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### Oral History Conversation with Cecilia Sibony

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## ORAL HISTORY CONVERSATIONS WITH CHANGEMAKERS

By Students in PHILOSOPHY 332: Business Ethics | Spring 2018

CECI SIBONY  
(SESAMAISE)

Conducted by Kelly Brugler, Bri Huffman, Anil Nankani, and Val Roa-Baez

This is an oral History conversation on social enterprise between students in

00:00:05.560 --> 00:00:09.200

Business Ethics at the University of San Diego and Miss Cecilia Sibony

00:00:09.270 --> 00:00:12.120

founder and C.E.O. of Sesamaise. Ceci before

00:00:12.120 --> 00:00:17.130

we begin the conversation proper and just by the way of introduction

00:00:17.130 --> 00:00:21.950

to future scholars who might be listening to the recording of this conversation

00:00:21.960 --> 00:00:22.930

Could you give us

00:00:22.980 --> 00:00:27.740

a brief overview of what Sesamaise is and the social impact it seeks to

00:00:27.740 --> 00:00:33.790

achieve? Sure, so Sesamaise tahini is essentially a tahini snack company

00:00:33.790 --> 00:00:39.690

so we make different snacks all using

tahini

00:00:39.700 --> 00:00:45.950

that we source from Israeli and  
Palestinian family businesses. All those

00:00:45.960 --> 00:00:52.330

snacks are vegan, delicious,  
nutrient dense, a few simple real

00:00:52.340 --> 00:00:57.620

pronounceable ingredients and ready made  
So you can open up and eat it right away.

00:00:57.630 --> 00:01:03.740

Not too much mess with it. The social  
impact we are trying to make is we're

00:01:03.750 --> 00:01:09.210

trying to use business incentives to get  
Israelis and Palestinians to the same

00:01:09.220 --> 00:01:14.630

table and then their shared love of tahini  
to get them to work together. So the idea

00:01:14.640 --> 00:01:20.770

is that we're increasing demand for  
their tahini through our products that

00:01:20.780 --> 00:01:22.450

comes as

00:01:22.450 --> 00:01:27.760

a result of their cooperation so that  
when we have enough sales and enough

00:01:28.580 --> 00:01:33.050

of that financial incentive we can come  
to the region and say OK now instead of

00:01:33.090 --> 00:01:37.630

two companies that I work with now ten companies or fifteen companies you have

00:01:37.640 --> 00:01:38.500

a chance to have

00:01:38.680 --> 00:01:42.010

a piece of this this deal but in exchange you have to be involved in

00:01:42.020 --> 00:01:46.940

a sort of conflict resolution program. That program would help them to build

00:01:47.060 --> 00:01:51.450

trust and relationships and then work together to solve the business problems

00:01:51.460 --> 00:01:57.350

and challenges that we present them. So I need an organic line or need to come down

00:01:57.360 --> 00:02:01.770

X percent in costs or we want to vertically integrate or you know one of

00:02:01.780 --> 00:02:05.890

a million possible challenges, and then give them the tools and the facilitation

00:02:05.900 --> 00:02:12.090

and skills to be able to meet the challenges. Ultimately the short answer

00:02:12.130 --> 00:02:15.490

is to in terms of the impact is to build

00:02:15.500 --> 00:02:22.010

a model for scalable, sustainable  
constructive relationships and

00:02:22.020 --> 00:02:27.570  
interactions between Israelis and  
Palestinians. So I know that

00:02:27.570 --> 00:02:31.580  
your main focus is on Israeli Palestinian  
conflict or at least one of them. I know

00:02:31.590 --> 00:02:37.010  
a lot of people including myself don't  
understand that conflict or even conflict

00:02:37.010 --> 00:02:38.890  
in the most general sense. I feel like

00:02:39.280 --> 00:02:43.120  
a lot of people think conflict  
always leads to argument.

00:02:43.180 --> 00:02:48.490  
and never goes anywhere and  
people ignore it. I'm wondering if you

00:02:48.490 --> 00:02:52.790  
can walk us through how you got involved  
in conflict resolution?

00:02:52.810 --> 00:02:58.640  
Do you have any experiences from childhood  
or upbringing or events in your life that

00:02:58.640 --> 00:03:05.640  
drove you in that direction? Sure, I've  
been interested in conflict

00:03:05.640 --> 00:03:09.410  
since I was a little girl. Specifically

Israel Palestine, but I think it's also

00:03:09.420 --> 00:03:17.460

deeper and broader than that. The story I like to tell is that I was 4 years old

00:03:17.460 --> 00:03:24.010

The first Intifada was happening which was a major violent clash between Palestinians

00:03:24.010 --> 00:03:29.870

and Israelis. All of my cousins were outside playing with the kids, and I was

00:03:29.870 --> 00:03:36.030

sitting at home with my Israeli family. One side of my family is Israeli.

00:03:36.030 --> 00:03:44.170

I was sitting with the adults watching tv. I couldn't take my eyes off of it and all

00:03:44.180 --> 00:03:49.670

the violence. It was making me really upset. I was 4. I said to my dad "Why do

00:03:49.670 --> 00:03:56.440

people fight if peace makes you happy?" and it's so simple and so naive but the

00:03:56.450 --> 00:04:02.100

truth is I've been in search of answering that question and fixing that since back

00:04:02.110 --> 00:04:08.700

then. In terms of my personal life I'm very much the black sheep in my

00:04:08.710 --> 00:04:09.770

family so I come from

00:04:09.780 --> 00:04:14.690

a very conservative and very traditional background on both sides honestly.

00:04:16.050 --> 00:04:23.670

And so I have I was always sort of more liberal. I don't want to say open minded

00:04:23.680 --> 00:04:25.360

because that is

00:04:25.370 --> 00:04:31.780

a judgment statement. So more liberal and I constantly sort of been in

00:04:31.790 --> 00:04:35.470

conflict with the people in my family for years and I used to fight every one

00:04:35.480 --> 00:04:40.160

I used to argue, I used to get really mad and blow up, and me and my dad

00:04:40.170 --> 00:04:47.080

yelling at the table and everyone getting upset. I think part of my interest in

00:04:47.090 --> 00:04:48.680

conflict resolution has been

00:04:48.690 --> 00:04:55.540

a personal one of how can I maintain relationships and still

00:04:55.580 --> 00:05:02.330

have interesting conversations and not destroy relationships. That also I

00:05:02.370 --> 00:05:07.190

think motivated a lot of the  
work that I do and have done. So I am

00:05:07.200 --> 00:05:14.190  
a conflict facilitator. I've worked  
with Israelis and Palestinians but I've

00:05:14.200 --> 00:05:21.030  
also facilitated interpersonal conflicts.  
I actually now do workshops on having

00:05:21.040 --> 00:05:27.790  
hard conversations inspired by my own  
hard conversation about Trump

00:05:27.790 --> 00:05:32.870  
with my family. I messed it up. You know  
like after ten years of being

00:05:32.880 --> 00:05:36.710  
a facilitator I had a really  
really bad blowout with

00:05:36.720 --> 00:05:41.190  
a family member in the campaign. And  
I was like if this is my

00:05:41.200 --> 00:05:45.890  
actual profession and I still  
messed it up, maybe other people are.

00:05:46.290 --> 00:05:50.670  
So, I do these workshops on bringing  
facilitations skills and mediation skills

00:05:50.670 --> 00:05:55.630  
to interpersonal life so that's  
another way that I'm connected to this

00:05:55.640 --> 00:06:00.500



world of conflict. I am a certified mediator in Israel. I've mediated

00:06:00.510 --> 00:06:07.300  
conflicts. What does that look like when you're mediating conflict?

