# **Foundation & Setup - July 09**

[**VIEW RECORDING - 54 mins (No highlights)**](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN)

[@0:05](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=5.52) - **Sim Borodach (Hatch)**

Hey there, Jerry. Hold on one second. Can you try speaking again? Yeah, I can. I see you moving your lips.

I'm not getting any audio coming through on my side. Yeah, I'm not getting any audio coming through, can you?

I can see that you're not muted. How about now?

[@0:39](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=39.08) - **Joey Selesny (Ohr Torah Stone)**

Yes, there we go. Okay.

[@0:42](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=42.58) - **Sim Borodach (Hatch)**

Awesome. Joey, it's so nice to meet you and, you know, I've heard just great things about your organization. It's been a pleasure working with your colleagues so far.

And I hope that we can, you know, use our time productively together. And, you hopefully this alignment between it.

Israel and the Pacific Coast, we can continue to nail that down. It's a pretty long one, not the only, you're the, you're far from the only customer that we do it with, but I appreciate the information, we're only 10 hours.

Well, I'd to learn a little bit about like what's bringing you, you know, what kind of inspired you to come over to Hath, and what you're hoping to accomplish.

in your prospect and help orient today's call and any future calls that we have.

[@1:37](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=97.76) - **Joey Selesny (Ohr Torah Stone)**

Okay, so to answer your question, what are the other two windows here that I'm seeing? Fireflies and...

[@1:45](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=105.98) - **Sim Borodach (Hatch)**

Oh.

[@1:46](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=106.94) - **Joey Selesny (Ohr Torah Stone)**

...SIMS.AI, what are those?

[@1:48](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=108.56) - **Sim Borodach (Hatch)**

They're both like recording tools that I use to follow up with you afterwards. One, the fathom is this recording video, and then...

They're both using, like, transcript, writing transcripts.

[@2:04](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=124.5) - **Joey Selesny (Ohr Torah Stone)**

Okay, cool.

[@2:05](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=125.92) - **Sim Borodach (Hatch)**

Okay.

[@2:07](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=127.12) - **Joey Selesny (Ohr Torah Stone)**

I like learning new things. Even old dogs can learn new tricks.

[@2:12](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=132.96) - **Sim Borodach (Hatch)**

We use Fathom company-wide, so it's useful for us.

[@2:21](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=141.58) - **Joey Selesny (Ohr Torah Stone)**

All right. So to answer your question, about six months ago, I was working for a different organization, and one of my colleagues there had heard about Joey and Hatch, and I wanted to implement that in my past organization.

And then I realized I wasn't going to be there for much longer, so I didn't pursue, but it was always in the back of my mind that this is a great idea for database optimization, as well as prospecting.

So the way it was explained to me was that you guys use AI, we upload our database, and you guys use AI and other tools to go through our database, our contacts in our database, all of our constituents, and make sure that their information is correct, correct emails, correct addresses, phone numbers, emails, etc.

making sure salutations are correct, names are spelled correctly, etc., etc. But also using AI, the tools of AI, to use the power of the World Wide Web to delve into specific donors, to know what their net worth is, because in modern day, this wasn't the case 15 years ago, but now the wealthy are are able to hide.

their assets in ways they were never able to hide before or weren't interested in hiding before. And using Wealth Engine or using other tools to find out what a donor's capacity is and inclination were no longer accurate.

So when I spoke to Joe and he shared with me the abilities of your organization, I said that's what I want.

And when I came on to Orr Torah Stone and I saw that they were using this old DOS-based CRM, if you could even call it a CRM, I was like, Oh my God, this needs, this needs, we need to go from the 1980s to the 2020s.

And like, and fast. And I, so, I immediately thought of, that my conversation with. Thank Joey, from my previous organization, said I want to do this here because I was told before I even started that they're moving over to Salesforce, getting rid of that DDUC program, which is an old school program, and moving over to Salesforce, and I like, you know what, before we move over, let's get the stuff on the road, let's get this ball rolling so that when we do switch over to Salesforce, our database is as optimized as it can be, so that the garbage isn't going in to the new database, we're clearing the garbage out, and starting fresh with good information.

Does that explain it?

[@5:46](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=346.16) - **Sim Borodach (Hatch)**

That's, yeah, absolutely. Joey, I think maybe I'm turning off our, I caught everything you said, but it just seems like maybe the internet connection on your site is a little bit new.

[@5:59](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=359.62) - **Joey Selesny (Ohr Torah Stone)**

Um, no. I'm two feet from my router, I've got four arms.

[@6:06](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=366.48) - **Sim Borodach (Hatch)**

Okay. Maybe it could be from my side, too. mean, sometimes, sometimes, Israel can be a bit strange.

[@6:14](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=374.58) - **Joey Selesny (Ohr Torah Stone)**

Yellow bars.

[@6:17](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=377.34) - **Sim Borodach (Hatch)**

Okay. I mean, yeah, I mean, in that sense, everywhere can be a little bit strange, right? Yeah. Do you me to turn off my camera?

No, I mean, I think it's fine. I heard everything that you said okay, and if you can hear me, that's...

[@6:33](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=393.84) - **Joey Selesny (Ohr Torah Stone)**

Yeah, you're a little glitchy, but I can hear you just fine.

[@6:36](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=396.54) - **Sim Borodach (Hatch)**

Right. Yeah, I think it's going both ways right now with the glitchiness. But yeah, what I hear you saying is you're really ready to dive in.

Like, you know why you're here, and you're trying to make major improvements, and you see Hatch as a key part of that process.

So... The good news is... is... Yeah, the good news is that a lot of your data's already been processed, so we can start getting some insights even now, which is pretty cool because your colleagues did such a great job bringing everything in.

So talk me through, before I share my screen and show you, and I'm going to try to focus on these areas that you're talking about, but I think you're going to need, you know, you're going to want to see most things that the popcorn can do.

