



BRUCE LICHT

FOUNDER OF *MY ELEVATOR PITCH FOR GOD*, ENTREPRENEUR, AND AUTHOR

Bruce grew up in Lafayette, California and received a BA in Political Science from UCLA as well as a Graduate Gemologist degree from the Gemological Institute of America. After graduating, Bruce operated his family's 100 year-old retail fine jewelry business for twenty-two years. Bruce had a passion for computers and graphic arts, so he changed careers and joined his best friend at a national technical publishing company for seventeen-years as the company's Publisher, where they invented the modern labor law poster industry, including the first "All- On-One Labor Law Poster" and "Labor Law Poster Compliance Plan."

Aside from being the Founder of this website, *My Elevator Pitch for God*, Bruce was the co-editor of the book titled, *Elevator Pitches For God: Volume 1*, and author of the cookbook titled, *Immediate Chef: No Previous Experience Required*.

Bruce's goals for this website are: To introduce more people all around the world to God and strengthen the faith of those who already believe in a non-political and non-religious way, to bring people together, find common ground between different faiths, create meaning in people's lives, and start to move the world in a better direction.

You can help by sending this website to friends and family and posting it on social media!

You can also connect with the website project's LinkedIn page by clicking below:

<https://www.linkedin.com/in/bruce-licht>

We Think We Are So Smart

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We think we are *so smart*. We walk around with advanced computers in our hands that are vastly more powerful than the ones on *Apollo 11* which took astronauts to the moon in 1969.¹ We have the capacity to navigate the entire globe, purchase nearly anything on demand, and operate lights in our homes from across the world.²

Imagine trying to describe a smartphone to someone living over 3,000 years ago. They would say, "*It's magic, made up, and not remotely possible.*"³

Now think about *Egypt's Great Pyramid*, constructed around 4,600 years ago⁴ by a society that didn't have modern tools or any of our sophisticated technology.⁵ The Pyramid has approximately 2.3 million stone blocks, with most weighing from 2,000 to 6,000 pounds, and some weighing up to 80 tons. This wonder was the tallest man-made structure on Earth for over thirty-eight centuries, until the *Lincoln Cathedral* in England was completed in 1311 CE.⁶

Astonishingly, ancient Polynesians navigated wide stretches of the Pacific Ocean using no instruments at all—only the stars, ocean swells, wind patterns, cloud formations, and the flight patterns of birds to consistently find tiny islands located thousands of miles apart.

Astoundingly, ancient healers had an encyclopedic knowledge of local flora and their medicinal properties. Some practices and techniques, such as certain forms of acupuncture, herbal medicine, and the almost intuitive ability to diagnose ailments based on subtle physical clues, have survived, but much of this extraordinary knowledge has been irretrievably lost.

Amazingly, it's also reported that many of our ancestors possessed prophetic insight.⁷ God obviously has that ability, as is clear from numerous, specific prophecies of His that were recorded decades, centuries, and even millennia before their fulfillment. Most notably, in *Genesis*, when God promised Abraham, "*Know with certainty that your offspring shall be aliens in a land not their own—and they will serve them, and they will oppress them—four hundred years. But also the nation that they will serve, I shall judge, and afterwards they will leave with great wealth.*"^{8,9,10,11}

Stories like these make people today say, "*It's magic, made up, and not remotely possible.*"¹²

From where did this mysteriously attained knowledge originate? The principles of physics, engineering, medicine, and spirituality that allowed huge pyramids to be erected, oceans to be circumnavigated, illnesses to be treated, and smartphones to function, are not human inventions—they are just discoveries of what God has already embedded in Creation.

So sure, we can preheat our oven while driving home from the grocery store, but we need to humbly recognize that these unfathomable abilities of ancient civilizations that still challenge our understanding were only possible because they were able to tap into God's pre-existing layer of reality.