00:06:07.410 --> 00:06:10.510  
So there's a couple ways. You could be

00:06:10.520 --> 00:06:14.480  
a court ordered mediator which is something I never did but have that certification

00:06:14.490 --> 00:06:18.290  
but I never actually went through the process of doing that and that's like

00:06:18.860 --> 00:06:20.100  
there is a low level

00:06:20.110 --> 00:06:23.870  
conflict between two parties and instead of taking up the resources and

00:06:23.880 --> 00:06:27.980  
time of the court system, the judge refers some them to court ordered mediation and

00:06:27.990 --> 00:06:28.750  
they try to

00:06:29.260 --> 00:06:36.190  
find a solution. I've done that more families, friends, workplaces.

00:06:36.190 --> 00:06:37.130  
Stuff like that

00:06:37.140 --> 00:06:40.910

in a less formal way but I have the  
academic background and training

00:06:40.920 --> 00:06:43.960

in it. It is different.

It is

00:06:43.970 --> 00:06:48.210

a different skill set then  
facilitation, which is

00:06:48.250 --> 00:06:50.270

a different skill set than arbitration

00:06:50.270 --> 00:06:54.390

All these are under the umbrella of  
conflict resolution and other stuff.

00:06:56.260 --> 00:07:03.270

Can you walk us through some of those  
experiences in conflict resolution

00:07:03.270 --> 00:07:12.880

that became the seeds for Sesamaise  
tahini? We're trying to, or at least I am

00:07:12.880 --> 00:07:19.210

understand how I can become involved with  
a conflict that is so complex and remote

00:07:19.220 --> 00:07:21.920

It's not something that I can just walk  
around the street and get involved in.

00:07:21.920 --> 00:07:25.910

Can you walk us through how a student  
like us could get involved with something

00:07:25.910 --> 00:07:31.980

like that. Sure, so the whole idea behind

the company is actually to empower people

00:07:31.980 --> 00:07:39.130

around the world to vote with their  
wallet and say we want to see peaceful

00:07:39.130 --> 00:07:44.150

relationships and peaceful interactions  
between these two sides. So by the sheer

00:07:44.150 --> 00:07:48.680

act of supporting our crowdfunding  
campaign which is happening right now

00:07:48.680 --> 00:07:53.770

or ordering tahini or bringing us to an  
organization or place of worship or a

00:07:53.770 --> 00:08:04.080

group. You're actually giving us financial  
incentive to get them to work together.

00:08:04.080 --> 00:08:09.090

It's really drawing that connection or  
line between these very remote worlds

00:08:09.090 --> 00:08:16.570

that we do care about or maybe we care  
about or we want to see a better way. My

00:08:16.570 --> 00:08:20.620

vision for the company is actually that  
this is a model that can be copied and

00:08:20.620 --> 00:08:26.010

scaled to other conflict or social issues  
so this idea that

00:08:26.010 --> 00:08:32.150

a supply chain can be more than just a

driver of like financial welfare can

00:08:32.200 --> 00:08:33.100

also be

00:08:33.100 --> 00:08:39.860

a driver of social welfare social cohesion  
and change I think that businesses

00:08:40.400 --> 00:08:47.230

it's not enough anymore that businesses  
can be driven solely by profit right and

00:08:47.440 --> 00:08:51.240

when they are we're seeing the negative  
impacts of that. I think business has

00:08:51.250 --> 00:08:53.020

a responsibility to be

00:08:53.060 --> 00:08:58.330

a positive force for good and for social  
change and that's the model that we're

00:08:58.340 --> 00:09:04.850

trying to prove and then to scale.  
Did I answer your question? Yes

00:09:06.980 --> 00:09:13.910

So when you are you know talking about  
using this as your model or example for

00:09:14.050 --> 00:09:18.790

other companies to use. One of the things  
we were talking about in class is

00:09:18.830 --> 00:09:23.100

diversity interactions and communicating  
with different people and cultures and

00:09:23.100 --> 00:09:28.850

understanding one another. So with your company, what I'm understanding is that

00:09:28.850 --> 00:09:33.670

you are working with families who are essentially enemies and don't like each

00:09:33.670 --> 00:09:39.010

other. And they compete with one another. Yes, they're in a business competitive

00:09:39.070 --> 00:09:41.750

environment. That does not seem like it would be

00:09:41.780 --> 00:09:43.390

grounds for

00:09:43.390 --> 00:09:48.560

a conflict free zone or easy communication. I was reading

00:09:48.600 --> 00:09:53.740

in the Net Impact LA press release and there was

00:09:53.750 --> 00:09:58.850

this idea of breaking up the fight by breaking bread so I was just wondering if

00:09:58.860 --> 00:10:03.180

you could explain kind of what that vision is and maybe walk us through

00:10:03.190 --> 00:10:06.330

a time or an example where you actually saw your tahini

00:10:06.390 --> 00:10:11.160

kind of bringing together both sides?

00:10:12.840 --> 00:10:19.620

The idea is that, and this

00:10:19.630 --> 00:10:23.880

goes for all conflict and specifically  
Israel Palestine right. There's

00:10:23.890 --> 00:10:26.420

the perception of

00:10:26.430 --> 00:10:32.040

a fixed piece of land and if one side wins  
then the other side loses. This idea of

00:10:32.050 --> 00:10:37.870

a zero sum game right. What we tried to  
do in the conflict resolution world is

00:10:38.750 --> 00:10:40.740

challenge this idea that there's

00:10:40.740 --> 00:10:46.030

a fixed pie because if we can expand that  
pie then each person can win right you're

00:10:46.040 --> 00:10:52.840

getting maybe more of a big.  
You're getting less percentage but of

00:10:52.850 --> 00:10:59.200

a bigger pie so you end up with more right  
So this is sort of that idea that drives

00:10:59.240 --> 00:11:04.300

this idea behind their enemies but  
they're also competition right. Right now

00:11:04.310 --> 00:11:10.400

they have let's say just for sake of  
numbers one hundred dollars of export in

00:11:10.410 --> 00:11:16.440

the US. Anything above that is expanding  
their pie right. Doesn't matter what the

00:11:16.450 --> 00:11:21.850

other guys getting either so if I come to  
them and say you can have I'm bringing

00:11:21.860 --> 00:11:23.780

you. I need half

00:11:23.790 --> 00:11:28.180

a million dollars worth of tahini. If you  
want in then you have to be part of this

00:11:28.190 --> 00:11:32.690

program which means that you have to work  
together. But if you decide not to do

00:11:32.700 --> 00:11:35.520

that because you're competition  
then you just don't get

00:11:35.520 --> 00:11:39.500

a piece of that pie right. So we're saying  
can we expand that pie in order to give

00:11:39.920 --> 00:11:43.350

more companies. It's relatively like

00:11:43.360 --> 00:11:48.020

a smaller percentage but absolutely much  
more than what they started with and the

00:11:48.030 --> 00:11:54.520

idea that like to sort of have them  
experience this while they're building

00:11:54.530 --> 00:11:59.610

relationships and getting the financial benefit from it and seeing and feeling and

00:11:59.620 --> 00:12:06.380

experiencing how cooperation is going to be better for them than conflict

00:12:06.390 --> 00:12:12.810

and competition is the main lesson that we want them to live and experience and

00:12:12.820 --> 00:12:17.260

then apply to more political issues which everything in that region is political, so

00:12:17.270 --> 00:12:19.150

that's going to be not an issue not

00:12:19.150 --> 00:12:25.470

a problem now in terms of your second question about like examples so we are not

00:12:25.480 --> 00:12:30.350

yet at the point where we have that like expanded. But right now we're making

00:12:30.360 --> 00:12:31.700

small back in L.A.

