



Board and Strategic Advisors:

Currently our Advisory wants to remain anonymous as they are part time positioned and holds other positions.

Board profiles:

- Business - “S” responsible for Business, Vision & Strategy.
- Regulatory & Compliance (KYC\AML) - “Y” Intelligence expert veteran (8200 and Sigint - Police).
- Algorithms & RNG - “L” expert in algorithms and random systems.

Why This Team Can Win

AMESA combines product leadership, technical execution, business development, and legal/compliance expertise. The core capabilities required to build and scale a regulated iLottery and real-world asset platform

Team responsibility

Area	Owner	Backup / Support
Product Strategy	CEO	CTO/Tech Lead
Business Development	Business Co-Founder	CEO
Legal/Compliance	Legal Partner	CEO
IP EPO Pending	Legal Partner	CEO
MVP Development	R&D	Dev Team
Fundraising	CEO	Business Co-Founder
AML/KYC Flow	Legal + Product	CEO



TECHMIND



Shlomi Ben-Avraham | Engineering Leader & Operational Strategist CEO, AMESA Co-Founder

Electrical & Computer Engineer (B.Sc) | Elite Intelligence Veteran | Israeli Premier League Official

Executive Summary

A battle-tested R&D leader with over 15 years of experience building and scaling complex, distributed systems. Combines the technical rigors of Elite Intelligence Units (8200/990/81) with the high-stakes, real-time decision-making of a Premier League Referee. Proven track record of managing multi-national teams, leading Big Data migrations of hundreds of millions of records, and transforming startups into Agile powerhouses.

Core Pillars of Leadership

1. Elite Technical Architecture & Big Data Scale

- Massive Infrastructure: Currently overseeing ~70 microservices and multi-distributed systems utilizing nearly a dozen database types.
- High-Volume Processing: Architected B2B/B2C systems capable of handling 125K messages per hour per container.
- Global Systems: Led the development of national-scale ABIS systems for foreign governments and the Israeli Prime Minister's services.

2. High-Pressure Operational Management

- Israeli Premier League Referee: 26 years as an Israeli Premier League Referee, managing complex "Event" ecosystems involving police, fire services, and high-pressure crowds.
- Crisis Decision-Making: Expertise in making definitive, high-stakes decisions in real-time under extreme public scrutiny.
- International Team Leadership: Mentored and managed five distinct global teams simultaneously, across regions including Georgia, Jamaica, and **Singapore**.

3. Strategic Business & Team Growth

- Agile Transformation: Expert at transitioning organizations from "Startup Chaos" to structured Agile/SCRUM methodologies.
- Executive Alignment: Works directly with VP R&D and C-suite levels to translate business interests into technical execution.
- Mentorship: Deeply committed to professional development, currently mentoring QA, DevOps, and FE/BE engineering teams.

Technical & Academic Foundation

- Education: B.Sc. in Electrical & Computer Engineering, Ben-Gurion University (Expertise in Control & Computer Sciences).
- Intelligence Background: Veteran of elite units (8200, 990, 81), applying specialized methodology to private sector innovation.
- Tech Stack: Expert in .NET Core, Python, Java, and modern JS frameworks (Angular/React).

"Success in high-scale environments requires more than code; it requires honesty, reliability, and the ability to expect and manage the unexpected."



Tally Eldad

CPO, AMESA Co-Founder

End-to-End Execution & Strategic Resilience

I am a builder and a problem-solver by nature, with a career built on the foundation of taking complex visions and turning them into reality, regardless of the obstacles. With nearly two decades of experience spanning high-scale operations and technology management, I specialize in leading projects from inception to completion with a "zero-failure" mindset.

Navigating Change & Identifying the Next Frontier My career trajectory is a testament to my ability to read the market and adapt. For 12 years, I managed massive productions, overseeing multi-million dollar budgets and diverse teams. When the COVID-19 pandemic disrupted the global production industry, I didn't just wait for the storm to pass, I identified the shifting global landscape and pivoted into the tech sector. This transition wasn't just a career move, it was a strategic adaptation. I have the unique ability to anticipate global needs, recognize where the world is heading, and weave my operational expertise into the next "big thing."

The Core of My Leadership: Values & Execution

- **Unwavering Resilience:** Having managed dozens of high-stakes live events and large-scale tech teams, I am "crisis-proof". I manage breakdowns with composure, ensuring that the project remains on track and the team stays focused.
- **Rapid Mastery & Deep Research:** I am a relentless learner. Whether it's a new regulatory framework or a complex technical challenge, I dive deep into the research, mastering the necessary knowledge at lightning speed to ensure the venture's success.
- **Execution Without Fear:** I take full ownership of the product lifecycle. From the initial roadmap to the final delivery, I push through the "noise" of the business world with hard work and a data-driven approach.
- **Grounded Growth** My journey is fueled by a commitment to mental and spiritual development. As a yoga instructor, I bring a level of mental clarity and emotional intelligence to my leadership that allows me to lead through the "ebbs and flows" of the startup world with a steady hand.
- I don't just manage products, I drive them forward. I am ready to take this venture to its peak, leveraging my grit, technical understanding and the ability to turn challenges into profitable opportunities.

"I provide the disciplined, high velocity leadership and battle tested resilience required to translate complex market shifts into a "zero failure" reality, ensuring this venture scales with both strategic precision and uncompromising operational grit."



Dror Granot | Chief Technology Officer (CTO)

Expert Architect | AI Strategist | Full-Stack Technical Leader

Executive Summary

A results-driven technology leader with over 7 years of experience architecting high-performance SaaS solutions. Currently serving in the **CTO Office at Amital Data**, I specialize in modernizing legacy infrastructures, integrating cutting-edge AI/LLM technologies, and leading cross-functional teams to deliver global-standard products.

Core Pillars of Technical Leadership

1. Advanced SaaS Architecture & AI Integration

- **Future-Proofing Systems:** Expert in architecting scalable SaaS solutions for B2B, B2C, and B2G markets.
- **AI & LLM Strategy:** Specialized in the strategic integration of Large Language Models and AI tools to accelerate development and enhance product quality.
- **Cloud & DevOps Excellence:** Orchestrates complex deployments using Microsoft Azure, Docker, Kubernetes, and automated CI/CD pipelines.

2. Full-Stack Mastery & Performance Engineering

- **Front-End Modernization:** Leading-edge proficiency in Angular (9-17+) and React (17+), focusing on performance and user experience.
- **Robust Backend Frameworks:** Extensive experience building scalable APIs using Node.js (NestJS/Express) and .NET (7+, Core, Framework).
- **Database Optimization:** Expert in PostgreSQL and MSSQL query optimization to ensure high-speed data retrieval and system efficiency.

3. Strategic Tech Leadership

- **Technical Lead Experience:** Served as R&D Front-End Tech Lead, managing global standards and cross-team compliance.
 - **Team Management:** Proven track record of leading developer teams through complex feature builds and remote mentorship.
 - **Operational Synergy:** Collaborates directly with backend and DevOps teams to streamline data flows and development lifecycles.
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Academic & Technical Foundation

- **Education:** M.Sc. in Computer Science (In Progress); B.Sc. in Computer Science (GPA: 88).
- **Core Stack:** JavaScript, TypeScript, .NET, Node.js, and Azure Cloud Services.
- **Methodologies:** Expert in Cypress automated testing and modern refactoring standards for codebase maintainability.

"Bridging the gap between ambitious business vision and technical reality through AI-driven innovation and uncompromising architectural standards."