# **AI Scoring & Insights Demo - June 23**

[**VIEW RECORDING - 33 mins (No highlights)**](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ)

[@0:00](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=0.0) - **Sim Borodach (Hatch)**

Thank you. Hello, Michele. Hi.

[@0:48](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=48.64) - **Michele Wellikoff**

Hello. Figured that you were going to stand me up again and then it was going to make this all so easy.

Dang, appreciate the honesty. you. Thank you. you. Listen, can't have it any other way.

[@1:03](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=63.36) - **Sim Borodach (Hatch)**

Yeah.

[@1:04](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=64.92) - **Michele Wellikoff**

Are you getting background noise coming from me? No. Okay, that's good.

[@1:10](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=70.32) - **Sim Borodach (Hatch)**

I'm going to take these out. Where are you? I'm in Chicago for a couple of days. My wife has a, she's part of the M Squared Fellowship.

I don't know if you've heard of M Squared. Anyways, it's a Jewish leadership fellowship. And thank God she is very, very pregnant.

So, she didn't want to travel alone. Okay.

[@1:32](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=92.8) - **Michele Wellikoff**

Sounds great. So, I'm here. So, you're here.

[@1:34](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=94.66) - **Sim Borodach (Hatch)**

I assume you're in Jersey. Yes.

[@1:37](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=97.82) - **Michele Wellikoff**

Awesome.

[@1:40](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=100.44) - **Sim Borodach (Hatch)**

So, you're leaving JFCSNNJ. Correct. And I asked you to take this meeting because I wanted to do what we were going to do at the other meeting.

Now, it obviously doesn't necessarily seem like there's so much purpose in that. what what we're we're we're the So, you're you're So, you're

[@2:00](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=120.44) - **Michele Wellikoff**

No, I just need to decide, like, if, like, if it makes sense for us to continue, like, I don't know when our renewal is up, probably soon.

Yeah. Like, I just want to, you know, it's hard for me to make a decision because I feel like it hasn't been, it's been, okay, it's been whatever, but like, also, you know, I'm leaving, so it's not 100% fair for me to make the decision.

Yeah.

[@2:24](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=144.42) - **Sim Borodach (Hatch)**

Well, what I'd love to do is to show you what we showed Stacey and what she loved so much, and she reiterated that to me, and hopefully you can see the value, and also keep in mind that you guys are on a discounted plan, so.

[@2:38](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=158.7) - **Michele Wellikoff**

Right, well, I mean, that's what I need to know, how much is it going to cost going forward?

[@2:42](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=162.0) - **Sim Borodach (Hatch)**

It's $1,000 for the whole year, which is way cheaper than other customers get it for.

[@2:47](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=167.72) - **Michele Wellikoff**

So, that's, I mean, and that's, that's my, still is going to be my price. That's your, sorry, your. That's the, that's the renewal price also.

[@3:00](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=180.0) - **Sim Borodach (Hatch)**

Yeah, it's about, yeah, yeah, we're not going to change the fee.

**ACTION ITEM: Update credit card ending 3758 for Hatch renewal ($1000/year) -** [**WATCH**](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=183.9999)

[@3:04](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=184.44) - **Michele Wellikoff**

Okay. And then when is that renewal date? It's really soon.

[@3:09](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=189.14) - **Sim Borodach (Hatch)**

It is, oh, it's tomorrow. I knew it was this week. Yeah, it's tomorrow.

[@3:14](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=194.72) - **Michele Wellikoff**

So, and how would I have to pay and all that? I mean, the cards are ready on file, I believe.

[@3:22](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=202.86) - **Sim Borodach (Hatch)**

It's the one that ends in 3758. That one I recorded.

[@3:28](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=208.02) - **Michele Wellikoff**

I got, I've gotten a new card at some point, so let me just see if that Okay. And so it's supposed to be new tomorrow.

So I, I, it doesn't make sense for me to be watching an AI thing. I don't really have the patience for that right now.

Okay. To kind of talk about, like, what, 3758.

[@3:44](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=224.26) - **Sim Borodach (Hatch)**

Well, I can, basically, I could tell you what's changed since 2025.

[@3:48](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=228.36) - **Michele Wellikoff**

Okay.

[@3:52](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=232.58) - **Sim Borodach (Hatch)**

So, the, yeah, I mean, I hear you on, like, not wanting to, it's, it, you know, pictures, because I'm moving on to it.

