

Noa Eshed 0:25

We're here with Ishay Green serial entrepreneur and investor after, is it two exits?

Ishay 0:30

Umm, it's two exits, classical exits, and then I have another two exits from secondary.

Noa Eshed 0:37

What's a secondary exit?

Ishay 0:39

So secondary is like the opportunity to take stocks that you have in a private company and sell it to someone. And it's something that was very important for me. Since I'm not working right now guys. Do you have anything for me? Anyway, so I did now recently an exit, doing secondary selling stocks for Monday.

Ronen 1:05

Right

Noa Eshed 1:05

Monday, the task management platform?

Ishay 1:07

Yes.

Noa Eshed 1:08

So you got rid of your stuff?

Ishay 1:09

No, no, no, just so they like a bit of it, which was for a lot of money. And it was very easy just say they need some cash to the investors inside ventures.

Noa Eshed 1:19

And they were happy to take care of stock price.

Ishay 1:20

They said, what's the price? I said much higher than I thought that they're going to pay. And they said no problem, and I came in a day, like it was executed and they just everyone like, all the investors just vote.

Noa Eshed 1:32

So you're sure it was a smart move?

Ishay 1:34

It was a smart move, because I need the cash, you know. I run on this, you know, this is how I live.

Noa Eshed 1:39

This is your fuel?

Ishay 1:40

This is the fuel, exactly. This is the fuel on times that you are between when you don't get salary

Ronen 1:46

As a serial investor and entrepreneur. How do you know how to invest in Monday? Or in any other thing? Like how do you decide?

Ishay 1:54

Okay, I see the machine. I, okay, this is we talked about superpowers like (right) okay, so I have something which is it's not a superpower, I'm not that good at this. But I think that rich people, I was a poor boy from Netanya. Okay. And, and rich people has something in common, then they understand something about money. Okay. And this is something that I have I understand something about money and understand how money flows. When I look at the world, I see how money flows between hands and how it goes. And when I look at the startup company, I can know, I can tell if they figure it out, the money machine. What is like the best way to understand what is a money machine? Go to Google, I'm waiting. Open Google, you don't need to do this I'm just saying, and look for the Uber napkin, you know, the napkin, (right). Okay. Uber napkin is like it's this this drawing that shows how, what what they how they describe Uber before they found it. And it's like, if you have more drivers, you have more coverage? Yes. If you have more coverage, you have more demand. Like it's a machine that you can implement each one of the

Noa Eshed 3:06

...

Ishay 3:07

Yes of the free of this wheel, you get more money generated? So Monday is a company like this and another one is Shoptagr. And other amazing company that I'm invested in, which is like very, very successful, it's under the radar, it's a consumer company, but it's going to explode in the next year I guess. And in other companies that I've seen that they have this machine and I can recognize this machine

Ronen 3:32

The recognizing the machine. Wait a second, let's talk about that for a second. There's, there's execution. So right the business model, you got it and you understand the logic of it, but there's the whole execution.

Ishay 3:46

No, the machine is everything you know, it's the execution, the code, the GitHub,

Noa Eshed 3:51

When did you reach this clarity because clearly this has to be something you must have made a lot of mistakes and I'm sure you're still investing in companies that

Ishay 4:02

Seriously I didn't invest

Noa Eshed 4:04

So you hacked money?

Ishay 4:06

Yes I can see this. I can make it happen. Especially with my companies. This is what I believe that I can do this

Noa Eshed 4:16

And so far it's been proven right?

Ishay 4:18

Yes because, I was, I was a poor boy. Poor in the sense that I didn't have money, my parents are not rich. On the contrary, they have like

Noa Eshed 4:31

Enough money.

Ishay 4:33

No, I mean, they owe money to the banks. What do you call this? They have debt. And anyway, I had to cover for these debts.

Noa Eshed 4:41

At what age?

Ishay 4:43

It's a different story. Okay, when I was younger was working like to fund my parents and find my father and the worst part was when I founded my first company Onigma, before finding it, I was, I did an exit from Envara made \$22,000 And I said, okay, I have enough money to start my own company. And on the same week that I got a left Intel. Intel has acquired Envara. I left Intel. I was at my home thinking about my next venture alone. No co founder, nothing, no idea. And my father comes to me and says shuk afor (Gray market)

Ronen 5:18

Yeah, okay, so, black market

Ishay 5:23

How do you say shuk afor in English?

Ronen 5:24

It's black market.

Ishay 5:25

Black Market?

Ronen 5:26

It's gray market, I don't know why.

Ishay 5:30

Great because... He says they're gonna kill me. I owe them money.

Noa Eshed 5:34

Oh wow.

Ishay 5:34

So I need, yes. And then I went to the bank, and the bank, a bank Hapoalim, which I will never work with bank Hapoalim because they were shit to me. Anyway. I fixed it, I took, take a loan, and I fixed it for my father. And like, this is where I come from. Okay.

Ronen 5:51

Right. So okay, that must be really big motivation there. Okay. So, so, you started like, this is crazy for me, because you're actually starting these companies and you're, you're selling them? Because you said you hacked money? I have a question for you as a person who sold at least let's not talk about the secondary, at least three companies. Okay. How? Like, why don't you keep them? If you hacked already the money for like 100 years? Why are you, why you keep leveraging them.

Ishay 6:21

So let's take the first exit okay? Onigma, Onigma could become, we invented something which is known today as data loss prevention, which is a huge field. And if we would keep on going with Onigma, it could be a billion dollar company, and we sold it for \$20 million. And you ask yourself, Okay, we were young, we were 26 years old, we wanted to see the money. And if we were in Silicon Valley, we were billionaires, maybe, (right) but it doesn't matter. It doesn't matter, because this is what I recently realized at the age of 40. That the question is, how much money does it, okay money is a taboo. Talking about money, you are shit. Are you rich why are you talking about money? Okay, so fuck you, I'm going to talk about money. (Right) okay. And the question is, how much money does a person need?

Noa Eshed 7:03
What's the answer?

Ishay 7:04

I have an answer. So money is energy. What is it? It's like a form of energy because you can take \$100 and make someone carry something for you X miles. Okay? So it's energy, you take it, you work very hard, okay, you invest energy, you convert it into a number, which is energy, which is money, and then you can reconvert it. You can pay someone to do something, some work for you.

Ronen 7:28
I like that, okay.

Ishay 7:30

Okay, so the question, How much money do you need? The amount of money that you need is the money that you want, the force that you want to imply on the world? Okay. So let's say a homeless person. He doesn't want to like people. I'm really into homeless people, I talk about homeless people because

Noa Eshed 7:48
You talk to them?

