



**PSYGROUP**

S H A P E R E A L I T Y

**Project Butterfly Plan**

May 2017



## **Butterfly 2.0 - Introduction**

PSY Group ("PSY") has commenced Butterfly 2.0 ("B2.0") in January 2017 and is continuing, expanding and leveraging upon the success of Butterfly 1.0 ("B1.0").

Through a unique and innovative approach that differs from the direct and overt efforts made by various pro-Israeli initiatives, **Project Butterfly is a multi-vector offensive effort to significantly limit and thwart those individuals and organizations seeking to delegitimize and demonize Israel.**

The Butterfly initiative uses PSY's proprietary intelligence-gathering and influence techniques to destabilize and disrupt anti-Israel movements from within. PSY also actively engages third-party unbiased sources not previously affiliated with Israel or Israeli causes to amplify and strengthen its influence activities.

Butterfly initiative is overseen by a strategic advisory board, consisting of senior ex-officials and experts from the government, security and legal sectors.

**PROJECT GOAL:** Significant and sustainable nationwide reduction of anti-Israeli activity (including but not limited to college campus activists, NGOs, lobbying groups, and other key relevant individuals) over a three-year period.

### **Main achievements to date**

Since January 2017, PSY has laid the groundwork to obtain planned 3-year intelligence and influence goals, while accomplishing the following:

- Mapped Anti-Israel hubs nationwide
- Initiated implementation of targeting plan – organizations and individuals
- Conducted 2 tours of main theatre of action – executing intelligence and influence efforts, collaborating with partners
- Executed 5 rapid-response operations nationwide
- Uncovered initial findings suggesting official overseas involvement in anti-Israel movement
- Based infrastructure for narrative warfare – alternative messaging and negative platforms

### **Availability for future investment**

Up until now, PSY has raised \$1.2M out of the \$2.5M annual requirement for this 3-year initiative, leaving a gap of \$1.3M. We seek donors of pro-Israeli affiliation to join the pool investing in Israel's future. Donations to this project are made in complete discretion; we do not disclose our donor pool to the public and ask that the donors likewise maintain confidentiality with respect to all project details.





## B1.0 Summary

Using a single US state as a proof of concept, B1.0 commenced in Feb 2016. Within the course of B1.0, project deliverables were provided ahead of schedule and project milestones were achieved and exceeded as set forth below:

### Intelligence Gathering:

- Obtained tactical understanding of anti-Israeli ecosystem.
- Established dedicated project assets for current and future use.
- Obtained unique and sensitive intelligence relevant to Israeli national security.

### Profiling/Targeting:

- Applying low-pressure, lawful actions, B1.0 achieved high-impact results against targeted individuals.
- By creating a new reality in which anti-Israeli activists are exposed and forced to confront the consequences of their actions, B1.0 helped to deter future activists from participating in similar activities.
- Damaged effectiveness of anti-Israel movement and forced change in dynamic from offensive to defensive activities.

### Narrative Warfare/Influence:

- Reinforced and increased awareness of main message that anti-Israeli activity equates with terrorism.
- Established and promoted grassroots alternative movement to carry PSY-engineered messaging that is viable, genuine, not connected to Israel and that anti-Israel activity is actually harmful to the Palestinian cause and not to Israel.

Going forward, as a result of B1.0:

- PSY obtained unique intelligence to facilitate B2.0.
- PSY's prior actions have had a regional ripple effect, potentially helping to expand influence activities to the national/international levels.
- PSY maintains dedicated assets and operational infrastructure to implement B2.0 with fewer new resources and within a shorter time frame.

## B2.0 - Goals

B2.0 will transform B1.0 from a local/regional operation to one that successfully operates on a national level across the US, with significant international components.

As part of the expanded B2.0 project, PSY will:

1. Uncover additional actionable intelligence detrimental to the anti-Israel movement.
2. Discredit and attack the reputation of anti-Israeli organizations, initiatives, leaders and key personnel through multiple vectors that do not appear to be connected to Israel or pro-Israeli organizations.
3. Disrupt the activities and campaigns of the anti-Israel movement, among other things by exposing and publicizing the true motives and hidden agendas of the movement and its leaders.
4. Interfere with and impede funding routes supporting the anti-Israel movement.
5. Assist and support legislation efforts in key states that seek to undermine the anti-Israel movement.

