



BNEI BARUCH
KABBALAH

ACADEMY
IN EUROPE

JULY – 2017

SOME BACKGROUND

How did we got here

2004

First online courses in Europe

Austria, Germany, follow later by Lithuania Italia France

2010

Most groups started to teach online

Romania, Sweden, Croatia, etc.

2013

Live lessons in english with translations

As well, as united integration process

2016

European Academy

Integrations of mutual effort into an improved learning experience

2017

Gradual launch

Deployment using Agile development principle for best product development

Evolution of L&D Has Been Blindingly Fast

From E-Learning to Digital Learning In One Generation





Format we tried were:

- Weekly Live lesson
- Webinar
- Live Q&A
- Campus
- Blended learning



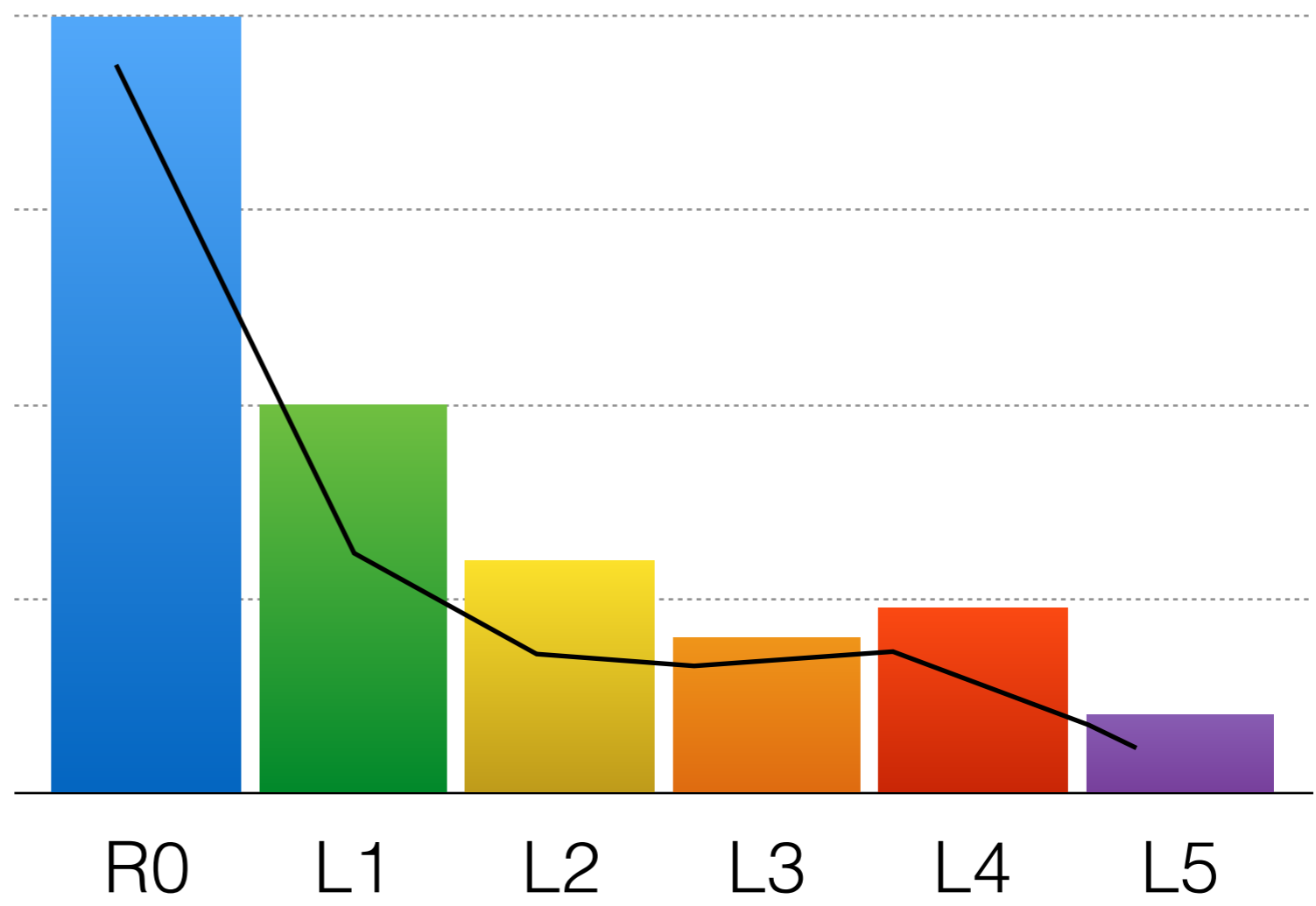
Best results achieved with a gradual mix driving students through a different number of steps. There is not just one right format - but there is a right sequence of formats for the right segments.