00:12:31.700 --> 00:12:36.940

Selling mostly there. And our crowdfunding campaign is essentially the first step

00:12:36.950 --> 00:12:43.290

to scaling and to getting bigger and then the idea is that with the campaign with

00:12:43.300 --> 00:12:43.970

the money and the



00:12:43.980 --> 00:12:48.970

preorders we get from the campaign then we can start to bring in more companies and

00:12:48.980 --> 00:12:55.540

offer them this deal but we're not we're not there yet and right now I work

00:12:55.550 --> 00:12:59.770

with one Palestinian one Israeli company. I have another Palestinian-Israeli

00:12:59.780 --> 00:13:05.480

company meaning they're Palestinian with Israeli citizenship. On deck and then

00:13:07.120 --> 00:13:12.630

And the idea is that I would want to bring in more of these companies. They right now

00:13:12.640 --> 00:13:18.510

won't cooperate. Because I don't have the incentive right like that financial

00:13:18.520 --> 00:13:24.870

incentive is the key. So when you say they

00:13:24.880 --> 00:13:31.090

won't cooperate, I'm just trying to imagine what it would look like.

00:13:31.100 --> 00:13:36.250

a customer of these two companies so I buy from them what's going to change is that

00:13:36.260 --> 00:13:41.840

the minute that we have a bigger order to place, is we call

00:13:41.850 --> 00:13:48.370

a meeting. I already have partnerships built with an organization that will help me

00:13:48.380 --> 00:13:53.520

to do this and I also from my work in the region know the facilitator that I want

00:13:53.650 --> 00:13:58.900

to bring in to do it and I essentially come up and say OK we invite fifteen

00:13:58.910 --> 00:14:03.860

companies from both sides of the green line so both from Israel and from pals and say

00:14:03.870 --> 00:14:05.130

I need to order X

00:14:05.180 --> 00:14:11.810

amount of tahini. I need to do it for this price you guys got to work together to

00:14:11.820 --> 00:14:16.180

get it to me and these guys behind me these facilitators are going to help you do

00:14:16.190 --> 00:14:20.040

that and you can opt in or not and if you don't want then you know you don't get

00:14:20.050 --> 00:14:24.150

a piece of the pie but the people who will. So that's what that would look

00:14:24.160 --> 00:14:29.790

like and then the sort of public resolution program would be

00:14:30.330 --> 00:14:36.510

a staging of, sort of, they call it "people to people"

00:14:36.880 --> 00:14:43.520

programming. Which is essentially  
storytelling and building trust between

00:14:43.530 --> 00:14:50.460

them and then the, sort of, problem  
solving skills that they would need

00:14:50.470 --> 00:14:54.830

to work together to meet the challenges  
so probably the first and they to be need

00:14:54.840 --> 00:14:57.050

to you know lower the price.  
The easiest way to do those

00:14:57.060 --> 00:15:01.430

is to share shipping container. That  
can be pretty straightforward if you're in

00:15:01.440 --> 00:15:05.270

if you're in communication with one another. And then you

00:15:05.330 --> 00:15:11.580

teaching them like how to communicate  
without fighting essentially and then,

00:15:11.590 --> 00:15:16.650

but they have the financial incentive to  
do it so we're hoping that that's the key

00:15:16.660 --> 00:15:23.360

that's been missing. That makes sense  
because money gets people to do it all

00:15:23.450 --> 00:15:30.270

If money and food can't do it then I give  
up. I don't know, I don't know

00:15:30.280 --> 00:15:35.100

what can. Those facilitators really have

00:15:35.880 --> 00:15:42.370

a job cut out for them yeah. That definitely takes a certain kind of person

00:15:42.380 --> 00:15:47.490

I'm the person that kind of just avoids it and not talk about it but that creates

00:15:50.370 --> 00:15:56.500

more conflict. You should come to my work shops. I probably need to. I literally

00:15:56.510 --> 00:16:02.840

haven't taken any classes at USD that have at least given me skills. These are important skills

00:16:03.340 --> 00:16:07.540

Yes I don't even think of them as conflict resolution skills I think of them as

00:16:07.550 --> 00:16:14.160

like really fundamental human skills. Like an emotional intelligence and like and it

00:16:14.170 --> 00:16:18.930

drives me crazy that like the I had to go and get two degrees and this and

00:16:18.940 --> 00:16:22.990

a certificate and ten years of experience to be able to do it. That this is stuff

00:16:23.000 --> 00:16:26.670

that they should be teaching kids in elementary because when you teach them at

00:16:26.680 --> 00:16:31.570

that age it makes it so much easier for them to just practice and get better at

00:16:31.580 --> 00:16:37.200

it so much harder to do it at this age. Four years old it makes sense to a kid

00:16:37.210 --> 00:16:43.610

like that's not right. Yeah yeah Exactly. That's where it all is rooted

00:16:43.620 --> 00:16:44.680

But there are

00:16:44.690 --> 00:16:48.150

a set of skills and this is like what my workshops are about and that's

00:16:48.160 --> 00:16:54.290

also a social business that I'm possibly putting more energy into in the next

00:16:54.300 --> 00:16:59.880

couple months. I want to sell the these workshops to offices and then do them pro

00:16:59.920 --> 00:17:01.820

bono for non-profits and movements and I have a couple non-profits

00:17:01.830 --> 00:17:08.349

a couple nonprofit that I'm already doing them for. But it's like basic skills that

00:17:10.020 --> 00:17:14.430

sound pretty straightforward like active listening and like reframing and

00:17:14.440 --> 00:17:18.060

paraphrasing and these are things that but

they're not easy things. You have to

00:17:18.069 --> 00:17:23.420

learn them and you have to practice them. So yes I think this is stuff now

00:17:23.480 --> 00:17:28.730

Google just did it this is crazy  
Google just did this meta data

00:17:29.700 --> 00:17:36.410

analysis to figure out which characteristics of their employees make

00:17:36.450 --> 00:17:41.160

their best employees right so I'm not sure how they ran all the data

00:17:41.170 --> 00:17:45.390

data or what that sort of quantitative side behind it was, but they were

00:17:45.400 --> 00:17:51.280

expecting, as Google, that it would be like you know software engineer, coder,

00:17:51.290 --> 00:17:57.550

programmer would be. And they did have attributed like empathy and

00:17:57.590 --> 00:18:03.130

compassion and like communication and like what they consider the soft skills

00:18:03.140 --> 00:18:06.540

and what did they find for their best employees? Meaning the ones that moved

00:18:06.550 --> 00:18:12.470

up the ranks, that got promoted that were

considered the most like value driving?

00:18:12.510 --> 00:18:17.060

They all across the board had the soft skills at the top all of the like the

00:18:17.070 --> 00:18:23.760

technical skills fell in the bottom like couple slots. So now finally I think we're

00:18:23.770 --> 00:18:27.150

starting to understand that like also I mean robots and

00:18:27.360 --> 00:18:31.210

"hey future!" robots and machines are going to do all that work, right?