Give me, what's your understanding of exactly what Hatch does from the demo? Like what specific features are you excited to see and what's your level of understanding there?

Because I find that, like, rather than talk at you and kind of just download, like, here's how everything works, which is great, and you can just go with that approach if that's your preference, but kind of knowing what you're...

Understanding is right now will help, help me, you know, speak in the most, at the appropriate level, and with the appropriate level of detail.

[@8:10](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=490.32) - **Joey Selesny (Ohr Torah Stone)**

Okay, so from what I understand, is that what Hatch has done is taken the data that Sharona has shared with you, and just like I said earlier, is optimizing it, making sure that the information is correct, and that we have the correct phone numbers, addresses, emails.

[@8:40](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=520.16) - **Sim Borodach (Hatch)**

Sorry, I remember the blind blind, the takers, yeah.

[@8:43](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=523.88) - **Joey Selesny (Ohr Torah Stone)**

Okay, and then also using the proprietary tools that Hatch has to delve into the world of each individual donor, where we'll understand,

We'll we'll understand connections, we'll understand capacity and inclination, and things will be uploaded real-time as things change throughout our relationship.

[@9:17](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=557.44) - **Sim Borodach (Hatch)**

Yeah, and what about like scoring and insights and target ask amounts? Sorry? What about AI scoring and insights and target ask amounts?

[@9:30](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=570.38) - **Joey Selesny (Ohr Torah Stone)**

Yeah, like, you know, I'm looking at what the donor capacity is, and their inclination, and maybe some of their past giving information, and then also using the tools to give us a first ask range, things like that, yes.

[@9:47](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=587.56) - **Sim Borodach (Hatch)**

Okay, awesome. So, I want to clue you into a very critical update that's happening in the product right now, because I think...

You're very, you're focused on the ask amount, which I love, because that's the most, that's the actionable, it's most actionable, we're one of those actionable oriented data points, like, here's how much you can, you can reasonably ask this person for.

So there's a, an update that we're releasing in the coming days, to say weeks is like, it's probably gonna be shorter than weeks, because it's already built, we're just rolling it out to all of our users now, is an updated version to those target ask amounts.

So, um, I think while you're getting familiar in the next few days with the platform, um, I just want you to keep in mind that those numbers, like the actual numbers, I'm sharing my screen now, that you're gonna see on any of these, uh, donor profiles, this all looks familiar, we've seen all this before.

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=647.676899)

[@11:00](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=660.28) - **Joey Selesny (Ohr Torah Stone)**

So, the, the, the, the, No.

[@11:02](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=662.1) - **Sim Borodach (Hatch)**

Oh, so this is the first time that you're seeing the platform?

[@11:05](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=665.38) - **Joey Selesny (Ohr Torah Stone)**

Yes.

[@11:06](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=666.86) - **Sim Borodach (Hatch)**

Oh, gotcha. Okay. Gotcha. Okay. So let's just look at the platform from here, right? Every donor in your list that you've uploaded of 8771 names, which is an amazing number, such a great quantity to start with.

There's a better chance of finding, you know, 10% of 8771 is a much bigger number than 10% of 870, right?

So you're widening the net that you can use to collect a pool of prospective donors, right? And that's the goal here is to unearth donors that you know about already and you find out they have more capacity or surface new prospects that didn't even know about that are in your donor database because of their capacity.

So I'm going to pass away you. from this view and go into a specific profile. I love the name Gruvenheim.

And so let's go in and look at a specific donor profile for a second here. Now. Oh, that's awesome.

So Paul was a major donor to you. Is that right?

[@12:22](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=742.52) - **Joey Selesny (Ohr Torah Stone)**

Yeah.

[@12:23](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=743.86) - **Sim Borodach (Hatch)**

Cool. So I'm bringing into view this AI scores and insights section on one person. This, what you're seeing here, it exists for every single one of the 8,700 individuals.

It will have more or less information, color, the numbers will be higher or lower depending on what data you find and what data you provided us on this.

I'm glad you're reading. I want you to take a couple minutes and do a full read here.

[@13:00](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=780.26) - **Joey Selesny (Ohr Torah Stone)**

I want couple do I I wish I wasn't on a laptop, because... Oh, let me just zoom in.

[@13:05](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=785.76) - **Sim Borodach (Hatch)**

How's that?

[@13:07](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=787.08) - **Joey Selesny (Ohr Torah Stone)**

That helps.

[@13:08](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=788.5) - **Sim Borodach (Hatch)**

Zoom also has a zoom function.

[@13:19](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=799.26) - **Joey Selesny (Ohr Torah Stone)**

So, can you explain to me what a profile affinity score?

[@13:23](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=803.56) - **Sim Borodach (Hatch)**

Totally. So, these are totally novel uses of affinity. And profile affinity is any relevant fact about this person for your organization.

So, that's aside from donations. Those are going to be captured in donations affinity. So, all those facts are going to appear in profile affinity.

If I hit CY, I'll see all the facts that are related to this individual, along with a score for how significant that fact is relative to your organization.

So 7, 3, and 1 are relatively speaking pretty low and I'm gonna have some more to say about the data that was collected here.

[@14:08](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=848.84) - **Joey Selesny (Ohr Torah Stone)**

Yeah, what do you think about that? And that was my question because the 11 is a low ranking and it seems incongruous with the rest of this record.

[@14:18](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=858.78) - **Sim Borodach (Hatch)**

Absolutely. But what specifically about the rest of this record does it not align with?

[@14:23](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=863.86) - **Joey Selesny (Ohr Torah Stone)**

I mean, the rest of this record is at least at 50% or greater. Is that this number here? 49 out of 52 right there, 49 out of 100, 70 out of 100, 70 out of 100, 57 out of 100, and then 11 out of 100.

That brings down the average tremendously.

