

An abstract graphic in the center of the page depicts two intersecting, glowing purple elliptical orbits. Several small, bright blue and white star-like points are scattered around these orbits, with a few appearing to trail off, suggesting motion or a celestial theme.

The premier **Web3**
social platform
for communities
and their champions

Connect | Engage | Transform



We believe in a world where communities get to unleash their true potential through working, sharing, and playing with a customized platform they own

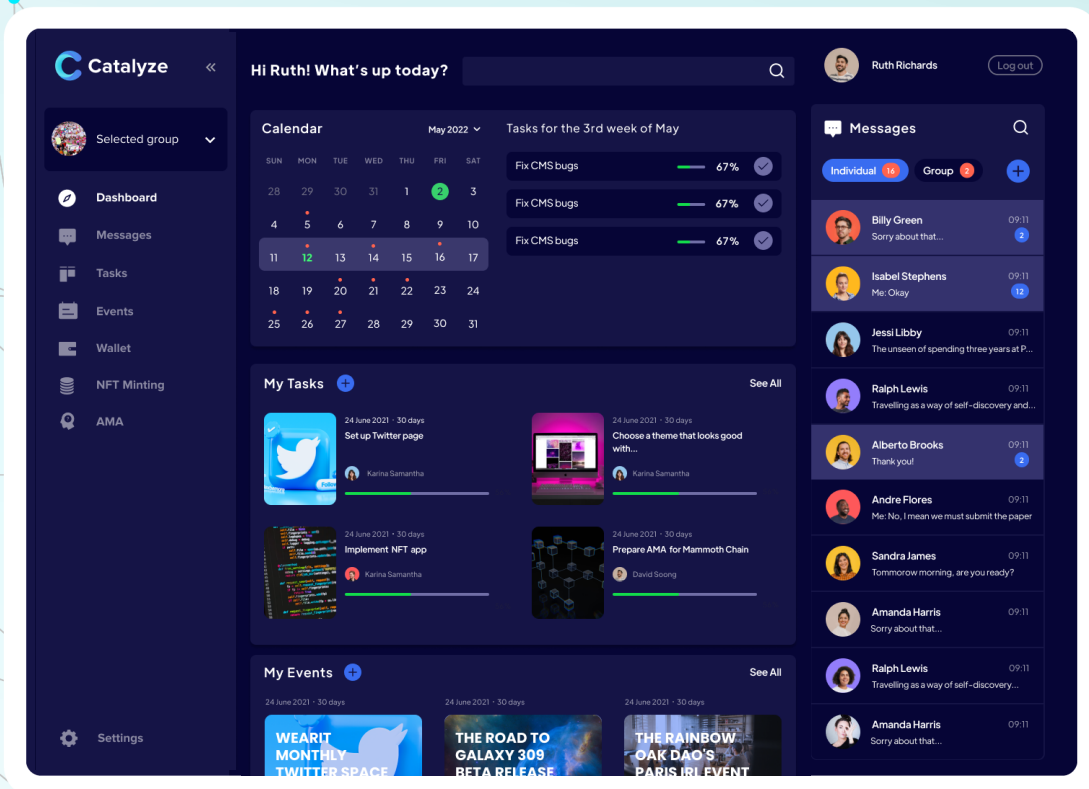
In a world where social platforms have grown into monopolistic and data mining ecosystems, online communities and their members have gradually been deprived of their ability to evolve in safe and welcoming environments.

Fortunately, the Web3 revolution provides a unique opportunity to create a new paradigm where communities get to thrive on customizable and decentralized platforms they truly own.

Indeed, SocialFi is the door to Web3's mainstream adoption and will be one of the main pillars of its golden age.

Surely, decentralized social platforms and their numerous advantages in terms of incentivization and user experience will bring thousands, if not millions, of new users to Web3 ecosystems.

Furthermore, Web3 projects have been on the lookout for community-building platforms that genuinely correspond to their ethos and values. These various communities, ranging from NFTs to gaming, have been stuck with unfit-for-purpose Web2 platforms such as Discord, mostly due to the lack of a coherent offer from the Web3 world. We believe it is time for a dedicated Web3 SocialFi platform to cover this significant market gap.



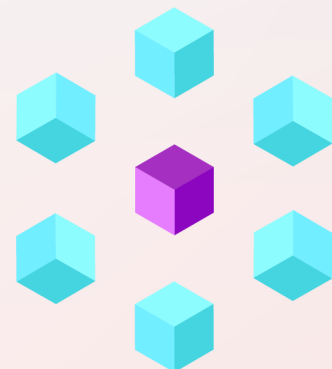
Catalyze is a Web3 SocialFi platform focused on **community development, trust, truth, and engagement**

We are a premier Web3 SocialFi platform where communities and individuals connect, engage, and communicate in a tokenized and incentivized environment. A fundamental SocialFi structure and a focus on user data ownership make Catalyze the perfect home for communities.

A next-gen SocialFi experience

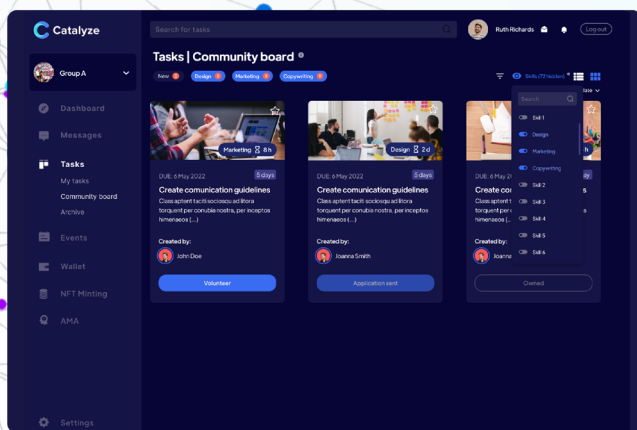
We are at the heart
of the Social networks revolution

SocialFi is the revolutionary movement that will bring mass adoption to Web3, and Catalyze is proud to be leading the way. A subtle blend of decentralization, finance, and social tokenization will offer a unique incentivized experience to individual members and communities. Indeed, the incorporation of both Engage-to-Earn (E2E) and Connect-to-Earn (C2E) layers will allow community members to do what they do on Web2 counterparts but get rewarded for their in-platform activities.