00:18:31.220 --> 00:18:37.740

What we can do is this kind of stuff. The empathy, the

00:18:37.750 --> 00:18:43.420

relationship building, the creativity that comes from that like. So that's just my

00:18:43.430 --> 00:18:47.720

little soapbox moment. It's almost like because the skills aren't taught in

00:18:47.730 --> 00:18:52.360

elementary school, you have to have someone you know sitting there be like

00:18:52.370 --> 00:18:57.470

play nice. It all goes back to elementary school so it's like alright say you're

00:18:57.480 --> 00:19:02.690

sorry now. Yeah but just like anything,

you know? I always give this example in

00:19:02.700 --> 00:19:09.020

all my workshops. We do somewhat silly  
like seemingly silly or like contrived

00:19:09.030 --> 00:19:10.656

practicing of it. And, like, you have  
to do that because like let's say you're

NOTE Paragraph

00:19:14.334 --> 00:19:15.360

weightlifting, right? before you're  
going to go and lift a big bar

00:19:15.370 --> 00:19:19.460

you're going to want to get your  
form down right so like you have to

00:19:19.470 --> 00:19:23.220

learn it and then you have to  
practice it like any skill on the you get

00:19:23.230 --> 00:19:28.780

better. But like and can still mess  
it up like I mess it up

00:19:28.790 --> 00:19:34.040

big time with my cousin and  
when we had this like huge blowout

00:19:34.050 --> 00:19:41.000

argument and you know still trying to get  
better. You always can and yeah it's

00:19:41.010 --> 00:19:44.870

a it's a really interesting and I saw a lot  
of these workshops that people there's



00:19:44.880 --> 00:19:50.670

a real need for it I, like a  
very serious need for. We are

00:19:50.680 --> 00:19:57.340

in like a small scale starting to catch  
up to that because I know the engineering

00:19:58.980 --> 00:20:05.710

department here now requires their  
students to take a public speaking and

00:20:05.720 --> 00:20:06.770

communications class so I think that,  
I'm hoping that we're getting there. Yeah

00:20:06.770 --> 00:20:09.770

the thing is, my guess is that that class  
when you say published public speaking

00:20:09.770 --> 00:20:13.940

and communication is about speaking.  
When I think of communication it's mostly

00:20:13.950 --> 00:20:18.710

about listening. Yeah, 95% percent of the  
workshop on communications is

00:20:18.720 --> 00:20:25.570

on listening. And that's where we have trouble.  
I wasn't used to this because I think

00:20:25.580 --> 00:20:31.090

America has changed honestly  
in the time like when I was

00:20:31.100 --> 00:20:35.900

a student to when I moved back after  
being in the Middle East and I noticed

00:20:35.940 --> 00:20:37.930

especially during the campaign season

00:20:38.200 --> 00:20:42.900

a lot of similarities to what's been going on in Israel in terms of people not able

00:20:42.910 --> 00:20:45.140

to talk to the other like there's

00:20:45.150 --> 00:20:49.030

a lot of like talking at and past each other no one's actually listening to what

00:20:49.040 --> 00:20:51.930

the other person has to say or what their experiences are it's

00:20:51.940 --> 00:20:56.790

a lot of judgment you know hey Republican judged put them in that like in that

00:20:57.180 --> 00:21:02.700

corner in that pocket and then you know no trying to empathize you don't have to

00:21:02.710 --> 00:21:06.440

agree with them but like to be able to have that conversation. And be able to

00:21:06.440 --> 00:21:09.440

talk about it. Right. And I saw like, and

00:21:09.440 --> 00:21:12.590

That's how it is in Israel and Palestine and it's been like that for

00:21:12.600 --> 00:21:18.990

a long time. And it's getting worse but I wasn't expecting it to be like that here

00:21:19.030 --> 00:21:22.280

and then move back in 2016 and I'm  
like oh my god

00:21:22.290 --> 00:21:23.290

this is familiar. What's happening?

00:21:25.910 --> 00:21:30.100

So like how do you think that  
future generations especially now with

00:21:30.100 --> 00:21:33.100

technology decreasing or I guess also  
increasing communication but less

00:21:33.100 --> 00:21:39.960

the less interpersonal relations  
How do you think we can strive to become

NOTE Paragraph

00:21:39.970 --> 00:21:45.490

better listeners? One of the things that  
comes up in every single workshop is like

00:21:46.350 --> 00:21:51.700

yeah they texted me something and then I  
texted back and I likes and I always say

00:21:52.240 --> 00:21:54.220

stop. That's the first problem.

00:21:54.220 --> 00:21:56.560

To have a hard, I call them hard  
conversations I have to have

00:21:56.570 --> 00:22:01.710

a hard conversation whatever kind of hard  
conversation that is doing it on like

00:22:03.860 --> 00:22:04.320

with like

00:22:04.330 --> 00:22:10.300

a medium in between you know is hard because  
we communicate so much with our bodies

00:22:10.830 --> 00:22:17.110

our tone on like all these nonverbal cues  
that when you put like something between

00:22:17.120 --> 00:22:21.590

you and the other person.  
Miscommunication, right? You're already

00:22:21.600 --> 00:22:25.130

starting that and most of conflict is  
miscommunication so like you're you're

00:22:25.140 --> 00:22:26.400

basically setting yourself back and you're giving yourself

00:22:26.410 --> 00:22:31.520

a handicap so I think that's like really  
big I always say that the worst way to

00:22:31.530 --> 00:22:36.450

communicate is in like like Facebook Messenger  
where you're typing because you can

00:22:36.460 --> 00:22:42.610

type really fast you don't filter and it  
just like and and it's very difficult to

00:22:42.620 --> 00:22:47.590

tell tone and stuff like that that's and  
it's very immediate right it's like you

00:22:47.600 --> 00:22:51.550

know types of e-mail you know it's like  
messaging right you're talking the other

00:22:51.560 --> 00:22:54.620  
person and texting is a little  
bit better because it takes

00:22:54.630 --> 00:22:57.670  
a little longer so you filter a little  
bit so you actually have to like think

00:22:57.680 --> 00:22:58.790  
a little bit so that's

00:22:58.800 --> 00:23:04.790  
a little bit better than I would say  
e-mail and then I would say phone call and

00:23:04.800 --> 00:23:10.140  
then Face Time or like Skype and that in  
person in terms of like worse to best for

00:23:10.150 --> 00:23:16.920  
communicating. And your question was  
how technology will change. It's

00:23:16.930 --> 00:23:20.590  
a good question because and I'm testing  
this now because I have people that want to

00:23:20.600 --> 00:23:27.380  
do the workshops and like where I'm not  
there and I'm and trying to find like the

00:23:27.390 --> 00:23:34.120  
right platform or tool to be able to  
do that but again without losing on

00:23:34.740 --> 00:23:41.340  
this ability to tell these like nonverbal

cues. I haven't found it yet so I'm not

00:23:41.380 --> 00:23:46.080

I'm not sure I imagine like one day it  
will be possible and easy and it's.