[@14:45](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=885.02) - **Sim Borodach (Hatch)**

Brilliant. Absolutely. So that's a great understanding of how the Hatch Score works. I'm going to take you over here.

So I'm just going to jump down to your, skip to your my organization settings. The Hatch Score The is a weighted sum of all of the five scores, and the default setting is 20% of each.

So you can customize this to your liking. And just to head back to this page here, where you see the HatchGiving score right across all your donors, and you can sort across all your donors, let me zoom a little more.

You could sort across all your donors by the Hatch score. By default, it's 20% of each. So that means that the ones at the top, right, are going to be the ones that have the highest average of all five subscores.

But you can tweak that in your settings. And let me just show you, let's say I put it to 50 affluence and 50 propensity and hit save.

I'm in your account right now, impersonating your account. And then just refreshing this page, you'll see the HatchGiving score is going to reset, reset to only include the two colors associated with affluence and propensity.

And the ones that are at the top are the highest combination of those two. And on Paul's profile, I can refresh.

here. the next I'll You Another organization.

[@17:02](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1022.8) - **Joey Selesny (Ohr Torah Stone)**

Hmm. Okay.

[@17:06](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1026.8) - **Sim Borodach (Hatch)**

Let's just give it a second from over here. There's this weird thing that I'm noticing, a lot of these names actually don't have a last name, which is not good.

[@17:23](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1043.92) - **Joey Selesny (Ohr Torah Stone)**

Yeah, I have no idea why that is. That doesn't make sense.

[@17:33](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1053.1) - **Sim Borodach (Hatch)**

There must have been something in the export that I'm showing on.

[@17:38](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1058.64) - **Joey Selesny (Ohr Torah Stone)**

Yeah, we definitely need to fix that.

[@17:42](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1062.78) - **Sim Borodach (Hatch)**

Mm-hmm. Yep.

[@17:52](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1072.96) - **Joey Selesny (Ohr Torah Stone)**

Okay.

[@17:53](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1073.52) - **Sim Borodach (Hatch)**

It's getting to a . Good. Well, I don't I'm I'm

[@18:16](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1096.12) - **Joey Selesny (Ohr Torah Stone)**

We'll have them there.

[@18:31](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1111.78) - **Sim Borodach (Hatch)**

It could be that because I just activated it last night, some of them are still in the queue.

[@18:40](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1120.28) - **Joey Selesny (Ohr Torah Stone)**

Okay. Let's go back to some of the original guys and let's scroll into them.

[@18:46](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1126.34) - **Sim Borodach (Hatch)**

Yeah. I'm just going to pull up on... I'm just going have him run more annually so that we see some results.

But yeah, let's pop back to any of these guys.

[@19:04](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1144.72) - **Joey Selesny (Ohr Torah Stone)**

Okay, so if I'm interested in Joseph Lee's Western Isle, okay, and I want to know if he's on, would I be able to find out if he's on the board of other organizations and other affinities?

[@19:30](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1170.08) - **Sim Borodach (Hatch)**

Yeah, all of his, the details on his donor profile will populate here. We didn't capture work information for him on the first, on the automated enrichment.

We did get that he owns this property, and that's appearing here in his affluent store. So major driver of the affluent store here is the property that he owns.

Affinity, we definitely will see on other folks who have other data, whatever data points, like Career History, and otherwise.

And foundation affiliations can be included. Right now, a foundation affiliation will generally be included for a grant, when they're on a grant-making organization.

So a foundation that awards grants. are... Not just if they have their own family foundation. Well, if that family foundation does award grants, then those affiliations will pop it on the donor profile.

[@20:33](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1233.0) - **Joey Selesny (Ohr Torah Stone)**

It's a very good question. Like, you know, we have a lot of donors that may have, that we don't even know about, family foundations, where they're going to be giving their charitable gifts from.

And maybe only give us a certain portion, but have, their family foundation, let's say, maybe has 50 million in it.

And so, would it be able to find that information out?

[@21:03](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1263.1) - **Sim Borodach (Hatch)**

Yeah, so we can actually filter by anyone who is affiliated with the Foundation, by going here and searching for Foundation Key Personnel, and this should pull up everyone who is affiliated with the Foundation.

[@21:29](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1289.36) - **Joey Selesny (Ohr Torah Stone)**

While you're looking, can you explain to me what these three blocks are in the middle? The insight models of the hidden gems, loyal heroes, and mystery moguls?

[@21:44](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1304.1) - **Sim Borodach (Hatch)**

Yeah, absolutely. So, we've had these here for the last six months, since the time when we had set up Fathom to build our AI Scoring and Insights, which is, you know, the sector...

And that we're reviewing right now, the color perception and the donor profile. And as we were building AI Splangin Insights, we figured having these labels or insight models associated with your donors would be a really easy way of surfacing folks to the top that, you know, like a hidden gem.

I mean, it's kind of obvious, but a hidden gem is, right?

[@22:24](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1344.82) - **Joey Selesny (Ohr Torah Stone)**

Yeah.

[@22:26](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1346.96) - **Sim Borodach (Hatch)**

So, we haven't yet released this feature because after we actually built our AI Splangin Insights, the whole concept was more novel than we expected it to be.

And therefore, we didn't want to output something that was overly simplistic, given that the scoring models that we came up with were actually not complicated, but just more complex.

than we had anticipated. So, many users have asked for this, and it's very much on our minds. Implementing it's I think the only place in the product right now where we have a coming soon feature and we do very much intend to add these labels and add like quick filters where you will have maybe be right over here to be able to select hidden gems or the hero's mystery mobile but show me my hidden gems.

We're still, you know, working on the design internally. Yeah.

[@23:23](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1403.66) - **Joey Selesny (Ohr Torah Stone)**

Okay. Let's take a look at Nathan Lindenbaum right there.

[@23:28](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1408.98) - **Sim Borodach (Hatch)**

Okay. Thank you. Thank you.