[@4:00](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=240.0) - **Michele Wellikoff**

Different development department, different development roles, so I have the ability to choose that. I like you guys to bring you with me.

Well, so then can I show, if you don't want to see it, if you're not in the sense of see it.

[@4:10](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=250.82) - **Sim Borodach (Hatch)**

I'll see it.

[@4:11](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=251.34) - **Michele Wellikoff**

I'll watch it. Okay.

[@4:13](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=253.5) - **Sim Borodach (Hatch)**

Look, it's really not complicated, okay? It's not like we are doing everything to avoid creating some kind of black box where it's like, look at how amazing this is.

It's the most amazing thing since I spread and say, like, just trust us. So, it should make sense to you.

You should be able to interpret what I'm showing you pretty easily. Let me just get the right window open here.

One more second.

[@4:45](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=285.9) - **Michele Wellikoff**

So, this is your first baby, I guess, but you don't have a lot kids. Yeah. Yeah. Yeah, we're super excited.

[@4:54](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=294.32) - **Sim Borodach (Hatch)**

What, did say something else? No, that's exciting. I mean, I'm assuming. If you're a mom, I don't know for sure.

[@5:02](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=302.28) - **Michele Wellikoff**

I have four kids. My oldest is 22. My youngest is turning 16. Hey, wow.

[@5:08](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=308.94) - **Sim Borodach (Hatch)**

Still in the thick of little I'm going to work for an organization called A-Time that helps.

[@5:13](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=313.4) - **Michele Wellikoff**

Yeah. You know about A-Time. I mean, when you told us you were heading over there, we looked up a bit about it.

Yeah. I actually don't have a development department. I'm starting it. I mean, even though they're raising $10 million and I actually have a database of people who've all been donating for years without any cultivation and stewardship.

So maybe I really need exactly what you're visiting now for two organizations at once.

[@5:41](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=341.44) - **Sim Borodach (Hatch)**

I tried to get my sales guys, my Joey, to come. They have a very tall order for the end of this quarter, so he couldn't make it.

But I'm not really here to sell you. I do customer success.

[@5:54](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=354.86) - **Michele Wellikoff**

I know, that's I'm saying, but show me with your customer success skills. Yeah.

[@5:59](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=359.6) - **Sim Borodach (Hatch)**

So... What I'll tell you is, I just met with an Israeli, I mean, it's an Israel-based non-profit that's doing social services for young kids on the Gaza border who've been severely impacted.

And he has three donor meetings this week, and he's using this to right-size the gifts for those donor meetings.

So he launched his first campaign, because he and his colleague are the whole, they don't have a development department, same thing.

He's like, I have no idea how much, these people gave $300 when we did the initial campaign. I have no idea how much to ask them for, and I have a meeting with them this week.

So in comes, in comes Hatch.

[@6:42](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=402.84) - **Michele Wellikoff**

Are you seeing the... Is this my... This is your data. Yeah.

[@6:48](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=408.6) - **Sim Borodach (Hatch)**

Okay? Yeah. So pick one of these names here. Robert Gobb.

[@6:55](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=415.06) - **Michele Wellikoff**

I'm trying to think, well, somebody I would know the answer to. Well, yeah, with David Goodman.

[@7:01](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=421.08) - **Sim Borodach (Hatch)**

Okay. David Goodman was elevated, which means that someone went through his profile and confirmed and completed the data, right?

They went through, combed through, and they verified some phone numbers and emails, everything. Everything's been a confirmed and completed data.

[@7:16](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=436.36) - **Michele Wellikoff**

That's not true. Let me see. Is it you guys did that or we did that? We did it. Okay.

It's true. I don't think the emails are correct. Let me see. Oh, interesting.

[@7:28](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=448.6) - **Sim Borodach (Hatch)**

Well, this one was provided by you, the first one.

[@7:31](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=451.26) - **Michele Wellikoff**

that one. The next one is, I don't know what that one is. The third one is correct. I don't know.

The third one's correct. I don't know what the other, the second one is. I've never seen that one.

[@7:41](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=461.14) - **Sim Borodach (Hatch)**

LGCPass. Okay, I can look into why they verified it. Okay.

[@7:46](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=466.42) - **Michele Wellikoff**

But in any case, I can tell you for sure it's associated with the same entity.

