

# Gefen answers call ahead of PM's new start-up initiative

► Keren Rechtschaffen

WITH the economy still reeling from the financial crash in 2008, many businesses are feeling the pinch and unemployment figures are on the rise. The latest budget has tried to be the balm on the economic wound, with promises of easing restrictions on venture capitalist investments and creating enterprise zones.

The Prime Minister, David Cameron this week launched Start-up Britain, a scheme that has been set up to encourage people to start their own businesses. This new service will offer around £1500 in IT training and advertising. However, despite previous lack of Government support, hopeful entrepreneurs from the community have been given assistance through non-profit organisation TrainE – TraidE for a number of years and with immense success. Founded in 2006, TrainE – TraidE has provided hundreds of new businesses with much needed support. One new start-up that has benefited from TrainE-TraidE backing is Jet Virtual, a personal answering service run by Daniel Gefen. Jet Virtual provides other businesses with a personal assistant at the end of a line as well as virtual offices. Calls that go unanswered at the business end are relayed to Jet Virtual where a personal receptionist will take your calls and messages and will pass

them on to you by email.

This saves costs on hiring a secretary or office, but still provides a professional service. Mr. Gefen explains that this



Daniel Gefen of Jet Virtual

concept came to fruition with the help of Shraga Zaltzman of TrainE-TraidE. "I had a few ideas and thought I should go somewhere to get some advice. I discussed them with Shraga, who dismissed some straight away and then decided that Jet Virtual was the best option." TrainE-TraidE provides Mr. Gefen with continued support in the form of office space and a personal mentor, Mr. Gavin Ucko, of the Happy Puzzle Company, who he meets once every fortnight. Asked what he thinks of the new Government initiative, Daniel says, "It sounds like a good idea but I don't know the small print – there are no free lunches. However, this is one-off assistance and TrainE-TraidE gives continued support, which is more important."

"Something that is always stressed at TrainE-TraidE, is that if you give a man a fish feed him for a day; teach him how to fish and with Hashem's help you feed him for life." Mr. Gefen fully appreciates the work TrainE-TraidE does for the community and explains that they provide other services too. "TrainE are amazing and more businesses should take advantage of them. They also provide training for other professions and in a Jewish environment."

As far as Jet Virtual is concerned, the numbers are going in the right direction. "Our monthly income has gone up 30% and its looking very good." David Cameron take note!

## Silver thefts from North West London shuls

► Dina Rosell

AROUND £20,000 of silver religious items have been stolen from Shuls across the Borough of Barnet in what seems to be the work of an organised gang. Golders Green shul in Dunstan Road, Sadigur and Ohr Chodosh all suffered losses of valuable religious artefacts on various dates between 15<sup>th</sup> January and 17<sup>th</sup> March. Thieves stole mostly ornaments used

to decorate Sifrei Torah, including two solid silver breast plates, three solid silver pointers, two solid silver crowns and three sets of solid silver bells. They also made off with 3 sets of five branched candelabra, a large becher one foot long and several small silver bechers as well as two silver trays and a silver chess set. The robbers clearly knew what they were looking for since silver is currently commanding top prices.

Police have requested that they should be notified immediately in the event that any of these objects are offered for sale within the community. DC Paul Richardson of Barnet CID said, "We have liaised closely to ensure that places of worship are aware that these criminals are active. But it is important that the local community is also given the information, so police can be alerted if this property is being circulated. If people give

us information we do all we can to ensure that this property is returned and those responsible brought to justice."

Anyone who recognises the robbers from CCTV images or is aware of any of the religious items being offered for sale should contact police directly on 0300 123 1212 or phone CrimeStoppers on 0800 555 1111, quoting reference 2401181/11.

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