[@23:43](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1423.38) - **Joey Selesny (Ohr Torah Stone)**

Thank you. Thank you. Okay, so are those emails and phone numbers, were those populated by us? And when Hatch reviews it, does it make sure that those are correct?

[@24:16](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1456.58) - **Sim Borodach (Hatch)**

Great question. So you can see that there's an e-next reviews, so these were collected by Hatch, they were enriched.

I think if we head down to the address, yeah, nice, and we see that there's an o, because this address came from you guys, the organization.

Now, the way that you can identify the accuracy of these phone numbers, these emails, and also the career data, the alma mater, is by these green bars in this box.

Indicates that this information is a highly accurate association. It was made by a really strong match. And I'm pretty sure rumored TMO the

I can look in more detail, but I'm pretty sure it's because the full address and the name match. And these emails and phone numbers are associated with that same person as well as their career data.

[@25:11](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1511.36) - **Joey Selesny (Ohr Torah Stone)**

Okay. And the social influence score means again?

[@25:18](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1518.1) - **Sim Borodach (Hatch)**

The social influence score is... Say again.

[@25:23](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1523.14) - **Joey Selesny (Ohr Torah Stone)**

I'm assuming the social influence score means that they are involved in many different organizations and or country clubs and or other things.

[@25:36](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1536.62) - **Sim Borodach (Hatch)**

Right. It's based on... I mean, it's the right idea. The data that it's based on is social media accounts.

Typically, a news appearance is... Like, how much of an online presence does this person have?

[@25:54](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1554.3) - **Joey Selesny (Ohr Torah Stone)**

Uh-huh.

[@25:56](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1556.3) - **Sim Borodach (Hatch)**

Yeah. Okay. I guess that's why it's like social influence. In the digital sense.

[@26:03](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1563.72) - **Joey Selesny (Ohr Torah Stone)**

Got it. That's good to know, because my brain went to their social influence on a communal scale, not on a social media scale.

[@26:21](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1581.56) - **Sim Borodach (Hatch)**

Yeah. Yeah, that makes sense.

[@26:24](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1584.66) - **Joey Selesny (Ohr Torah Stone)**

My brain is old.

[@26:30](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1590.8) - **Sim Borodach (Hatch)**

I mean, I really need it a lot, sorry. appreciate that.

[@26:39](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1599.6) - **Joey Selesny (Ohr Torah Stone)**

So where's their MySpace account listed?

[@26:42](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1602.74) - **Sim Borodach (Hatch)**

Exactly. trying to... So, part of the way that it's bright so you can scroll down and you can see there's, you know, the career information, we generate an inferred salary associated with their title.

that website, have we Bye. Their current company, company size, etc. And then you can also see the form of companies that he worked at.

[@27:06](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1626.72) - **Joey Selesny (Ohr Torah Stone)**

What's in the red you just scrolled past?

[@27:10](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1630.1) - **Sim Borodach (Hatch)**

Sorry about that.

[@27:11](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1631.74) - **Joey Selesny (Ohr Torah Stone)**

That's 212. Negative 212?

[@27:14](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1634.46) - **Sim Borodach (Hatch)**

Oh, Employee Growth Rate.

[@27:17](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1637.12) - **Joey Selesny (Ohr Torah Stone)**

What is that?

[@27:21](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1641.4) - **Sim Borodach (Hatch)**

What do you mean what is that?

[@27:24](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1644.72) - **Joey Selesny (Ohr Torah Stone)**

What employee growth rate? 12 months. So last year he's lost 212% of his employees of his organization?

[@27:34](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1654.52) - **Sim Borodach (Hatch)**

2.2%.

[@27:37](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1657.86) - **Joey Selesny (Ohr Torah Stone)**

Oh, I thought it's 212. Oh, okay.

[@27:42](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1662.78) - **Sim Borodach (Hatch)**

couldn't see the point. 2.2.1.

[@27:44](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1664.84) - **Joey Selesny (Ohr Torah Stone)**

Okay. I was like, what? How is that? Alright, that makes more sense. Anyways. Okay. Let's over here already. In the beginning.

This And his assets, I was going to say, he's got to have more assets than that, just with his properties, but obviously it's not going through.

[@28:10](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1690.24) - **Sim Borodach (Hatch)**

Correct. So part of what, you know, part of what's baked into your subscription are what we call elevated profiles.

Because the AI, you know, we have a really high threshold for accuracy. So rather than, like, pull together basically a profile for you of every Nath and Lindenbaum that we can find and say, well, some things are right, some things are wrong.

We try to pull, we try to stitch together something that has mostly correct information, and is balanced with, like, you know, a wide variety of data.

Like, that means that...

[@28:55](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1735.62) - **Joey Selesny (Ohr Torah Stone)**

I'm going to try to plug in my headphones here, because I've got your... I have my highest volume and I'm having difficulty hearing you, I'm just going to plug in my headphones, maybe that'll help.

[@29:07](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1747.62) - **Sim Borodach (Hatch)**

Yeah, hopefully that'll help.

[@29:10](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1750.72) - **Joey Selesny (Ohr Torah Stone)**

Okay, can you still hear me?

[@29:14](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1754.62) - **Sim Borodach (Hatch)**

Yeah, I hear you better too now.

[@29:17](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1757.4) - **Joey Selesny (Ohr Torah Stone)**

Okay, good.

[@29:19](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=1759.8) - **Sim Borodach (Hatch)**

Okay. So like with all of this, you know, you're noticing that properties aren't here, right? Yeah. But you can edit, like if you know that he owns his property, you can go and edit that property yourself, add in the address, and a value, if there is one, right?

If there's a Zillow value specifically, then that value will populate your own profile. But you can also ask us to do additional research into this person, where we have an in-house data researcher, who will go and try to understand everything that they can about Nathan, given what appears here on his hat profile, and given all the information available on the web.

you. Thank And when they do that, they're going to enhance this profile with missing information. They're going to fill in that missing information.

