



CATALYST

Creating digital content marketplaces out of millions of consumers

Catalyst is an open and distributed protocol for games, movies, music and books. With hundreds of developers and producers on-boarded and a team with decades of experience within the games and marketplace industries, Catalyst (CAT) tokens will be the new native currency for the digital content distribution economy that ensures trust without middle-men and incentivizes promotion.

The problem




A \$200bn content market, yet the economy is broken.

Half the people on the planet enjoy digital content, but the global ecosystem presents three major challenges to all but the largest creators.

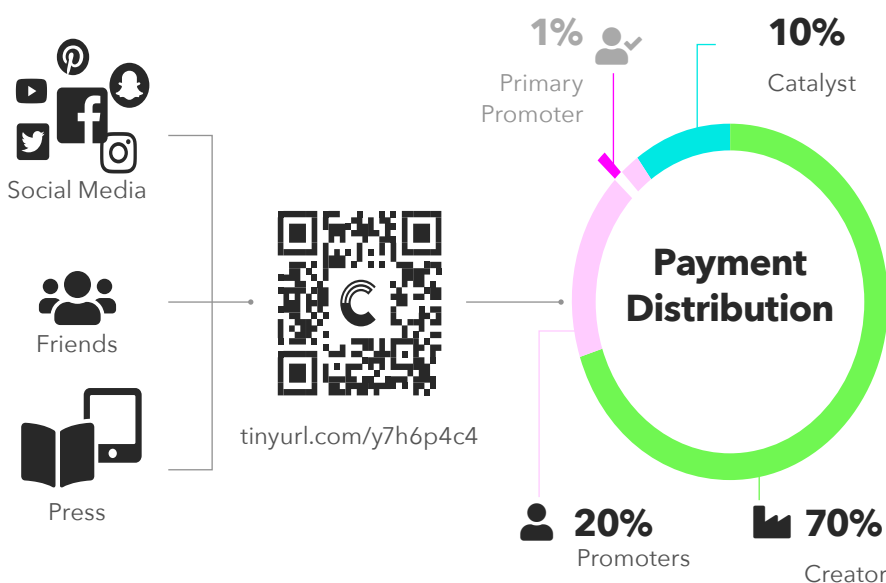
- 1. The gatekeepers are too powerful.** The dominant shopfronts like Steam or Google Play take 30% of revenues.
- 2. Only a few products ever get promoted.** Yet there are millions vying for prominence on the front pages.
- 3. Incentives to share don't exist.** Consumers and influencers are not motivated to share and market content as there are no benefits in doing so.

The solution

Flip the building blocks of the entertainment industry on its head, creating millions of individual marketplaces, each showcasing dozens of products.

-  **For Creators** - They get content featured in more places, cut out the middleman, and unlock revenue through onward resale of content.
-  **For Promoters** - They now also earn a 20% commission for all the paid content they promote. This rewards millions of influencers, significantly increasing the amount they're paid to review, stream and promote content.
-  **For consumers** - They get paid to host, and can purchase, stream or rent digital content in thousands more places online.

The Catalyst System



A project supported by PlayJam and Vala Investment Partners







PlayJam is a technology company pioneering gaming solutions to hundreds of millions of users in over 80 countries. It has delivered in excess of 6 billion game downloads.



Vala Capital operates award winning investment funds, including PlayFund and The UK Challenger Fund. The team have raised in excess of £100m+ of capital funding, and have generated exits of over £2bln.

Founders

-  Ben Hardyment
-  Kasper Hunt

-  Barn Cleave
-  Jasper Smith

Further information

To find out more about the Catalyst ICO please visit www.catalystprotocol.com