[@7:51](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=471.0) - **Sim Borodach (Hatch)**

I'm sure.

[@7:51](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=471.46) - **Michele Wellikoff**

I just don't know. Okay, that's fine. That's great. This is what we developed.

[@7:55](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=475.76) - **Sim Borodach (Hatch)**

Okay. If you were to go to this person, if you were to go to David Goodman right now. Now, try to right-size an initial gift based on his capacity, okay?

Now, I'm assuming you have some relationship with him. You're not just picking up the phone and saying, give to my organization, but you're trying to evaluate how much would you ask him for as an initial gift, okay?

When he's primed, he's primed. It'd be 4.2K, and then you see the engaged gift and you see the max gift.

These are essentially single gifts, but, you know, with this Israeli organization, I was explaining to him, if someone gave you $300 as part of your crowdfunding campaign, you wouldn't necessarily pick up the phone and then say, well, now give me 4K to round out, you know, your first gift.

You might strategically look at basically the first year, and then you might see your years two through five as they're in their engaged period, and then here's your max period.

Maybe it would be, you know, they're stewards, and you're really going to them for a larger gift for your gala.

So, what do you think about those numbers?

[@9:03](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=543.9) - **Michele Wellikoff**

I mean, yeah. I mean, David Goodman is giving me at least $10,000 a year. So, you're saying he could give me $85,000.

Based on his, essentially, his net worth.

[@9:19](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=559.28) - **Sim Borodach (Hatch)**

But what about his giving ability?

[@9:21](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=561.1) - **Michele Wellikoff**

So, you know what mean? Like, let me see. Let me see somebody. Let me go back and see who else is on your list there.

Like, know this guy, this guy, Carlos. He doesn't. Oh, Adam Michaels. me see. Actually, don't go back to Adam.

Adam Michaels, yeah.

[@9:38](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=578.1) - **Sim Borodach (Hatch)**

So, because this guy doesn't donate to you? No, Adam Michaels does. The other guy doesn't, and I know he's close.

[@9:43](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=583.68) - **Michele Wellikoff**

He doesn't. He's kind of not. But Adam does. He doesn't give a lot. You're saying the first gift could be $13,000.

Yeah. Yeah.

[@9:55](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=595.36) - **Sim Borodach (Hatch)**

Or what I'm sort of describing as, like, a first period of giving.

[@9:58](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=598.4) - **Michele Wellikoff**

Right, right, right. Meaning, like, we just got. They just gave from their $1,000 to $2,000. You're saying he has the ability to be giving me $13,000.

But does he give like that? Does he have the giving gene?

[@10:09](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=609.72) - **Sim Borodach (Hatch)**

Okay, so right now, your window into that is to look at his propensity, which shows his overall philanthropic contributions that we're able to capture.

Folks definitely give through DAFs, and we can't capture that.

[@10:27](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=627.52) - **Michele Wellikoff**

There's no way.

[@10:28](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=628.1) - **Sim Borodach (Hatch)**

So, I'm assuming that he does, but I don't know for sure, because we don't see a lot of... What was David Goodman's affinity score?

[@10:37](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=637.64) - **Michele Wellikoff**

Like, does it have any... Did you say that David Goodman likes me? Affinity score means like how connected he is to me, right?

Correct. And this is based... This is David's. This is Adam's. What was David's before?

[@10:50](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=650.72) - **Sim Borodach (Hatch)**

Oh, you're not seeing...

[@10:55](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=655.92) - **Michele Wellikoff**

Oh, that's weird. It says David. Oh, that's weird. does say David. Why is it David's? but we will Because I just, I switched, I'm just switching tabs.

okay. Okay, okay, fine. That's David's. Okay, fine. Where was, oh, and Adams. Okay, where's Adams now? Adams was also 100.

Okay, fine. Okay, fine. All right. So just, these are two different types of affinity, right?

[@11:17](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=677.62) - **Sim Borodach (Hatch)**

Every other tool that you could possibly use just looks at basically donations affinity, and they don't even do it in, this is the AI part, which I'll explain to you because it's not complicated.

But all other companies only do donations affinity. We do profile affinity, which when you read this description, you understand it's looking at all the other features of the person, aside from their philanthropic history.

And if you hit CY, you can actually read the individual facts, which are just, you know, the AI just summarizes them into one sentence, or summarizes the best ones.

