



# *catchcoin*

**EMPOWERING ANY BUSINESS – ONLINE & OFFLINE**

[www.catchcoin.com](http://www.catchcoin.com)

**Unleash the Power of catchcoin**

**Maximize Foot Traffic. Amplify Business-Prospect Connections. Slash Client Acquisition Costs. Supercharge Your Revenue in both the real world and the metaverse.**

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# 1 - Vision

## catchcoin's Bold Vision

catchcoin aspires to position itself as the leading and most dependable application for driving a substantial increase in foot traffic. Our revolutionary catchcoin platform not only empowers locations, businesses, and venues but also transforms events and activities, creating an insatiable customer frenzy. Users can effortlessly capture **catchcoin Stablecoin (CS)** cash rewards using augmented reality to seize prizes, easily transferable to a wallet or exchange, and spendable through **NFC** contactless payments within the catchcoin app. The magnetic allure of tangible rewards ensures user engagement, providing a lasting and memorable experience within the **catchcoin** ecosystem.

At catchcoin, we cultivate an audacious vision—to emerge as the foremost and steadfast application for sparking a surge in foot traffic. Our pioneering catchcoin platform transcends the conventional boundaries of applications, extending its appeal not only to locations, including businesses and venues, but also to a myriad of events and activities. How, you may wonder? By orchestrating a tantalizing symphony of monetary rewards seamlessly integrated into the customer's catchcoin app in the form of stable coins, allowing users to transfer them to an exchange or directly spend them using NFC contactless technology.

This infusion of real cash rewards acts as an irresistible magnet, ensuring our users remain devoted to the app for the long haul. The indelible imprint of this unique reward system will inevitably spark positive ripples across social media platforms, fostering the organic growth of our user base. As we envision the future, catchcoin sees itself not merely as an app but as a transformative experience reshaping the landscape of foot traffic generation.

# 1.1 - Introducing catchcoin: A Revolutionary Way to Boost Foot Traffic

catchcoin is not just another mobile app; it's a dynamic and engaging platform that harnesses the power of cutting-edge mobile technology to drive foot traffic, not only to retail stores but also to restaurants, sports arenas, and various other locations. Through the innovative use of augmented reality, akin to the popular Pokemon Go, catchcoin entices users to explore designated places, taking advantage of time-sensitive and location-based offers.

The catchcoin app seamlessly integrates with users' smartphones, utilizing the camera, GPS, accelerometer, and compass to superimpose virtual catchcoin's at selected retail stores, sports arenas, events, and more. This sophisticated technology provides users with an immersive and interactive experience as they hunt for these digital treasures. When a catchcoin is successfully "caught," its value is instantaneously credited to the user's account, ensuring a rewarding and enjoyable experience.

What sets catchcoin apart is its commitment to simplicity and transparency. Unlike many other apps that rely on point-based systems, catchcoin offers users actual cash rewards. Instead of accumulating endless points to redeem specific rewards, our users watch their real-dollar balance grow as they engage with our gamified platform. This unique approach ensures that users are directly motivated by tangible monetary incentives.

catchcoin boasts a multitude of distinctive features, which are comprehensively outlined in this document. These features differentiate catchcoin from other apps and provide users with an unparalleled experience.

For location and event managers, catchcoin offers a game-changing tool for tracking advertising investments in real time. With easy access to our intuitive 'back end,' managers become their own marketing campaign architects. They have complete control over who receives notifications and when they receive them. This level of customization extends not only to demographics but also to the timing of increased foot traffic. Merchants, in particular, benefit from this system as they don't need to worry about specific stock discounts. The integration is seamless, simplifying the process for all involved.

catchcoin is not just an app; it's a gateway to a new era of location-based incentives and dynamic engagement. Experience the future of foot traffic generation with catchcoin.

## 1.2 - Current Challenge: The Shifting Retail Landscape

In recent years, the retail industry has witnessed a significant decline in foot traffic, a trend that has had a profound impact on major retail chains such as Sears, the Limited, and Macy's. On the flip side, Walmart's digital sales surged by an impressive 63% from the previous year. The primary driver behind this shift can be attributed to the convenience and rapidity of online shopping, making it increasingly challenging for brick-and-mortar stores to stay competitive.

Every passing year tilts the scales further toward online shopping. Besides the convenience and speed of e-commerce, other factors make it harder for physical stores to attract customers. A notable 60% of adult Americans express satisfaction in avoiding crowded malls or stores, while a significant 71% of shoppers believe that they can find better deals online than in physical establishments.

The global retail market has also witnessed a seismic change. In 2014, e-commerce accounted for just 5.9% of the total retail market, valued at \$1.316 trillion. By 2018, this share had surged to 8.8% of in-store purchases, approaching a staggering \$2.5 trillion. Business owners have recognized the need to adapt and, rather than blaming technology, have embraced it by establishing websites and employing various digital strategies.

The question that looms large is how to entice customers back to physical locations. The answer, as many have discovered, lies in embracing technology even more. Perry Kramer, Vice President and Practice Lead at Boston Retail Partners, aptly notes that "[Brick-and-mortar] isn't dead; it's evolving." The quicker the retail industry accepts this evolution, the better its chances of surviving the ongoing wave of technological advancement.

**A notable lesson can be drawn from the tremendous success of the augmented reality game, Pokemon Go. Statistics from this game reveal that user engagement can lead to visits to places they previously had no interest in, with some even becoming frequent visitors. Data from a Slant Marketing survey underscores the effectiveness of this engagement:**

- 84% of players have visited a business while playing the game.
- 51% of players visited a business for the first time while playing the game.
- 71% of players have visited a business simply because there was a PokeStop or gym nearby.
- 86% of players have visited various types of businesses while playing the game.
- 33% reported being lured to a business through Pokemon Go lures a couple of times per week, and 18% on a daily basis.
- Remarkably, 48% of Pokemon Go players who were lured to a business stayed for 30 minutes or more, demonstrating the power of engaging experiences.

**These statistics underline the potential for businesses to thrive in this changing retail landscape by leveraging technology and interactive experiences to draw customers back into their physical establishments.**

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## 1.3 - Revolutionizing Retail with catchcoin

Prepare to embark on an exhilarating journey with catchcoin, a groundbreaking mobile app designed to revolutionize the way we engage with retail shops, restaurants, sports arenas, and more. Harnessing the power of augmented reality, much like the phenomenon of Pokémon Go, catchcoin entices users to explore unique locations, enticing them with time-sensitive offers and captivating experiences.

Now, more than ever, the moment is ripe for the grand unveiling of catchcoin, as retailers gear up to embrace the mobile shopping revolution. Technology is rapidly infiltrating the industry, and companies are embracing its potential to simplify and enhance the shopping experience. Take, for instance, Target, which is experimenting with inventory-tracking robots and collaborating with Techstars to pioneer in-store technologies.

In this era, augmented reality and virtual reality (AR/VR) are taking the world by storm. Deals related to AR/VR skyrocketed by an impressive 60% in Q1'17, signaling a robust shift towards integrating these technologies into various sectors. Augmented reality has already found success in retail, with smart mirrors and virtual furniture applications becoming commonplace. catchcoin seamlessly integrates into this evolving landscape, offering a vital part of the shopping experience.

Proximity marketing, a dynamic approach that sends personalized messages to users' mobile devices when they are in close proximity to specific locations, is redefining the role of smartphones in consumers' shopping journeys. An increasing number of consumers are not only open to but eagerly embrace location-based apps to receive tailored information and enticing offers. Surprisingly, 53% of consumers are willing to share their current location for more relevant advertising, while 57% are more inclined to engage with location-based promotions. Notably, 77% of brands concur that proximity marketing holds the key to driving customers through their doors. With catchcoin, brick-and-mortar establishments gain an additional channel to connect with consumers, nurturing them into valuable leads.

In an era where consumers have grown accustomed to discounts, catchcoin brings a sense of urgency and playfulness, reminiscent of augmented reality giants like Pokémon GO. Retailers can now introduce location and time-sensitive discounts,

responding to a multitude of factors, from weather conditions to political and cultural events, enticing consumers through spontaneous and delightful experiences. Unlike platforms such as Snap or Checkout51, catchcoin allows users to collect their monetary rewards and shop anywhere, infusing fresh life into brick-and-mortar businesses, reinvigorating their bottom lines during downtime. Walk in, catch a coin, explore a new destination—it's that simple!

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## 1.4 - catchcoin Usage Examples: Driving Business Success

### **Sample Campaign - Empowering Small Businesses**

ABC Widgets, a thriving small business, is in need of a boost in sales. With dwindling retail foot traffic during specific hours, the owner, Mr. X, is determined to attract more customers. To tackle this challenge, he enrolls in a catchcoin campaign.



Mr. X effortlessly sets up his campaign using our user-friendly distribution system. He allocates a budget of \$100 and selects the strategic time slots when catchcoins will be redeemable at his store: the sluggish periods from 9-11 AM and 3-5 PM. With a \$100 campaign, he anticipates welcoming 100 new visitors, offering them \$1 per visit and an extra \$2 for making a purchase.

After configuring the campaign, our system notifies nearby app users about the availability of catchcoins at ABC Widgets, solely during Mr. X's specified hours. The impact? A surge in customer traffic during previously slow times, bolstering Mr. X's sales and revenue.

### **Sample Campaign - Empowering Large Retailers**

National Grocery Store Inc., a prominent player in the retail industry, understands the significance of staying ahead of the competition. They harness catchcoin's capabilities to drive foot traffic to their newly launched "Ready Made Meals" department. The analytical insights and key performance indicators (KPIs) provided by catchcoin play a pivotal role in validating this department's success before a nationwide rollout.