The power of Web3

Catalyze thrives at unleashing the full potential of communities through innovative use of technology



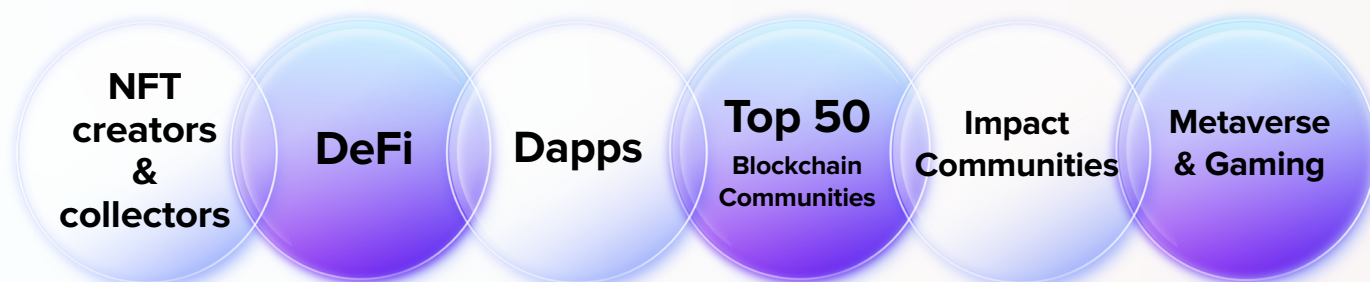
A refined and user-friendly design, combined with the best of Web3, makes Catalyze a one-of-a-kind experience. Shifting data ownership back to community members, as well as decentralizing governance, is at the core of what we do. Our ambitious “no-compromise” policy on user experience will help us reach parity with, and go way beyond, existing Web2 platforms.

Supporting our Web3 champions

Because Web3 communities deserve a platform that is customizable to their needs

Whether it is an up-and-coming NFT project, a gaming community, or a Dapp looking to build awareness around its product, all Web3 communities deserve a community-building platform that corresponds to their ethos and values. The current Web2 offering does not meet these requirements, and it is time for a dedicated platform to cover this significant market gap.

A refined and user-friendly UI, strong Web3 partners, and a targeted sales strategy will help us onboard communities from these various Web3 ecosystems.



A place for everyone

Crypto shouldn't be a halt to mass adoption

We know that moving a community from one platform to another is not always easy, and we believe Catalyze should be accessible to all.

Easy signup

Internet ID, Google ID, 3rd Party Wallets

Moonpay, DEX Integration

Multiple Wallet

(multi-chain wallets)

More than just a platform

Enhancing a community's potential can only be achieved through providing group leaders with appropriate metrics

Nowadays, a group's health is generally evaluated through the number of its members, which, in our view, does not reflect its true impact. At Catalyze, we believe there is a lot more data that should be made accessible to community leaders. Indeed, through the concept of Minimal Viable Community (MVC), the platform will propose a customized set of Key Performance Indicators through user-friendly and evolving dashboards.

The goal is to provide community managers with real-time and granular data on the level of engagement of their communities. With data in hand, community managers will be able to drive their groups forward,

implement targeted campaigns, and keep people focused on key objectives. In this way, communities will move from a "give away" mentality of engagement to "shared purpose" and "shared benefit".

In this pursuit for metrics, Web3 wallets will come in as powerful data mining and experience management tools. Wallet data will assist Catalyze in providing a contextualized user experience through an evolving user interface. In this way, wallets will serve as a source of record and as a customization tool to deliver an individual experience tailored to the needs of each group.

Enhancing collaboration through integration

Because community management should always be a fun experience

Catalyze will provide a safe, calm, and welcoming space for communities and their leaders. We have heard of community managers burning out way too many times, and this has to stop. Indeed, we do not believe that the current system of using up to 9 platforms to manage a community is feasible in the long run, and we are focused on

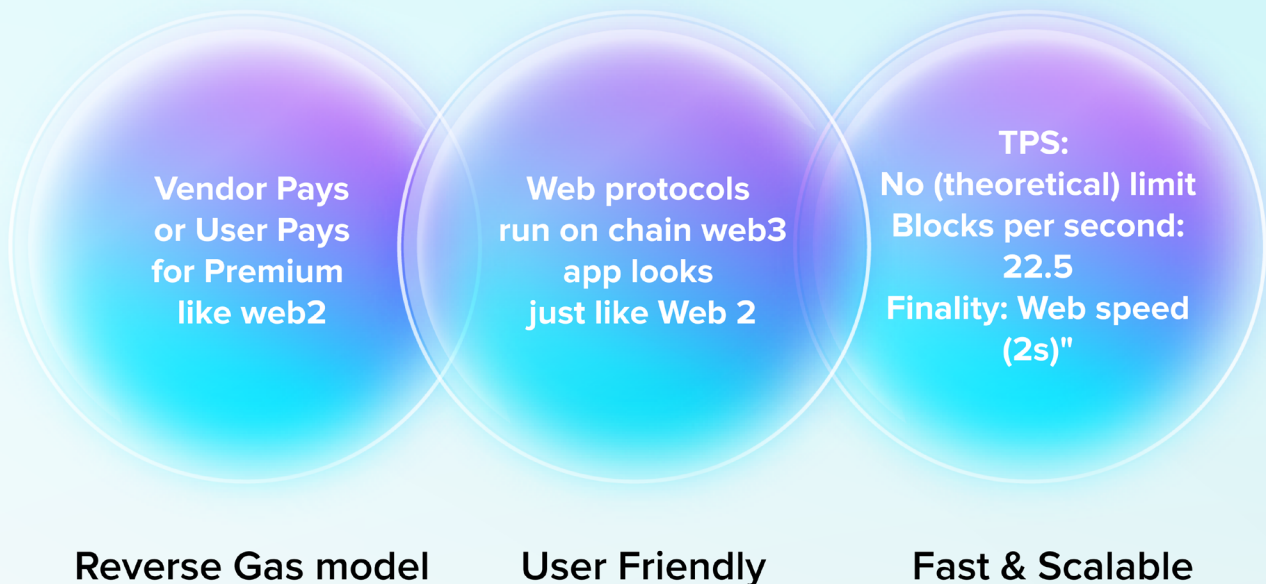
helping these champions simplify their lives. We also believe in creating self-sustaining communities allowing community champions to focus on the road ahead versus getting overwhelmed by day-to-day operations. We are in the business of transforming audiences into vibrant communities, which can only be done through simplification and integration.