Ishay 7:49

Yes, I talk to them and I help homeless and I use my money to help homeless people to eat and to buy drugs and whatever they need to do. I don't judge them.

Ronen 7:59
That's definitely because where you came from, okay?

Ishay 8:02

Because it's my father is like, nevermind, my father is like a homeless person. Anyway. So they, these people, they don't want to imply any force on the world. They're not interested. They don't care. They wanted minimal impact on the world. Okay, if you take a billionaire, like, there is a quote that I really love. Mr. Burns, says, like, Homer tells Mr. Burns, Mr. Burns, you're the richest man I know. So Mr. Burns, answers says, yes and I would trade it all for a little bit more. The philosophy of a billionaire, some of the billionaires is like trading all their billions for a little bit more. And then you see guys like Fishman which is a Israeli billionaire that has nothing now. Nothing. And you see, Dankner, also nothing from billions to nothing. Why? Because they wanted a little bit more.

Noa Eshed 8:53
So greed.

Ishay 8:54

So it's not greed. The amount of energy they want to enforce on the world is huge.

Noa Eshed 8:59

Ego or need to...

Ishay 9:01

Elon Musk needs these billions, okay, because he wants to get to Mars, this is what he wants. He thinks that the

Noa Eshed 9:06

But a homeless person just needs \$1 to eat. So it's just...

Ronen 9:11

Yeah but that's the output, that's the output. He's saying, money is an energy, and correct me if I'm wrong. So what that means is what he needs, for as force of energy is just the food. That's enough for him. So he needs that X amount for modern food, it doesn't mean that he won't, after he has \$1,000 Maybe consume more with that energy. But he sees it as fuel. Because when, I'll give you an example, I'll give you a metaphor though, think I'll help him out with that. If I'm 90 years, you're old person, and I have \$7 billion, or I have \$7 million, it may not make that much of a difference, because I don't want to have that much output right now. I'm actually thinking about the next generation. Unless you know, you know how when you get older you're already saying okay, I don't need that much money. I'm just going to go to real estate three percent interest per year, okay? Because you don't want that output. So you don't, you don't need that much because you don't want to output that much energy. So Elon Musk that wants to go to Mars has to put so much money into output.

Noa Eshed 10:11

It's not a privileged thing?

Ishay 10:13

No, if you have like someone who's like very calm, very likes his life like my uncle, he called me from the US yesterday from New York. And I thought that he wants something. He says, Ishay I don't want anything I was just interested in what's going on with you and said, so are you happy with your work? Yeah, well, I'm happy. So I'm happy with me and my wife. Yes, everything is cool. So it's like my, my uncle from the US Yakir. He's, he's happy with his life. He doesn't want millions, okay. He doesn't need the yacht. He doesn't want to go business in every flight to Israel. Okay, he's happy with his life. So the amount of energy that he collects, and let's talk about me, the question is that, and I realized that I don't need more money so I have enough money right now. Thanks to Monday, and thanks to other investments that I made, and thanks to reducing my burn rate, which is still a lot, enough money to retirement, okay. And it's a little bit less, okay, so not because I count on other incomes is going to come from the future, but I have like enough money. And this brings me to the next phase of not trying to make more money and

using this virtue of making money. But to think about something else,

Ronen 11:26

Like the passion, good doing something valuable the world, having fun at work, like what would be something else for you?

Ishay 11:33

I don't know yet. So I'm in the process I'm in now, the last salary I got from Spot.IM is this month, which was very big salary, because I had a lot of days of vacation, I got like very generous living package. Yeah, living package from Spot.IM including a secondary. So I'm fine with leaving the company, the company is led by Nadav Shoval and it's going to succeed, I know. He's doing everything to make it succeed, and he's working very hard, and it's profitable. It's a very good.

Ronen 12:07

Is he your recruitment?

Ishay 12:09

Yeah, I met him when he was 20. Okay, now he's 27. And he was my CEO, I always bring a CEO. This is another switch that I'm doing right now,

Ronen 12:20

Bringing someone...

Ishay 12:21

I'm gonna be the CEO.

Noa Eshed 12:23

Of what? Of whatever you do?

Ishay 12:25

Of the project that I'm doing.

Ronen 12:26

Why?

Ishay 12:28

Because I understand that the company is only one leader. And I'm, I see myself as a leader right now. So I'm the leader. And if you need to understand corporate law in just a minute, it means that the board of directors is responsible on hiring and firing the CEO, and the CEO is responsible on hiring and firing the employees. So it doesn't matter that you are the CTO of a company and the founder and that you invented the idea. It doesn't mean anything. Only the CEO is important. The CEO is the king,

Ronen 13:01

No, board of directors would be the king or chairman would be the king.

Ishay 13:04

No, the board cannot take any decision, you can just fire the CEO, the CEO can do whatever he wants.

Noa Eshed 13:12

As a lawyer not practicing, I can tell you there's legal philosophies about that. So there's those who say that the CEO is at the top of the pyramid. And then there's those who say it's the just the regular corporate organization of Board of Directors, but the CEO is definitely the one who was executing and leading at the actual management, I think the only way to understand this otherwise is to understand that his powers are limited. But that's always the case

Ishay 13:36

Who's limited?

Noa Eshed 13:37

The CEO's powers.

Ishay 13:38

No, you can you can like go to the office and kill all the employees, fire everyone. He can do whatever he wants, no one can tell the CEO what to do.

Ronen 13:47

Except if you're a public or something like that

Ishay 13:48

No, even if it's public, he can do whatever he wants.

Noa Eshed 13:51

But he can get kicked out

Ishay 13:53

The only thing that the board can do is fire the CEO. The CEO, he's paying the salary of its peers, and the peers do execute what the CEO tells them. And that's it. This is 100% of the laws.

Noa Eshed 14:05

But it's also a matter of how much the board is involved because some boards really set the roadmap and just ask the CEO to sort of execute in some companies allow a lot more agility.

Ishay 14:16

Again, let's let's get to the detail of this. No one cares. Okay, let's go in even to something very basic, okay. No one can tell you what to do. I cannot tell you what to do. I cannot force you to do anything, anything on a person, unless it's something very, very violent. And we're not talking about this. So every person can do whatever he wants. The CEO, executes whatever he wants, the board can say, build a spaceship to go to the mass and he can build a car. He can do whatever he wants. They can fire him. This is the only power that they have, just fire the CEO.