In tandem, they execute a catchcoin campaign for their traditional grocery store, capable of accommodating foot traffic at any time. Unlike smaller businesses, they opt to reward visitors throughout the day. The results are increased customer engagement and quantifiable data that steer their decision-making process.

### **Sample Campaign - Revitalizing the Car Manufacturing Industry**

Fast Motors Inc., a renowned car manufacturer, is constantly on the lookout for new ways to acquire and retain customers. While TV, radio, and newspaper advertisements are industry norms, Fast Motors aims to allocate 0.5% of their traditional marketing budget to catchcoin. Their goal? Enhancing customer loyalty, strengthening brand recognition, and rejuvenating their appeal among millennials.

By embracing catchcoin, they embark on a journey of modernization that sets them apart from their competitors. With catchcoin's unique approach to customer engagement, Fast Motors can strategically reallocate marketing resources and achieve more with less.

### **Sample Campaign - Elevating Shopping Malls**

Location is the lifeblood of retail tenants, and proximity to high-traffic areas like food courts or elevators often comes at a premium. Shopping malls, perpetually seeking ways to maximize profits per square foot, have found an ally in catchcoin. This innovative solution provides local malls with a competitive edge over similar establishments that have yet to adopt our services.

The incorporation of catchcoin's cutting-edge metrics and service modernization has become a game-changer for attracting new tenants. By offering increased foot traffic and valuable data insights, catchcoin aids shopping malls in creating a thriving environment for both businesses and visitors alike.

### **Reinventing Sales Distribution by the Hour**

catchcoin's dynamic approach to customer engagement is transforming sales distribution by the hour, breathing new life into businesses across various industries. With quantifiable results and a modernized outlook, catchcoin is proving to be the catalyst for growth, giving businesses the competitive edge they need in today's ever-evolving market.

## **1.5 - Introducing the catchcoin App - Revolutionizing Your Shopping Experience!**

Prepare to embark on a groundbreaking journey with the catchcoin app, a cutting-edge innovation that leverages the power of your smartphone to transform your shopping and entertainment adventures. This remarkable application harnesses the capabilities of your phone's camera, GPS, accelerometer, and compass to create a captivating and rewarding experience like never before.

Picture this: You're at your favorite retail store, a bustling sports arena, or a thrilling live event. With the catchcoin app at your fingertips, your smartphone becomes a portal to a world of possibilities. Using your phone's camera, the app places virtual catchcoins at strategic locations in these venues, and with the GPS, accelerometer, and compass at its disposal, it intuitively knows which direction your phone is pointing.

Now, here's where the excitement begins – as you "catch" catchcoin, their value is instantly credited to your account. And here's the kicker: While you're not obliged to

make any purchases, your potential rewards can skyrocket if you do decide to indulge in some shopping or attend an event. Open the catchcoin app and scan a picture of your purchase receipt to provide proof of purchase and get extra reward from the business promotion.

But that's not all – the magic of the catchcoin app doesn't stop at individual users. The success of this innovative platform hinges on the active involvement of location managers. They hold the keys to an array of campaign optimization tools at their fingertips. Imagine a merchant tailoring their campaign to attract their desired demographic – whether it's a specific age group, gender, or store preference. They can configure time slots, set up multiple locations, and fine-tune various user metrics to create the ultimate immersive experience.

The power to control and customize these campaigns lies squarely in the hands of merchants, and they can adjust them on the fly, ensuring dynamic, real-time engagement.

As a user, you'll have access to a dynamic display of rewards locations, which can be viewed both as a list and on a map within our mobile app. The real magic happens when you use the camera viewer in our app, with rewards collected in an augmented reality environment.

But wait, there's more! We're not just delivering rewards; we're targeting you with precision. Users of our app receive personalized incentives to explore new retail outlets, savor delightful cuisine at restaurants, indulge in entertainment at various businesses, or partake in exciting events.

Our rollout strategy in metropolitan cities is strategically designed to ensure user satisfaction. We're leaving no stone unturned as we scour for prime advertising locations to keep our users engaged and thrilled.

catchcoin isn't just an app; it's an enterprise-level mobile shopper, marketing, that takes your shopping experience to the next level. With powerful tracking, analytics, and reporting features.

catchcoin modules are expertly crafted to captivate shoppers, sway in-store purchase decisions, bolster brand loyalty, and stimulate ongoing dialogue. With our automated marketing and retargeting systems, users can seamlessly engage with and share brand content.

Get ready for a shopping and entertainment revolution like never before. The catchcoin app is here to redefine your world and make your every adventure rewarding, memorable, and truly unforgettable. Join us in this groundbreaking journey, and let's catchcoins together!

## 2 - catchcoin: Revolutionizing Rewards

In a world teaming with coupon apps like iBotta and Checkout51, catchcoin emerges as a game-changer, offering a unique, impactful approach to enhancing customer engagement. Unlike its counterparts, who often compel users to endure video-watching marathons and data-consuming surveys, catchcoin orchestrates a seamless, verifiable influx of foot traffic to retailers at a time and day of their choosing. What sets it apart is the fusion of tangible cash-back retail rewards with a laser-focused brand recognition program, all wrapped in an enticing gamified mobile app funded directly by the retailer.

### **Unconventional from the Start**

Diverging from the coupon-centric norm, catchcoin avoids the tedious listing of specific products users must purchase for rewards. No need for scanned receipts either, although they can be used to augment the reward. Instead, catchcoin leverages cutting-edge location-based technology to redefine the rules of engagement. While other apps demand customers carry specific products, catchcoin opens the doors to any patron, driving a surge in foot traffic.

### **Beyond Coupons**

catchcoin's primary objective is simple – boost retailer foot traffic and introduce people to new places. Users merely need to visit a participating establishment, and should they make a purchase, fantastic! Retailers can sweeten the deal with checkout incentives, eliminating the middleman in the creation, printing, and distribution of coupons and third-party platforms.

### **Effortless Earnings**

Gone are the days of laborious "tasks" required by competing platforms. Catching a coin is the only task users need to master. The reward and account balance? Automatically updated in their mobile app. No video-watching, polls, or endless receipt scanning required.

### **Cash, Not Points**

Forget vague point systems – catchcoin offers tangible cash rewards in the form of stable coins and allows users to spend them using Nfc contactless payments and to withdraw them to any operating exchanges with the exception of a minimum withdrawal. catchcoin can also spawn real rewards in the form of digital assets for example coca cola bottles at a venue that can be claimed within the venue using the catchcoin app.

### **Beyond Retail**

catchcoin isn't limited to retailers alone. Users can seize opportunities at car dealerships, concerts, festivals, bars, and a multitude of other locations. The possibilities are endless, expanding the application to wherever foot traffic generates revenue.

### **A Game of Rewards**

catchcoin transforms the rewards experience into an engaging game suitable for all ages. Augmented reality rewards take users on journeys of discovery, introducing them to new locations and businesses. This unique, tech-infused experience particularly appeals to millennials accustomed to technology touching every facet of their daily lives. The augmented reality element adds a distinctive flavor, setting catchcoin apart from apps relying on scanned receipts.

### **Why Retailers Adore catchcoin**

For merchants, catchcoin is a revelation. It provides real-time insight into the impact of their advertising investments. Through the location portal, they can send targeted alerts to specific demographics during hours of their choosing. Without the pressure of discounting specific products, merchants engage with users through personalized messages, fostering a direct channel of business-to-client communication.

### **Empowering Campaigns**

Retailers exercise unprecedented control over their campaigns with catchcoin. They deposit funds into a master account, creating multiple campaigns for various target groups. With the flexibility to fine-tune settings and run tests, the app ensures powerful, tailored campaigns, while the robust reporting and filtering features empower retailers to make informed decisions.

catchcoin doesn't just change the game – it transforms the entire playing field, redefining how businesses and users engage, rewarding everyone involved.

## 2.1 - The catchcoin Technology

Our app's technology isn't just groundbreaking; it's a game-changer, redefining the way retailers connect with new clients. catchcoin empowers retailers and local venues to deliver enticing incentives directly to users of the mobile app. These incentives, generously funded by retailers, entice clients at their preferred time and date. In return, end users revel in cash-back rewards that sweeten the deal.

### **Harnessing the Power of Data**

The app leverages a sophisticated set of criteria, including location proximity, day of the week, time of day, weather conditions, and campaign balance, as well as user profile attributes like age group, gender, and client status (new or existing). It's a symphony of data-driven decision-making, ensuring that the right incentives reach the right people at the right time.

### **Unlocking the Back-End Magic**

Behind the scenes, our back-end module orchestrates the entire operation. It offers insightful campaign reports, ensuring retailers are always in the know. Plus, it facilitates seamless notifications through text or email, keeping everyone in the loop. User analytics provide a wealth of data, enabling retailers to fine-tune their strategies for even greater success.

catchcoin's technology is the driving force behind a new era of client engagement, one where innovation and data come together to redefine the customer experience.

## 2.2 - Locations: Business Campaigns

### **Campaign Creation :**

(Numbers of Campaigns / Locations / Monthly Dollars Spent) Based on volume of dollars spent

### **Use of catchcoin Stablecoin:**

Employing a stablecoin like catchcoin for funding campaigns can offer stability. Stablecoins are pegged to a stable asset like a fiat currency or a basket of assets, aiming to minimize price volatility. This stability could be appealing to businesses, ensuring a predictable value for their campaign funding.

