



KEREN-SHEMESH

A MEMBER OF OGEN GROUP 

Keren-Shemesh was founded in 2005 on the premise that launching and running a small business can change a life: offering the path to financial independence, social mobility and growth. In fact, small businesses are the engine that drive Israel's economy, employing about 65% of the workforce and contributing 35% of Israel's GDP.

While Israel has many talented, hard-working and ambitious small business entrepreneurs, they face an uphill task. In particular, Israelis from the country's socioeconomic periphery often lack the management skills to succeed on their own. They require guidance, perspective and support in order to flourish.

Through personalized, expert mentoring and a broad set of tools, training, subsidized services, workshops and connections, Keren-Shemesh helps people to grow, establish or rehabilitate their business and become leaders in their local economy and community. Over the past 15 years Keren-Shemesh has coached over 4,000 entrepreneurs, recruited over 950 volunteer expert mentors and matches more than 500 small business owners with mentors each year.

Some 81% of the businesses set up by Keren-Shemesh entrepreneurs survive beyond 4 years (compared to a national average of 50%), generating both jobs for entrepreneurs and their employees throughout Israel, as well as income and stability for their respective families.

Keren-Shemesh is an independent arm of the Ogen Group, a not-for-profit social finance group dedicated to increasing financial opportunity and fairness in Israel. Keren-Shemesh was established by the Edmond J. Safra Foundation and is the Israeli franchisee of Youth Business International, a global network of expert organisations in over 65 countries supporting underserved young people to turn their ideas into successful businesses, creating jobs and strengthening communities.