Ronen 14:50

Wait, so just out of curiosity. So you're saying now now you're gonna be the CEO.

Ishay 14:55

Yeah, so they could fire me

Ronen 14:57

I understand, no, I understand. But I'm in the back court, that means and other companies, do you feel that if you're a CEO things would happen differently? Or would you like them to happen differently? Or would you just want to empower yourself instead of empowering other people all the time?

Ishay 15:13

I, since I'm an entrepreneur, I don't look at the past that way, you know what happened happened, and this is what the part of the experience, but now I'm going to lead. That's it.

Noa Eshed 15:24

Did you not lead before?

Ishay 15:26

I led the group until a point that you had, like, in Soluto, we had \$20 million in the bank. So my leadership were was questioned, because when you have such amount of money, and again, Spot.IM got to \$30 million in cash from ground. So when you have \$30 million, say, okay, the smart CTO that, you know, it's not that important anymore and they're right, like, maybe they're right. For Soluto it was a good, maybe good idea. We got 200 million dollars exit.

Noa Eshed 16:02

So what is important once you have that much money? If it's not the CEO?

Ishay 16:08

What, what makes companies succeed very much? Is this what you ask, I don't know, what, what do you ask?

Noa Eshed 16:13

I'm just trying to understand. You said that it's at a certain point, when there's enough money,

then the leadership isn't as important. Is that what you mean?

Ishay 16:19

No, I mean, but the leader...

Ronen 16:21

I tell you, like, I'm gonna ask you a personal question on myself. Because this is something actually, I'm thinking about a lot, because you're saying something interesting. I'm trying to decide for myself and checking if it's, if maybe, what is amazing about you, is that you're amazing at point zero to one and point eight to 10. Okay, and what's in the middle? Is there's other people who are better than that. Okay? And what I mean, when I say these numbers, I mean, there's people who I'm getting the metaphor, build Disneyland, which is the idea from nothing. There's people who build the whole, you know, the, the rides themselves, and there's people who manage the rides. Okay. And it may be three types of people. Okay, so maybe the leader will call him let's say, Walt Disney, which is the brother was the finance guy. So he made that idea and he made it a reality. I don't know if in the bits of bytes, he was person, I'm guessing even, no. And there was someone else who built those rides inside. And under that there was people who made those rides, and maybe something that you're excellent at or call it a superpower, is making it a reality for other people to do the to do these executions. Okay. Maybe that you're, let's say, the best at that. And doing the the the managing the,

Ishay 17:49

Day to day

Ronen 17:51

The rides, call it the rides, or the day to day or whatever. Maybe there's people who are better than you at that?

Ishay 17:55

Yes, of course.

Ronen 17:57

Maybe it's that. It's not I don't need the brilliant CTO.

Ishay 17:59

Yeah, but you can still, the point is this. The title CEO is very critical. So someone else can do the boring for me, execution of day to day. But still, I can be the CEO. I so this is the wrong the wrong move that I did each time. Is it a day I could bring these guys that were, they were like in the beginning of the road as entrepreneurs, I already did one exit. Even with Tomer, and I said you're going to be the CEO. And since he was the CEO. Okay. I was I was getting unimportant. So he could do the same work without the title CEO. And I would be the CEO and I could lead the company to a billion dollars. Because I think that Soluto should have been billion dollar company. It could have been. Because operating system of operating systems is something that

does not exist today.

Ronen 18:49

I agree. Brilliant idea, by the way...

Ishay 18:52

We need it.

Ronen 18:52

Wait, wait, let's talk about the present cause I think some of it it's brilliant. So tell us what sort of does...

Ishay 18:57

It used to do but it's, but it was taken to a different route to an exit because we, we weren't willing to make money. Okay. And we were in the field that companies made billions. I'm not saying just billions like in a sense, they made billions from downloads, okay, everyone knows it. We talked about court side. It's not billions because they came late to the game, but they still make it, made loads of money. We were first in the game of downloads, and we didn't execute on this. And companies next to us made billions in cash. And this is one thing if I was the leader, it was clear to me that we should do this. Anyway, this is water under the bridge I'm not interested in this because we talked about money.

Ronen 19:40

Just a little what they did, because I think that the idea is brilliant.

Ishay 19:44

The idea was create the operating system of operating systems. That's it. We don't need to understand in Windows or a Mac, right or Android or iOS. You just press on the button on the web. You have the software installed, configured, removed. If you have a problem, it's fixed automatically. And it was different types of operating systems. Operating systems changed since then.

Noa Eshed 20:07

Such complex notions and he has this tendency to simplify them, I think.

Ronen 20:13

So, wait for it. I'm now back to your machine, financial machine. So if I take Solutio as an example, what would be the machinery, the finance machinery? You see the money, right? So how did you see that there?

Ishay 20:25

I've seen it there from downloads, we've seen that the toolbars business were very huge. So we should have joined the trip, collect the money and use it to create the best operating system of

the world. The operating system of operating systems, instead of going to venture capitalist and bringing \$20 million in like, you know, and, like scaling the business like crazy and creating a new operating system. Anyway, didn't happen. Spot.IM, it's a, it's another story of a social networking, a new social network on the web. We have half a billion uniques, the world we have in the world, and 7.5 billion people. Half a billion of these humans in the world surf in some way to Spot.IM.

Ronen 21:10
Wow.

Ishay 21:11
And the idea was, when we get to this amount of traffic...

Ronen 21:15
Monitize?

Ishay 21:15
We can, monetize, we're monetizing. But when we get to this amount of traffic, we can create a product which gonna be engaging enough to create subculture of social network. Anyway, I'm not there, so I cannot influence on this.

Ronen 21:29
Right

Ishay 21:30
We had few ideas on how are we gonna do this. My, the first idea is, we want, the idea of Spot.IM was we want to create a social networking in the age of social networks via Facebook, Instagram, so we need the people. So how do we get to the people, with few spin offs, until we get to the realization that people are on the web anyway, they're browsing to articles. They're browsing the articles. If they are browsing the articles, let's get the engagement from the article, the context of the article, and then bring it to the next step.

Noa Eshed 21:55
But isn't that what Facebook does, in many ways?

Ishay 21:57
No, Facebook is different thing. Like it's a talkback system. So we created the biggest talkback system on the web. So Spot.IM is the biggest one on the internet. Anyway, it's not in my control right now. It's yet to be defined. Let's talk about the, about the present and the future.