### **Pros for Businesses**

#### **Cost Predictability:**

Using a stablecoin provides businesses with a clear understanding of the amount they're investing in campaigns, minimizing the impact of cryptocurrency market fluctuations.

#### **Ease of Transactions:**

Blockchain technology could streamline transactions, potentially reducing transaction costs and offering faster and more secure payment processing.

#### **Platform Sustainability:**

In order to support the continuous development, enhancement, and overall sustainability of the platform, a 5% buy fee is implemented for businesses acquiring the CS stable coin to kickstart their campaigns. This fee structure plays a crucial role in fostering the long-term viability of the ecosystem.

#### **Allocation of the 5% Buy Fee:**

Out of the 5% buy fee, 20% is dedicated to rewarding CATCH token holders, fortifying their stake in the ecosystem. This not only serves as an incentive for token holders but also aligns their interests with the success and growth of the platform. The remaining 80% of the fee is directed towards catchcoin, contributing to revenue generation for the corporation.

#### **Ecosystem Rewards:**

The 20% allocated to CATCH token holders functions as a dynamic rewards system within the ecosystem. As businesses engage with the platform and leverage the CS stable coin, token holders receive a share of the transaction fees, fostering a symbiotic relationship between the platform's success and the community supporting it.

#### **Platform Enhancement and Development:**

The majority of the 5% buy fee, channeled to catchcoin, directly fuels the ongoing development, maintenance, and improvement of the platform. This revenue stream enables the corporation to implement updates, introduce new features, and ensure the platform remains a robust and innovative solution for businesses.

#### **Incentivizing Quality Service:**

The 5% fee model serves as a powerful motivator for the platform to uphold high standards of service. By contributing to the sustainability of the ecosystem, businesses are assured of ongoing support, regular updates, and continuous improvements. This, in turn, enhances the overall user experience and reinforces the platform's commitment to providing quality services for its users.

**This comprehensive fee structure not only sustains the platform but also establishes a fair and mutually beneficial ecosystem where businesses, token holders, and the corporation collectively contribute to and benefit from the platform's success.**

#### **Challenges for Businesses**

##### **Adoption and Acceptance:**

Encouraging businesses to use a specific stablecoin might face resistance initially, especially if they are more comfortable with traditional payment methods.

##### **Regulatory Considerations:**

Depending on the region, the use of cryptocurrencies might be subject to varying regulations, potentially adding complexities to the system's operations.



**Market Impact:**

Such a system could potentially influence the cryptocurrency market by creating demand for the catchcoin stablecoin, affecting its value and market dynamics.

## 2.3 - Business Membership

When users seek access to the catchcoin Portal, the central hub for all business-related activities, they log in via the designated portal URL, "[portal.catchcoin.com](https://portal.catchcoin.com)."

**As privileged Business Members, they benefit from a range of exclusive features, including:**

- Acquiring CS stablecoins through seamless purchasing options
- Initiating and pausing campaigns at their convenience
- Presenting time-sensitive offers to captivate their audience
- Distributing cash rewards using CS stablecoins
- Showcasing banners and promoting special deals to attract attention
- Utilizing the platform to message clients about new promotions, leveraging user details
- Monitoring analytics to gain valuable insights
- Efficiently managing multiple locations within the portal
- Expertly executing marketing strategies to drive foot traffic by skillfully handling campaigns
- Reviewing and tracking the success of campaigns, measuring the generated foot traffic for catchcoin

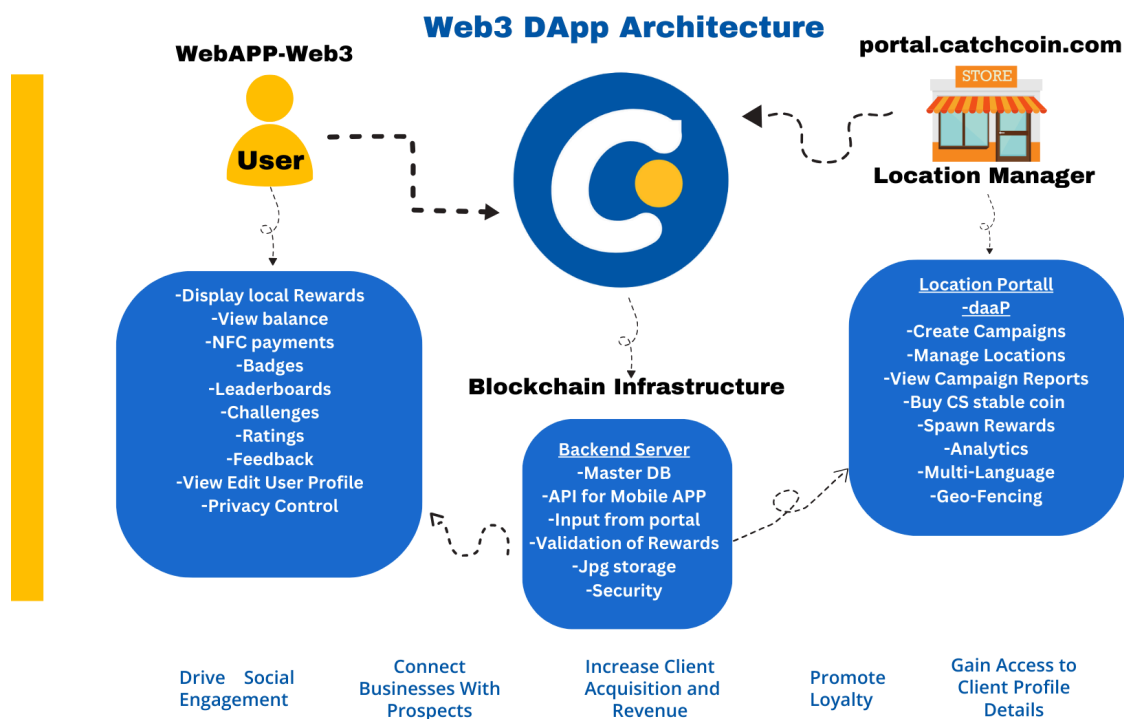
**Additionally, they have the ability to:**

- Establish proof of purchase rewards
- Define reward time and date parameters

This comprehensive set of functionalities empowers users to optimize their business operations and enhance the overall success of catchcoin's promotional endeavors.

**Tiered Access or Benefits:** Different tiers of memberships could be introduced, each with its own benefits or access levels. Early adopters or those renewing within a certain time frame might gain additional perks or advantages compared to later buyers.

## 2.4 - System Architecture



## 2.5 - Elevating Accountability: The Power of Proof of Purchase

In the world of catchcoin, we're not content with just attracting foot traffic; we're determined to ensure every step leads to actual value. That's why we've introduced a revolutionary Proof of Purchase feature that not only validates the visit but also empowers campaign managers to fine-tune their reward strategies.

## **Unlocking Proof of Purchase**

When users claim their rewards, location managers have the option to take it a step further. They can request a confirmation of purchase, a unique string of characters that serves as a golden ticket to validate the transaction. This string of characters can either be provided by the employee at the cash register or conveniently printed on receipts in the form of a QR code that a user scans on location to get his extra reward. It's a powerful tool for location owners to distinguish genuine client acquisition from mere walk-in visits that don't contribute to revenue.

## **Tailoring Rewards with Precision**

Campaign managers, too, hold the reins with this feature. They can calibrate the value of rewards based on the presence or absence of Proof of Purchase. For example, \$1 may be granted for unconfirmed walk-ins, while a substantial \$5 reward could be offered for confirmed purchases. This dynamic pricing structure ensures that rewards are commensurate with the true impact on the business.

## **Demand from High-Value Retailers**

Our commitment to Proof of Purchase has struck a chord with high-ticket item retailers, including car dealerships, who see immense value in this feature. They are not only willing but eager to invest above \$250 for solid proof of purchase, underlining their dedication to acquiring genuine clients. At the same time, they are judicious about rewarding walk-ins, offering no more than \$15. The Focus groups have emphatically underscored the need for this level of accountability.

catchcoin doesn't just bring foot traffic; it brings accountability, precision, and financial prudence into the equation, ensuring that every reward serves the dual purpose of acquiring clients and generating revenue.

## **2.6 - Revolutionizing Rewards with Augmented Reality Gamification**

catchcoin is on a mission to redefine the very concept of rewards, taking it to a whole new level of excitement. Our cutting-edge app technology ingeniously transforms the traditional retail rewards system into a thrilling gamified experience, making it an

absolute blast to score rewards from participating retailers. Welcome to a world where augmented reality becomes your gateway to unbeatable fun and savings.

### **Embark on the Augmented Reality Adventure**

With catchcoin, we've turned the hunt for rewards into an adventure. Our augmented reality system invites users to embark on exhilarating treasure hunts for rewards, not just based on product categories but also their proximity on the interactive map. It's like stepping into a real-life video game where the stakes are cash back rewards, and the thrill is undeniable.

### **Unleash the Treasure Hunt**

But the adventure doesn't stop there. As users step into stores, the real magic begins. Here, they can continue to explore and hunt for coins of varying values. With every discovery, users are rewarded with cashback, never quite certain if the next coin will bring them even greater value.

catchcoin isn't just a rewards system; it's a high-stakes adventure, a gamified journey that keeps users engaged and rewarded like never before. Welcome to the future of rewards, where fun meets savings, and every moment is a chance to strike gold.

## **2.7 - Revolutionizing Rewards Redemption**

### **Transfer to an Exchange:**

If you're looking to increase your digital currency portfolio, you can transfer your rewards to a supported cryptocurrency exchange. Exchange your catchcoin's for other digital currencies.