So you get all these facts, right? And this is going to be for every single donor in the, what do you have, 2,599, they all have.

Profile, Affinity, or they don't have all of the scores. Not all of them have data. that guy that I said that I don't think he has capacity or.

[@12:08](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=728.78) - **Michele Wellikoff**

Who's that? Carlos. Carlos, yeah. Okay, so let's look at Carlos. So look at this. He works at, what's it called?

Valley? got confused with him. Yeah. He works at, yeah, Valley Bank.

[@12:31](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=751.12) - **Sim Borodach (Hatch)**

So it looks like he's actually pretty philanthropic, but this is where donations affinity comes in. Look at how cool this is.

Carlos gives to institutions that are not like yours, and therefore his donations affinity is incredibly low. And how do we capture donations affinity?

It does a one-to-one comparison of your organization's mission to the mission of all of these organizations. So it doesn't say, it doesn't simply say Baruch.

College is a, what is it, higher education and you guys are social services. This is AI at its finest.

Compare these two paragraphs to each other and then it combines how recently were the gifts made, how frequently and what was the total amount.

And the better that one scores, the higher it is to the top and the stronger an impact it has on donations affinity scores.

If we look at, let's say, Adam, for example, we see Adam has demonstrated a notable commitment to other organizations that are similar, like the Jewish Family & Children's Service of Greater Monmouth County, right?

And then if I open this up, I'll see that that one pops here to the top. Sometimes you guys see that we are Monmouth County, but.

Where, when, when have you seen that?

[@13:48](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=828.0) - **Michele Wellikoff**

It adds up to a bunch of places where it was like, said it was one of the different JFS's and I'm like, that's us, you know.

Why would he have given to Monmouth County? doesn't even make any sense. probably gave to us. Why would he have given

[@14:00](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=840.92) - **Sim Borodach (Hatch)**

Okay, if you find out, if you see that appear somewhere specifically, I'd be curious. We're always trying to...

[@14:08](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=848.62) - **Michele Wellikoff**

But his affinity score just says 26. Yeah. That's so great.

[@14:12](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=852.72) - **Sim Borodach (Hatch)**

Yeah, it's not so great, but that is someone who's going to be 100 is someone who's giving you $10 million, giving you or an organization that's exactly like you $10 million.

What was David Goodman's affinity score?

[@14:28](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=868.82) - **Michele Wellikoff**

Yeah, he's only 27, and he's my incoming president. That's interesting.

[@14:34](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=874.86) - **Sim Borodach (Hatch)**

Here you go. That was captured here. Well, that's the Federation.

[@14:38](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=878.22) - **Michele Wellikoff**

Oh, sorry. He's the president of one of my legacy agencies, and he's my next president. Yeah.

[@14:45](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=885.7) - **Sim Borodach (Hatch)**

You guys are awesome. I got to talk to Stacey also. You guys are just some of the, especially, I mean, in particular, like I referenced to Jewish organizations.

I think organizationally, guys are just have...

[@15:00](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=900.0) - **Michele Wellikoff**

Good handle on things. That's good. Thank you. If they didn't see why, why he's 27, let's see what they see why.

See that Monmouth County, that's me. See, again, it's Monmouth County. It's definitely me. Yeah, but look, it's listed that way.

[@15:18](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=918.56) - **Sim Borodach (Hatch)**

Yeah, you guys did that.

[@15:19](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=919.88) - **Michele Wellikoff**

That's where I saw it once before. We don't do this. This is how we get it. That's us. That's us.

[@15:27](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=927.44) - **Sim Borodach (Hatch)**

This is how we get it from our data source. Well, your data source is wrong, so you should be picked it.

[@15:34](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=934.0) - **Michele Wellikoff**

I mean, he definitely, I looked into this. Everybody had it for 2021 that it was Monmouth County, but it was really us.

Okay, yeah.

[@15:42](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=942.34) - **Sim Borodach (Hatch)**

So, are you guys registered anywhere as Monmouth County? No, there's another organization that's Monmouth County. So, you're saying that this is an erroneous, that's really weird.

I see, everyone has it.

[@15:54](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=954.64) - **Michele Wellikoff**

Go look, look him, right? We can just go through all my donors. don't know if you can see, like, isn't that weird that Monmouth County would

In South Jersey, two donors in 2021, both happened to give to that organization in the same year. Now that you mentioned it.