The conclusion is unavoidable. Trust placed in governments, militaries, or human ingenuity alone is misplaced. We have to put our faith in God. It is rational to infer that an omnipotent Creator is the ultimate source of all knowledge. Our security¹³ and very existence depend on this singular divine Architect.

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Footnotes:

- 1) The Apollo 11 mission successfully landed humans on the Moon on July 20, 1969. Astronauts Neil Armstrong and Buzz Aldrin were the first to walk on the lunar surface, while Michael Collins remained in orbit. A smartphone's processor is tens of thousands of times faster, and its memory capacity is millions of times larger than the Apollo Guidance Computer which was revolutionary for its time.
- 2) From Rabbi Aryeh Wolbe with Torchweb.org: Everyday Judaism - Ep77 - Ask Away! #24: November 30, 2025.
<https://www.youtube.com/watch?v=40QQzubvYGc>
- 3) *"Imagine trying to describe a smartphone to someone living over 3,000 years ago. They would say, 'It's magic, made up, and not remotely possible.'"*
From Remember What's Next: S4 Ep16 - Prophecy 2025, July 31, 2025 (with Rabbi Ken Spiro).
<https://podcasts.apple.com/us/podcast/s4-ep16-prophecy-2025/id1575151658?i=1000720124577>
- 4) The Great Pyramid in Egypt, on the Giza Plateau, is estimated to have taken around 20 to 27 years to build. Modern scholarly historians say it was constructed approximately 4,585 – 4,605 years ago, commissioned by Pharaoh Khufu around 2580–2560 BCE. This often accepted estimate was first suggested by the ancient Greek historian Herodotus, based on local accounts and archaeological evidence.
- 5) From Remember What's Next: S4 Ep16 - Prophecy 2025, July 31, 2025 (with Rabbi Ken Spiro).
<https://podcasts.apple.com/us/podcast/s4-ep16-prophecy-2025/id1575151658?i=1000720124577>
- 6) The Lincoln Cathedral in England, a masterpiece of early Gothic architecture, began construction in 1072 under Bishop Remigius by order of William the Conqueror. Following an earthquake in 1185, it was largely rebuilt in the 13th century, featuring the innovative Angel Choir, with the central tower completed in 1311, making it the world's tallest building for centuries.
- 7) *"Amazingly, it is also widely reported that our ancestors had the ability to prophesize the future."* From Remember What's Next: S4 Ep16 - Prophecy 2025, July 31, 2025 (with Rabbi Ken Spiro).
<https://podcasts.apple.com/us/podcast/s4-ep16-prophecy-2025/id1575151658?i=1000720124577>
- 8) From Rabbi Yaakov Wolbe Podcast Collection with Torchweb.org: Five Questions for Pesach, April 6, 2025.
<https://rabbiwolbe.com/five-questions-for-pesach/>

*"This example (Genesis / Parshas Lech Lecha / Chapter 15 / Verses 13-14), called the 'Brit Bein Habetarim' or the 'Covenant Between the Parts' occurred on the 15th of Nissan, 2018 years from Creation, which corresponds to **1743 BCE**, shows that the Exodus was in the cards for a very long time. It is just one of so many of God's prophecies of future events foretold in the Torah that came to pass."*

- 9) From Rabbi Aryeh Wolbe Podcast Collection with Torchweb.org: 5.7 Parshas Ki Savo Review: Charity, Joy and Divine Connection, September 7, 2025.

"Another example of prophecy is how the Holocaust was foretold. This Is a Torah portion that no one is called up for an Aliyah' (the honor of being called up to the bimah (pulpit) in synagogue to recite blessings over the Torah reading) because it is so horrible. Instead, the Rabbi reads it himself."

Deuteronomy / Parshas Ki Savo / Chapter 28 / Verses 32-37 & 65-67

"Your sons and daughters will be given to another people – and your eyes will see in vain for them all day long but your hand will be powerless. A nation unknown to you will deflower the fruit of your ground, and all your labor, and you will only be cheated and downtrodden all the days. You will go mad from the sight of your eyes that you will see. God will strike you with a fowl boil, on the knees and on the legs, that cannot be cured, from the sole of your foot to the crown. God will lead you and your king whom you will set up over yourself to a nation you never knew—neither you nor your forefathers—and there you will work for the gods of others—of wood and of stone. You will be a source of astonishment, a parable, and a conversation piece, among all the peoples where God will lead you."

