FACT SHEET

CALM JEWISH PLAY

Pupik is a digital playroom where little ones create, build and explore, rooted in Jewish life. No ads, no scores, no pressure to keep playing.



WHO IT'S FOR	Children ages 2 to 8, and the grown-ups who play alongside them. Every activity starts at a level that suits each child's age.
WHAT'S INSIDE	Activities across art, music, construction, letters, early coding, early math, memory and problem solving, with Shabbat, the holidays, the alef-bet and caring for the world woven in. New activities arrive all year.
DESIGNED CALM	Low-stimulation design: no ads, no in-app purchases, no scores, streaks or timers. Each activity ends on a calm moment.
PLATFORMS	Web browser on desktop, tablet and phone (pupik.app); Android app available on Google Play. iOS app coming soon.
LANGUAGES	English and Spanish. French coming soon.
FOR SCHOOLS	Plans for preschools, schools, synagogues and community programs, with a simple panel to set up every device (pupik.app/schools).
FOUNDERS	Mai Knoblovits, a designer, and Javier Schvindlerman, a developer. Partners and parents.
WEBSITE	pupik.app · Instagram @pupik.app
MEDIA CONTACT	Javier Schvindlerman, hello@pupik.app

These images may be used in editorial coverage of Pupik. Please credit Pupik.