white background

Description automatically generatedIsrael and the Jewish world are at a critical juncture. With over a decade of experience, I've decided to take the plunge and establish Atchalta, believing that voices outside the establishment can better identify blind spots and craft long-term strategies. Our approach is comprehensive and action-focused, using a special methodology that systematically yields results. With the right resources, we can achieve tangible outcomes within months. Your support isn't just a donation - it's an investment in a more secure future for Israel and the Jewish world. We have the experience, connections, and strategy. What we need now are resources to act. Will you join us in this crucial mission?

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