

Zell Entrepreneurship Program

The Zell Entrepreneurship Program is a business creation platform for exceptional individuals, with the goal of shaping Israel's next generation of business leaders. During the transformative year-long program, Zell Fellows develop a business venture from concept to launch and boost their personal and professional development. The program combines a multidisciplinary approach and emphasizes hands-on learning, enabling fellows to develop skills while creating their own startups.

The admission criteria for the Zell Entrepreneurship Program include a demonstrated ability to lead, strong academic performance, and experience or familiarity in business or social entrepreneurship. Each year, after a rigorous selection process that spans several months to evaluate candidates' business leadership potential and entrepreneurial spirit, the faculty selects 20 outstanding individuals from hundreds of applicants. Starting with the 2025 cohort, the Zell Entrepreneurship Program will only accept individuals who have completed their undergraduate academic duties or are in their final year of graduate studies and are interested in extending their studies to participate in the Zell program.

The program includes the following components:

Venture Creation: At the heart of the program is the creation of a real venture. In the first part, participants analyze sectors, industries, and technologies, choose a venture idea, and form teams. Throughout the year, teams work to establish their startups by evaluating ideas, analyzing the business environment, validating product-market fit, building business models, and launching. Each team is supported by industry mentors and a board of faculty and business advisors.

Advanced Entrepreneurial Courses: As they build their ventures, participants take courses and workshops focused on entrepreneurship in areas like finance, budgeting, business models, marketing, strategy, product development, operations, branding, sales, legal, and tax topics.

Entrepreneurship Workshop: This workshop introduces participants to the stages of launching ventures through firsthand stories of success and failure. It includes a trip abroad with company visits, academic sessions at top institutions, and meetings with local business leaders, investors, customers, and partners.

Entrepreneurial Toolbox: This workshop equips participants with tools to manage, learn, and design their path as entrepreneurs. They explore team dynamics, vision setting, and conflict management, and develop skills in time management, communication, decision making, negotiation, and personal branding.

Upon graduation, fellows should have launched a venture, an international and local support network, and the confidence, resources, and mentorship needed to obtain their highest personal and professional development goals. The Zell journey is a lifelong commitment, extending beyond the program through the Zell alumni organization, which is dedicated to supporting alumni in their continuous personal and professional development.

The program was established thanks to a generous contribution from the late world-renowned entrepreneur [Sam Zell](#). Over the past 24 years, Zell alumni have established over 170 companies, of which more than 70 are currently active. More than 30 companies have been acquired, and 5 have become listed companies. Collectively, these companies have raised \$6.3 billion and created 7,000 new jobs.

For additional information visit our website at <https://www.runi.ac.il/en/special-programs/zell> or send us a mail at: zep@runi.ac.il

Program of Studies – Zell Entrepreneurship Program

Course Code	Course Name	Credits
3433	Concept Testing for Products and Service	2
3434	Marketing Strategy	2
3386	Venture Creation A	3
3385	Financial Thinking for Startups	1
3387	Venture Creation Field Study – B	3
3388	Business Modeling	1
3389	Startup Economics	2
6256	Entrepreneurial Strategy	2
6917	Entrepreneurial Toolbox	2
3942	Entrepreneurship Workshop	4
6255	Entrepreneurial Operations	2
	Total Semester Hours	24

Program Requirements

1. Starting with the 2025 cohort, the Zell Entrepreneurship Program will only accept individuals who have completed their undergraduate academic duties or are in their final year of graduate studies and are interested in extending their studies to participate in the Zell program. In rare cases, we may consider an exception.
2. Zell Fellows must complete all of the required courses for the program (24 semester hours.)
3. All applicants to the Zell Entrepreneurship Program should initially coordinate their curriculum adjustments and eligibility requirements with their school.