



CATEINA

Strive . Seek . Find

THE COMMON GOOD CHAIN

The Common Good Chain



Focuses on the impact of projects and not on entities.

image

Main Components

- ✓ Impact Traceability
(Financial & Non-Financial)
- ✓ Impact Measurement
- ✓ Impact Reporting and Auditing
- ✓ Impact CV
- ✓ Multi Tenant API marketplace
- ✓ Payments and wallets using DLT
- ✓ Integration connectors for integrating with the Corporate ERP
- ✓ Data mapping and transformation for reporting to industry standards
- ✓ DEX for token exchange using DLT Data validation and verifying service using DLT

Value Proposition



Government

- Identify needs in an agile way aligned with social organizations on the ground.
- Generate efficiencies in crisis management to maximize available resources.
- Generate a transparent and effective governance system to respond urgently.
- Mobilize the power of small groups and societies to deal with the Pandemic situation.



Corporates

- Provide the crisis with an environment of trust and transparency to minimize the risk of fraud.
- Allow interoperability between entities to co-manage resources.
- Achieve SDG targets while meeting local regulations through auditable ledger traces.
- Track the movement of the CSR funds efficiently and effectively

Donors

- Immediately align the needs caused by the direct and indirect impact of COVID-19 on the population.
- Know the impact created by each contribution.
- Enhance trust in the system and be motivated to support causes close to their heart

The Platform (Blockchain)

An increased focus on adopting sustainable goals has led to nations supporting COP26 targets and impact-driven corporate practices. In developing nations like India, Capital Markets regulators require large-cap companies to submit non-financial reports on their ESG footprint. Our Impact Network addresses the following friction points arising from the changing regulatory and technological landscape:

- ✔ While mandatory reporting promotes responsible business, many companies lack the technology to go beyond qualitative reporting by utilizing their existing data stores to get a 360° view of their impact both qualitatively and quantitatively.
- ✔ Reported data is seldom verified or traceable and can lead to greenwashing.
- ✔ Corporate and NGO programs do not effectively engage citizens whose individual impact remains in silos. There is no trusted way today for them to promote and utilize socially responsible behavior, thus limiting their reach.
- ✔ None of the existing solutions rewards responsible behavior by individuals or corporations.

Cateina & Comgo

- ✔ The platform was born with the mission of aligning the needs of the population with public and private resources on a digital platform - a philanthropy first social network cum marketplace.
- ✔ It has been acknowledged by European Commission (Shortlisted as finalist in the Blockchain for good Awards) and United Nations Technology Innovation Lab (UNTIL) as a key partner in delivering aid.
- ✔ Cateina and Comgo are the two anchor entities developing the platform. With strengths in building tech and delivering efficient solidarity, they have teamed up to bring transparency in social initiatives.
- ✔ Cateina is an Indian tech company led by Sanachit Mehra and is building an open platform enabled by Blockchain, AI and Open APIs.
- ✔ Comgo is a Spanish social company led by Manuel Hurtado and Arancha Martínez, who have been working for three years on a social network for philanthropy.

Way Ahead

Promote the platform in India and other countries, the way it is done in Spain