The future is multi-chain

Catalyze initially runs on  D F I N I T Y ...

Dfinity's Internet Computer is fast, reliable, and allows for low/no-cost transactions



... and will scale up with connections to other strategic players

Catalyze will make the most of a multi-chain approach meant to drastically boost the platform's reach. The platform will also enable secured connections to several other key players in this environment, such as Polkadot, Cosmos, Cardano, Solana, Polygon, and Near. This will be achieved through leveraging Parity's Substrate and Ignite's IBC along with technology coming from Dfinity (for Ethereum and Bitcoin integration).



Tokenomics

A top-notch ecosystem for **thriving communities**

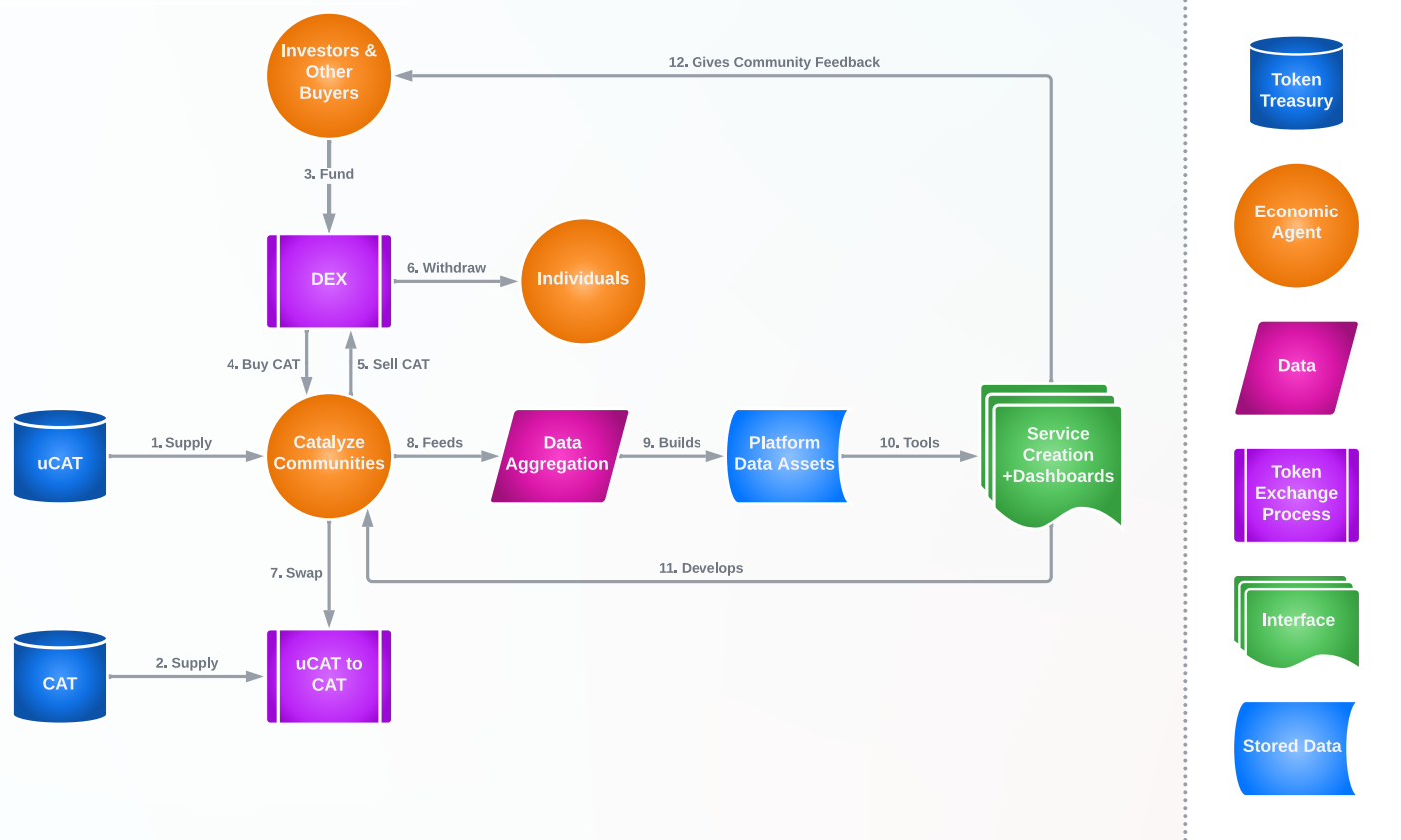
The Web 3.0 environment is by nature remote and decentralized, and the regular methods of establishing and managing trust in a group setting through in-person interactions do not apply. This means that trust establishment and trust enforcement are based on data interactions and rating and accounting systems that are built on top of these datasets.

This is not particularly new. In a Web 2.0 environment, data plays an extensive role in establishing, for example, the suitability of advertising content delivery. However, here

the trust dynamic is between the platform and its clients and not between the platform and the user. Our goal is peer-to-peer trust construction within a community and identification and remuneration trust that can be built between the platform systems, smart contracts, and the internal communities that use the platform.

The tokenomics is intended to inform and support this through several incentives and disincentive mechanisms that affect governance, exchange of value, identity management, and reputation management.

Catalyze Token System Model



\$CAT: A governance token to empower communities

The \$CAT governance token is the primary incentive tool for managed global governance and micro-governance within the ecosystem.