I mean, here, find me somebody else. I'll show you. You can see all my donors are gave to them.

I'm trying.

[@16:19](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=979.08) - **Sim Borodach (Hatch)**

Yeah, yeah.

[@16:26](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=986.52) - **Michele Wellikoff**

264. That's kind of crazy. My CEO gave to them. Susan Greenbaum, she did not give to them. But this is a real place.

[@16:39](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=999.78) - **Sim Borodach (Hatch)**

It's just not you.

[@16:41](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1001.36) - **Michele Wellikoff**

Yes.

[@16:43](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1003.44) - **Sim Borodach (Hatch)**

I don't see. Oh, here's Susan.

[@16:46](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1006.18) - **Michele Wellikoff**

I promise you, she did not give $2,500 in 2001 to them. That's bizarre. That's really, really bizarre.

[@16:54](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1014.3) - **Sim Borodach (Hatch)**

So there is Northern New Jersey. These are public. These are public.

[@16:57](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1017.3) - **Michele Wellikoff**

Yeah, yeah, because I put on my thing. Yeah, see, look, everyone. For her, you have it twice, because I probably already told you about her, but, um, but no, this is not your, these are not your records, these are, those are mine, no, I know, I understand, but I, I probably already reported it to you guys for her record, so, because she only gave, she gives me $2,500, so she didn't give $2,500 to Momma County and to me, so you have me listed there, at least, but everybody else, you don't, or, but it should, like, of Greater Monmouth County, 2021, it was 2021, right?

Yeah.

[@17:37](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1057.08) - **Sim Borodach (Hatch)**

It's not that I don't believe you, I just have no idea, like, I don't know why.

[@17:41](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1061.14) - **Michele Wellikoff**

I don't understand how this would These are the kind of things that make me feel like, eh, you know what I mean, like, oh, I like you guys for, like, trying to find phone numbers and email addresses, although it doesn't always work for me either, um, but, like, I haven't, I have not been able to use you guys to figure out, like, anything.

Worth. Like, here, like, like, I don't, they're probably not in my record. Oh, they're probably not in my record, because I don't think, I had just put somebody in that they just donated for the first time in a long time, and they're connected to somebody very wealthy, and I was like, oh, we should look them up.

We should find out, we should, like, investigate them and see. Okay. Hold on, where's their names? These are just talking about them today.

Leslie and Mitchell Perlmutter. They're probably not in there. But, like, I have, like, I haven't been able to find anything that you guys have, like, been able to show me that I could find out about these people.

And, like, right, so if the data's wrong, so let's just.

[@19:03](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1143.96) - **Sim Borodach (Hatch)**

The only data that you're telling, that you've shown me that is, that is suspect is the fact that this says Jewish Family & Children's Services of Greater Monmouth County.

Instead of being, right?

[@19:14](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1154.02) - **Michele Wellikoff**

mean, but where the other donations are not listed there. Like, I know he gives, how much does he give to Federation?

Does it tell me? It doesn't tell me how much he's giving.

[@19:20](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1160.76) - **Sim Borodach (Hatch)**

Well, it's, I mean, we don't have, like, we don't have some magical database, like, we wish we did, but of, like, all historical donations of all time, right?

We're able to No, but he gives the Federation a gift now.

[@19:33](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1173.1) - **Michele Wellikoff**

He gives the Federation a large gift every year. I love some of she's giving to Federation, but, like, they're not listed here, you know?

And he gives a lot of money to, um, where did he go to school? Um, to Blaine. Like, where is that, you know?

Uh-huh.

[@19:51](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1191.96) - **Sim Borodach (Hatch)**

And he's listed publicly on there. This is David Goodman, and it gives to these places?

[@19:56](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1196.56) - **Michele Wellikoff**

Yeah.

[@19:57](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1197.78) - **Sim Borodach (Hatch)**

Uh-huh. And he Listed on their public reports. I mean, I guess they don't list public reports.

[@20:04](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1204.56) - **Michele Wellikoff**

So why am I listing public reports? Maybe I'm just helping everybody else by listing public reports.

[@20:09](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1209.2) - **Sim Borodach (Hatch)**

Yeah, I mean, people want, like some donors want recognition or want their name, right? It's, I don't know. I mean, it's a whole, it's a whole thing, right?