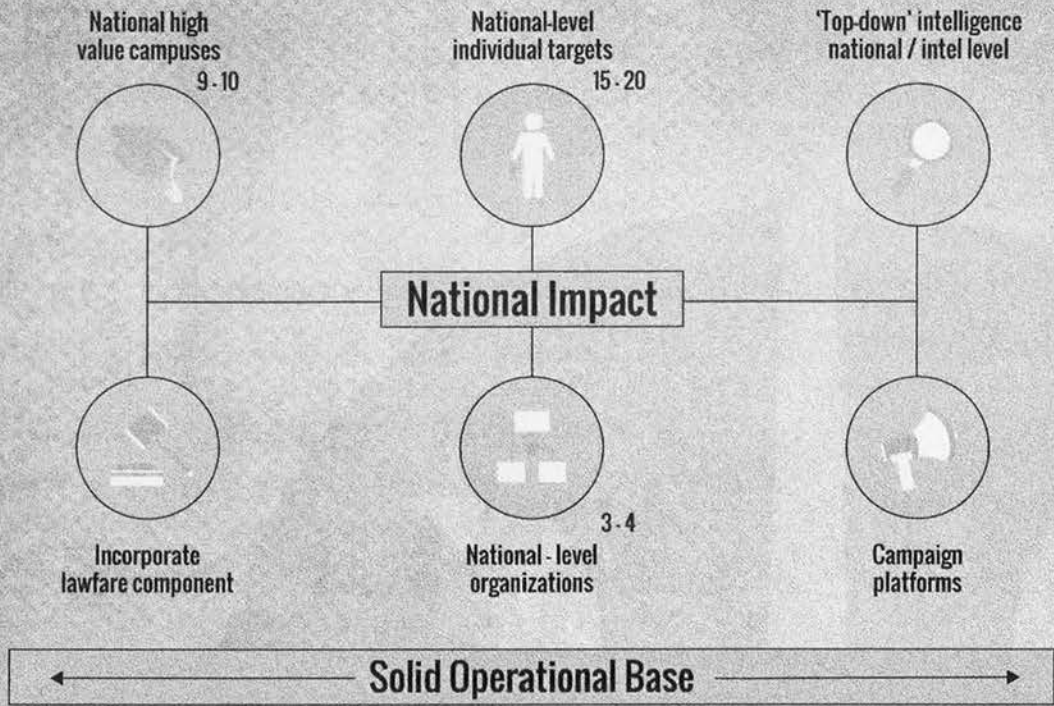


## **B2.0 – Action Plan**

To achieve the expected significant national impact, B2.0 will operate according to the following parameters:

1. Achieve significant impact by targeting key anti-Israel components:
  - a) Targeted venues (9-10 prominent targeted venues overall)
    - Initial focus on 2-3 high-value campuses that serve as local hubs/hotspots for anti-Israel activity and have impact on the national level.
    - Expanded focus on 6-7 additional campuses or other venues in which anti-Israel activity is flourishing and there is a need for rapid response capabilities to defuse impact.
  - b) Individual targets – expand to prominent national level targets (movement leaders, thought leaders, influencers, major supporters, etc.
  - c) National organizations promoting anti-Israel agenda.
  - d) Weave local/regional impact into larger national exposure.
  
2. Gather and utilize actionable and “game-changing” intelligence, including unique “top-down” intelligence on the national and international levels that:
  - a. is unavailable to other organizations combatting anti-Israel activities;
  - b. uncovers official overseas involvement;
  - c. exposes hidden funding routes, ties to terrorism/radical elements, anti-Semitism and other information that can be utilized effectively against the anti-Israel movement.
  
3. Define core messaging based on dedicated intelligence and disseminate to targeted audiences. Dissemination of messages will be based on independent online national (and international) platforms that are more effective than current platforms in use.
  
4. Engage in narrative warfare on the national level:
  - a. Anti-Israel movement undermines US values and equates with support for terrorism.
  - b. Anti-Israel movement harms the people it claims to represent.
  