Ronen 22:18
We're getting there. Let's talk about it now. So after doing this, so you sold the company, sold another company invested in a company, sold secondary. So I think in the high tech sense, you

should have done anything, everything you think you acted as an entrepreneur, as an investor, as a CTO, because you always worked in your own companies. So you have this collective idea of, a lot of different awesome industries. And, and you're, you're also, you know, a high tech celebrity. So as a sense that you know everything now, what do you want to do?

Ishay 22:57

Okay, so I think that the high tech is changing very much.

Ronen 23:02

Why?

Ishay 23:02

It's changing. So when I started, and we were creating the infrastructure I was working for Envara we created Wi-Fi. I was, I programmed the driver of Wi-Fi of Intel. I have coded at Intel. I'm sure they threw it already, but. So I did Wi-Fi. I did ADSL for Orckit. ADSL...

Noa Eshed 23:22

As a programmer or...

Ishay 23:23

As a programmer for hardware. It was hardware programmer, like from the PC side from the driver side. So I think ADSL with Orckit, which is, you know, it is everyone knows it, yes, of course. And I did fibre to the home with Passtavin which have been acquired, by Pimsesierra. So I did like all these infrastructures. And, and it's done, okay, the infrastructure is done. It's commodity okay? Chip of Wi-Fi, when we created it was, cost \$100. And now it cost less than 20 cents, like the chip of, Wi Fi chip costs

Noa Eshed 23:54

Commoditized completely .

Ishay 23:55

Yes. And there was another level of technology in the world of like creating like, let's say DLP, data loss prevention, like this layer of software, technology, and it's done. Okay. And now there is the business layer. And this is the problem of Israel, I think.

Noa Eshed 24:15

What?

Ishay 24:16

So, because creating businesses like let's take Monday, Monday is example of a business, okay? It's, it's a business. Now, the problem is that if you today, like fund, funding the startup like building a startup today, it's very, very hard, like something which is going to be big, because if you say startup, it means that it's going to worth a billion dollars.

Ronen 24:38

Okay, that's the expectation.

Ishay 24:39

It's not a study, it's a business, you can do business and it's fine. But if you want to do a startup

Noa Eshed 24:44

That has to be the endgame.

Ishay 24:45

Yes, if it doesn't get to a billion dollars, it's not a startup. And, and then, I think that the billion dollar companies are already on the road. So to invent right now a billion dollar company, it's it's very, very rare and hard. And I've been sitting for a year now thinking about this. And I'm seeing, I'm meeting a lot of startups and I see the ideas, the ideas is very nice businesses, very nice, they're going to become rich. The entrepreneurs. I'm not saying that you can't make money from high tech anymore. But building now a billion dollar company becomes very, very hard. Why? You know, why? Why do you think?

Noa Eshed 25:27

Because there's less maybe different technologies and things to tap into and invent, like, there's a structure just sort of set.

Ishay 25:36

Because...

Ronen 25:36

Finding a unique business,

Ishay 25:38

Because the big companies are taking everything. If you do a Google. Search for a vacation now in Google, you have like all these hotels. The next step is going to be, you have a, you have a click, book now. Everyone use it right now. Book now and it opens, like Expedia and all these options, Hotels.com. The next step is going to, they're gonna kill these options. And you're going to order from Google.

Ronen 26:01

It's a different notion. The big companies who have traffic.

Ishay 26:04

They're eating the basic...

Ronen 26:06

Because they have traffic.

Ishay 26:07

Because they have the attention.

Ronen 26:09

They have the attention.

Noa Eshed 26:09

So they have the control.

Ishay 26:10

Yes. And you have like and they're, they are splitting the world in a way which is cartel, you know, like the medellin cartel. Splitting United States who sells cocaine to who.

Ronen 26:23

So who are we talking about?

Ishay 26:25

So we think, they want us to think that they're competing Amazon and Google, but they're not. They split the world in a very clear way.

Noa Eshed 26:32

You think it's just those two players or five, right?

Ishay 26:35

No. It's five and others. Okay, the joining the game, but the these five are the biggest problem. So what interests like, let's, let's talk about the difference between Google and Facebook. Facebook is about virtual. Okay, relations in Google is about real things in the world. So small businesses, and that's it. So they split, they split the world between them, they are not stepping on each other yet. When they're going to become big enough, they're going to start eating each other because they're, because infinity is not enough for these people. Anyway, so let's talk about the scary thing.

Noa Eshed 27:12

What's the scary thing?

Ishay 27:14

About what happens to people brains because of this age.

Ronen 27:18

Okay.

Ishay 27:19

Okay, and how the big companies and the politicians are using this, in order to control the masses, which we are part of them mean you we are not better. Okay? So I'm not talking as someone who is above the system, and no one is above the format, okay? Everyone is in this format and lives in this format. Okay,

Noa Eshed 27:42

The format being our brains, or the format being the outside

Ishay 27:46

The format is the world. We are stuck in this format, which is how things work. Okay, how money works how everything works. So I always had the hunch, you know, there is like Kahneman and Tversky.

Noa Eshed 27:58

Famous researchers about rationality.

Ishay 28:00

Yes. so they said the irrational and not by mistake, this is how it's translated.

Noa Eshed 28:06

I can't remember the precise name. But yes, it's exactly what the message is.

Ishay 28:09

So they talk about this concept that everyone knows. You have like a very expensive bottle of wine, right, that you know, in like, and the cheap one that you don't like. So you're going to take the expensive one that you like, doesn't matter how much money you have, like, you're going to take the one that, you know. If you're going to add the one in the middle, that's gonna have mid price that you don't know, you're going to take the mid price, like in average. And this is the irrationality of people. So if you're gonna have just these two, you're going to take the one that you want and if you have something else you want to choose, why do you do this? So this is, they got the Nobel Prize for, for this example, for this irrationalities. So, and they have, and the other part of their research is like explaining why people take this decision and they do psychology on this stuff. And I felt that this is this is not right, the explanation.

Noa Eshed 28:58

And you also have a psychological background? Right?

Ishay 29:00

Yes, I have psychological background in terms of time I'm getting treated in psychoanalysis. For 12 years, I read all of translated Freud's literature to Hebrew. I didn't read, I didn't learn German to read the Freud. And I'm really, I understand Freud, I understand why he was right. Freud described the first floor of the cycle of how people are building in, in terms of psychology and

then the other floors of other psychoanalysts and other people that have other stuff to add. But the basic is right, what he found out about human beings, I think it's something which is generally right about everyone. Anyway, so you using my knowledge on psychoanalysis and applying it towards what they claim that makes people take this decision, vote for Trump and vote for Bibi I don't know. I felt that something is wrong until I've seen a recent study of something that proved that my hunches. And the reason that people think these decision, decisions is because they have electricity shortcuts, is this how you call this?