It's a whole partial to itself, but not every, like, what we're trying to do, what we're trying to do is two different things.

Number one is to take a large database of people and very easily surface insights about those, about a large segment of people in a way that would be impossible without, without this.

That's the first thing. And then the second thing is when a profile goes to being, like, automatically enriched to being elevated, I mean, you could tell me that there's inaccurate data.

Again, the one thing that you pointed out, which I think is a fair, I'm trying to figure out, like, how to contextualize the thing about the name, you know, not matching your, your, your...

Right.

[@21:03](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1263.1) - **Michele Wellikoff**

then you lower their score, though, because it looks like they've donated less to me, you know. Not that it matters.

It probably does, but I know my people. It doesn't matter because I know everyone who's connected.

[@21:15](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1275.78) - **Sim Borodach (Hatch)**

It probably does, but it's probably marginal because this is the same exact organization, just in a slightly different location.

[@21:22](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1282.94) - **Michele Wellikoff**

this doesn't make sense why his affinity score would be 27, you know, like. You would want it to be really high.

I'd be closer to 27. He's pretty connected to me, you know, like, put Rachel, put. Well, the problem, here's the problem.

[@21:35](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1295.5) - **Sim Borodach (Hatch)**

The problem is that you guys haven't put, like, your organization didn't put in your organization donations.

[@21:42](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1302.88) - **Michele Wellikoff**

That's the problem.

[@21:43](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1303.96) - **Sim Borodach (Hatch)**

So if you did, his donations affinity would jump tremendously. Right.

[@21:49](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1309.22) - **Michele Wellikoff**

But that's right. It would, it would be much higher. Right. I just, I lost my phone. It disappeared and I hear it stinging, but.

Oh, here I found it. it. Oh, Oh, Oh, here Okay. Okay, so... So, like, so, so, so, so, so...

[@22:07](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1327.58) - **Sim Borodach (Hatch)**

there's Perelman, people, these, I don't think they're in, I don't have them in.

[@22:11](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1331.32) - **Michele Wellikoff**

Leslie and Mitchell Perelman. Uh, Mitchell. Oh, did I say Perelman, Perelmutter. P-E-R-L-M-T-E-R. P-E-R-L-M-U-T-T-E-R.

[@22:34](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1354.24) - **Sim Borodach (Hatch)**

I like that you're challenging me, because, because, because, it's making me, it's making me think harder about how to explain what the...

[@22:43](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1363.32) - **Michele Wellikoff**

No, I seriously... I just like, I feel like, I like, it's like, I just feel like, it's okay, like Casey's like, I love Hatch, I'm just not using it enough, and I'm like, it's okay, like, it's helpful, just not sure, you know.

[@22:58](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1378.42) - **Sim Borodach (Hatch)**

Okay, so... so... ... ... Let's, let's see, let's see if we could find Mitchell Perlmutter here. Mitchell Perlmutter.

[@23:09](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1389.28) - **Michele Wellikoff**

Is this him? I have this. Perlmutter. Perlmutter. See, even if I don't, right, like, I use it mostly for this, and then, like, Mitchell Perlmutter.

Perlmutter. It's Perlmutter. It's Perlmutter. I have Perlmutter at MSN, but how would you know? I mean, he lives in New Jersey.

[@23:51](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1431.48) - **Sim Borodach (Hatch)**

Do you know what he looks like?

[@23:53](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1433.84) - **Michele Wellikoff**

Nope. I just found him in my thing. I mean, does it say where he lives? It says Jersey City.

[@24:02](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1442.48) - **Sim Borodach (Hatch)**

But he lives in Demarest. Okay, that's because he works in Jersey City.

[@24:10](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1450.92) - **Michele Wellikoff**

I mean, wife, Leslie.

[@24:25](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1465.38) - **Sim Borodach (Hatch)**

CurlLaw at MSN.com. CurlLaw at MSN.com. But you're not? Yeah, probably him.

[@24:43](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1483.3) - **Michele Wellikoff**

You think so?

[@24:43](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1483.88) - **Sim Borodach (Hatch)**

This is his LinkedIn. He doesn't have that law firm, but that could be but CurlLaw, but he has.

[@24:50](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1490.72) - **Michele Wellikoff**

but he says CurlMutter in his name. How old is he? Yeah.