Escrowed at the community level in order to support the compliance with platform and community policy requirements.

Used in spam prevention and spoofing through the imposition of transaction costs on high volume, and high priority messaging.

On-ramp for premium platform functions (managed services, moderation, advanced tools and community analytics.)

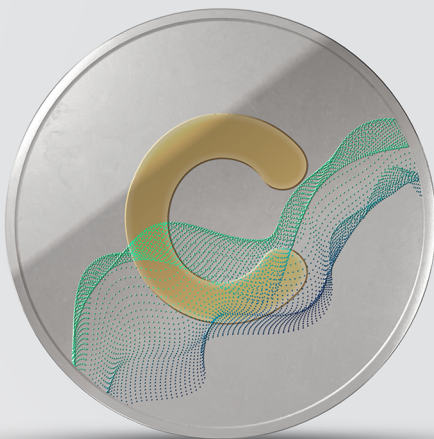
In micro amounts to facilitate polls, votes and proposal creation within communities. Imposing minor transaction costs means that spurious proposals are less likely.



Staked/locked at community level in order to back monetised (tokenized) communities that have their own treasury and use the app to manage payments to members.

\$uCAT: the driver of an **active and involved community**

The secondary token in the ecosystem is used as an accounting mechanism and is entirely internal to the ecosystem, so not traded on any external exchanges. This token, called \$uCAT, measures the utility value of interactions and exchanges between users.



Creates a simple signaling paradigm that makes it easy for the community member to gauge the relative value of a task and the in-house “kudos” that it will earn.

Can be allocated as “tips” or “burned” through a reputation management system. This starts off as in-house token recycling, but also acts as a signaling source for the things that members value within communities.

Can be transferred amongst members and converted into CAT. For more urgent, high value tasks community managers would use CAT directly, but uCAT will be ideal for distributed tasks that are about reputation building incentives.

Trust Mechanisms:

helping communities evolve in a trustful and safe environment

The most difficult problem to resolve within decentralized and remote communities is the “who to trust” question. Members, for example, in NFT communities have no direct access to one another apart from through a screen or community common spaces. But people do cooperate through the internet and have done so for years.

Reputation Signaling

Reputation signaling plays a large part in trust-building. On a social media platform like LinkedIn, pushed content and user profiles act as trust signaling, and these signals affect search and recommendation patterns. In a Discord environment, where the equivalent of a LinkedIn post is a message or conversation in the community chat, these user signals are lost. From the community manager side — competency signals and contribution signals are also critical. So, our goal is to find ways to catalog and record these elements of subjective feedback within the platform.



Identity management using wallet addresses

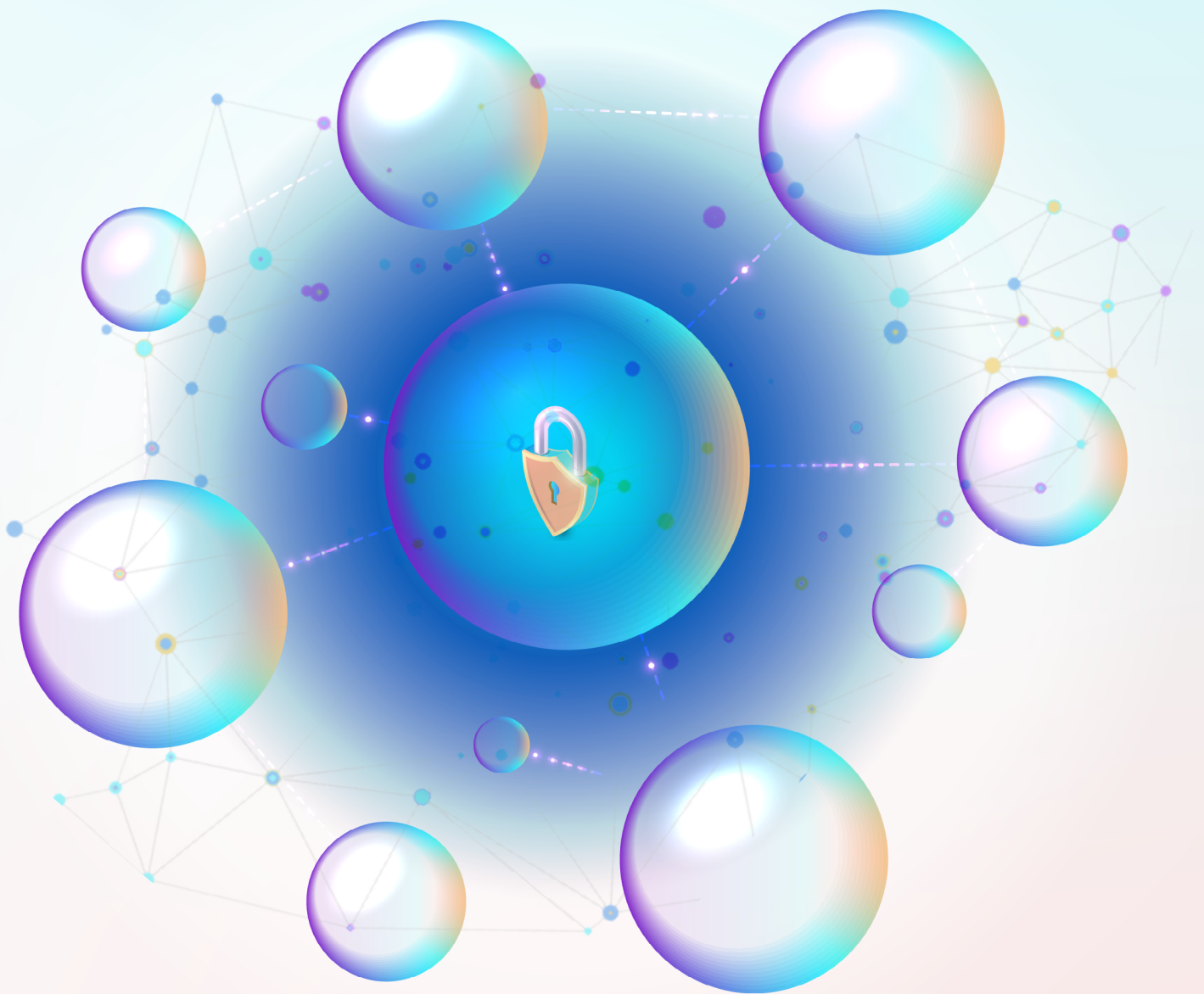
This allows us to use wallet contents as a means of storing behavioral signals. For example, if a Proof of Attendance Badge that is issued when a user joins an AMA session is a direct way of gauging participation from community members.