Ronen 30:08

Yeah, electricity shortcuts.

Noa Eshed 30:09

Short circuit.

Ishay 30:10

So it's short circuits.

Ronen 30:11

Right.

Noa Eshed 30:12

In their brain

Ishay 30:13

So there is a guy which is, is a researcher that I know from very, very smart researcher. And he proved using worms that called *C. elegans*. Worms that have 302 neurons in their brain. They're very special worms. There were four Nobel Prizes won on these worms,

Ronen 30:37

Okay

Noa Eshed 30:37

These worms, brain is similar to human one? Like, how do you compare?

Ishay 30:41

It's a brain, like, No, it's not like human brain.

Noa Eshed 30:43

How are they a benchmark?

Ishay 30:45

It's a very small brain 300 to two neurons. Okay, in the human brain, you have around million.

Noa Eshed 30:50

Yeah...

Ishay 30:53

This worm is transparent, so you can see when she thinks.

Ronen 30:59

Oh, okay.

Ishay 31:00

And they gave it and it's something that hasn't been published yet, this research. And when is going to be, I think it's itself this research that is the proof. Anyway, what they you managed the prove is that you give it like to smell stuff that he knows that he doesn't know.

Noa Eshed 31:16

The worm.

Ishay 31:16

The worm, and he shows that there is, in some cases, when you have a specific smell, the worm takes a wrong decision, it doesn't go to the food, it goes to a smell that he never, she has never met, okay, because he has, she has overload specific node in your brain. (Okay) So why do I claim? I claim that Facebook, this is how we get to Facebook, okay, create these neural networks for you, for me for for everyone, okay. There is a neural network that sits inside Facebook, and what this neural network is trying to do is optimizing your engagement. How? It creates, it creates shortcuts in your brain in order to stay online. And, and this is one angle of how the system works. Okay, but it doesn't you don't you cannot take psychotherapist that's going to analyze the reason that you sit 40 minutes in Facebook and wasting your fucking life sitting on the toilet and you cannot walk after.

Noa Eshed 32:14

It's not an addiction?

Ishay 32:17

It's not it's, it's a mix. Let's wait, let's let's go to the to the deeper analysis. Okay, it's partially, so how does it go? It makes you circuits, your brain malfunction. Okay? This is how it keeps you in the system,

Noa Eshed 32:33

It's not tapping into your dopamine, getting into.

Ishay 32:36

It's also dopamine, but it's not the what's important. What's important that it makes you take a wrong decision every time. It's wrong because it's bad for your organism. Okay, it's not for your

best interest to do this. Okay, it's not your best interest to choose a wine that you don't know, it could be poison, okay? It's a the worm goes to a poison, okay, it gives it the poison, and it works to be poisoned because his brain cannot take a decision. And the human beings as Freud claimed, were built to live in a very quiet harmony, you know, place and when you have a tiger you need like to get amygdala goes,, then you need to run. Yeah, now we live in a situation that every time you're being fed with these things. Now the crazy things and what makes Zuckerberg, Mark Zuckerberg, I'm talking and I know it from forming Danner, people that sat with him. What what is so interesting for him, what what are they looking for? Okay.

Noa Eshed 33:35

Facebook.

Ishay 33:36

But Facebook. So there is something which is not known to people, but it's called frequency graph. It's a graph. I can describe this graph. And this is the only thing that interests for Facebook. And this is what's so scary about the future and the present of the world. Okay, frequency graph is a graph that you have on the y axis, how many users, number of users on the x axis you have how many days you use it. So let's talk about cocaine, for a second though, or let's talk about heroin. If you look at the heroin frequency graph for heroin. You say, you have a little bit of users that use it once a month. heroin, okay, like a little bit more, use it twice a month, more? Three times a month, okay? You get the 14 days. If you use heroin for 14 days a month, most probably you don't use it 15 days, use it 28 days or 31 days. Okay.

Noa Eshed 34:28

Like a tipping point.

Ishay 34:30

Yes, the tipping point is 14 days. Okay. Now, Zuckerberg has acquired Israeli companies. It's called Onavo. Onavo is a system that allows you to optimize your browsing in the mobile application. Okay. This is what it does. Yes, yes, it installs a proxy on your machine, on your telephone. And all the communication goes through it and it like reduces the size of images and stuff. As the byproduct...

Noa Eshed 34:54

The actual experience of quick, quick, okay...

Ishay 34:56

So the byproduct of Onavo is knowing everything that, everything that you do with your phone, and they have it on hundreds, like 100 million telephones. So Facebook has the frequency graph of all applications in the world. This is how they purchase...

Noa Eshed 35:10

Because they're using it, Onavo?

Ishay 35:11

Because of Onavo, so they purchased Onavo and immediately they made an offer to WhatsApp. And to Instagram, this is how they knew how to buy Instagram for a billion, because they had the frequency graph.

Noa Eshed 35:23

Nowhere to put a price on engagement.

Ishay 35:25

Yes. Now the claim is this. There are no applications in this telephone in your telephone, in my telephone that doesn't have the addiction graph of heroin. Okay, so you used to have, like 10 years ago application that you use, like, three times a week, there is no such applications. Now you think that there is because you start thinking I see your thing, and you think about Get Taxi maybe. We think about I don't know, like the corcinet (scooter) system, right? But this is a different category, because it's something that you need right now and you execute on this.

Ronen 35:57

You're talking about content?

Ishay 35:58

Yes. And this is the scary thing. So if you don't have this graph of addiction of heroin, it doesn't work.

Noa Eshed 36:06

So it's either it's binary. So it's either you're going to use it constantly, or like an addict mode, or you're not going to use it.

Ishay 36:13

So every invention that you have, that is not an addict mode will not succeed today.

Noa Eshed 36:19

So we're all zombies.

Ishay 36:20

Yes. And the worst thing is like this game that kids play.

Ronen 36:25

Which one?

Noa Eshed 36:26

Fortnite

Noa Eshed 36:26

Fortnite. This is heroin. Fortnite is heroin. And the grownups they don't understand when you look at this, you don't understand what the kid is experiencing. But it's like, if you want to understand what the kid is experiencing with Fortnite, you need to use cocaine. I never tried cocaine, but I know that what it does like to bring, okay. Use cocaine and then play Fortnite, and then you understand what you do to your kid. And they were there, they're going to be generation of slaves right now, are being grown like generations, of hundreds of millions of billions of slaves that are slaves to this graph of heroin addiction. And this is

Ronen 37:07

This is interesting, because what you're saying is there's like five companies, so a certain cartel, and they're going to be about 90% of your internet usage. And they decide for you how much of a slave you want to be.