[@24:56](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1496.22) - **Sim Borodach (Hatch)**

He's got to be 40.

[@25:01](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1501.86) - **Michele Wellikoff**

Okay, fine. It's probably him. That sounds about right. Okay, so you just step through the QuickSearch.

[@25:14](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1514.98) - **Sim Borodach (Hatch)**

And these QuickSearchs are meant to be like fast-moving trial tools, right? You can create and delete profiles at will, because you get 20 of them every month that it renews on the 24th when the plan renews the same day of the month.

[@25:34](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1534.84) - **Michele Wellikoff**

Wow, that's good to know. Mm-hmm.

[@25:38](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1538.3) - **Sim Borodach (Hatch)**

And then the other piece are the elevated profiles that, you know, we want you guys to be pressing.

[@25:45](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1545.18) - **Michele Wellikoff**

Does say his wife anywhere? Yeah, see what you have associated with them. Do you have any? Yeah, for a lot.

Oh, you put that in. Yeah, we put that in, yeah. 201, wait. I can't give you cell phones. see.

have 201-315-809. Yeah. Okay. That's him.

[@26:09](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1569.62) - **Sim Borodach (Hatch)**

So if you like, there's a process here, right? When you identify that someone, if you guys had a prospect research team, you wouldn't need to really take advantage of what I'm about to show you, the elevated profiles.

But because you don't, once you recognize that this is someone you're like, oh, okay, this is who I think he is, I want to learn more about him, then all you do is elevate him.

And you can answer these questions or you don't have to, right? But from QuickSearch to Elevation, do you want me to send you back his elevated profile?

[@26:42](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1602.46) - **Michele Wellikoff**

Sure. Okay.

[@26:44](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1604.02) - **Sim Borodach (Hatch)**

So I'm just going to, oh, what was his name? His wife's name is Leslie.

[@26:48](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1608.76) - **Michele Wellikoff**

Yeah.

[@26:51](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1611.14) - **Sim Borodach (Hatch)**

I think this is fine.

[@26:54](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1614.16) - **Michele Wellikoff**

And we know that, yeah, what do we know? We know that they live in Demarest. Oh.

[@27:02](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1622.96) - **Sim Borodach (Hatch)**

Demarist. I don't know how to spell Demarist. That's so embarrassing.

[@27:06](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1626.56) - **Michele Wellikoff**

D-E-M-A-R-E-S-T. I can't spell anything, so it's fine. And hit send.

[@27:15](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1635.08) - **Sim Borodach (Hatch)**

Okay, so within 15 seconds, you're done. And in two business days, so by Wednesday, we're going to send you back his elevated profile, which comes with, you know, like Adam's or David's.

Comes, you know, fully vetted, right? We verify his public gifts. We verify emails and phone numbers that we see in other sources.

A human being goes through and makes sure that everything makes sense. You can create this cycle where you're discovering new donors, right?

You find someone on LinkedIn. That's a really useful way to bring them into Hatch. Right, okay. And then, right, like if you had no relationship with him or you got turned on to him for some reason, you now have context for...

Again, I would wait until the profile is done being elevated before calling him. But then now you have context for like, what am I trying to get out of this guy in the next three to six months?

[@28:09](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1689.7) - **Michele Wellikoff**

Okay.

[@28:12](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1692.1) - **Sim Borodach (Hatch)**

And this, by the way, this is getting a lot smarter in the coming days, the target ask amounts. We are like right now, they're extrapolations of net worth, but we're incorporating, they're giving to your organization and they're giving to aligned organizations.

So where we see that they gave to similar causes, that's going to boost their target ask amounts. And if they're giving is to unaligned organizations, like, for example, if you QuickSearch someone who's Catholic and gives to hospitals, their ask amounts are actually going to drop.

So that's an innovation that we're just finishing the coding it and we're going to be implementing that really shortly.

[@28:52](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1732.56) - **Michele Wellikoff**

So, sounds good. So you should, I hopefully, well, reach out to Lauren and make a, yeah, my thing is automatically getting.

Upgraded tomorrow, right? So for $1,000. Yeah. that's great. So they have a year to get it to work and use it.

I hope is that- there'll be a new Chief Development Officer who will, you know, you'll have to train also.

Yeah.