NFTs help building up participation history, allocate roles and permissions to users

A key idea is systematized and ‘gamified’ trust pathways that help to signal to community managers and members reliable and consistent participants.

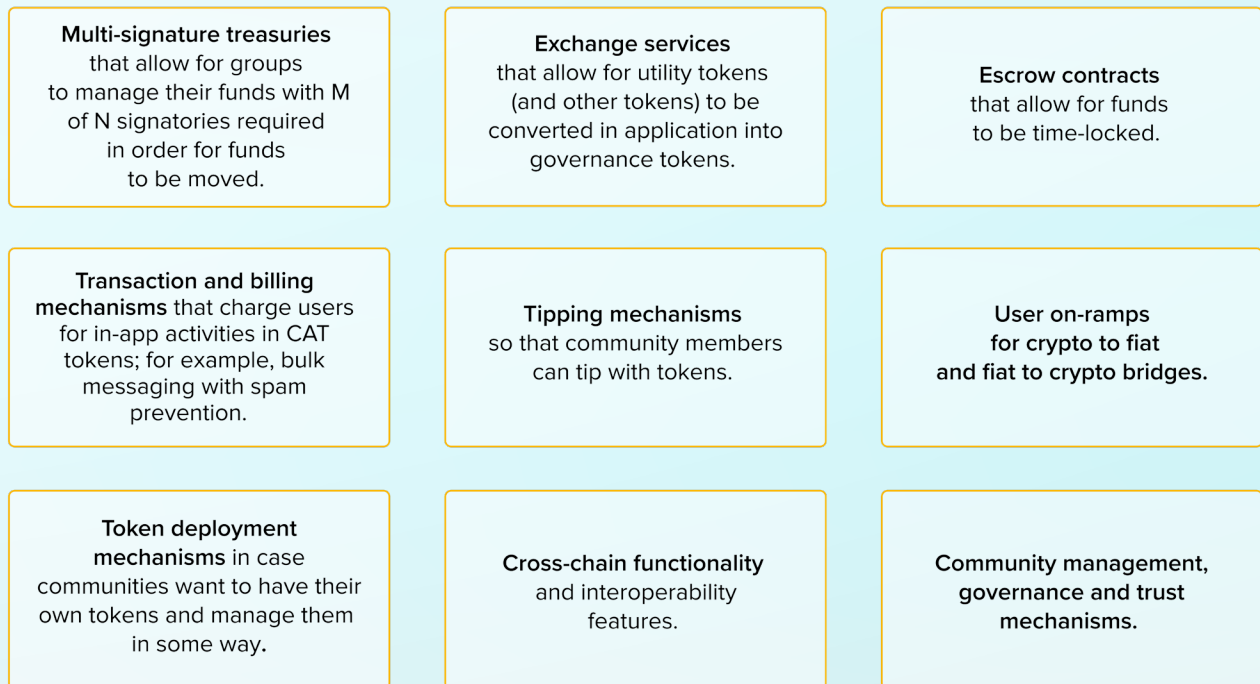
Preventing the spread of misinformation

A second aspect relating to trust is that to have trusted systems, the system also has to self-regulate the spread of misinformation. A simple example of this is a fake/malicious link say, an NFT mint that propagates through a community. Users can be easily duped into thinking this is an official link with websites easily spoofed. On the other hand, a credential system that requires official messages to be signed by an authority that has the authorization to do so is an easy way to prevent this. Of course, if the credential holder is compromised, misinformation can still spread, but this is the best that can be done at a system level.