"And among those nations you will not be tranquil, there will be no rest for the sole of your foot; there God will give you a trembling heart, longing of eyes, and suffering of soul. Your life will hang in the balance, and you will be frightened night and day, and you will not be sure of your livelihood. In the morning you will say, "Who can give back last night!" And in the evening you will say, "Who can give back this morning!" – for the fright of your heart that you will fear and the sight of your eyes that you will see."

- 10) Another example of prophecy is when God promised Abraham that He would return him to "this soil" (Israel).

Genesis / Parshas Vayeitzei / Chapter 28 / Verses 14-15

"Your offspring shall be as the dust of the earth, and you shall spread out powerfully westward, eastward, northward and southward, and all the families of the earth shall bless themselves by you and by your offspring. Behold, I am with you; I will guard you wherever you go and I will return you to this soil; for I will not forsake you until I will have done what I have spoken about you."

- 11) From Rabbi Yaakov Wolbe's Podcast Collection with Torchweb.org: Parshas Bo (Rebroadcast) on January 1, 2022.

<https://rabbiwolbe.com/parshas-bo-rebroadcast/>

Rabbi Wolbe said, "When the Jewish people left Egypt in the Exodus, in the ninth Plague of Darkness, they 'barrowed' all the Jewelry and valuables from their Egyptian neighbors."

Exodus / Parshas Bo / Chapter 11 / Verses 2-3

God pleaded with Moses saying:

"Please speak in the ears of the people: Let each man request of his fellow and each woman from her fellow silver vessels and gold vessels. God granted the people favor in the eyes of Egypt; moreover, the man Moses was very great in the land of Egypt, in the eyes of the servants of Pharaoh and in the eyes of the people."

Rabbi Wolbe said, *"Why does God have to plea with Moses to tell the Jewish people to take Egypt's wealth? Because earlier, (Genesis / Parshas Lech Lecha / Chapter 15 / Verses 13-14), within the 'Covenant between the Parts,' God told Abraham that the Jewish people are going to be enslaved for 400 years, and afterwards, 'they will leave with great wealth.' God was worried that he (Abraham in heaven) would protest and say, 'You fulfilled the first part of the prophecy because they were enslaved, but You did not fulfill the second part, that they would leave with great wealth.' And therefore, God pleaded with Moses to have the people get that wealth. The Jews were ready to leave IMMEDIATELY! They did not want to take the time to find all the Egyptian's wealth, but God told Moses to make sure they did.*

Many years later, there was an effort by Egypt to try to have some of this 'barrowed' wealth returned and Israel basically said, 'let's call this even.' This is restitution for the hundreds of years of forced servitude that the Jews were subjected to as slaves in Egypt."

- 12) The idea of "lost knowledge" discussed in this essay refers to a collective, permanent, societal loss, distinct from the individual knowledge attrition that occurs when personal skills fall into disuse. For example, my ability to perform manual long division is a form of personal knowledge I have neglected since relying on calculators, yet the knowledge remains accessible and could be readily relearned if required or desired.
- 13) From Rabbi Aryeh Wolbe Podcast Collection with Torchweb.org: Everyday Judaism - Ep. 77 - Ask Away! #24: Flowers, Flying on Shabbat & Reform Rabbis (The Q&A Series), November 30, 2025.

"Israel, for example, has the most unbelievable military, intelligence agency, and weaponry, yet, right under their noses, thousands of terrorists came across their border on October 7th, 2023. How does that happen? It happens when God chooses to remind us, 'don't think you know everything, have all the answers, or have all the power.' We need to be consistent in our connection with God, or He will 'wake us up.'"