

13. Summary of the required budget.

The project	Time	Cost in \$
The "Conflict" project for 500,000 residents – southern region	A month and a half	718,500
The "Conflict" project throughout Israel – the Jewish sector	A month and a half	4,119,200
3 "End the conflict" rallies	2.5 hours X 3	1,062,000
The "Despaired" project – before the elections in Israel	90 days	3,069,600
	Total	8,969,300

14. Notes.

- A. We will not begin a project until we have the full funding.
- B. All the messages and surveys are under the supervision of the Herzliya IDC, headed by Prof. Eran Halperin.
- C. The projects will be performed by leading professionals, and under the supervision of the Arik Institute.
- D. The list of the main professionals in our teams:

The position	First and last name	E-mail	Phone number
Scientific supervision	Eran Halperin		
Creative	Romem Saranga		
Brand specialist	Atara Biller		
Media marketing	Ophir Shauman*		
Coordination of strategy and tactics	Oshik Rushinek		
Rally director	Hemi Sal		
Public relations	Roni Rimon		
Head director – Arik Institute	Yitzhak Frankenthal		

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*Israeli – currently living in LA – media marketing specialist – Yitzhak's son (when Ophir was only 1 year-old his father, lieutenant colonel Sefi Shauman, had died at the Lebanon War in 1982. Yitzhak married Ophir's mother in 1983, when Ophir was 2 years-old).

E. Since the media costs are the highest, and since it is difficult to trust the data regarding the costs, this is a **trust-based position**. Ophir, as one who lost a father and brother in the army, is committed to the project and has been with it since day one. Ophir had managed Israeli media systems and knows both digital and written media very well and also **knows how to get the lowest prices from any media company**.

F. All of the professionals working on the project are not employed by the Institute and the Foundation. The only one on a payroll is Yitzhak Frankenthal, who receives only \$1500 per month.

G. If we can change the positions of the "Conflict supporters" by only 5%, and if we can bring only 5% of those who are despaired to vote – then we could make the majority of the public and the government supporters of the **"two states for two peoples"** solution.

H. Prof. Eran Halperin had examined the impact of the scientific experiment results, around a year after the experiment was conducted, and **the same people who changed their approach following their exposure to the project, had stuck to their new approach after a year, and this was reflected in the 2013 elections.**

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