00:23:46.110 --> 00:23:49.260

Robots? Robots, yeah

00:23:49.260 --> 00:23:54.050

But you know when I do these workshops  
like let's say have fifteen people around

00:23:54.050 --> 00:23:58.480

I need to keep tabs on fifteen people not  
when they're speaking but like how what

00:23:58.490 --> 00:24:01.900

their body language looks like and what  
their face looks like and their reactions

00:24:01.910 --> 00:24:05.640

when I say something and like are they  
getting bored or are they getting triggered

00:24:05.650 --> 00:24:12.640

or are they so that I think is the challenge  
in terms of like using technology but I

00:24:12.650 --> 00:24:18.880

think that the more that like I see you  
know my brother who's younger than me and  
we'll go out for dinner and he'll have his phone in his face

00:24:20.753 --> 00:24:28.120

like I'm talking I'm listening to you and  
I'm like but you're not looking at me and

00:24:28.130 --> 00:24:34.630

he's like but I hear you

I think it it's like it's like

00:24:36.860 --> 00:24:43.520

I think is bad for relationships you know.  
When you can't look somebody in the

00:24:43.530 --> 00:24:48.900

high or get their full like present  
attention and I think technology is

00:24:48.940 --> 00:24:55.800

probably making that worse?. I think it definitely is. A lot of my friends in relationships

00:24:56.030 --> 00:25:01.610

you know they'll be together  
and they'll be fighting and they'll stop

00:25:01.728 --> 00:25:06.815

and leave and text about it because they're more comfortable texting about their fight

00:25:07.119 --> 00:25:13.699

and not doing it in person and it's like, you don't learn anything, it just defeats the whole purpose

00:25:13.940 --> 00:25:18.950

I think you know when I grew up

00:25:18.960 --> 00:25:25.930

I'm a little bit older than you guys.  
When we you know you had to be in

00:25:25.940 --> 00:25:30.810

school with people so you have that like  
interpersonal face-time but even back

00:25:30.820 --> 00:25:32.340

then we did spend

00:25:32.350 --> 00:25:39.290

a lot of time like outside hanging out, like playing whatever it was, so

00:25:39.300 --> 00:25:45.210

I feel like my generation is still more comfortable in these interpersonal

00:25:46.020 --> 00:25:49.840

interactions but I see, I've worked with a lot of interns like

00:25:49.850 --> 00:25:55.920

a lot of twenty maybe twenty year olds and I see it, you can see it there there's

00:25:55.930 --> 00:25:56.160

like

00:25:56.170 --> 00:26:02.110

a difficulty in empathizing and in connecting and in storytelling and in you know

00:26:02.120 --> 00:26:06.990

all these things that have I mean human civilization develop because of our ability

00:26:07.000 --> 00:26:12.140

to tell stories right like think about religion and like civilizations they all

00:26:12.150 --> 00:26:16.860

grew up around some shared narrative and that allowed people to come together and

00:26:16.870 --> 00:26:22.360

work together and to build and to grow civilization, technology whatever. We're

00:26:22.370 --> 00:26:27.660

struggling to do that now so what happened then right. I don't know.

00:26:27.920 --> 00:26:36.580



So do you think of a way, technology can somehow help with I guess, in the case of the Iranian-Palestinian Conflict

00:26:36.580 --> 00:26:40.330

Do you think technology can somehow, I don't know, bring more empathy, especially with future generations?

00:26:43.660 --> 00:26:47.680

I like to think that every challenge

00:26:47.690 --> 00:26:51.550

can also be viewed as an opportunity that's the facilitator in me and I

00:26:51.560 --> 00:26:58.420

think like the challenge right, is that we are not communicating in person as much

00:26:58.430 --> 00:27:03.750

anymore but the opportunity there, is that that the two sides have no spaces where

00:27:03.760 --> 00:27:09.230

they can physically meet. There's been a lot of like systematic structural segregation of the

00:27:09.240 --> 00:27:14.880

two communities on purpose by the politicians so that they don't build

00:27:14.890 --> 00:27:20.290

relationships, so they don't like support peace. Technology can actually facilitate

00:27:20.300 --> 00:27:25.520

that right, because you can have meetings on Skype or FaceTime or Google Hangouts

00:27:25.530 --> 00:27:31.660

and companies like Cisco, Google they

do have some programs in the Middle East

00:27:31.670 --> 00:27:37.960

doing things like that, so it could be used  
as an opportunity for sure I think you

00:27:37.970 --> 00:27:41.360

know being able to do it  
well so that you can do

00:27:41.370 --> 00:27:47.990

a proper like facilitated dialogue  
is still coming, but I imagine

00:27:49.390 --> 00:27:55.170

it is not that far away. Yeah so you  
have the opportunity,

00:27:55.180 --> 00:28:01.710

two sides of the same coin

00:28:01.750 --> 00:28:08.530

You mention that you have these meetings where both sides gather, and you talk about– They haven't  
happened yet

00:28:08.540 --> 00:28:10.090

They will happen

00:28:11.480 --> 00:28:15.500

Technology can really play a role in this

00:28:15.500 --> 00:28:21.940

I would love for them to meet in person, but if  
that's not possible for like the systematic

00:28:21.950 --> 00:28:28.530

segregation issues, like Palestinians  
need permits to get into Israel; Israelis

00:28:28.540 --> 00:28:32.210

are legally not allowed to go to certain areas in Palestine, in the West Bank

00:28:32.220 --> 00:28:35.220  
Palestine, but there are

00:28:35.260 --> 00:28:39.460  
a couple places that like peace people know about that both sides can get to and

00:28:39.470 --> 00:28:43.150  
that's where I would want to do these meetings and my hope is that I can build

00:28:43.160 --> 00:28:47.620  
a factory in the region where both Israelis and Palestinians can access the factory

00:28:47.630 --> 00:28:51.330  
and work there so they would be working together like an Apple Factory but that's

00:28:51.650 --> 00:28:58.410  
ways away. Yeah a lot of this is still I'm, still pretty early stage so

00:28:58.420 --> 00:28:59.370  
a lot of this is like

00:28:59.380 --> 00:29:06.090  
a theory of change that you know I have my hypothesis and am still testing. But

00:29:08.040 --> 00:29:09.790  
yeah you never know right?

00:29:10.070 --> 00:29:18.400  
It sounds like you have your ideas, you have an idea of what everything's going to look like

00:29:18.490 --> 00:29:21.490

You have some systems in place to make sure that this happens

00:29:21.490 --> 00:29:23.050

Yeah I just need

00:29:23.050 --> 00:29:29.780

financing, which is like every  
female founder's issues but yeah

00:29:30.120 --> 00:29:33.880

yeah I think that  
starting a new company is like

00:29:33.890 --> 00:29:39.440

a lot of people of great ideas, but then the  
funding behind it is always something that holds people

00:29:39.450 --> 00:29:44.990

back from potentially profitable enterprises.  
So you mentioned, was it crowdfunding?

00:29:45.030 --> 00:29:46.040

I'm crowdfunding now.

00:29:46.150 --> 00:29:52.780

So how is that how are you going about that can you tell us about that?