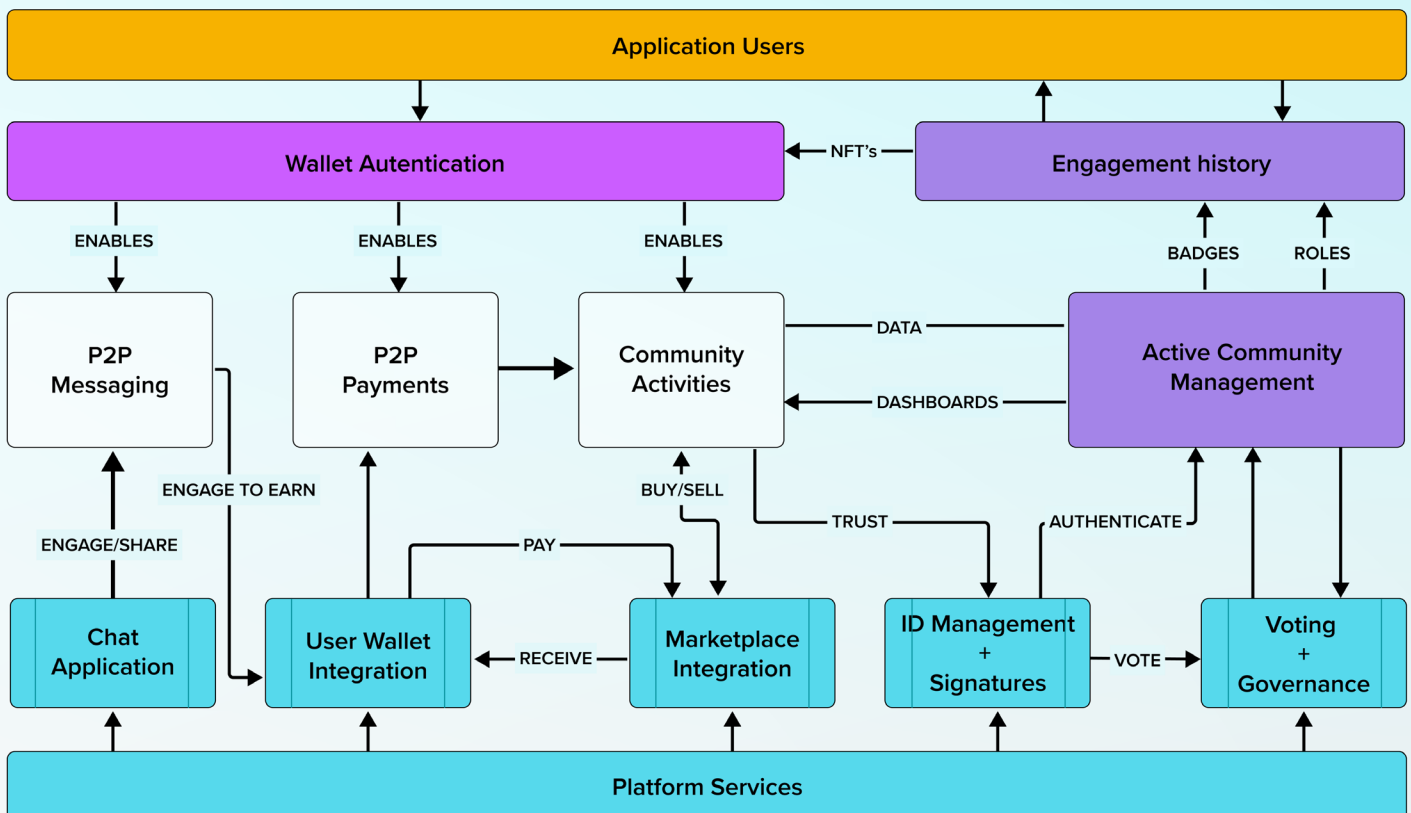
Smart contracts: Automating a complex ecosystem

To implement this architecture, several different smart contracts are required.



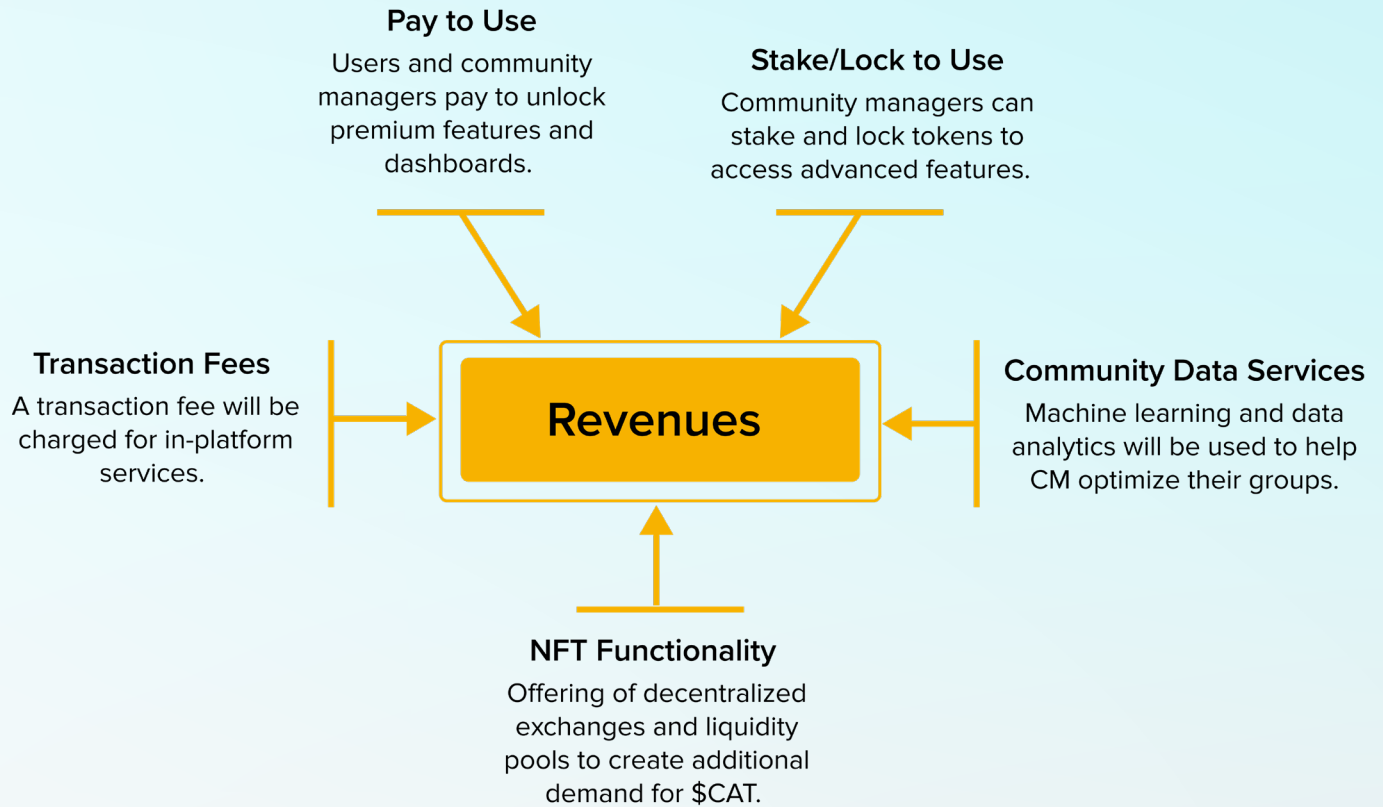
This is non-exhaustive, and the main aim is to wrap a financial architecture built with Web 3.0 into a communication tool and community management service. Over time the goal would be to allow communities to manage themselves in a decentralized space with similar (if not better) functionality than they would achieve with the TradFi/Legal system models that are used for standard real-world governance.