### **Store in Your Wallet:**

For those who prefer to manage their digital assets independently, catchcoin allows you to transfer your rewards to your personal cryptocurrency wallet. This adds an extra layer of security, ensuring your assets are under your full control.

### **Spend with NFC Contactless Payments:**

Alternatively, you can easily spend your catchcoins right within the app. catchcoin supports NFC contactless payments, making it effortless to enjoy your rewards without the need for physical cash or cards. Just tap, pay, and enjoy your purchases.

## 2.8 - Leveraging Push Notifications and Remarketing

Upon successfully collecting a reward, at the discretion of the location manager, our app has the capability to showcase a dynamically imported JPG. This versatile image can serve as a powerful tool for fostering business-to-client interactions, such as expressing gratitude or driving customer loyalty through enticing promotions (e.g., **"Shop next week for an exclusive 20% discount" or "Unlock an immediate 5% discount on this purchase using our internal QR or Barcode"**). It's important to note that this functionality operates independently of the platform, simply enabling the seamless display or email transmission of the selected image to the customer. However, behind the scenes, our system empowers location owners to enhance their offerings and build enduring client relationships. With this innovative system in place, the transition from client acquisition to client loyalty becomes a seamless process, all within the same marketing budget. We are committed to providing location managers with comprehensive support, including the creation of illustrative examples and customizable templates within our portal, designed to assist them in optimizing their campaigns.

## 2.9 - Location Manager with Insightful Reporting

Our reporting system opens a new dimension of metrics and insights for location managers, driven by the unique data derived from reward collections.

This revolutionary approach allows them to precisely quantify the impact of their marketing investments in catchcoin, unlike the traditionally elusive nature of measuring the effectiveness of TV, Radio, or print advertising on foot traffic.

As passionate application developers and online marketers, we thrive on data and analytics. Delivering dependable and comprehensive statistical reporting is not just a commitment but a calling for us. We understand that accurate, in-depth analytical information is the linchpin for informed decision-making and gaining a profound understanding of the audience at hand.

Traditional and online advertising for foot traffic has long vexed brick-and-mortar retail marketing managers when it comes to ROI analysis. They've often relied on the mantra of "location, location, location," while grappling with the challenge of understanding the

true drivers of their costs and customer behaviors. With catchcoin, these retailers gain unprecedented clarity. They can precisely identify who entered their stores, how long they lingered, what they spent, and even dive into detailed shopper profiles, both individually and collectively, for every user. Our reporting empowers them with an unparalleled level of insight and accountability that was previously a distant dream in the world of marketing analytics.

## 2.10 - Dynamic Web-Based Location Portal

Location managers wield the power of our cutting-edge web-based location portal to infuse funds into the system, using cryptocurrency, Credit Cards, or seamless bank transfers. Within this intuitive platform, they craft compelling campaigns meticulously designed to draw clients to their specific locations. The portal not only facilitates campaign setup but also unleashes a host of enhanced options for tailoring their strategies, including:


<b>- Offering Rewards with Precision</b>	<b>- Selecting specific client types</b>
<b>- Targeting genders</b>	<b>- Pinpointing preferred age groups</b>
<b>- Navigating through various income brackets</b>	<b>- Customizing Reward Spawn Options</b>
<b>- Managing available campaign funds for rewards</b>	<b>- Crafting captivating campaign and reward descriptions</b>
<b>- Uploading eye-catching banners for mobile display</b>	<b>- Geolocating with precision</b>
<b>- Scheduling the ideal time of day for reward availability</b>	<b>- Choosing specific days of the week for reward access</b>


- Applying weather filters for rewards, adapting to the elements	- Allowing multi-redeem functionality for the same campaign, with the flexibility to set respawn rates for existing users
- Assigning a value to rewards upon walk-in	- Enforcing presence confirmation through QR codes
- Specifying the time customers must spend in-store before redeeming (up to 5 minutes)	- Mandating proof of purchase for enhanced security
- Determining the reward value upon proof of purchase	- Sending personalized messages to users who've successfully collected a reward
- Fine-Tuning Notification Options	- Receiving SMS notifications as campaigns get redeemed
- Gaining detailed email reports on campaign statistics	- Setting threshold warnings for low fund levels
Comprehensive Reporting Capabilities	- Accessing comprehensive reports on favorite and social media shares
- Tracking page views and engagement	- Monitoring user reward collection activities
- Analyzing the demographics of clients walking into the location	- Gaining valuable insights into client walk-in statistics


In a world where location-based marketing is rapidly evolving, our web-based location portal equips managers with the tools they need to succeed, ensuring they can execute their campaigns with pinpoint precision and impact.

## 3 - Experience the Revolutionary catchcoin Platform!


Discover a world of unprecedented opportunities for both consumers and businesses. The catchcoin APP is a game-changer, offering:


 **Rewarding Adventures:** Unleash your inner explorer and earn cash for simply stepping into local hotspots.


 **Exploration Beyond Imagination:** Dive into the undiscovered and embrace new destinations and thrilling venues that await you.


 **Timed Adventures:** Plan your escapades around rewarding moments, ensuring every visit is a win.

For businesses and retailers, the catchcoin APP is a transformational force that grants you:

 **Cost-Efficient Customer Acquisition:** Say goodbye to traditional marketing costs and welcome a stream of eager new customers.

 **Direct Consumer Connection:** Forge a direct line to your customers, making marketing more personal and effective than ever.

 **Tailored Marketing Control:** Choose when and where your marketing magic works, giving you the power to reach your audience at the perfect moment.

 **Spending Mastery:** Take the reins of your marketing expenditure with precise control and real-time monitoring.

**Welcome to a new era of customer engagement and skyrocketing sales at participating locations. Best of all, our app is completely free for users. Dive into our smartphone app, and let your journey begin, filled with enticing rewards that beckon you to visit exciting venues!**



## 3.1 - Significant Transformation Our Marketing Solution Unleashes a Game-Changing Competitive Edge.

### **Unprecedented Consumer Exposure:**

Brace yourself for an extraordinary surge in brand awareness, thanks to our innovative rewards listing. Even before potential customers physically visit your location or attend your event, your brand's presence will have already ignited their interest.

### **Total Empowerment:**

Unlike any other marketing platform, our solution empowers you with unparalleled levels of fine-tuning and control. It's not merely about reaching your target audience; it's about determining the exact hours when you want them to flood in, tailored to your precise preferences.

### **Instant, Tangible Results:**

Bid farewell to the uncertainty that often accompanies marketing budgets. With our solution, there's no room for doubt, as campaign results unfold in real-time. In fact, you'll see the tangible impact as new customers walk through your doors, affirming the undeniable success of your marketing strategy.

## 3.2 - Swot Analysis

### **Strengths:**

#### **Addictive Gameplay:**

catchcoin has a highly engaging and addictive gameplay, which keeps players coming back for more, leading to high user retention.

#### **User-Friendly Interface:**

The app features a simple and intuitive user interface, making it easy for users of all ages to understand and play.

**Community Building:**

catchcoin has a strong social component, allowing players to connect and compete with friends and other players, fostering a sense of community and enhancing user engagement.

**Monetization Opportunities:**

The app offers various opportunities for monetization through in-app purchases, ads, and partnerships with other businesses.

**Regular Updates:**

Frequent updates, new challenges, and features keep the game fresh and exciting for existing users and attract new ones.

**Opportunities:****Global Expansion:**

catchcoin has the potential to expand its user base globally, as mobile gaming is a worldwide phenomenon.

**Partnerships:**

Collaborating with other apps, businesses, or events can open up opportunities for cross-promotion and user acquisition.

**Diversification:**

The company could diversify by offering merchandise, special editions, or spin-off games based on the catchcoin brand.

**Emerging Technologies:**

The integration of emerging technologies like AR (augmented reality) or VR (virtual reality) can enhance the user experience and attract new players.

**This SWOT analysis provides a snapshot of catchcoin's current situation and the factors that could influence its future success. To maximize its potential, the company behind catchcoin should focus on leveraging its strengths, addressing weaknesses, capitalizing on opportunities, and mitigating threats.**

## 4 - Mobile Market Research: A Thriving and Ever-Evolving Ecosystem

Prepare to be awed by the monumental statistics that shape the vibrant mobile app landscape. Behold the staggering figures, the driving force behind this digital realm:

### **App Universe:**

- Google Play Store boasts a colossal repository of 8 million apps.
- Apple's App Store offers a mesmerizing selection of 2.2 million apps.
- Windows Store and Amazon Appstore contribute with 669K and 600K apps, respectively.

### **Mobile Device Dominance:**

- A whopping 90% of media time on mobile devices unfolds within apps, while a mere 10% ventures onto the mobile web.

### **App Download Surge:**

- Witness the meteoric rise of free app downloads, projected to reach a staggering 91 billion in 2017, a formidable ascent from the 57.33 billion of 2012.
- Paid apps are also scaling new heights, anticipated to be downloaded a remarkable 78 billion times in 2017, soaring from the humble 2.89 billion in 2011.

### **App Revenue Revolution:**

- App revenue mirrors the download surge, poised to surge from \$69.7 billion in 2015 to a mind-boggling \$189 billion in 2020, a monumental transformation.

### **Global Mobile Dominance:**

- The world bows to over 3.5 billion unique mobile internet users as of August 2017, outnumbering desktop users.

- An astounding 95% of Americans wield cellphones, with 77% owning the coveted smartphone, a monumental leap from 35% in 2011.

#### **Mobile Shopping Prowess:**

- The savvy global shopper wields mobile devices, with 69% of consumers between 18 and 39 using them to meticulously research products before making their buying decisions, and 44% entrusting tablets for the same.