Noa Eshed 37:17

By the way, aren't they already?

Ronen 37:20

Yeah, there's just what he's saying is there's mature people who didn't go through that process. I'm not talking about younger generation, the younger generation is there.

Noa Eshed 37:28

I would argue, though, that they did, I would actually argue along what you're saying is that ultimate your people are already they're probably using the same consumption. But the younger generations are even more, their brain is still being formed. And controlling their minds is even easier, especially when you have a sort of evil roadmap to do that. You think that that's the evil roadmap happening?

Ishay 37:50

And this is the same way that Trump is getting elected with the same thing.

Noa Eshed 37:54

How, how, explain that?

Ishay 37:55

The people are addicted to hear the Trump shits every day, they need to have it.

Noa Eshed 37:59

You think that's the reason?

Ishay 38:00

Yes. Even Elon Musk is using this method for a good, for a good thing, because Elon Musk is good. Elon Musk is going to be remembered in 100 years from now, as Albert Einstein is

remembered today.

Ronen 38:12
I agree just bankrupt.

Ishay 38:14
No,

Ronen 38:15
I think so.

Ishay 38:15
No he's gonna get to Mars

Ronen 38:16
I think he's going to be the guy, who are you going to understand how brilliant he was in a hundred years.

Ishay 38:22
No everyone is going, he's gonna get us to be into, he's going to succeed.

Noa Eshed 38:26
I think so.

Ishay 38:27
He's going to succeed.

Ronen 38:29
Let's hope so

Noa Eshed 38:30
But hang on, let's go back to Trump. Like I want to understand that. I want to understand why

Ishay 38:35
Bibi Netanyahu, it's the same effort.

Noa Eshed 38:37
Yeah, okay.

Ishay 38:37
Even though they don't need the psychological explanation of why it works. It just works.

Ronen 38:44

They don't even know they're doing it.

Ishay 38:45

No one knows why it works, because there is no explanation. The explanation is a shortcut in the brain. It's like, it's like, it's not logical.

Ronen 38:56

But wait. Can I ask you a question? If I see that in retrospect for a second. There was content like that. So like Jerry Springer, okay. Or any reality show that was before the internet was really big. It works on that same malfunction.

Ishay 39:11

No, it's becoming better on doing the same thing. Yes. It was the same but it wasn't the same intensity.

Noa Eshed 39:17

Why, didn't you as a child. Did you have a Nintendo?

Ishay 39:21

Yes, I had Nintendo actually.

Noa Eshed 39:24

I remember myself as a kid I was playing every spare minute.

Ishay 39:28

Yeah, but it was different because the friction was you know, okay, let's talk about sexuality a little bit. Okay. What is, what is masturbation? What is masturbation? What is it? What is the definition?

Ronen 39:39

What is it?

Ishay 39:40

Masturbation is you have like few qualities in masturbating, which I'm not talking about, like the actual act of masturbating like doing stuff, which is saying, are you masturbating.? It's like, you know that you're gonna be an arm of the heart. Can you help me translate it?

Noa Eshed 39:56

Guaranteed pleasure.

Ishay 39:57

Guaranteed pleasure. And...

Noa Eshed 40:05

No effort.

Ishay 40:06

No effort. Effortless. So you can see all these things in Facebook, it's effortless, effortless, they just need to run this. And this is masturbation and this is what these systems are doing. Okay? And these, these politicians, and they're using the same effort now, since the software, Facebook. How Facebook is linked to the election of, of Trump? It's linked because it's the same method of feeding your mind with this addiction to the person so you don't know why.

Noa Eshed 40:37

So break that down.

Ishay 40:38

Even me, I think that maybe Bibi is good, you know? I know that he's shit. Okay. No, that is, he's not thinking of everything he's just thinking about how to stay the king. Okay?

Noa Eshed 40:49

But break that down for me. So, Mary from Pennsylvania, is now on Facebook. Tipping point she's there a few times a day? And she elected Trump

Ishay 40:58

She's consuming Trump the same. The same thing.

Noa Eshed 41:00

So explain that thing to me, because I know there's other candidates. Why is she consuming Trump?

Ishay 41:04

Because Trump is simulating the same process that you're having on

Noa Eshed 41:08

How?

Ishay 41:08

I don't know, I don't, I don't have explaining I cannot explain everything but I'm saying this is like when you like when you try to look this day, the reason because you take like a candidate that has like toxin reason to the masses, and they don't elect him, why? Why do people act in the way? You know, Bibi is supposed to be good for me, he's Ashkenazi, he's a millionaire. Okay, like he is, is good for the Tel Aviv people. And everyone in Tel Aviv is against Bibi and the poor people are for Bibi. This is something which is irrational. Okay. We were supposed to be for Bibi, because it's good for us, for the capitalists, for the people that want to have like good life. So the reason is that in some way, they are tapping into the same method. And this is the strategy. I

don't know how to explain it. But the way that we are tackling this. It's not through explaining through psychoanalysis. Psychoanalysis, or psychology is not the explanation of what's happening right now, to the human race. The explanation is, over inputs into this machine that cause the brain.

Noa Eshed 42:13

So brainwash.

Ronen 42:16

I'm going to try. I don't know if this is really an explanation. I'm going to try though. Think about what you see in YouTube or Facebook all the time. So they're giving you relative content to what you like. Okay, so you're going around.

Noa Eshed 42:27

They're authorizing and personalizing...

Ronen 42:29

Let's say you like, what do you like?

Noa Eshed 42:32

Cats

Ronen 42:32

Cats.

Noa Eshed 42:33

Thinking the mainstream example.

Ronen 42:34

Let's get something basketball, okay. Or, or you like politicians? Okay? So what it starts to do, it has, it knows that you want to, you're willing to listen to something for a minute, no more than that. Now, how do you make something interesting in a minute. Once upon a time, you'd have a story tell, you had to wait through the boring parts, have some really exciting parts and have a boring part and a great ending? Now, in two minutes, or one minute or a half a minute, you have to make something exciting. So why can't you do exciting? It has to be something crazy that Donald Trump said, it has the basketball player gets a slap in the face, you're not going to watch the whole game. So you're gonna get slapped or something crazy that's going to happen. And then all the content is always crazy. Like, it's always, I'm thinking about the things that I scroll through this, I like these things. And I'm just going and I'm always seeing, like, I think I saw 3 million times, Jordan, Michael Jordan scoring this, you know, but I can keep on seeing, I'm not stupid, right? But I can still see that same thing 3 million

Ishay 43:35

This is the explanation. You got me to the next phase of my theory, right? So how these politicians step into Facebook, they tap into the algorithm. So

Ronen 43:46
Not on purpose.