Catalyze: An **overview**



Catalyze Revenue Model

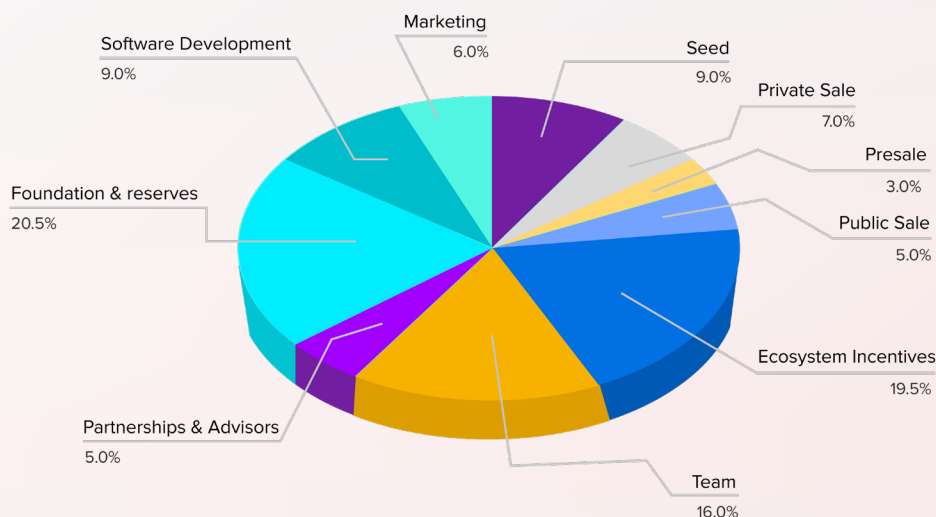
Catalyze is a financially sustainable platform. Our revenue model is to use a blend of in app transaction fees, access to premium features (pay-to-use or stake-to-use) and data services to guarantee the platform's financial viability. Further, as we attain scale amongst Web3 natives 3rd party marketplace, and platform integrations will be a key driver of each of these revenue streams.



Token Allocation

Token Distribution Model

The \$CAT token is the only token that will be exchange-listed. The figure below shows the current token distribution model.



Funding

A maximum of 24% of the total supply will be allocated for funding purposes. The objective is to assure the project's financial sustainability in the long run.

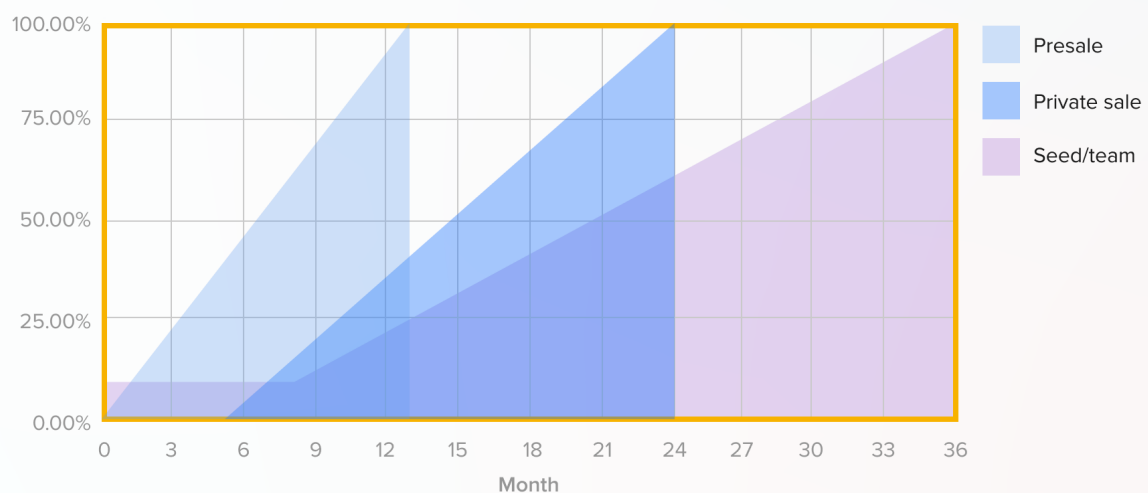
Token pricing

| Round | Percentage | Raise Amount | Tokens Released | Token Price |
|--------------|------------|--------------|-----------------|-------------|
| Seed | 9.00% | \$ 861,111 | 8,611,111 | \$ 0.10 |
| Private sale | 7.00% | \$ 2,100,000 | 7,000,000 | \$ 0.30 |
| Presale | 3.00% | \$ 2,100,000 | 3,000,000 | \$ 0.70 |
| Liquidity | 5.00% | \$ 4,250,000 | 5,000,000 | \$ 0.85 |

Token distribution timeline

| | Locked (Month) | Vesting (Months) |
|---------|---------------------------------|------------------|
| Seed | 10% upfront and 9 months locked | 27 |
| Private | 6 | 18 |
| Presale | 1 | 12 |

Token vesting schedule



This is non-exhaustive, and the main aim is to wrap a financial architecture built with Web 3.0 into a communication tool and community management service. Over time the goal would be to allow communities to manage themselves in a decentralized space with similar (if not better) functionality than they would achieve with the TradFi/Legal system models that are used for standard real-world governance.

Our Roadmap



Phase 1: Initiation

- Build core communications platform with Web2 parity
- Build task and events engine
- Engineer data architecture, user/group identity, and security models
- Complete V1 UX/UI for Desktop



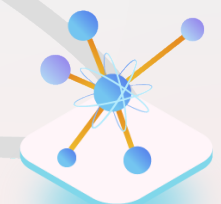
Phase 2: Activation

- Beta version launched
- Implementation of NFT marketing integration & NFT support in app
- Catalyze Wallet & 3rd Party Wallet Integration (Dfinity Ecosystem)
- V1 of platform tokenomics model published.