#### **Mobile Advertising Supremacy:**

- Mobile devices dominate the realm of paid-search clicks, commanding a formidable 53% share.
- The relentless growth in mobile search spending is poised to reach an estimated \$28.25 billion in 2019, further cementing its advertising prowess.

#### **Mobile Ad Spending Revolution:**

- The breathtaking growth in mobile ad spending takes center stage, with a colossal leap from \$101.37 billion in 2013 to a staggering \$195.55 billion in 2019.
- This figure represents a monumental 430% increase, establishing mobile ad spend as a global powerhouse, commanding over one-quarter of total media ad spending worldwide and a dominant 70.1% share of digital ad spend.

In the world of mobile apps and advertising, these statistics herald a seismic shift, a digital revolution of unprecedented magnitude. It's a world where the present is awe-inspiring, and the future promises nothing short of meteoric ascent.

## 5 - Marketing and Advertising

Our comprehensive marketing and advertising strategy encompasses a diverse range of elements to maximize our brand exposure and engagement. These key components include:

**Strategic Partnerships:** Cultivating meaningful collaborations with relevant businesses and organizations to expand our reach and influence. 🤝

**Influencer Marketing:** Leveraging the power of influential figures in various industries to authentically endorse and promote our brand. 🌟

**Premium Branding:** Positioning our brand as a premium choice through strategic branding initiatives that emphasize quality and exclusivity. 🏆

**YouTube Advertising - Location and User Promotional Videos:** Utilizing YouTube as a powerful platform for targeted advertising through captivating location and user promotional videos. 🎥

**x.com Targeted Advertising:** Implementing focused advertising campaigns on x.com to reach our specific target audience. 🎯

**Google AdSense Campaigns:** Supporting our representatives with Google AdSense campaigns to enhance visibility and drive traffic to our offerings. 🔍

**LinkedIn Direct Outreach:** Engaging in direct outreach on LinkedIn to connect with businesses in targeted locations and forge valuable partnerships. 📁

**Channel Partnerships:** Collaborating with channel partners to amplify our distribution channels and increase market presence. 🤝

**Sponsorships of Bloggers and Social Media Personalities:** Associating our brand with influential bloggers and social media personalities to foster credibility and reach a wider audience. 📸

**User Giveaways:** Running promotional campaigns that involve giveaways to incentivize user participation and generate buzz around our brand. 🎁

**Location Giveaways:** Conducting giveaways specific to targeted locations to create localized excitement and interest. 🌍

**Visible Emblems in Registered Locations:** Placing our brand's visible emblems strategically in registered locations to enhance brand visibility and recognition.



This comprehensive approach ensures a well-rounded and impactful marketing and advertising plan, combining both online and offline strategies to effectively connect with our target audience and establish a strong brand presence.

## 5.1 - Ambassador Program

If you aspire to become an ambassador, please contact us at [ambassadors@catchcoin.com](mailto:ambassadors@catchcoin.com), specifying the city you'd like to kick-start. Our goal is to establish 10 locations within a 50km radius for each regional city. A dedicated team will be ready to assist you in accomplishing this during Phase 2. For more details, visit <https://www.catchcoin.com/ambassadors>

## 5.3 - Strategic Partnership

In pursuit of our relentless commitment to excellence, we are poised to engage a distinguished external firm as a strategic partner ahead of our highly anticipated public launch. Our unwavering intention is to procure the most exceptional guidance for shaping our brand identity and optimizing our advertising budget, with a laser-like focus on achieving our ambitious targets in each metropolitan area. Our strategy extends beyond the conventional, as we recognize the immense value that external marketing consultation can bring. It will serve as a pivotal tool in honing our approach towards specific markets and will be instrumental in orchestrating impactful focus group meetings. This collective effort, driven by our collaboration with the external firm, is aimed at propelling catchcoin to the summit of business tools, ensuring its status as a game-changer in the industry.

## 5.4 - Turbocharged Sales Strategy

catchcoin is set to unleash a sales strategy of unmatched vigor, powered by a dynamic combination of relentless social media marketing and impactful online AMA talks. Our primary mission is to connect with the titans of decision-making in the realms of retail locations, bustling venues, and electrifying events. These interactions will serve as the ignition point for their introduction to the disruptive force that is catchcoin, seamlessly

transitioning into an electrifying partnership, igniting a roaring advertising campaign on our innovative platform. Brace yourselves; we're rewriting the playbook for sales success.

## 5.5 - Revolutionizing Client Acquisition

Prepare to witness a paradigm shift in client acquisition. We've pioneered a groundbreaking approach that empowers you to tailor your cost of acquisition. With a selection of customizable metrics at your disposal, you can pinpoint precisely who is drawn to your location and when they're most enticed.

The blueprint is bold, as we set our sights on deploying across 15 major metropolitan areas and 35 regional cities within the initial 24 months. This aggressive strategy will assist in the expansion to reach a staggering 15,000+ locations within our first year of operation.

Our deployment targets are meticulously calibrated, based on the metrics of 100 locations and 500 users per million residents per metro area, reflecting a 0.5% user adoption rate. Innovative online community techniques will be harnessed to stimulate growth in untapped markets.

## 5.6 - Forging Strategic Partnerships

We're setting our sights on partnering with 20 national franchises and 5 international franchises to rapidly expand our reach. Our aim is to acquire 500 locations through these pivotal partnerships within the first year. Potential markets span national food chains, retail giants, grocery store chains, pharmacies, major department stores, automotive titans, iconic cinemas, and colossal gas stations, alongside direct agreements with shopping malls.

## 5.7 - In-House VIP Representatives

Two distinguished VIP Location representatives will spearhead efforts to secure high-profile locations, such as stadiums, major events, and international brands. Their mission is to elevate brand visibility and service exposure. The objective is to secure four VIP locations in our inaugural 12 months, with a strategic focus on securing mobile carrier agreements to pre-install our app on devices.

## 5.8 - In-House Metro-Location Representatives

Fifteen Location representatives will operate in three dedicated teams, each simultaneously targeting three cities. Each team will endeavor to secure an impressive 300 locations per month, translating to 900 new locations each month through our representative teams.

## 5.9 - On-the-Road Location Representatives

Six location agents, distributed across three teams, will venture to our target cities, bolstering our in-house representatives. Their mission is twofold: to provide on-site support and to personally target shopping malls, strip malls, and small-to-medium businesses. The goal for this team is to secure 240 locations each month and assist our in-house team in closing deals.

## 5.10 - Ambassadors Representatives

Within our organization, two dedicated ambassador reps will play a pivotal role in recruiting, supporting, assisting, and guiding our ambassadors. These ambassadors, drawn from the public, will be incentivized to kickstart regional cities. This program operates on a sliding scale, where the reward is contingent on the number of locations and services purchased. Five percent of our total marketing budget is dedicated to nurturing this program. Our 12-month target is to complete 35 regional cities, encompassing 350 supported locations.

## 5.11 - Social Media Trailblazers

The pivotal role of social media in enhancing user recognition cannot be overstated. To drive this initiative, a dynamic duo of social media representatives will lead our efforts to expedite and amplify user payouts across various platforms, including Discord, Twitter, TikTok, Facebook, Snapchat, Telegram, and LinkedIn. Our team will actively engage with and support influential groups, collaborating with YouTubers who command followings of over 250,000 for comprehensive reviews of our service and application.

This dedicated social media team will strategically promote our service within communities dedicated to business owners and retail start-ups. Locations obtained through this channel will also enjoy the benefits of our location giveaway program. Moreover, contests targeting ambassadors, users, and locations will be expertly managed through our Twitter and Facebook accounts, ensuring a seamless and engaging experience for participants.



## 5.12 - Empowering Location Sign-Ups Through Free Trial

Location incentive awaits new sign-ups, enabling locations to test our product and providing our users with a broader inventory of rewards. This incentive program is meticulously monitored to prevent abuse, ensuring seamless onboarding with the assistance of a location representative. We firmly believe in the revolutionary potential of our product, and swift traction, coupled with exceptional user service, is our ultimate aspiration.

## 6 - Channel Partner

Our official website will soon automate the channel partner program registration. For immediate registration, please contact us via [info@catchcoin.com](mailto:info@catchcoin.com)

## 7 - Bounties

We offer bounties in the form of cryptocurrency, with 250,000 CATCH tokens reserved for this purpose. Please contact us before commencing any task to validate the bounty and provide your information for proper rewards. Bounties will be offered for vulnerability reporting, bug reporting, alpha testing, and to our ambassadors. Please note that we can offer bounties only in English at this time.

## 8 - Early Testers

To join as an early tester, contact us directly at [testing@catchcoin.com](mailto:testing@catchcoin.com). We will provide a feedback form and request general information about the devices you use. Your early feedback is crucial to ensure a smooth user experience.

## 9 - Everyone Can Contribute

**In order to jump-start various aspects of our project and welcome external input from professionals, here are several ways you can make a significant impact:**

<b>- Invest during the Launchpad phase</b>
<b>- Purchase tokens during the Airdrop phase</b>
<b>- Join our channel partner program to resell our services</b>
<b>- Join the Team we are constantly seeking the best talent</b>
<b>- Use our app as an end user</b>
<b>- Utilize our services to promote your business</b>
<b>- Share our content on social media</b>
<b>- Assist in the translation of our app and user-side elements</b>
<b>- Proofread translations</b>
<b>- Participate in Alpha App testing (providing feedback, testing layout, identifying crashes, testing scenarios, and general quality assurance)</b>
<b>- Engage in Beta testing of our service</b>

<b>- Address augmented reality display issues on various mobile devices</b>
<b>- Participate in Alpha App testing (providing feedback, testing layout, identifying crashes, testing scenarios, and general quality assurance)</b>
<b>- Engage in Beta testing of our service</b>
<b>- Address augmented reality display issues on various mobile devices</b>
<b>- Become a regional City Ambassador</b>
<b>- Contribute to bug reporting</b>
<b>- Participate in penetration testing and address security issues</b>
<b>- Become a community moderator</b>

## 10 - Quality Assurance

For quality and bug reporting, please notify us directly at [info@catchcoin.com](mailto:info@catchcoin.com). We have engaged two external firms to conduct security audits on our products, but we welcome security-related reports from the public.