[@29:16](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1756.48) - **Sim Borodach (Hatch)**

He's meeting so many non-profit professionals. My real hope is that the ROI is a gift of $5,000, a gift of $10,000, or right-side So far it hasn't been.

Well, I mean, you haven't noticed about the AI scores in Insight. So, you know, we built that in early 2025 and we're onboarding customers to it.

So I'm going to show it to her. And I hope that that makes the equation really simple, right? That's the goal.

That's great.

[@29:43](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1783.78) - **Michele Wellikoff**

there's no question. All right. So- All right. I asked for training at my new office at michellewatatime.org. Okay. But give me a little bit of time because, you know, I'm not spending any more any money there yet.

So, ho, ho, ho, ho.

[@30:00](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1800.56) - **Sim Borodach (Hatch)**

You said Michele2atatime.com?

[@30:02](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1802.94) - **Michele Wellikoff**

Michele W, Michele M-I-C, the same as my work email here, but at atime.org.

[@30:08](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1808.66) - **Sim Borodach (Hatch)**

Okay. I'm asking you to give me a couple months.

[@30:12](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1812.4) - **Michele Wellikoff**

Yeah, we'll give you some time to get some.

[@30:14](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1814.62) - **Sim Borodach (Hatch)**

So it's actually kind of cool, this conference that I'm at is, it's for like Jewish, I don't know, Jewish leaders, much like yourself, you know.

But it's, it's not like a, or sorry, it's not really a conference, it's a fellowship that they're part of called M Squared.

[@30:30](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1830.84) - **Michele Wellikoff**

Okay. That's cool. Are they graduating now?

[@30:35](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1835.02) - **Sim Borodach (Hatch)**

No, they, I don't, I don't know how the graduation works, but they meet up a couple times during the year and this is the second meetup.

[@30:42](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1842.04) - **Michele Wellikoff**

Okay. Yeah. So you're going to part of it.

[@30:46](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1846.86) - **Sim Borodach (Hatch)**

I mean, I'm here, yeah, I'm here now. And I, yeah, I guess I joined like for the meals and they had like a session, some creative session on Kohelet last night.

That sounded really cool. What did you like to do? She started her own nonprofit. A decade ago that does informal holocaust education.

I don't know if you've heard of the cattle cars stepping in and out of darkness. Oh, okay.

[@31:07](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1867.38) - **Michele Wellikoff**

It's pretty, I mean, it's really cool.

[@31:11](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1871.8) - **Sim Borodach (Hatch)**

She brought, she found a cattle car that was made for a Hollywood film and then outfitted it with like a, like an interior surround.

I just sent the link to, in the chat to, like outfitted it with like an audiovisual experience inside and they've been traveling around to schools in the U.S.

and Canada for the last few years.

[@31:35](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1895.84) - **Michele Wellikoff**

That's awesome.

[@31:37](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1897.3) - **Sim Borodach (Hatch)**

Yeah. All right.

[@31:39](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1899.38) - **Michele Wellikoff**

All right. This was helpful. I lost you. can't find you. Oh. Well, thank you so much. Thank you for your time.

Enjoy your rest of your trip. I hope the shots will go well. Amen. I hope we're going to get back to L.A.

**ACTION ITEM: Inform Lauren about Hatch renewal & demo w/ Sim -** [**WATCH**](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1912.9999)

before she has her baby. I know. Me too. Me too. That would be, woo.

**ACTION ITEM: Email Lauren re Hatch renewal & schedule AI scores/insights demo -** [**WATCH**](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1916.9999)

[@31:57](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1917.5) - **Sim Borodach (Hatch)**

I'm not even really entertaining that possibility.

[@32:00](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1920.54) - **Michele Wellikoff**

That would be crazy. Yeah. All right. Thanks. So we'll be in touch and I'll tell Lauren and so great.

Thank you. Yeah. Send Lauren an email and hopefully she'll show her too. Yeah. Yeah. Hatsikha Rabah to you on, you know, new initiative.

[@32:15](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1935.3) - **Sim Borodach (Hatch)**

know, maybe with a good, good renewal for you. Thank you.

[@32:20](https://fathom.video/share/ZhTJtY5MGULdC-k_N_P-oGmFZYKYMWxZ?timestamp=1940.02) - **Michele Wellikoff**

Yeah. All right. to that organization. All right. Thank you. Bye. Bye.