Ishay 43:47
No, it's on purpose. They understand it. They don't really understand why it works but they know that it works because they keep getting elected?

Ronen 43:55
Feedback, right.

Ishay 43:55
So what they do to get into this loop of system and people consume them through this system of addiction. And this is what they do. So when when Bibi goes to the UN and shows like the bomb and stuff, he is not talking to the UN, the UN thinks that he's a fucking idiot. Who's this idiot? Okay? He talks to the election, to the audience in Israel, and they in he taps into the Facebook algorithm into the system of addiction. And this is how they're going to do.

Noa Eshed 44:21
The more stimulating the content is it doesn't even matter if it's smart or not.

Ronen 44:25
It's not even stimulating. It's... If I say, I'm gonna say something really bad. Okay, let's say I hate black people. Okay, I just say that. Okay, the whole next, you know, that my whole other four sentences after that is like the people in Arkansas, there's three people that I don't like. But that sentence alone is very viral, right? So that's gonna get really good feedback. So if I'm going to give like a logical answer, and I'm going to start with three people in Arkansas, really annoying, whatever, it's not going to get the same feedback, right? The bad topics are really helping me.

Noa Eshed 44:57
For sure, there's no such thing a bad PR. But what I don't understand is why wouldn't that make people hate you?

Ronen 45:03
Oh, I explained because people want to be entertained, like this is going back to what he's talking about. The short circuit is, do I want a better life? Or do I want to be entertained right now? Now? If you think of this theory, not in Facebook controlling the world, usually about 1000 years back, you know, a king would invite, he's really important king right, there's wars, things are happening. But he would invite a court jester to you know, it's a waste of time right? You can go to sleep and go continue the war.

Noa Eshed 45:33

Yeah but nobody made that clown the king,

Ronen 45:35

No, the king has to put a priority. Am I going to invite the court jester now to juggle or there's a war in freaking island, let's take care of it. Like, we are, we are as people. I won't call it lazy but we really like to be entertained.

Ishay 45:55

No, it's worse than that.

Ronen 45:58

No, but it's worse than that, because it's

Ishay 46:01

It's worse, it's was an evolution to get us to the point where we're all addicted into these machines. So we are part of a grid of machines of addiction. Now the politicians that knows how to link to this, and now the left wing of the world, which is logical that wants to make the world a better place, it is willing.

Noa Eshed 46:17

Hasn't tapped into it.

Ishay 46:19

It hasn't tapped into it. Obama did this for a bit, but he was not, he did it, he understood it.

Ronen 46:27

Because I think everyone thinks I'm against ammunition and guns, right. But I can see all the there's like these Russian youtubers that you know, try guns on stuff, which is supposed to be like, honestly, supposed to be the thing that I don't want to watch.

Noa Eshed 46:41

Neanderthal

Ronen 46:42

But but I love to watch it. He blows up stuff. It's interesting. I like to see things.

Noa Eshed 46:46

Okay. But I mean...

Ronen 46:46

But you're tapping into that. And then suddenly, I'm noticing, maybe I want to try a gun. I mean, like, it's a stupid, like, I'm giving you a stupid example. I understand what he's talking about as

what Facebook is promoting today, as opposed with what you think he's promoting. So you're trying to connect people, but actually, you're just giving them

Ishay 47:07

In this scene let's go back to Earth, right? So in this way of saying, okay, so what is my next startup? So I've been thinking about consumer product, I understood that if I don't create heroine, in the field. Imagine that you need to invest, invent in heroin Let's say you want to do a consumer product. You need to invent heroin. In a world where heroin exists, and cocaine exists, weed exists, and everything, all this, and you need a new drug. Okay? And this is why it's fucking impossible today to create a new social network. Okay, so everything and anything dealing with consumers, it's like, it's, it's almost impossible because of this addiction,

Noa Eshed 47:07

Unless you pigtail on something else. On another drug

Ishay 47:47

On another? And another drug? Yes. Yes. You need another drug, so I don't want to do it. (Yeah) So I don't want to do it, maybe some else you can do this. And it's very, it's a fair chance to succeed in this. And the major VCs of the world are not investing any more in this field. So it means that you will not get funded from the major VCs ,only from gambling VCs. So you're going to get stuck in the way if you're going to need heavy funding, heavy funding, you're going to get stuck even if you have like, so it's...

Ronen 48:14

I did that, okay.

Ishay 48:15

So this is done, this area. So technology is almost done okay, from my point of view of what you can do. So what is left?

Noa Eshed 48:22

What's left?

Ishay 48:22

So, biotech. Okay, so this is one thing that I'm doing right now. And, and the other thing is, people, you know, the one thing that is becoming very annoying, very hard for me to accept, you know, that they are 65 I think 65 million people, homeless people in the world that are like, you know, traveling between countries. No one cares about them.

Noa Eshed 48:48

They traveling?

Ishay 48:49

Not traveling. How do you say... refugees. It's like the biggest refugees situation since World War Two. Okay, we are living in this age and why does it happen? It happens because no one needs the third world countries anymore. We used to need them to be slaves. We use you we used to need them to grow food,

Noa Eshed 49:12
Or diamonds, or...

Ishay 49:13
We don't need them anymore. We don't need these people. We don't like, in humanity doesn't need them in a way that it doesn't care, it doesn't even cover them in the news, maybe 60 minutes once in few weeks, makes something about them. But no one cares. No one gives a fuck about these people. And it's gonna get worse and worse. The worst thing that's going to happen is the autonomous cars. This is the worst thing is going to happen to humanity.

Ronen 49:36
Why?

Noa Eshed 49:36
Happened to humanity?

Ishay 49:38
To humanity. Autonomous cars because Uber is like it's, let's say what's going on with Uber. Uber is like taking over the world in terms of

Ronen 49:46
Because no one is gonna have a job or?

Ishay 49:48
You're not gonna have a job. And who are these taxi drivers, they're, it's the last job before you go to the streets. And when they're going to replace these guys. These guys are still like powerful, have enough you know energy in their bones to retaliate with the weapons that they send them. So the worst thing is going to happen to societies when the autonomous car is going to be operational and these taxi drivers is going to be a ton. And

Ronen 50:15
The truck drivers...