00:29:52.980 --> 00:29:58.060

The idea, my main goal which is forty thousand  
dollars which would be enough to sort

00:29:58.070 --> 00:30:05.000

of, finance the first batch  
at a manufacturer, and then to

00:30:05.010 --> 00:30:11.140

be able to distribute nationally to the  
people that back the campaign and then it

00:30:11.150 --> 00:30:15.590

would also provide me with that first  
financial incentive to come to the

00:30:15.600 --> 00:30:21.570  
region and be like okay guys, couple more  
of you and like I need

00:30:21.580 --> 00:30:24.470  
X number of kilos of tahini by

00:30:24.480 --> 00:30:27.320  
Y date at Z price and you guys got

00:30:27.330 --> 00:30:32.950  
to figure out how you're going to get that  
to me. So that's sort of the goal

00:30:32.960 --> 00:30:36.550  
behind their crowdfunding campaign. How  
I went about doing that? I work with

00:30:36.560 --> 00:30:42.720  
a digital marketing agency. They are also  
social business, everybody that I work

00:30:42.730 --> 00:30:47.960  
with is likes has some sort of like socially  
conscious component to what they're

00:30:47.970 --> 00:30:52.130  
doing that's been really important for me  
that everything is really values-aligned

00:30:52.140 --> 00:30:58.940  
and I only work with people that  
I align with ideologically. And

00:30:59.070 --> 00:31:05.320  
we've gone through the whole thing of you  
know identifying the right platform or using

00:31:05.770 --> 00:31:09.720

a California-based platform that only  
does food and farming projects that are

00:31:09.730 --> 00:31:16.660

socially oriented so Kickstarter, a different one? You  
know building up the rewards and doing

00:31:16.670 --> 00:31:20.990

the sort of testing on like what reward  
people would want at what price points

00:31:21.730 --> 00:31:28.610

a ton of outreach and partnership  
building. The peace building

00:31:28.710 --> 00:31:33.690

I tried to make, to build  
relationships and partner with some peace

00:31:34.110 --> 00:31:37.020

oriented organizations and I got

00:31:37.030 --> 00:31:42.680

a lot of radio silence to be honest, like  
organization that you would think makes

00:31:42.690 --> 00:31:48.710

sense, and they're just like not  
willing to share, partner like

00:31:49.530 --> 00:31:53.900

I've had much better traction with like  
social enterprise organizations

00:31:53.910 --> 00:32:00.670

and stuff like that. Foodie  
influencers and all different

00:32:00.670 --> 00:32:05.990  
kinds of Instagram influencers and stuff like that  
At the end of the day, I sell food

00:32:06.090 --> 00:32:07.800  
like you need to have

00:32:07.810 --> 00:32:14.110  
a good food product but mostly it's been  
about education and awareness so what is

00:32:14.120 --> 00:32:21.040  
Tahini, why you should eat, how you  
should use it. Like these are

00:32:21.370 --> 00:32:24.380  
the basic things that Americans don't  
really know. People know of Tahini

00:32:24.390 --> 00:32:27.550  
just as what goes in hummus  
and then they maybe buy

00:32:27.560 --> 00:32:31.830  
a jar use it once and then it sits there  
for like ever, they don't know how many

00:32:31.840 --> 00:32:34.140  
different things that you can do with it  
and they also don't know that you have

00:32:34.150 --> 00:32:38.840  
different qualities of Tahini, so I use some of the  
best Tahini in the world that tastes totally

00:32:38.850 --> 00:32:43.160  
different than what you find in Whole  
Foods or something. So that has been

00:32:43.170 --> 00:32:46.830

a big piece of this is the awareness  
building and then also the awareness

00:32:46.840 --> 00:32:52.640

building on the story right, and then  
the mission behind the brand and we

00:32:52.900 --> 00:32:57.480

combined all that into a two  
minute video. It was like

00:32:57.520 --> 00:33:04.360

a sheer, sheer miracle it was so hard.  
But I think we did

00:33:04.370 --> 00:33:06.290

a good job, you guys can  
check it out it's

00:33:06.300 --> 00:33:12.680

tahinitogether.com. You can check it out  
and truth is we're not going to hit our

00:33:12.930 --> 00:33:16.110

goal which doesn't mean that the campaign  
wasn't successful it's been successful in

00:33:16.120 --> 00:33:22.150

other ways so if you guys like the idea  
and it doesn't it won't cost you anything

00:33:22.160 --> 00:33:26.020

because I won't get the money because we  
won't hit the goal but if you guys want

00:33:26.030 --> 00:33:30.480

you can go in and preorder and then  
that helps me because it demonstrates

00:33:30.490 --> 00:33:35.910



sales for when I do raise money  
but it doesn't cost you anything, it just

00:33:35.920 --> 00:33:40.080  
takes two minutes Have there been any  
drawbacks of using that method of funding

00:33:40.350 --> 00:33:41.250  
verses another?

00:33:41.700 --> 00:33:46.340  
I mean yeah, for sure. I think crowdfunding is great but I think

00:33:46.340 --> 00:33:51.620  
it's like it's already peaked and is on  
its way down kind of it's no longer novel

00:33:51.630 --> 00:33:57.380  
and everyone and their mother is like  
crowdfunding right now and I think

00:33:57.650 --> 00:33:59.600  
people are just bombarded with

00:33:59.610 --> 00:34:04.370  
a lot of it also Facebook changed their  
algorithms and is burying my content so

00:34:05.290 --> 00:34:12.110  
these.  
It's pay to play and

00:34:12.120 --> 00:34:16.350  
I don't have enough money  
to pay Facebook enough to like promote my

00:34:16.540 --> 00:34:21.500  
So that's also an  
issue and I think

00:34:23.340 --> 00:34:26.500

So it's a good idea, I mean  
I think it was working for

00:34:26.510 --> 00:34:31.320

a while but I think it's much more difficult  
to get something to go viral now and

00:34:31.330 --> 00:34:34.650

that's essentially what I needed;  
Like I needed it to go a little viral and that

00:34:34.659 --> 00:34:39.610

didn't happen, so it's okay it's not the end,  
I just have to raise money

00:34:39.620 --> 00:34:43.750

conventionally which I wanted to  
avoid

00:34:43.750 --> 00:34:51.480

I actually worked for a changemaking agency

00:34:51.490 --> 00:34:53.469

It's called Rescue, it's on Morena,

00:34:53.540 --> 00:34:56.520

And they do a lot of things like this

00:34:56.530 --> 00:35:02.880

We have seen a lot of fallout from Facebook  
algorithm and just digital marketing agencies

00:35:03.230 --> 00:35:06.610

are having a really hard time,  
having to change strategies

00:35:06.845 --> 00:35:12.625

In terms of how to help nonprofit organizations to market their cause

00:35:12.710 --> 00:35:17.740

It's getting a lot harder. In the last couple months even. Had I launched a crowdfunding campaign

00:35:17.750 --> 00:35:19.640

couple months ago I might have been

00:35:19.650 --> 00:35:24.240

a lot better off.

00:35:24.280 --> 00:35:28.330

With Instagram too with a lot of the influencers and bloggers I follow, there's something with the way Instagram

00:35:28.330 --> 00:35:33.510

makes your news feed appear

00:35:33.560 --> 00:35:36.370

I mean it pushes people's posts down so

00:35:36.380 --> 00:35:42.070

a lot of the bloggers are encouraging that you turn on your notifications for them so that

00:35:42.110 --> 00:35:48.920

when they post something, you're notified. So I know that something new that's been affecting people a lot

00:35:48.930 --> 00:35:53.450

I've been in touch with Instagram influencers that want thirty-five

00:35:53.460 --> 00:35:54.340

hundred dollars for

00:35:54.380 --> 00:35:55.860

A post.

00:35:59.090 --> 00:36:05.230

I guess I've never really, like I seem them, but I never really know how much they get paid.

00:36:05.260 --> 00:36:08.880

That's for more on the higher end but

00:36:08.890 --> 00:36:10.670

like yet that person, I think had like

00:36:10.710 --> 00:36:14.400

a couple hundred thousand followers,  
so it's legit right, like that's

00:36:14.410 --> 00:36:18.870

a lot of followers but like thirty-five  
hundred dollars.