So for example, they will maybe find his birthday and add it. They will be able to verify emails and phones that are more recent.

They will add in that missing property if they're able to find one. And you get 20 of these monthly.

The other thing that they do is confirm information on the donor profile. So here we're going to see, these are the recorded donations that Nathan's made to Oratora Singh.

And I'm to just sort them by dates so you can see the most recent ones in 2024 and 2023.

And then as we scroll, you'll see these associations with other nonprofits or foundations, and also public donations that he's made, or supposedly made.

But with each one of these, you're going to get an individual marker of how confident we are that he made this donation.

But in order to get these to be fully confirmed and validated, someone needs to go through them because we believe that confirming public gifts is a really good example, is challenging and still requires a human eye to discern which the donation is correctly associated with the person.

And as a result of that, the elevated profile is the way to get this to be confirmed and completed.

So they complete the profile by filling in missing information and they confirm it by verifying every detail in the profile.

You can, for example, do this yourself and this is what they do. They'll evaluate based on what's on the donor profile and based on their general understanding of Nathan Lindenbaum, if this is correct to him, if Sherry is his wife, if he lives in Inglewood, New Jersey, if they can find an association with Mariah that makes them even more confident.

And then they'll hit this cancel icon and change the code. Confidence level, or they'll hide the donation entirely if it is for sure not his donation, right?

And then they can also do this in bulk by saying, for example, we know that Yochel and Nathan is a different lending bound, let's hide all of those donations in one shot.

And then after they do this process, the Scoring and Insights section that you saw, I'm just going to head back to pause the profile for a second.

All of the data, the underlying data that creates the scores here. So for example, if we, let's go back to Joseph for a second, because he had that property value, right?

If we decide that he's actually not the owner of this property, which would be unlikely given that the association is really strong, I would say it's extremely unlikely that we would take this away.

But if this were to be taken away, the Insights section will update, right? And his affluent score would drop, his half score would drop, and his deep capacity rating and target astronauts would also.

based on that validation of the profile. So when you talk about making, you know, when you want to have those ask ready profiles, we want you to use the automated enrichment, what you see here without any validation on the profile, and take it seriously, because you could see that his affluence is largely based on his property ownership, and these ask amounts, I mean, you can tell me if these resonate with regard to Joseph, maybe you do know Joseph, specifically, don't, I've only known the organization five weeks.

So, as you get to know donors, you'll stack up like, hey, here's what we were planning to ask this person for, here's how engaged they are, maybe they're a new donor, they're an engaged donor, or they're already a steward, and here's how much Hatch is recommending that we ask them for.

And if it's an, if it's a non-elevated profile, it's just having awareness that some, you know, public Public donations, for example, he doesn't have any on his profile, but let's say in Nathan's case, these public donations could be informing those ask amounts, but they're unconfirmed or really unverified, right?

They're still yellow, no one's gone through and confirmed them, so those ask amounts, which are going to be based on all the data on the profile, but for sure the donations are based on unconfirmed and incomplete data.

So if you want to get to that, that level of confidence, you're going to want to elevate any given profile where you're like, okay, this person, you know, we have a donor meeting with them, or we want, this information looks promising, let's elevate them.

And let me just share one more.

[@34:43](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2083.9) - **Joey Selesny (Ohr Torah Stone)**

time there?

[@34:44](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2084.82) - **Sim Borodach (Hatch)**

Two business days.

[@34:46](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2086.64) - **Joey Selesny (Ohr Torah Stone)**

Okay.

[@34:47](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2087.42) - **Sim Borodach (Hatch)**

So if you're requesting today, you'll get it back Friday, by end of day Friday.

[@34:54](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2094.28) - **Joey Selesny (Ohr Torah Stone)**

All right, just a basic question.

[@34:58](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2098.64) - **Sim Borodach (Hatch)**

So this is the Hatch platform. Hatch platform. Yeah. So what is it going to look like on Salesforce? Great question.

So in Salesforce, you're going to see this. This is what you are going to see. It's going to look a little bit different because it's in the Salesforce layout.

It's going to be a card on every constituent record. It will have all of these details along with a link to open up the profile in Hatch so that you can say, Oh, I want to see more about this person.

And you might wonder, what about a Salesforce constituent that's not yet in Hatch? There's going to be a button on their profile to sync them over to Hatch.

They'll run enrichment and then this data will populate on their profile.

[@35:45](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2145.3) - **Joey Selesny (Ohr Torah Stone)**

So if we're doing a direct mail piece or an advertisement and we get new donors, our database, Sharona would input them into the database and then we would click over to add them to the Hatch profile.

Hatch profile or... Would she do a bulk upload?

[@36:02](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2162.76) - **Sim Borodach (Hatch)**

Great question. So she had to do this bulk upload process because we don't have the Salesforce integration turned on with Orr Torah Stone yet.

And we are currently testing, like, it's fully built and been approved by Salesforce as an application. We're testing it with a couple customers to basically make it roll out flawlessly to customers like you.

So we're expecting that to complete in the next couple of weeks. And once that happens, she won't need to go through this bulk export process.

She will just be able to add any constituents that you want brought over to Hatch to a list that she'll designate as her Hatch Sink list.

And anyone that's on that list will be pulled over at midnight. I guess for you, it'll probably be like 7 a.m.

I think it's 12 a.m. Eastern Standard Time in the United States or 12 a.m. So anyone who's added to that list, they'll be the next day.

When you log in, they'll be in Hatch, you'll just, I'll explain to her the, it's very straightforward, like you could also add people to the list themselves, or someone they'll be pulled over in Hatch, and once that integration's turned on, we'll go over in your developer settings, like how that looks in Hatch, and how you use it, but the only complicated piece is like setting up the integration that he'll do with her, I presume they'll do with her.