Ishay 50:17
And then there's going to be a war.

Noa Eshed 50:19
Okay.

Ishay 50:20

So we are still, we don't care about third, we have powerful weapons in order to prevent like building walls. The walls is built by the US, by Israeli by many countries, by even by Great Britain. Okay, building walls in order to block the zombies. Like zombies, like the people that no one needs

Noa Eshed 50:42

Winter's coming.

Ishay 50:44

They don't need, they don't need the people. Okay, you can die they don't care. Like if you look at China, you have like the people on the shore and you have like the China Bibi, they can die for all they care. Okay? They don't need them even to grow food. Because they're super farms. And all these advances in the way that you grow like meat and

Noa Eshed 51:04

Everything's been hacked.

Ishay 51:06

Yes. And it's getting worse.

Ronen 51:07

What can you do about it? Biotech I totally get but they're, they're

Ishay 51:12

I cannot do about. I can invent something, I don't want to invent something that push this to the next level. Okay, so I had ideas that for automating stuff, I'm not going to give hand to this. So if for the next maybe two years, because I didn't do optimize something. So people are going to have more jobs for another two or three years, I give my share

Noa Eshed 51:32

To humanity

Ishay 51:32

To humanity by not doing something. Okay, this is one thing. And the second thing is like, finding drugs, not drugs in terms of what we talked about.

Ronen 51:43

Yeah, yeah

Ishay 51:43

I'm talking about medicine, right. So this is what I'm working on, one angle of medicine and

things have changed in the biotech. But it's a different conversation. How much time do we have?

Ronen 51:56
Actually, we don't.

Ishay 51:57
We're done? So let's sum up.

Ronen 52:00
Sum up. Okay. Let's do that. Let me just ask you one question after this. Okay. What would you say is your kryptonite?

Ishay 52:11
Okay, what holds me back? When you say kryptonite, I mean, what holds me back.

Ronen 52:15
It doesn't have to hold you back because maybe you solved it by getting other people around you or something. But what you see is something that is a flaw.

Ishay 52:23
I'm gonna I'm gonna translate it to what I'm afraid of right now. That I'm not going to have the energy to do something which is meaningful. This is what really scares me that I'm out of energy. Without energy.

Noa Eshed 52:37
Do you feel that?

Ishay 52:39
Yes. I'm afraid that I'm like that I'm over my big, you know that I did my stuff. And I see my friends that are very, very successful seriously, like, leading the companies of \$40 billion, even. Okay, you can imagine what companies, not many companies go to \$40 billion valuation. And I see myself as unemployed. And I'm afraid that's it, this is, did my stuff. I didn't succeed really. I didn't do something which is huge.

Noa Eshed 53:09
Huge money wise, or...

Ishay 53:10
I did, I did nice stuff. No, but it didn't create something that...

Noa Eshed 53:14
But what are you measuring this from? Money or?

Ronen 53:16

No of value.

Ishay 53:17

Of impact on the world

Noa Eshed 53:20

And your friends are making an impact?

Ishay 53:22

WeWork is impact, WeWork is impacts

Ronen 53:24

That's sort of like, Mr. Burns there. You know. (Yeah) Like it's perspective. But, but do you want me to analyze that? Just because I think it's the opposite. I think that's your drive. I think I every time you went to another mission, you were on that peak of saying maybe that was the only shot I had and and that's your drive. That's actually not your kryptonite. I think that's your total motivation. You're hungry. But yeah, so so. Okay. Your thought process is really interesting. You sent me a few brainwaves that I have to conclude afterwards and think about it. But (process) yeah, but like, I would ask you this because I really enjoyed this conversation. So when do you think, give me a timeline that the next time we'll speak? Okay, you'll have the biotech news. The thing that you're going to do

Ishay 53:24

When I can tell you like the details?

Ronen 54:18

Yes.

Ishay 54:19

It's supposed to be in six months, five months. What I'm going to bring to the biotech is fast. This is what I'm going to bring. (Okay) Fast execution. And there is a way to do this right now, but it's a different conversation.

Ronen 54:32

Okay, so we'll do that, have a conversation.

Ishay 54:34

I'll be happy, I really enjoyed it. Thanks.

Noa Eshed 54:36

Wait, I want to understand his superpower because I don't think I have that crystal clear in my

mind. Like what would you say is your superpower?

Ishay 54:49

I want to say something okay, the superpower that everyone is okay. There is an amazing superpower that the need to be realized. Who you give attention to. So the fact that I can, you can decide, I can decided I'm not going to talk to you. I'm gonna never gonna talk to you anymore. Never. Okay, this is a superpower or the power to decide that I'm going to talk to Obama right now and I'm going I can get to Obama and talk to him. Okay, this is a superpower.

Noa Eshed 55:14

That's different though. It's, it's this idea

Ishay 55:16

This is my superpower, understanding

Noa Eshed 55:18

Of what? Of being able to speak whoever you want?

Ishay 55:20

Yes. Give me a time to talk to Bibi Netanyahu, in a week. I can do this

Noa Eshed 55:20

So you can get to anybody you want.

Ishay 55:26

Everyone

Noa Eshed 55:27

Anyone?

Ishay 55:27

Yes. You just need to, what you want to say. And you need to go into chain of people.

Noa Eshed 55:31

And you need a pulse.

Ishay 55:32

You need what?

Noa Eshed 55:33

You need a pulse.

Ishay 55:34

You need to be alive. Yes. Yes, this is the basic thing you need to be alive in order to do stuff.
This is why I say, on Steve Jobs.

Noa Eshed 55:41
What?

Ishay 55:41
If he was so smart how come he's dead? Let's finish with that. Think about it

Ronen 55:48
Okay Ishay, thanks so much. That's great. And we definitely have to talk in 5 months

Noa Eshed 55:53
We have to reschedule for this because I'm so curious. I hope we won't be doing it from a shelter but he was saying that's about two years to that, so

Ronen 55:59
It's faster, so we have to beat him right on the fifth month and like the date

Noa Eshed 56:03
Or book a sheltered studio

Ronen 56:05
We could do that as well

Ishay 56:06
A shelter I don't know, I didn't think about shelter

Noa Eshed 56:08
I mean, for the Uber drivers when they're coming.

Ishay 56:10
It's not gonna take two years, it's gonna take ten years.

Noa Eshed 56:12
Oh, good, so we're good. Thank you Ishay.

Ishay 56:33
Ciao.