5. Leverage state/national third-party influencers to expand and amplify messaging.
  
6. Incorporate “lawfare” component.

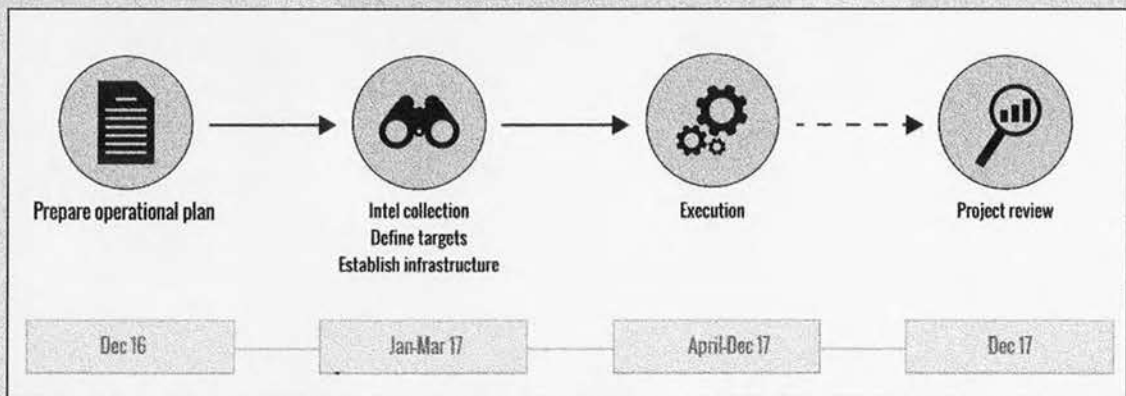




## B2.0 Timeline

Based on our experience gained in B1.0, B2.0 will occur under the following timeframe:

1. B2.0 timeframe – 1 calendar year (Jan 2017 / Dec 2017).
2. The activities will be planned and executed in accordance with the relevant school year calendars to accommodate breaks, dormant periods, etc. and capitalize on special events.
3. Asset build-up will be done prior to the beginning of the school year to enable effective on-campus operation from the start of the school year.







## B2.0 - KPIs (Key Performance Indicators) and Deliverables

Category	Quantity	Method	KPI
Individual targets Organizations	15-20 3-4	<ul style="list-style-type: none"> <li>• Lawfare</li> <li>• Narrative Warfare</li> <li>• Name/shame targeted campaign (intelligence-based)</li> <li>• Spark/enhance protests (online + real world) against targets</li> </ul>	<ul style="list-style-type: none"> <li>• Decrease in targets' activity and other clear signs of distress/damage</li> <li>• Damage to target's standing /reputation (bad reviews, fall in support, etc.)</li> <li>• Cancellation or disruption of events</li> <li>• Online and offline echoing of "persecution" by targets</li> <li>• Inquiries/Investigations commenced</li> <li>• Lawsuits filed/ threats to sue</li> <li>• Media coverage and masked PR (i.e. not attributable to us)</li> </ul>
Campuses and other venues	9-10	<ul style="list-style-type: none"> <li>• 2-3 Initial Campuses:               <ol style="list-style-type: none"> <li>a. Disrupt and marginalize anti-Israel on-campus activity through multiple non-Israeli vectors</li> <li>b. Counter anti-Israel resolutions</li> </ol> </li> <li>• 7-8 Rapid-Response Venues:               <ol style="list-style-type: none"> <li>a. Assist thwarting of anti-Israel activities</li> <li>b. Other rapid-response activity as required</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>• 2-3 Initial Campuses:               <ol style="list-style-type: none"> <li>a. Anti-Israel orgs. voicing concern</li> <li>b. Divestment/condemnation votes fail</li> <li>c. Empower anti-Israel organizations and incentivize to action</li> <li>d. Amplify message that anti-Israel activity bears a cost for its organizers and leaders</li> </ol> </li> <li>• 7-8 Rapid-Response Venues:               <ol style="list-style-type: none"> <li>a. Cancellation or disruption of events</li> <li>b. Divestment/condemnation votes fail</li> <li>c. Key players/leaders diminish or cease activities</li> </ol> </li> </ul>
Influence network	5-8	<ul style="list-style-type: none"> <li>• Cooperate with journalists, bloggers and public figures to voice, magnify and enhance credibility of messages</li> <li>• Partner with affiliate organizations to:               <ul style="list-style-type: none"> <li>○ Voice our messages and ideas through them</li> <li>○ Utilize their capabilities for information gathering</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Reports, articles, investigations published in national and state media</li> <li>• General and/or operation-focused intel received from partner organizations</li> </ul>