User Research

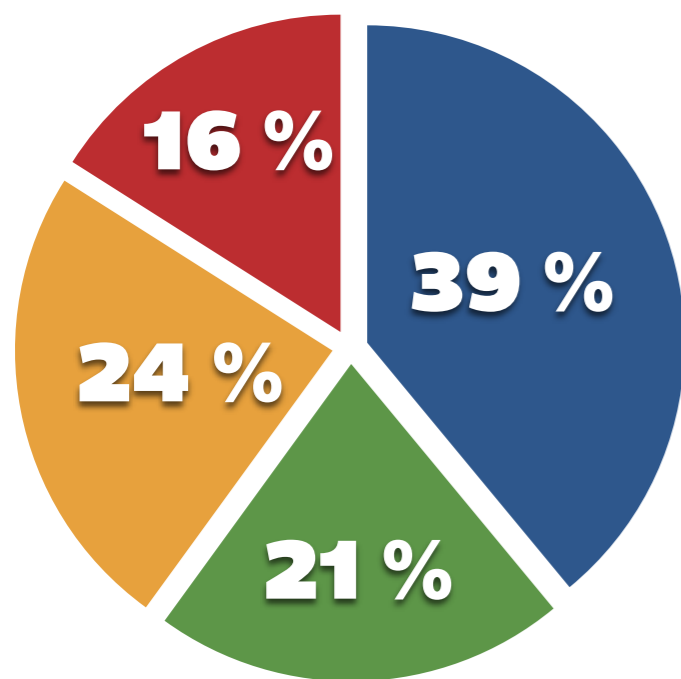
Understanding drop outs

+90% drop rate
by lesson 5 in
average



ATTENDANCE PROGRESSIONS

DROP OUT MOTIVATIONS



- **Lack of time**
- **Confusing**
- **Not interesting**
- **Other**

Dropout
Reason #1
Lack of time

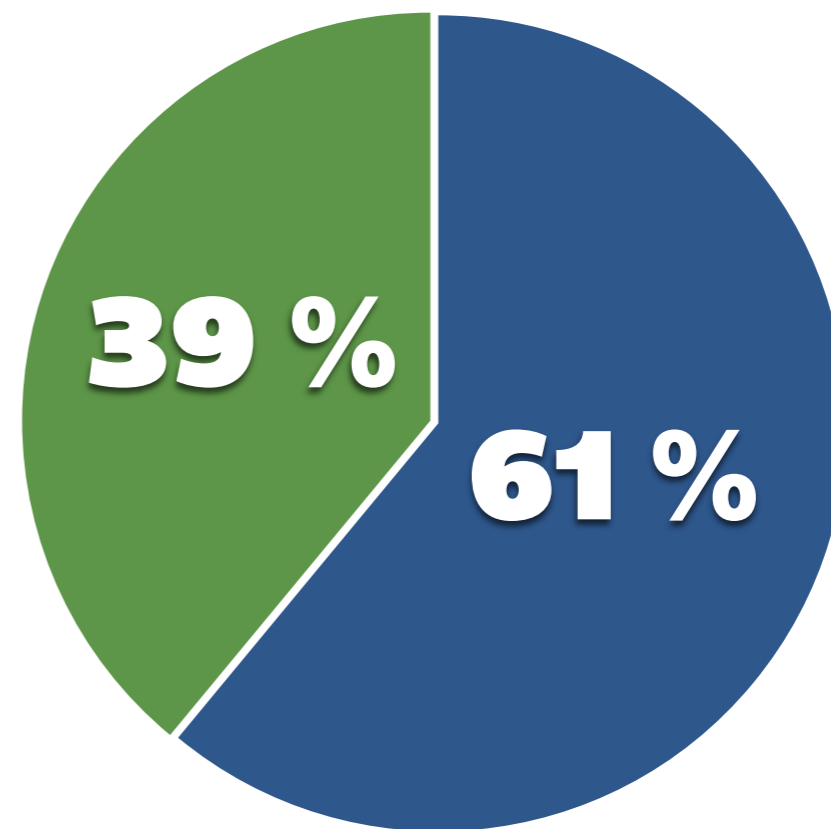


The reason people drop out is because **other priorities in life** that take precedence over the **learning of Kabbalah** in their daily life.



Preferred
platform:
Mobile

RELATIVE
DEVICE USAGES





Europe - Large territory but small markets

Because markets are relatively small, we need to deploy high marketing efficiency to retain most of our registered students.



- 28 Countries (large territory but small markets)
- 24 Languages and different learning approaches
- Small BB groups
- Lack of skills (lack of professional specialists and Kabbalah teachers)
- No enough human and financial resources