00:36:19.120 --> 00:36:23.850

When you're looking for people like that, do you usually go

00:36:24.020 --> 00:36:29.310

more on the foodie side? Yeah. At the end of  
the day I'm selling food

00:36:29.430 --> 00:36:35.610

And I'm selling food like that I  
want people to preorder it on

00:36:35.620 --> 00:36:41.910

crowdfunding. They don't know if it  
taste good or if they like it so I need

00:36:41.940 --> 00:36:46.340

somebody they trust to say  
"this tastes good," so I spend

00:36:46.350 --> 00:36:50.450

a lot of money shipping Tahini all over the  
country, like overnighting it which is

00:36:50.460 --> 00:36:56.270

really expensive actually, overnighting  
it so that they can get it, try it, use it

00:36:56.870 --> 00:37:03.790

post about it, and there have been maybe five  
to ten that have done that but it's

00:37:03.800 --> 00:37:08.250

not exactly converting into preorders, I  
think it's still building.

00:37:08.540 --> 00:37:16.320

I saw some of your recipes on the website talking about "what is Tahini?" and "how could you use it?"

00:37:16.520 --> 00:37:22.300

For me I grew up eating Tahini  
so it's very like

00:37:22.310 --> 00:37:27.370

culturally, I'm used to it but  
for most Americans not.

00:37:29.940 --> 00:37:33.410

I knew of it, but it's definitely not on every table here.

00:37:34.560 --> 00:37:37.270

It's going to trend like hummus is coming down,

00:37:37.390 --> 00:37:42.330

kale is coming down, cauliflower is going up

00:37:43.750 --> 00:37:47.100

cauliflower and Tahini which are by the way,  
amazing together, that's like the next

00:37:48.010 --> 00:37:51.490

food trend, I keep hearing it from, I  
mean I'm obviously in that world but I

00:37:51.500 --> 00:37:53.720

keep hearing it and I  
really do believe it's just

00:37:54.410 --> 00:37:58.290

am I going to be the company that does it. Like am I going to be the Sabra or the

00:37:58.300 --> 00:38:03.140

Chobani or the Sriracha, Hoy Fung or I don't know.

00:38:05.120 --> 00:38:07.740

Well I'm curious to try it

00:38:08.710 --> 00:38:11.020

I actually, if you guys want to try it

00:38:11.160 --> 00:38:18.610

The Kroc is doing some events with Craig Zelizer, so if you want to just go and

00:38:18.620 --> 00:38:22.890

they have my Tahini to taste because they bought  
some for their event so you can just go

00:38:22.930 --> 00:38:23.760

and take some.

00:38:23.820 --> 00:38:24.820

So is it just a dip?

00:38:24.820 --> 00:38:27.210

It's a dip. In it's basic form it's a dip,

00:38:27.320 --> 00:38:33.760

and then you can  
use it in so many different ways

00:38:33.770 --> 00:38:35.870

so it's like way more than just

00:38:35.910 --> 00:38:40.960

a dip so I actually use it more  
as like a dressing or like a sauce on

00:38:40.970 --> 00:38:47.600  
a grain bowl or you can make pasta salad  
out of it you can like use it on

00:38:47.610 --> 00:38:53.490  
a roast like roasted veggies  
like all kinds of stuff. You stay away

00:38:57.960 --> 00:38:58.960  
from ingredients you can't pronounce,

00:38:58.960 --> 00:39:01.670  
So it has no dairy in it?

00:39:01.670 --> 00:39:03.030  
It's 100% vegan and plain based plant

00:39:03.070 --> 00:39:07.370  
only a couple ingredients and they're  
all real foods like I call it real

00:39:07.380 --> 00:39:13.450  
food like. Is it gluten free? Yeah.  
I have celiac and always looking for

00:39:15.200 --> 00:39:20.350  
Something to use in a variety of ways  
because I swear I eat the same things

00:39:20.360 --> 00:39:26.990  
I have a lot in the Santa Monica farmers  
market on Sunday and like different

00:39:26.100 --> 00:39:32.030  
versions of my products but like I have  
something for everybody so like if you're

00:39:32.040 --> 00:39:38.220

celiac my facility right now is not  
gluten free facilities so like technically

00:39:39.480 --> 00:39:40.810

but when I'm in

00:39:40.820 --> 00:39:47.460

a manufacture I could and there's  
nothing in there that is like gluten.

00:39:48.870 --> 00:39:55.620

Like hummus? Right yeah. But like I have  
you know besides for all the

00:39:56.220 --> 00:40:02.200

plant bases now like trending right  
this is the year of the vegan so that's

00:40:02.210 --> 00:40:08.740

like with all the documentaries  
and subset like. All of the all the

00:40:08.750 --> 00:40:10.930

diets now and the health trends

00:40:10.940 --> 00:40:17.930

so like paleo is out. Keto is in, We're  
Paleo and Keto and my spicy

00:40:17.940 --> 00:40:21.250

one has a little bit of sweetener in it so  
like I would tell people not to do that

00:40:21.330 --> 00:40:23.530

a lot of people are not eating  
oil now it's like I have

00:40:23.540 --> 00:40:29.060

a little oil in the past one so don't eat



that, you can eat other ones. Fog maps

00:40:29.070 --> 00:40:31.330

that's a whole other one. Legumes,

00:40:31.340 --> 00:40:34.940

a lot of people are saying way from legumes  
and so they can't eat hummus so they get

00:40:34.950 --> 00:40:41.160

really excited that they get like eat  
my you know something for everyone. Yeah

00:40:41.210 --> 00:40:47.870

yeah and and you know we are starting to  
sort of finally pay attention to labels

00:40:47.880 --> 00:40:53.470

and ingredients and I keep mine into like  
very few ingredients very simple I just

00:40:53.560 --> 00:40:59.140

use good quality ingredients you don't need  
to add all this crap to it. That's what

00:40:59.150 --> 00:41:05.450

everyone's look for me, at least for me. Not by preference  
but I'm so dietary restricted, I know in

00:41:05.490 --> 00:41:10.400

a second by looking if I can eat it or not  
Yeah for sure how many lines are there.

00:41:13.200 --> 00:41:18.710

Yeah. The ingredients, good to go. I think that's  
a plus at least, you're in the right time.

00:41:20.540 --> 00:41:24.190

All this health change for you body  
I did a lot of research

00:41:24.230 --> 00:41:30.940

a lot of like development it could  
because for me you know great

00:41:30.950 --> 00:41:35.520

story not great story great mission not  
great mission at the end of the day like

00:41:35.910 --> 00:41:39.420

for all social entrepreneurs you  
need to have a viable business like

00:41:39.430 --> 00:41:44.050

a viable product and it needs tastes  
good if it's food like it has to be

00:41:44.060 --> 00:41:50.390

good so I've put a lot a lot a  
lot of time and energy and creating

00:41:50.400 --> 00:41:53.410

what I think, I mean not just me but my

00:41:53.450 --> 00:42:00.210

customers do, um, a really really just  
tasty product and then also of

00:42:00.220 --> 00:42:03.210

course what people need.  
The need that

00:42:03.220 --> 00:42:07.730

I'm meeting, and I get this all  
the time is, I don't eat X.

00:42:07.770 --> 00:42:10.950

Whatever that is and I'm  
hungry or I don't eat X.