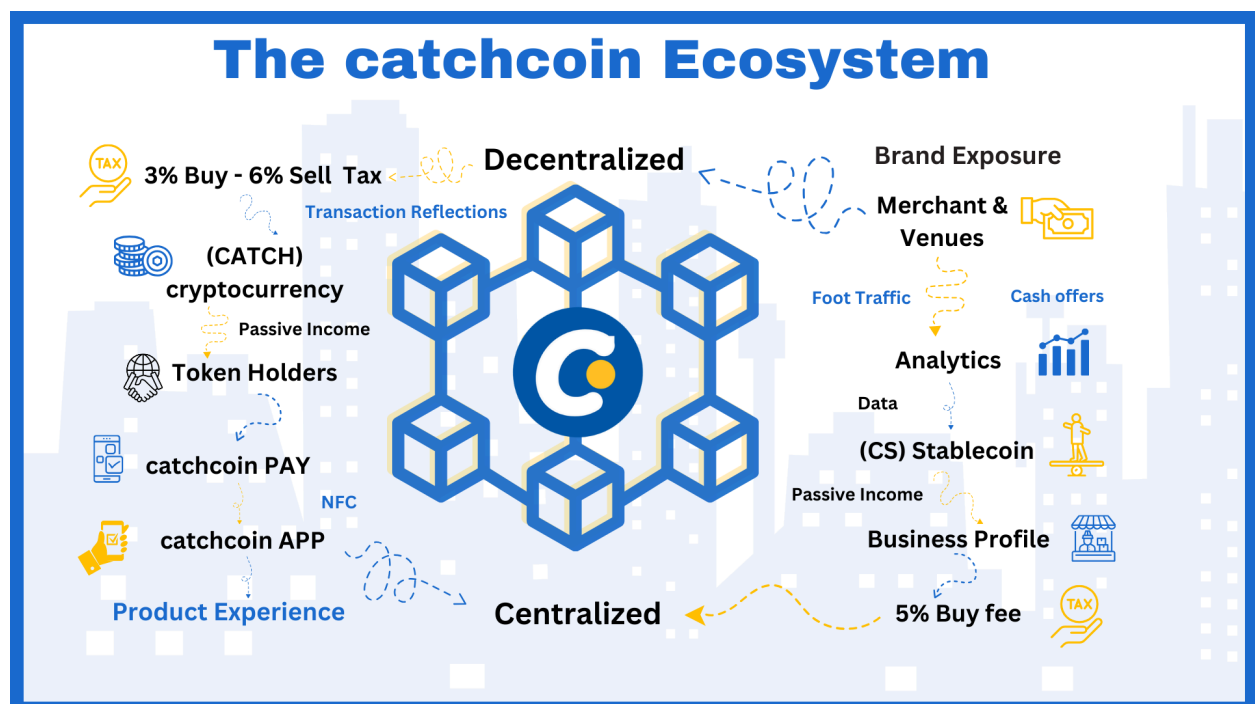
# 11 - Roadmap

The roadmap may contain forward-looking statements and projections that involve risks and uncertainties. Actual results may differ materially from the projections expressed in this roadmap due to various factors, including market conditions, technological advancements and/or capabilities, regulatory changes, and other unforeseen developments.

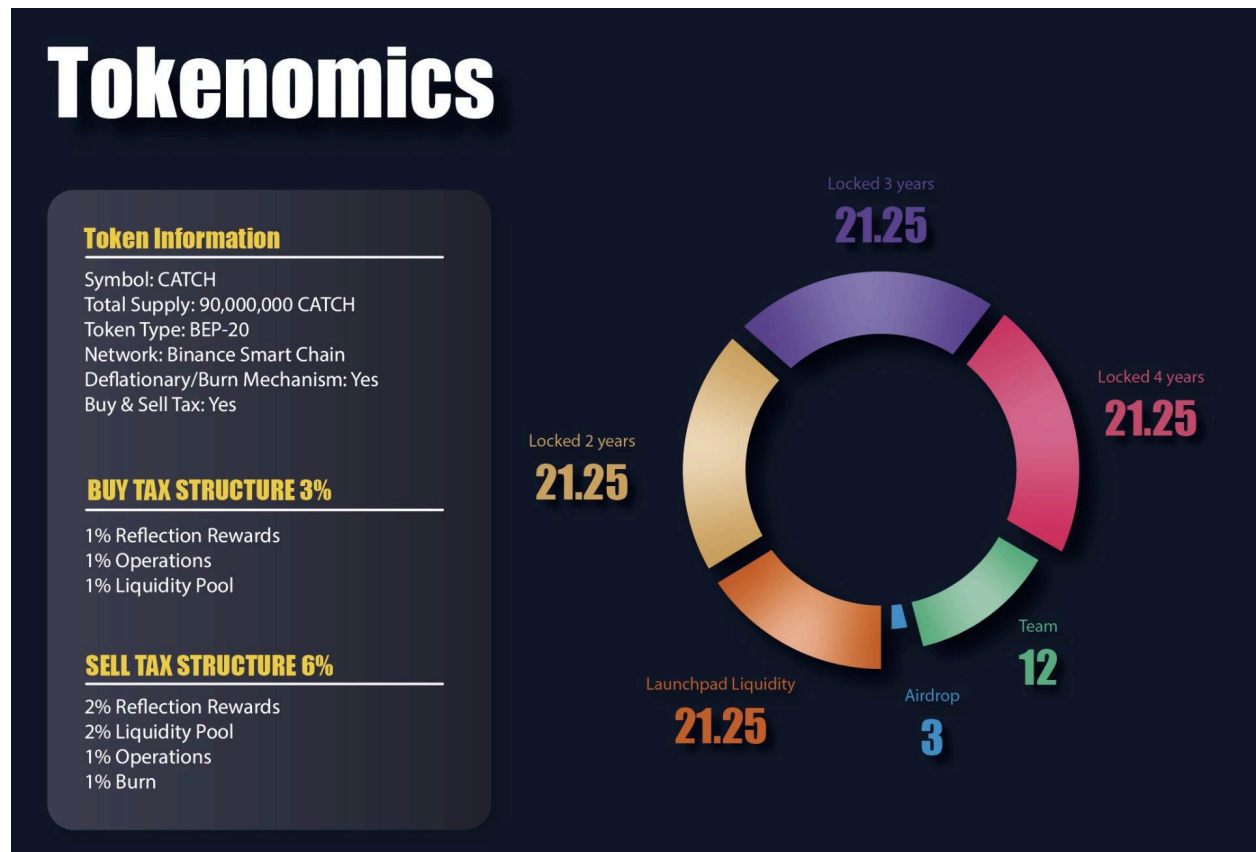
## 12 - CATCH Token

catchcoin (**CATCH**) stands out as the pioneering cryptocurrency project dedicated to maximizing foot traffic, amplifying business-prospect connections, slashing client acquisition costs, while supercharging revenue in both the real world and the metaverse. Fueled by the Binance blockchain, catchcoin operates on a concept reminiscent of Pokémon Go with a focused goal on loyalty rewards.

### 12.1 - Ecosystem



## 12.2 - Tokenomics



catchcoin (CATCH) is a dynamic cryptocurrency built on the Binance Smart Chain (BSC) with a focus on creating a sustainable and rewarding ecosystem. The tokenomics of CATCH are designed to ensure a fair and transparent distribution while introducing deflationary measures to benefit long-term holders.

## 12.3 - Token Distribution

### Team Tokens (12%):

- 10,800,000 CATCH allocated for the project's team, ensuring their commitment and dedication to the long-term success of catchcoin.

### Airdrop Allocation (3%):

- 2,700,000 CATCH reserved for a strategic airdrop, distributed across two phases to engage and reward the community.

- 1,000,000 CATCH on Gleam.io - 50 winners
- 350,000 CATCH on Telegram and Discord
- Phase 2 Allocation:
- 1,350,000 CATCH for Phase 2

**Launchpad Allocation (85%):**

- Initial Liquidity: 19,125,000 CATCH Fair Launch (21.25%)

**Locked Liquidity**

- 24 months: 19,125,000 CATCH (21.25%)
- 36 months: 19,125,000 CATCH (21.25%)
- 48 months: 19,125,000 CATCH (21.25%)

These launchpad allocations are designed to promote project growth and development over time, ensuring a steady release of tokens to support various phases of catchcoin's evolution. catchcoin aims to provide a secure and deflationary investment opportunity while fostering community engagement through airdrops and strategic partnerships. The carefully structured tokenomics create a balance between incentivizing long-term holding and supporting the project's ongoing development. Investors in catchcoin can anticipate a rewarding journey as they become part of a community-driven project with a clear vision for sustained growth and innovation.