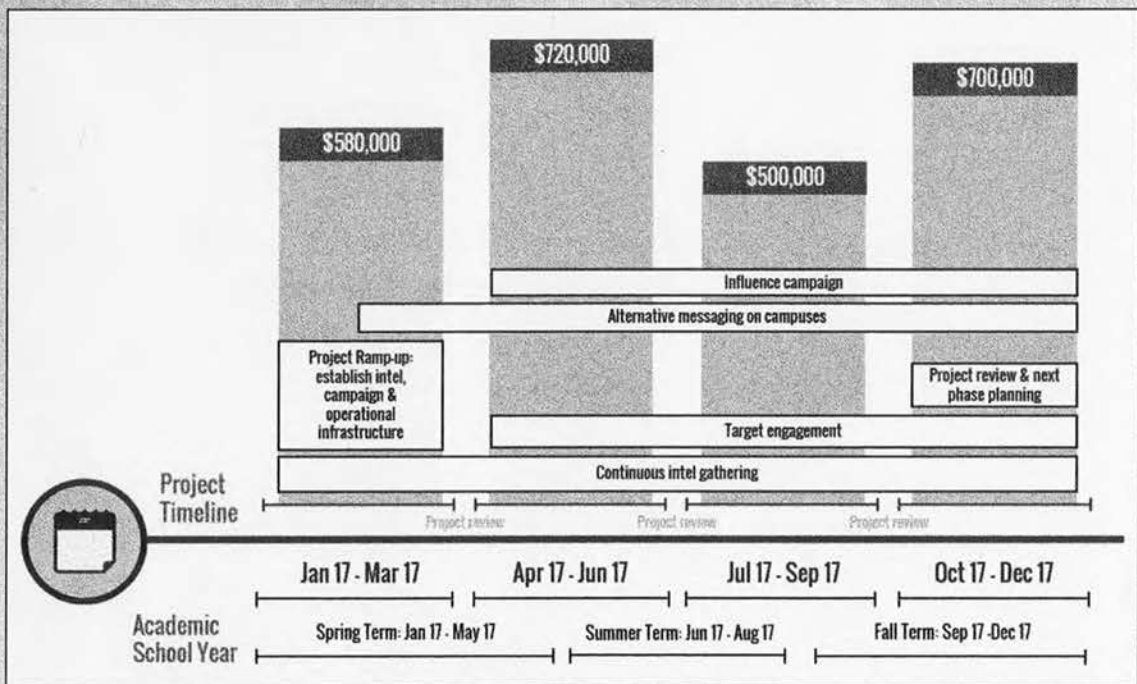
## Budget

The overall cost of B2.0 activity over the one-year period is \$2.5M USD.

The planned budget for B2.0 during the designated timeframe (Jan 2017-Dec 2017) is based on the following activities and their derived costs:

Activity	Q1	Q2	Q3	Q4	Total
Intelligence Collection & Analysis	\$160k	\$170k	\$125k	\$160k	\$615K
Dedicated Activities	\$200k	\$280k	\$170k	\$220k	\$870K
Narrative Warfare	\$160k	\$210k	\$145k	\$260k	\$775K
Project Management, Legal Overhead & Logistics	\$60k	\$60k	\$60k	\$60k	\$240K
<b>Total</b>	<b>\$580k</b>	<b>\$720k</b>	<b>\$500k</b>	<b>\$700k</b>	<b>\$2.5M</b>

\* Actual budget distribution between items and quarters may vary on a quarter-to-quarter basis based on actual development



Butterfly 2.0 Budget and Main Activities - 2017