Awesome.

**ACTION ITEM: Explore Hatch platform. Familiarize w/ features, test functionality. Note questions/issues for follow-up w/ Sim via in-app chat. -** [**WATCH**](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2247.9999)

[@37:33](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2253.18) - **Joey Selesny (Ohr Torah Stone)**

This is super exciting.

[@37:35](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2255.3) - **Sim Borodach (Hatch)**

Awesome. I really appreciate you, Joey. I feel like you asked really insightful questions, and I'm excited for you to get in and play around some by yourself.

As you come up with further questions that you want to ask before we meet, next, please do message me through this button here in the bottom right corner.

**SCREEN SHARING: Sim started screen sharing -** [**WATCH**](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2271.279989)

And this will be the quickest way to get. This responses from me, are you seeing my screen?

[@38:07](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2287.5) - **Joey Selesny (Ohr Torah Stone)**

Oh, the little yellow button or the blue button?

[@38:11](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2291.08) - **Sim Borodach (Hatch)**

To me it looks blue. There's a yellow one on top of it.

[@38:14](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2294.82) - **Joey Selesny (Ohr Torah Stone)**

Yeah. So this is, so are you saying that I'm going to have this Hatch platform? Because I don't have it yet.

[@38:25](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2305.96) - **Sim Borodach (Hatch)**

Oh yeah. mean, we can add you as easy right now.

[@38:31](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2311.58) - **Joey Selesny (Ohr Torah Stone)**

I have not downloaded this app. I've got nothing. It's not on my computer yet.

[@38:36](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2316.1) - **Sim Borodach (Hatch)**

Oh, it's a web app. So I'm going to just, I'm dropping a link in the chat. It's dashboard.hatch.ai. That's how you're going to log in.

And you'll get an email right now to add you as an administrator.

[@39:00](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2340.0) - **Joey Selesny (Ohr Torah Stone)**

Let's put, in chat. put just say do put It would be under my email, joey.ots.org.il. And what would the password be?

[@39:23](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2363.66) - **Sim Borodach (Hatch)**

You're going to send out the password. So hold on, I just sent you the email invitation, which is going to come to your OTS email, and just follow, it brings you a link to log in directly.

So you don't need to go to dashboard, you don't need to type that in. Okay. You can just say, you know.

Oh, it should come through.

[@39:43](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2383.32) - **Joey Selesny (Ohr Torah Stone)**

There it goes.

[@39:43](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2383.74) - **Sim Borodach (Hatch)**

Please be sure to check your spam.

[@39:45](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2385.18) - **Joey Selesny (Ohr Torah Stone)**

Yeah. I got it. Accept invitation. Okay. I had the I'm sorry. Okay. Okay. Okay. sitting at sorry. You Choosing my own.

Okay, accept invitations.

[@40:34](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2434.42) - **Sim Borodach (Hatch)**

Yeah, accept invitations.

[@40:36](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2436.82) - **Joey Selesny (Ohr Torah Stone)**

Okay, I'm in. Okay, nice. We'll save this as my dashboard. Okay, great.

[@40:53](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2453.7) - **Sim Borodach (Hatch)**

Awesome. So yeah, as I said, you know, please do reach out as you're playing around. You know, I guess I'm I

I am 10 hours behind you, and I monitor that chat usually, so you may be working when I can't reply, but sending me an email won't help me reply faster, we get so many inbound emails about so many different things, this is directly associated with your account, I don't need to process where it's coming from, I know it's a question about the application, so the response time is typically shorter, and I'm able to create tickets where you might say like, hey, you know, I need to have like a deeper understanding of how this particular aspect of the platform works, like can we have a discussion about this, and we can open a thread, and just have back and forth, like we're, you know, like we're chatting online on MySpace or whatever, and have some back and forth, and we'll get on another one of these calls in some time, but I'd like to give you the opportunity to play around first.

[@41:55](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2515.04) - **Joey Selesny (Ohr Torah Stone)**

All right, my big question is, how do we go about correcting the data where it's only showing first? First name, the last initial.

[@42:02](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2522.7) - **Sim Borodach (Hatch)**

To be honest, I think that the best thing to do is figure out, for you to look at some of those examples in Hatch and see if that's how they're stored in Salesforce, because if they are, then you'll need to fix that in Salesforce.

And if it was something, I would say I'm, the majority of me is confident that it's not a Hatch issue, that it was something in the file that we uploaded, which means it's either something in Salesforce data or it's in something that Sharona exported.

[@42:33](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2553.08) - **Joey Selesny (Ohr Torah Stone)**

But once we wire up Hatch to Salesforce, you're not- It wouldn't have been in Salesforce. It would have been CCD, whatever it's called, because we don't, we haven't uploaded this to Salesforce yet.

[@42:46](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2566.98) - **Sim Borodach (Hatch)**

Oh yeah. So then you were CCDing that. Like she either, there's either somehow she exported field that has like some people with a last name and some people with a last initial, or there are some people who their last name is just a last initial.

[@43:00](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2580.64) - **Joey Selesny (Ohr Torah Stone)**

Okay. Thank

[@43:00](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2580.0) - **Sim Borodach (Hatch)**

So that's all you have.

[@43:00](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2580.92) - **Joey Selesny (Ohr Torah Stone)**

I've never seen that on our database.

[@43:03](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2583.36) - **Sim Borodach (Hatch)**

So then if you could check with her what happened in the file, like just cross-reference the file export. But again, what I was starting to say is I don't think it's going to be worth trying to fix for whichever donors that are here.

Because when we do the Salesforce integration, it's going to pull directly from there. Because she went through this manual export process and manual upload process.

If you're finding that it's a major blocker for you, like using Hatch, then we will, of course, fix it.

Because that's our primary goal is to get you to successfully use it. But if we could sidestep it, it will avoid her needing to spend more time exporting and uploading.