**Token Utility:**

The purpose of utilizing **CATCH** is for the accumulation of loyalty rewards through the use of the Android/iOS application. As the masses get excessively familiar with digital loyalty reward programs, we introduce a new age of loyalty rewards through crypto. catchcoin has established a buy and sell tax paired with the initial liquidity obtained from the launchpad to fund the ecosystem. The launchpad's role is to kickstart the project by providing initial liquidity and funding. Currently, the catchcoin app is in beta mode, with plans to release a fully operational app in Q4.

**Token Features:**

- No Staking: **CATCH** does not support staking. It is primarily designed for utility and participation within its ecosystem.

## Launchpad:


catchcoin, the innovative blockchain project, is gearing up for an eagerly awaited token sale on a prominent launchpad. In this limited-time opportunity, early participants will have the chance to secure 21.5% of the total liquidity on a **first-come, first-served basis**. The raised funds will be strategically allocated, with a focus on enhancing liquidity, robust marketing strategies, and supporting catchcoin's day-to-day operations. Additionally, a portion of the funds will be earmarked for legal compliance, optimization of the platform, and ensuring scalability. Following the successful completion of the launchpad phase, catchcoin tokens will become available for purchase and sale on decentralized exchanges, opening up new horizons for users to engage with this exciting blockchain venture.

## 12.4 - Token Distribution Explanation

### **Team Tokens Liquidity: 12% of CATCH**

This **12%** allocation of CATCH tokens is specifically designated for the team. The team tokens are typically reserved to incentivize and reward the projects development team, advisors, and other contributors and will be vested and locked during the launching period.

### **Airdrop Allocation 2 Tiers: 3%**

A **3%** allocation of the total CATCH tokens (2,700,000 CATCH) is designated for an airdrop, distributed across two phases. 

### **Initial Launchpad Liquidity: 21.25% of (CATCH)**

This means that when the project or cryptocurrency CATCH is initially launched or deployed, **21.25%** of the total tokens (CATCH tokens) will be made available for liquidity on a decentralized finance (DeFi) platform.

### **21.25% unlocked at the end of 2 years**

At the end of the second year from the initial launch, **21.25%** of the total CATCH tokens will become "unlocked."

#### **21.25% unlocked at the end of 3 years**

After the third year from the initial launch, an additional **21.25%** of the total CATCH tokens will be unlocked. This is similar to the second step, allowing further token accessibility.

#### **21.25% unlocked at the end of 4 years**

At the end of the fourth year from the initial launch, another **21.25%** of the total CATCH tokens will become unlocked, continuing the gradual token release.

## 12.4 - Whitelisting Criteria

To be eligible participants must participate in the **CATCH** airdrop

<https://gleam.io/WHpaR/catchcoincom-catch-airdrop-giveaway>

- **Early Registration gets you the latest news ,airdrop date , and airdrop details**

**Community Engagement:** Priority may be given to individuals actively engaged in the project's community, such as participating in discussions, promoting the project, or holding a certain amount of the native utility token.


## 12.5 - CATCH Buy and Sell Tax:

In a token ecosystem employing a buy and sell tax mechanism, users incur a fee when transacting the token on decentralized exchanges. This tax is not discarded; instead, it is redistributed to existing token holders in the form of additional tokens, such as CATCH tokens, creating a reflection mechanism. The redistribution is proportional to the amount of tokens held by each address, providing an incentive for long-term holding by rewarding holders with additional tokens. This system is typically executed through smart contracts on the blockchain, promoting transparency and automated implementation of the buy and sell taxes along with the



distribution of reflected tokens. The specifics of the buy and sell tax distribution are detailed in the project's smart contract, outlining the percentage allocation and ensuring a fair and decentralized process.


#### **Distribution of the 3% BUY Tax:**


1% goes to CATCH token holders as a reflection reward. 


1% is allocated to the CATCH coin Operations 

1% is allocated to the Liquidity pool

#### **Breakdown of How the BUY Tax Works:**

 **1% Reflection Reward:** This is distributed to existing token holders based on their holdings. CATCH token holders will receive a portion of this 1% in CATCH tokens with each transaction. The more tokens they hold, the more they receive, which is known as reflections.

 **1% CATCH Coin Fund:** This 1% tax is collected and added to the CATCH coin fund or treasury. The treasury can be used for various purposes, such as marketing, development, partnerships, or other community initiatives to enhance the project.


 **1% Liquidity pool:** In the CATCH ecosystem, a decentralized finance token, 1% of transaction rewards are directed towards enhancing the liquidity pool. This means that with every CATCH token transaction, 1% of the transaction value is systematically added to the liquidity pool. This mechanism benefits liquidity providers, as the increased liquidity in the pool can enhance overall market stability and reduce price volatility. It aligns incentives for token holders and encourages participation in the liquidity provision process, fostering a more robust and efficient decentralized exchange environment for CATCH tokens.

#### **Distribution of the 6% Sell Tax:**


2% goes to CATCH token holders as a reflection reward. 


1% is allocated to the CATCH coin Operations. 


2% is allocated to the Liquidity pool


1% is burned, effectively reducing the total supply. 

#### **Breakdown of How the Sell Tax Works:**

 **2% Reflection Reward:** This is distributed to existing token holders based on their holdings. CATCH token holders will receive a portion of this 2% in CATCH tokens with each transaction. The more tokens they hold, the more they receive, which is known as reflections.

 **1% CATCH Coin Fund:** This 1% tax is collected and added to the CATCH coin fund or treasury. The treasury can be used for various purposes, such as marketing, development, partnerships, or other community initiatives to enhance the project.

 **2% Liquidity pool:** In the CATCH ecosystem, a decentralized finance token, 2% of transaction rewards are directed towards enhancing the liquidity pool. This means that with every CATCH token transaction, 2% of the transaction value is systematically added to the liquidity pool. This mechanism benefits liquidity providers, as the increased liquidity in the pool can enhance overall market stability and reduce price volatility. It aligns incentives for token holders and encourages participation in the liquidity provision process, fostering a more robust and efficient decentralized exchange environment for CATCH tokens.

 **1% Token Burn:** This portion of the tax is burned, meaning these tokens are permanently removed from circulation. This reduces the total supply of CATCH, which can create scarcity and potentially increase the value of the remaining tokens.

## 12.6 - Team Token Vesting Schedule



### Team Token Allocation Schedule:

- **Total Team Tokens: 10.8 million CATCH (12% of total tokens)**

### Vesting Schedule:

- **Tokens Initially Released: 19,125,000 CATCH (21.25%)**
- **Vesting Period 1: 2 years - 19,125,000 CATCH (21.25%)**
- **Vesting Period 2: 3 years - 19,125,000 CATCH (21.25%)**
- **Vesting Period 3: 4 years - 19,125,000 CATCH (21.25%)**

### What is Vesting?

When we talk about vesting, we refer to a process by which assets (tokens most of the time) are locked and released slowly over a certain period of time. This means those assets can't be sold, transferred, or transacted until they are released. As this release takes place progressively, it mitigates any shock on markets that result from having a large supply of tokens being unlocked at a single point in time.  

## 12.7 - Airdrop

The catchcoin airdrop, facilitated through the dynamic platform [Gleam.io](https://gleam.io), represents a strategic initiative aimed at fostering the growth of the catchcoin community and fortifying the foundation for its server. This innovative approach serves as a Kickstarter for the upcoming launchpad, acting as a pivotal mechanism to attract and engage users. By leveraging the airdrop, catchcoin not only aims to distribute its native tokens but also endeavors to cultivate a vibrant and participatory user base. The integration of Gleam.io adds a layer of efficiency to the process, streamlining the distribution and ensuring a seamless experience for participants, thereby propelling catchcoin towards a successful launchpad and sustainable community expansion.

✨ AIRDROP DETAILS Powered by <https://gleam.io> (CLICK HERE)

**Airdrop Allocation :** (1,000,000 CATCH)

- Join the [www.catchcoin.com](https://www.catchcoin.com) CATCH BEP-20 now
- Whitelist for the Launchpad to secure your spot
- Participate in the Airdrop for a chance to win tokens
- No bots allowed – fair and transparent distribution
  - All fake entries will be disqualified

1 Grand Prize: 250,000 CATCH tokens 🚀

2 Second Prize: 100,000 CATCH tokens 🎉

3 Third Prize: 50,000 CATCH tokens 💰

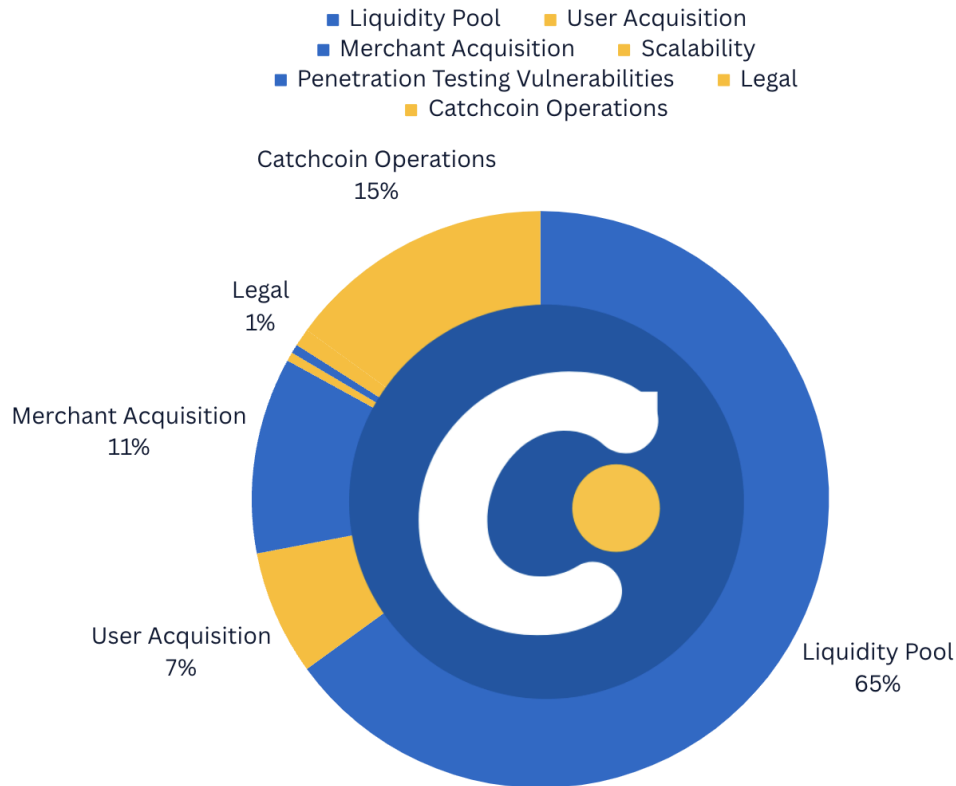
And that's not all! We have 47 additional winners, each receiving 12,765 CATCH tokens 💎

