SDG BLOCKCHAIN ACCELERATOR

MENTORSHIP FEEDBACK FORM

Mentorship Report: Atlas Ledger

Mentor: Yoram Ben Zvi
Team: Atlas Ledger
Number of Sessions: 2
Dates: September 4, 2026 – September 26, 2026

Executive Summary

The mentorship engagement between the *Atlas* team and mentor *Yoram Ben Zvi* focused on strengthening the team's strategic direction, clarity of value proposition, and market positioning. Over the course of two sessions, significant progress was observed in defining project focus, improving communication materials, and enhancing readiness for pilot development. The mentorship played a pivotal role in helping the team transition from an early conceptual stage toward a structured, market-aligned roadmap.

Session 1 – Baseline and Initial Guidance (September 4, 2026)

Overview:
The first mentorship session served as an introductory and diagnostic discussion. The mentor assessed the team's composition, project maturity, and immediate challenges. At this stage, *Atlas* demonstrated strong passion and complementary skills but lacked a clearly defined strategic focus and a coherent go-to-market model.

Key Discussion Points:

- Presentation of the team's current status, goals, and conceptual framework.

- Brainstorming around the project's business model and strategic direction.

- Identification of major gaps in clarity, positioning, and full-time commitment.

Key Observations:

- The *Atlas* team comprises individuals with diverse yet complementary competencies, fostering a balanced foundation for innovation.

- Members exhibited high enthusiasm and alignment with SDG-driven impact goals.

- However, the project was still in a formative phase, with no member yet fully dedicated full-time, which limited execution velocity.

Mentor Recommendations:

- Refine and focus the project's core value proposition.

- Align messaging across presentation materials (pitch deck) and digital assets (website).

- Strengthen internal alignment around short-term deliverables and accountability.

Action Items for Next Session:

1. Redefine focus and project pitch based on refined objectives.

2. Align presentation and website narratives for coherence.

3. Identify potential pilot structure or proof-of-concept opportunity.

Engagement Evaluation (1–5 scale):

- Openness to Mentorship: 4

- Preparedness: 3

- Responsiveness: 4

- Implementation of Feedback: 3

- Team Collaboration: 5

Session Summary Evaluation:
The mentor identified *Atlas* as a promising early-stage team requiring structured support to translate ambition into actionable plans. The group's openness to feedback and collaborative spirit established a strong foundation for further mentorship engagement.

Session 2 – Progress Review and Strategic Refinement (September 26, 2026)

Overview:
The second mentorship session focused on assessing progress made since the initial meeting and deepening the discussion around go-to-market strategy and pilot readiness. The team presented updated materials, including a revised pitch deck and improved website, reflecting substantial progress within a short period.

Key Discussion Points:

- Review of progress against prior recommendations.

- Evaluation of refined project narrative and communication approach.

- Discussion of next-stage requirements: pilot execution and business validation.

Key Observations:

- The team demonstrated tangible progress, showing greater focus and coherence.

- Their updated presentation was clearer, more impactful, and effectively conveyed the project's mission.

- Proactive response to feedback and improved articulation of objectives indicated strong mentor-mentee synergy.

Mentor Recommendations:

- Define a clear pilot plan and structured go-to-market approach.

- Establish a verifiable business model supported by SDG impact metrics.

- Develop a phased implementation timeline aligned with measurable milestones.

Action Items for Next Session:

1. Outline pilot and partnership validation pathway.

2. Refine business model, emphasizing traction-building activities.

3. Strengthen impact measurement and reporting components.

Engagement Evaluation (1–5 scale):

- Openness to Mentorship: 5

- Preparedness: 4

- Responsiveness: 5

- Implementation of Feedback: 5

- Team Collaboration: 5

Session Summary Evaluation:
The mentor commended the *Atlas* team for its rapid progress and proactive attitude. Despite being in an early development stage, the team showcased strong adaptability and capacity to implement strategic feedback. The next focus areas should include defining the pilot scope, validating the business model, and ensuring long-term sustainability mechanisms.

Mentor's Overall Reflections

- *Atlas* has evolved notably between sessions, showing maturity in communication and focus.

- The team's proactive nature and openness to mentorship are major strengths.

- Continued guidance is recommended in refining their operational model and confirming pilot execution readiness.

- With consistent mentorship and alignment on deliverables, *Atlas* demonstrates high potential for sustainable continuation.

Overall Outlook:
Promising – The team has shown strong learning agility and measurable improvement, suggesting a positive trajectory toward successful pilot execution and impact realization.

Post-Accelerator Continuation:

The *Atlas Ledger* team and mentor have mutually agreed to continue collaboration beyond the accelerator phase through post-accelerator ongoing support, ensuring sustained progress, deeper business validation, and long-term impact alignment.