And then us like deleting. Okay, so just so I think I hear you correctly. Yeah.

[@43:48](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2628.08) - **Joey Selesny (Ohr Torah Stone)**

What you're saying is that for now it might be an inconvenience, but once we actually upload to Salesforce, it'll automatically integrate with Hatch and that in those fields will fill in.

[@44:00](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2640.64) - **Sim Borodach (Hatch)**

What. Correctly, well, what's actually going to happen is, I don't know, it depends, I think what we're actually going to have to do is delete everybody within Hatch, or most of the people within Hatch, and we just re-import them from the outset from sales tools.

And it will run the same enrichment, it'll run the same exact enrichment process on all of them. The question of what we do with the profiles that are elevated between now and then is a separate question, we'll have to figure that out.

[@44:44](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2684.16) - **Joey Selesny (Ohr Torah Stone)**

Alright, is it something that one of your teammates should be contacting Sharona to, you don't think it's a smart move to fix it now before that happens?

[@44:56](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2696.1) - **Sim Borodach (Hatch)**

Which aspect? The names?

[@44:58](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2698.48) - **Joey Selesny (Ohr Torah Stone)**

Yes.

[@44:59](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2699.7) - **Sim Borodach (Hatch)**

Well that's what I'm saying. That's what I'm What asking you to do would be just to either take a look or ask her to take a look, like I mean I can involve myself more, it would just be helpful because I'm pretty sure this isn't like we made a mistake on some kind of, like we mapped to the wrong field in reviewing the file, I'm pretty sure it's somehow the data was exported with this last initial.

**ACTION ITEM: WhatsApp Sharona to investigate why some names in Hatch show only first name + last initial. Ask her to check export file vs Hatch platform display. -** [**WATCH**](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2711.9999)

[@45:22](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2722.58) - **Joey Selesny (Ohr Torah Stone)**

Alright, I will WhatsApp her and ask her if she could please take a look. And she has access to this Hatch screen so she can see what we're talking about as well.

[@45:32](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2732.34) - **Sim Borodach (Hatch)**

Correct.

[@45:32](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2732.82) - **Joey Selesny (Ohr Torah Stone)**

Yeah. Okay. Alright, so I'm gonna, I'm gonna send her a WhatsApp when we're done. So that we can get to the bottom of this or at least understand why those are there.

[@45:50](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2750.78) - **Sim Borodach (Hatch)**

Yeah, that would be, that would be awesome. Yeah.

[@45:53](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2753.88) - **Joey Selesny (Ohr Torah Stone)**

Okay. Alright. Sounds good.

[@45:57](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2757.92) - **Sim Borodach (Hatch)**

Okay. Awesome. Thank you so much. I'm so impressed that you're, I mean, I feel like I come online early in the morning, which is definitely challenging, but being on, I don't know, maybe you're a night owl, and so you're used to this.

[@46:09](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2769.78) - **Joey Selesny (Ohr Torah Stone)**

No, I'm, pardon my language, I'm exhausted. I'm so damn tired. I am so tired.

[@46:17](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2777.44) - **Sim Borodach (Hatch)**

Language pardon.

[@46:19](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2779.3) - **Joey Selesny (Ohr Torah Stone)**

Yes, thank you.

[@46:22](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2782.18) - **Sim Borodach (Hatch)**

That's a good shout out.

[@46:24](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2784.18) - **Joey Selesny (Ohr Torah Stone)**

I won't say that in front of the rabbi, but you know, I'm just, I am, I'm zonked. I get up at 545 to go to, to go to, to to morning prayers.

[@46:34](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2794.54) - **Sim Borodach (Hatch)**

Yeah, it's fila, yeah, for sure.

[@46:36](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2796.08) - **Joey Selesny (Ohr Torah Stone)**

And, and then, then I'm, you know, I come home, shower, and then get to work, because I drive from where I live in Beit Chemish, to Efrat, where our main office is.

[@46:48](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2808.28) - **Sim Borodach (Hatch)**

Yeah, totally. Those are, those are nice drives, those drive apart.

[@46:51](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2811.64) - **Joey Selesny (Ohr Torah Stone)**

Yeah, and, you know, it depends. I never know how long it's going to take me. It can either take me 25 minutes, or it can take me an hour.

It depends, because it's a one lane road.

[@47:01](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2821.04) - **Sim Borodach (Hatch)**

Right, right.

[@47:02](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2822.46) - **Joey Selesny (Ohr Torah Stone)**

If stuck behind a cement truck or some kind of large truck that only goes 23 or 20 kilometers per hour up those big hills, I'm stuck.

I'm sitting there twiddling my thumbs on the drive. So, you know, I never can really gauge and I can use Waze as much as I want but Waze can't predict how many trucks are on the road at a given moment.

So.

[@47:30](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2850.56) - **Sim Borodach (Hatch)**

Yeah. Oh my gosh. I have too many things to say. My brain doesn't know where to begin.

[@47:40](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2860.8) - **Joey Selesny (Ohr Torah Stone)**

Yeah. But it is beautiful. mean, other than passing certain Arab villages, you know, and you hold your breath, you know, hoping that nothing happens at those moments.

But overall.

[@47:54](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2874.98) - **Sim Borodach (Hatch)**

I remember those. I remember those. those. I remember remember that feeling. Many times. I'm just thinking. love for your

I remember the one time I got on one of the white air buses and just, I have to say, I don't know if I felt so, I mean, and things always change.

This was probably in 2018. I don't remember feeling so scared, but I definitely remember feeling like, this isn't something I'm supposed to be doing.

Like, L'Chathila, I'm not supposed to be on this bus right now.

[@48:24](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2904.2) - **Joey Selesny (Ohr Torah Stone)**

Yes. Yeah. I mean, overall, I mean, I am under the assumption that 99% of the people that I meet just want to go home to their families, leave their lives, go to work, and have no interest in causing problems.