SOLUTION

Objectives



Marketing

maximise retention
learning community



Operation

flexible &
low cost



Reporting

detailed &
automated



Marketing

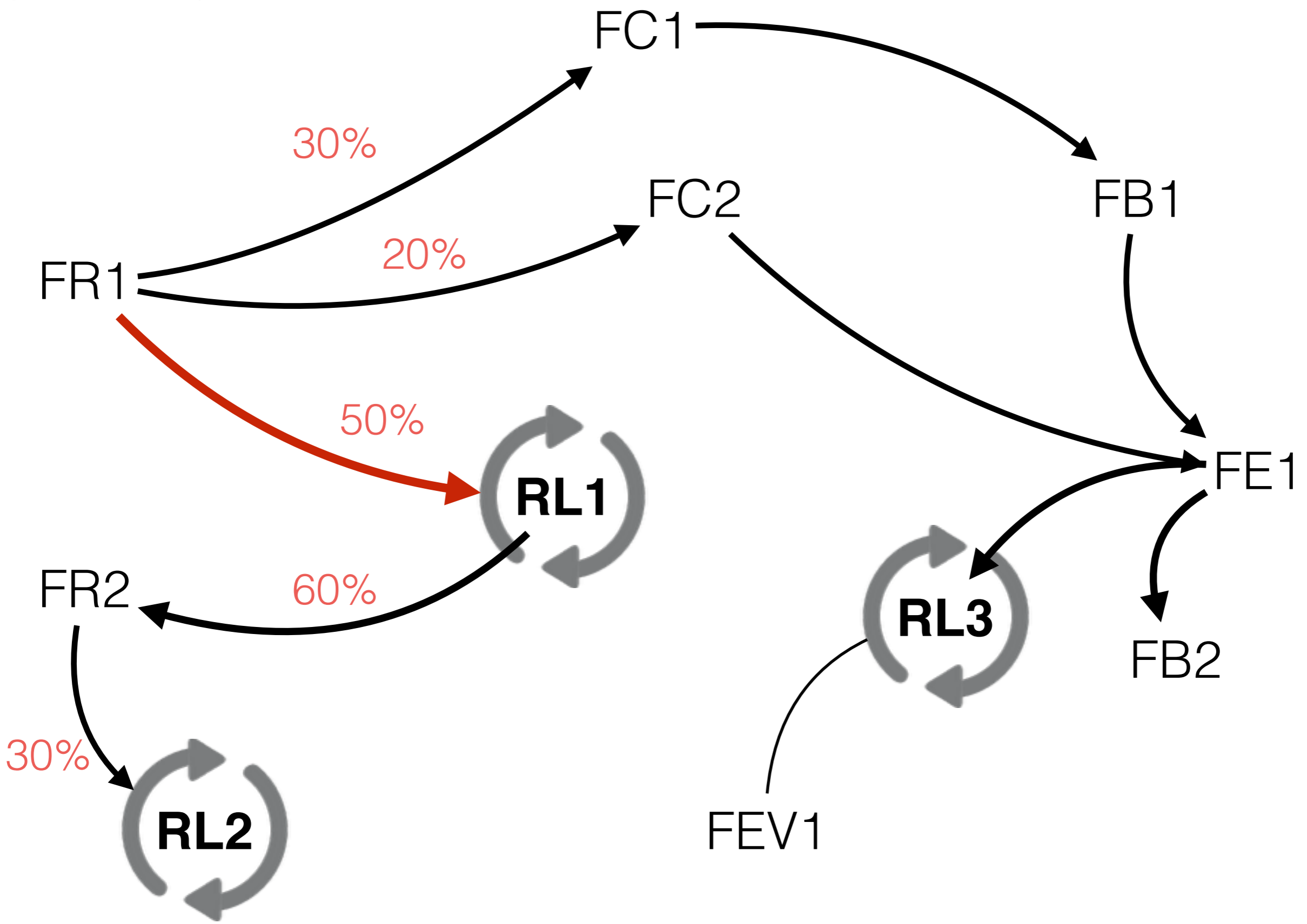
maximise retention
learning community



Product Map

- Registration
- Courses
- Donation
- Maaser
- Books sales
- Events
- Webinars/Live
- Group Integration
- Membership
- Support

Multi-funnel Integration





Registration funnels

FR1

FR2

FR3



Course AB Testing

AB[C1]

AB[...]



Books sales funnel

FB1

FB1



Events Funnels

FEv1

etc.

MULTI-FUNNEL LOGIC

[Example]



Lead generation =
disconnected funnel



Retention Strategy



**Habit
building**



Gamification



**Community
building**

Revenue streams



6 REVENUE STREAMS

Pay-as-you-wish

- Donations
- Monthly subscription
- Crowdfunding

Products

- Books
- Events
- Environnement



Donation



Subscription



Crowdfunding



Books



Events



Support



1.000.000 €

Sell a 200€ product to 5000 people

Sell a 500€ product to 2000 people

Sell a 1000€ product to 1000 people

5000 people pay 17€/Month for 12 month

2000 people pay 42€/Month for 12 month

1000 people pay 83€/Month for 12 month



German



French



Hungarian



Croatian/Serbian



Czech / Slovak



Swedish



Dutch



UK



Polish



Portuguese



Romanian



Latvian



Lithuanian



Norwegian



Operation

flexible &
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Who is working

- 38 teachers in 15 languages
- 15 writers
- 31 Secretaries



Technical choices:

Keep costs low and avoid dependency with other systems while supporting integration with others (integration with other LMS & CRM) with an open API, and flexibility to add new features and evolve with time (especially with automated reporting)

WordPress multisite which allow full customisation for locals while keeping an integrated database of all users with a single login across the entire user experience (Register once - do everything - buy books - buy tickets for the congresses - etc.)



Reporting

detailed &
automated



Reporting

- **Registration #**
- **Attendance #**
- Site frequentation / per hours / per users
- Content consumption per users / per product
- Exploration time of the site
- Dark holes
- Integration between registration, course, attendance, product, content consumed / payment / maaser / donations / events / etc.

Next

- Integration for Germany congress
- Integration for Lithuanian congress
- Launch of European courses in September