00:42:10.960 --> 00:42:16.400

And I'm not satisfied. And I'm really busy so I don't have time to cook

00:42:16.410 --> 00:42:21.260

that much and that's the need that I need, right? It's something that like is really

00:42:21.270 --> 00:42:24.840

versatile but you can also eat it as is if you don't have time to make something

00:42:24.850 --> 00:42:30.400

and it fits into all of these like dietary restrictions and it's super nutrient

00:42:30.410 --> 00:42:37.070

dense so things people don't know Tahini has tons of protein, fiber, calcium, good fats,

00:42:37.480 --> 00:42:43.460

vitamins, minerals, like the surprising number is twelve times more calcium ounce for

00:42:43.470 --> 00:42:50.370

ounce than milk, whole milk. Yeah. So you landed on Tahini because it's the

00:42:50.930 --> 00:42:57.630

one thing that Israelis and Palestinians can agree on? That sort of the

00:42:57.640 --> 00:43:04.510

marketing story. It is true. Like hummus they fight

00:43:04.520 --> 00:43:09.260

over there's like big like hummus wars in the Middle East of like literally in the

00:43:09.270 --> 00:43:13.860

Guinness Book of like who found it and who  
can make the biggest vat of it and like

00:43:13.900 --> 00:43:16.940

all but Tahini is like a something  
that they actually do have

00:43:16.950 --> 00:43:22.420

a history of some cooperation. Their making  
in on both sides, both sides love it so

00:43:22.430 --> 00:43:28.960

it is true, that's not why I  
landed on tahini. I had this sort of

00:43:28.970 --> 00:43:32.740

theory in framework for peace building  
business that I'd helped in grad school and

00:43:32.750 --> 00:43:35.720

I was looking to build

00:43:35.730 --> 00:43:41.410

a business that could implement and test  
this peace building business framework

00:43:42.560 --> 00:43:48.110

sort of in parallel I had this idea  
for, to bring Tahini to the U.S.

00:43:48.110 --> 00:43:53.030

I actually originally thought that I  
was going to be positioning it as

00:43:53.080 --> 00:43:57.730

a substitute for mayonnaise because that's how  
I eat, or that's how I was eating it,

00:43:57.780 --> 00:44:01.010

because I don't like mayonnaise. I think it's creepy since I'm

00:44:01.020 --> 00:44:07.830  
a kid. Don't read the ingredients. I know it makes me nauseous and I

00:44:07.840 --> 00:44:13.160  
also like oh why can raw eggs sit on the shelf for endless amounts of years? That,

00:44:13.160 --> 00:44:17.640  
I don't understand that so I started using I started using teeny as

00:44:17.650 --> 00:44:24.070  
a substitute for mayonnaise and then I was like "Oh, what else could I do with

00:44:24.080 --> 00:44:25.700  
Tahini?" and then I started playing with like

00:44:25.710 --> 00:44:31.770  
a ton of different things and then I was like hummus is trending

00:44:31.950 --> 00:44:37.170  
in America but the hummus here sucks no offense guys, your hummus is horrible.

00:44:38.410 --> 00:44:42.250  
And part of the reason is because in the Middle East they know what makes good

00:44:42.260 --> 00:44:43.630  
hummus is good to Tahini and

00:44:43.640 --> 00:44:46.600  
a lot of it and they don't put it in here because they don't have access to and it

00:44:46.610 --> 00:44:50.920  
is expensive so I thought I identified

00:44:50.930 --> 00:44:57.320  
a big market opportunity and  
so it was like both fortuitous

00:44:57.860 --> 00:44:59.150  
that Tahini has such

00:44:59.160 --> 00:45:03.940  
a strong history of rooting in that part  
of the world and so much love around it and

00:45:03.950 --> 00:45:08.280  
also I got presented this market  
opportunity to meet this unmet need of

00:45:08.320 --> 00:45:15.080  
a plant based like whole Food do it all  
sauce so I connected the dots

00:45:15.090 --> 00:45:21.520  
basically. But yeah so all pieces of that  
are true. But so like what

00:45:21.530 --> 00:45:25.930  
came first chicken or the egg. I don't know.  
It was all sort of happening in my brain and

00:45:25.980 --> 00:45:30.630  
floating around until I connected it. Yeah I  
had it when I came up with the idea when I

00:45:30.640 --> 00:45:36.290  
was working at a tech company and  
hated my life and I had

00:45:36.300 --> 00:45:42.640

a challenge out to the entire company of  
give me something that Tahini doesn't go well

00:45:42.650 --> 00:45:44.080  
with and for like

00:45:44.090 --> 00:45:51.240  
a year people tried and couldn't find  
anything. It goes with everything. Yeah.

00:45:51.250 --> 00:45:58.030  
Well, we're running low on time, but where  
can we get Tahini? So

00:45:58.090 --> 00:46:04.630  
you can preorder on my crowdfunding  
site I'll give you material about that and

00:46:04.770 --> 00:46:10.670  
share with your friends, you know maybe  
it's not, it's not over I'm still pushing

00:46:10.680 --> 00:46:16.410  
really hard. You know where like twenty  
percent in so I could go viral in the next

00:46:16.420 --> 00:46:21.690  
couple days, you never know, you never  
know, it only takes like once so

00:46:23.760 --> 00:46:29.860  
So this is information  
on the campaign article. If

00:46:31.210 --> 00:46:37.950  
beyond that, definitely can  
find us on social so that

00:46:38.060 --> 00:46:42.040  
as the company develops and grows I can

like keep you posted about what we're doing

00:46:42.980 --> 00:46:45.440

getting Tahini to San Diego...

00:46:50.510 --> 00:46:57.080

I don't know. Yeah, hopefully soon yeah.

00:46:57.310 --> 00:47:02.330

All those e-mail addresses shoot to me so you could just

00:47:02.340 --> 00:47:08.850

like shoot me an e-mail. And if you're ever in LA you can definitely grab some. I'm hoping

00:47:08.860 --> 00:47:11.510

to, you know, within the year be

00:47:11.790 --> 00:47:16.740

a manufacturer and get into retail these like regionally and Southern California so

00:47:16.740 --> 00:47:22.730

hopefully soon but if you follow us on Instagram and Facebook, all that.

00:47:24.350 --> 00:47:30.480

And if you want to find tahini now, don't

00:47:30.870 --> 00:47:37.200

buy raw Tahini or unhulled Tahini because it's going to taste bad

00:47:37.920 --> 00:47:42.200

don't do that to yourself.

If you can, go to like

00:47:42.210 --> 00:47:48.720



a Middle Eastern market or an Israeli market and look for the cheesiest looking

00:47:49.500 --> 00:47:54.420  
packaging that's probably the better off.  
Like the one that looks like it straight

00:47:54.430 --> 00:47:59.070  
out of the ninety's or something that's the one you want to go with so usually can

00:47:59.080 --> 00:48:03.750  
also tell by price, the more expensive.  
It's worth the extra two dollars or

00:48:03.760 --> 00:48:08.750  
whatever so in either Israeli or Middle Eastern markets usually you can also

00:48:08.760 --> 00:48:12.830  
check the back and they'll say where it's made, Israel, Palestine, Turkey makes

00:48:12.840 --> 00:48:19.380  
decent Tahini tool. And you wanted to be the roasted, hulled Tahini

00:48:20.070 --> 00:48:26.050  
and the yeah. And but then that gives you the paste so in order to make the

00:48:26.060 --> 00:48:30.850  
ready make dips like I make, go on my website and you can like see I

00:48:30.860 --> 00:48:34.910  
have like recipes for how to do the sauce but it's basically just like liquids so

00:48:35.630 --> 00:48:39.050

makes it... Sounds easy! Sort of.  
Um alright. Well

00:48:43.800 --> 00:48:45.780  
thank you so much!

— End of Transcription —