But in a village of, and the quote-unquote village is not a good name because it's, you know, 50, 60, 70,000 people living in these quote-unquote villages, all you need to, even if 1% are wackadoodles.

That's a lot. It's a lot of people. Yeah.

[@49:06](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2946.22) - **Sim Borodach (Hatch)**

Yeah. Yeah. We kind of, we feel that way in the U.S. too and in our neighborhood too, you know.

[@49:15](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2955.16) - **Joey Selesny (Ohr Torah Stone)**

Yes. We only moved here a year, not even a year ago.

[@49:18](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2958.62) - **Sim Borodach (Hatch)**

Oh wow. Mazel to.

[@49:20](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2960.26) - **Joey Selesny (Ohr Torah Stone)**

So, yeah. I lived in Detroit, so.

[@49:26](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2966.2) - **Sim Borodach (Hatch)**

Okay. Oh, okay. You know better. I live in L.A.

[@49:29](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2969.32) - **Joey Selesny (Ohr Torah Stone)**

I mean, Detroit is even, even more. Well, L.A. gotten, California General has gotten a little, a little interesting over the last couple years.

[@49:40](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2980.64) - **Sim Borodach (Hatch)**

2025 has been catch and go.

[@49:43](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2983.18) - **Joey Selesny (Ohr Torah Stone)**

Yes. I don't, I don't know what you feel politically, but Gavin Newsom has made some very interesting decisions that affect the overall state in some very questionable ways.

[@49:57](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=2997.7) - **Sim Borodach (Hatch)**

Yeah. I don't know what politicians. Thank you. We escape that type of criticism nowadays.

[@50:03](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3003.8) - **Joey Selesny (Ohr Torah Stone)**

It's funny, I have friends who are devout Democrats and they say, I'm not a California Democrat. There's a category.

You could be a Democrat and then you could be a California Democrat.

[@50:20](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3020.64) - **Sim Borodach (Hatch)**

We have this impression living here that California represents something here in the states that the other states don't represent.

And my wife's from Canada, so it's like we see the similarity, you know, the kind of sense of like more like socialist policies, which always play out in interesting ways, right?

Like socialist policies don't necessarily end up ultimately resulting in a net win for the population, even though their intention is good or usually the intention is good.

[@50:57](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3057.7) - **Joey Selesny (Ohr Torah Stone)**

Yeah, that's actually a very good analogy because I mean, I agree. I up in Detroit, which is, my house is 20 minutes from Canada.

So we were growing up, we were always in Canada. I mean, I had friends in my school that commuted every day from Canada to Detroit to go to our day school.

So, and we would go back and forth. And when I was a kid, you didn't even need a driver's license to go into Canada.

I mean, you barely needed any ID whatsoever. And I think that that, what you just said that you and your wife are experiencing, I think is very Very much on point with the Canadian culture.

And hey, gas prices are actually probably similar between California and Canada. Except, you know, when you figure the liters per gallon, compared to the gallons that you guys pay in, I mean, Israel is much, much worse, as you know.

I mean, I fill up my car and it's $300,000. Check out with it. Fill up my car. So, it's insane.

[@52:04](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3124.56) - **Sim Borodach (Hatch)**

Yeah, it's true. The gas does not feel like the worst expense by a long shot for us.

[@52:13](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3133.98) - **Joey Selesny (Ohr Torah Stone)**

But it's pretty dramatic. I guess so.

[@52:17](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3137.3) - **Sim Borodach (Hatch)**

It really depends on where you go. Some stations can be like $7.5 a gallon, but I think most of the ones around our place are like $4 a gallon, which is still quite high.

But I think a lot of people do end up filling up at those more expensive stations, I guess, because they don't realize or they're just in a pinch and they don't need to fill up.

So, yeah. I don't know. $4 plus doesn't, I don't know. It doesn't feel so bad. Maybe it's just relative because I see how high the ones in Beverly Hills are priced.

[@52:47](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3167.48) - **Joey Selesny (Ohr Torah Stone)**

Yeah. Yeah. Yes.

[@52:49](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3169.6) - **Sim Borodach (Hatch)**

Anyways, have a good night.

[@52:51](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3171.06) - **Joey Selesny (Ohr Torah Stone)**

Good talking to you.

[@52:52](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3172.1) - **Sim Borodach (Hatch)**

Thank you, Rich.

[@52:53](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3173.06) - **Joey Selesny (Ohr Torah Stone)**

And I look forward to moving forward and working with you. I mean, I really, I can't tell you how excited I am.

[@52:59](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3179.82) - **Sim Borodach (Hatch)**

Oh, my God.

[@53:00](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3180.0) - **Joey Selesny (Ohr Torah Stone)**

To be able to move forward, to move forward and to get our database where it needs to be in order to be successful.

I think this is a really big step in rebirthing our, um, our, our organization in that, in that way.

So, just keep me apprised about like how the Salesforce, uh, processes and, you know, we're, we're testing, we're beta testing right now.

They gave us like they, they, we gave them a bunch of accounts and now we're trying to, you know, look at them and see how they're, how they're coming across.

[@53:33](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3213.92) - **Sim Borodach (Hatch)**

And, you know, it's good.

[@53:35](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3215.88) - **Joey Selesny (Ohr Torah Stone)**

It's going to take a little bit, but I think it'll be all done by the end of the summer.

[@53:39](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3219.94) - **Sim Borodach (Hatch)**

That's a great timeline.

[@53:41](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3221.68) - **Joey Selesny (Ohr Torah Stone)**

Yeah. That's our plan. All right. Thanks. Have a good one.

[@53:46](https://fathom.video/share/zqCAy1dftxczSzYZRWHPCPFacP86y1VN?timestamp=3226.8) - **Sim Borodach (Hatch)**

Shabbat shalom. Shabbat shalom.