Phase 3: Reaction

- 3rd party integration
- Tokenomics implementation as credit system (for user feedback testing)
- NFT badging, ticketing, and achievement support



Phase 4: Diffusion

- Community to Community Integration
- Catalyze on Mobile (IOS & Android)
- 3rd Party Platform Integration (e.g. Entrepot, Modclub, Nuance, etc.)
- Tokenomics Smart Contracts



Phase 5: Catalyzation

- Multi-chain dispersion (DOT, COSMOS, Solana, Polygon, Cardano)
- Staking and Liquidity pooling for project/community funding
- DAO Creation & Sub-DAO Tooling
- On-chain chat engine V1

Meet the **Founders & Leadership team**



Ray Laracuenta

CEO, Founder

- 20+ year @Gartner Inc.
- Veteran researcher in collaboration software technologies



Johann Hartmann

COO

- Formerly @ World Economic Forum (WEF).
- Experienced operations and sustainability professional.



Benjamin Everard

Engineering Director

& PMO, Founder

- Seasoned full-stack developer and agile project manager.
- Experienced in both Web2 and Web3 development initiatives.



Viroshan Naicker, Ph.D

Tokenomics lead

- Mathematician and blockchain researcher.
- Specializes in advising startups on tokenomics.



Remco Sprenkels

Senior Blockchain Developer

- Full-stack developer fluent in React and .Net platforms.
- Well-versed in the coding of smart contracts.
- Rust, Motoko and sustainability professional.



Mo Ashouri, Ph.D

Senior Blockchain Developer

- Back-end blockchain developer. Rust, Go, Solidity
- Blockchain Code Audit Expert.
- IPFS and other blockchain storage expertise.



Meet **the team**



Ana Gonzalez

Marketing and Social Media Lead



Sidharth Yadav

Mobile/Full Stack Developer



Anna Krawczyk

UX/UI Designer



Jiri Libal

Community Manager

Meet our **advisors**



Frank Nankivell

Head of Technology
@DDX Asia



Nikhil Gupta

CTO @Blockasset



Mohamed Ezledin

Tokenomics Lead
@Animoca Brands



Ondrej Libal

Founder
@ Dragon Labs



John Maccorman

Executive Advisor
@Infotech



Jaime Abramowich

DAO Treasury Ecosystem
Development
@ Windranger Labs



Bob Bodily

Founder & CPO
@ Toniq Labs



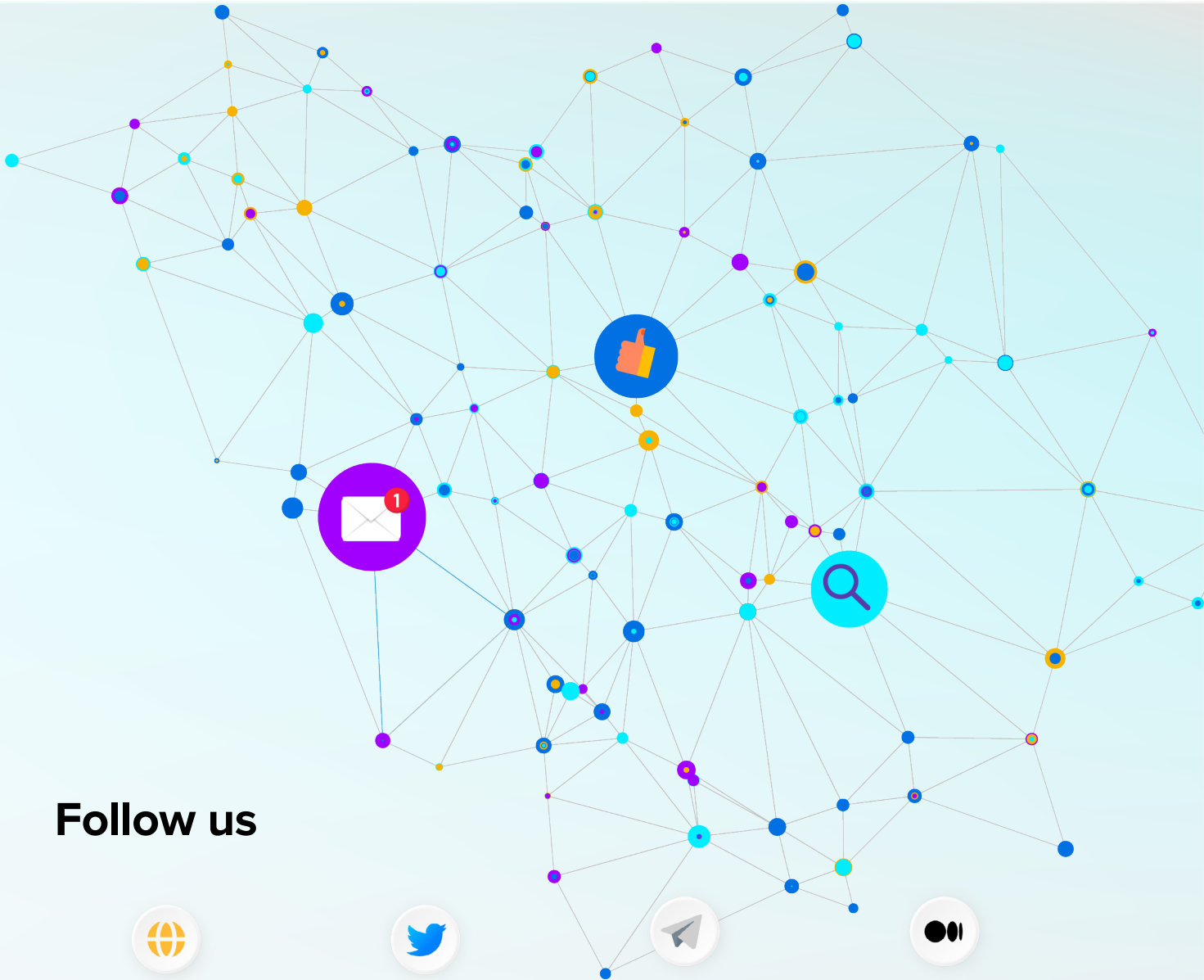
Meet **our partners**



Our **Investors**



and **Angel** investments from key industry leaders and community members



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investors@catalyze.one

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