## 12.8 - Allocation of Funds from Launchpad


 **Official Launchpad Date Announcement:**

March 29th 2024


Hosted on [pinksale.finance](https://pinksale.finance)




### 1. Liquidity Pool 65%:

 The majority of funds, 65%, will be allocated to establishing and maintaining a robust liquidity pool. This is essential for ensuring a healthy trading environment for CATCH tokens, enhancing liquidity, and providing a stable foundation for the project.


### 2. User Acquisition 7%:

 A portion, 7%, will be dedicated to user acquisition strategies. This includes marketing efforts, promotional campaigns, and initiatives aimed at expanding and engaging the user base, fostering a vibrant and active community around the CATCH token.


### 3. Merchant Acquisition 11%:

 Allocating 11% towards merchant acquisition is geared towards establishing partnerships and onboarding merchants to accept CATCH tokens as a means of payment. This initiative aims to increase real-world use cases for CATCH and promote its adoption in various transactions.


### 4. Scalability 0.5% :

 A small percentage, 0.5%, is designated for scalability. This focuses on technological enhancements and infrastructure development to ensure the platform can handle increased transaction volumes and provide a seamless user experience as the project grows.


#### 5. Penetration Testing Vulnerabilities 0.5% :

 Another 0.5% is allocated to thorough penetration testing for vulnerabilities. This investment aims to fortify the security of the platform, identifying and addressing any potential weaknesses to safeguard user assets and maintain the integrity of the CATCH ecosystem.

#### 6. Legal 1% :

 1% of the funds will be dedicated to legal matters. This includes compliance, regulatory requirements, and legal consultations to ensure that the project operates within the bounds of the law, providing a secure and trustworthy environment for users.

#### 7. catchcoin Operations 15% :

 Finally, 15% will be reserved for catchcoin operations. This encompasses day-to-day operational expenses, team development, and general administrative costs required for the sustained growth and success of the CATCH token project.

## 12.9 - CS Stablecoin

**Token Name:** CS Token (Stable Coin Utility Coin) 

**Total Initial Supply:** Unknown 

**Buy fee :** 5%

**Used for Account creation:** <https://portal.catchcoin.com>

The catchcoin Stable Coin (CS) introduces a distinctive transaction model, featuring a 5% transaction tax on each buy transaction. Notably, 20% of this 5% transaction tax will be specifically allocated to CATCH token holders. This means that for every transaction conducted using (CS), 20% of the transaction tax is distributed among those who hold catchcoin tokens, providing them with a substantial and proportional reward for their active participation and

ownership in the catchcoin ecosystem. This mechanism is designed to enhance the benefits and engagement for token holders within the catchcoin community.

In addition to serving as a medium of exchange within the catchcoin app, the CS coin will play a crucial role in supporting merchants' marketing initiatives. Merchants can utilize CS coins to fund their marketing campaigns directly within the catchcoin app. This innovative feature not only empowers merchants to enhance their visibility and reach within the platform but also establishes a unique ecosystem where the CS coin serves as a catalyst for marketing efforts.



To further strengthen the economic dynamics of the catchcoin ecosystem, a supply and demand mechanism has been integrated. Transactions within the platform will incur fees, and these fees will be shared with those participating in the ecosystem, incentivizing active engagement. This ensures a sustainable and mutually beneficial relationship between users and the platform. 💰👤

To maintain stability and secure a steadfast peg to a specific value, such as 1 USD, a robust stability mechanism has been implemented for CS Tokens. This mechanism incorporates collateralization, algorithmic stability, and other strategic approaches. The combination of these elements provides a secure foundation, safeguarding the CS Tokens' value and instilling confidence in users regarding the stability of the currency within the catchcoin ecosystem.




#### **catchcoin PAY:**

empowers users to effortlessly settle payments in real-time through NFC contactless transactions. This streamlined process is facilitated by the catchcoin mobile app, utilizing CS coins for swift and secure payment settlements. Experience the convenience of instant transactions with catchcoin PAY.

#### **Campaign Funding CS Stable:**

The groundbreaking use of the CS stable token not only revolutionizes merchant engagement through [portal.catchcoin.com](https://portal.catchcoin.com) but also serves as a preferred medium for businesses within the catchcoin app. Merchants, upon seamless registration, unlock numerous possibilities for enhancing their outreach. Through the platform, they can launch time-sensitive campaigns at specific locations, incentivizing foot traffic by leveraging the stability of the CS stable coin. This approach not only fosters customer loyalty but also broadens their audience, establishing a mutually beneficial dynamic. Furthermore, CS Tokens emerge as the go-to resource for businesses within the catchcoin ecosystem, enabling them to fund marketing initiatives and issue rewards with ease. The stability of the CS stable coin ensures smooth transactions. Businesses can also utilize CS Tokens for real-time geo-location AR rewards campaigns, amplifying foot traffic and optimizing the impact of location-based marketing efforts. This

synergistic strategy not only strengthens the bond between merchants and users but also accelerates the adoption and functionality of the CS stable token in the dynamic realm of digital transactions. 

## 13 - Decentralized Exchange listings

We are thrilled to share our strategic plan for token listings on both centralized and decentralized exchanges. Our Exchange Listing Roadmap is designed to enhance accessibility, liquidity, and global reach for our community.

In the realm of centralized exchanges, we have set forth a meticulous schedule for the listing of our tokens.

## 14 - Smart Contract Audit

A smart contract audit, with Cyberscope on the BEP-20, is a security review and assessment process for smart contracts deployed on the Binance network. Cyberscope is a blockchain and smart contract security company specializing in these audits. Here's why a smart contract audit with Cyberscope on the Binance blockchain is important:

### **Security:**

Smart contracts can handle significant amounts of value, and audits help identify and mitigate security issues, ensuring the code is secure, free from vulnerabilities, and functions as intended.

### **Protecting User Funds:**

Audits ensure that user funds on the Binance Blockchain are safe from potential hacks, scams, or vulnerabilities, especially in DeFi applications where users lock in their assets.

### **Regulatory Compliance:**

Third-party audits from reputable firms like Cyberscope demonstrate a commitment to security and regulatory compliance, crucial as many jurisdictions impose regulations on blockchain and cryptocurrency activities.

### **Reputation and Trust:**

A certified audit from Cyberscope builds trust among users and investors, showcasing a proactive approach to ensuring the integrity of code and operations.

### **Bug Detection:**

Audits uncover issues like vulnerabilities, improper coding practices, or weaknesses in the smart contract that might not be immediately apparent during development and testing phases.

**Improved Functionality:**

Cyberscope's audits not only focus on security but also assess the functionality of the smart contract, ensuring it performs its intended operations correctly.

**Early Problem Resolution:**

Identifying and fixing issues before deployment, through Cyberscope's audit, is more cost-effective and less damaging than addressing them after a contract is live.

## 15 - Cash Drops

catchcoin is all set to light up your world with a series of fantastic events and cash drop giveaways! We know you've been waiting for this, and we're here to make your experience even more thrilling.

Stay tuned on our social media platforms for the latest updates, because we've got a treasure trove of cash prizes, exciting rewards, and event tickets to give away. Here's what you can look forward to:

**1. Spectacular Events:** catchcoin is rolling out a series of fun and engaging events that are sure to keep you entertained. Whether it's virtual or in-person gatherings, we're committed to making your time with us memorable.

**2. Cash Drop Giveaways:** Brace yourself for the ultimate adrenaline rush! We'll be dropping cash prizes at unexpected moments, and you could be the lucky one to snag a cash windfall. Keep an eye on our social media feeds for announcements and surprise giveaways.

**3. Event Tickets:** Want to attend that sold-out concert, sports game, or exclusive show? catchcoin will be offering event tickets to some of the hottest happenings in town. Don't miss your chance to be part of these incredible experiences.

**4. Promotional Products:** We're not stopping at cash and tickets. catchcoin will also be giving away promotional products that you'll absolutely love. From exclusive merchandise to limited-edition items, we've got some delightful surprises in store.



To ensure you don't miss out on any of these fantastic opportunities, make sure to follow us on all our social media platforms and turn on notifications. Stay connected, engage with our posts, and keep your eyes peeled for updates.

catchcoin is dedicated to providing you with an unforgettable journey filled with excitement, rewards, and entertainment. Get ready to be amazed, and remember – your next big win could be just a click away.

## 16 - Social media

<https://www.youtube.com/@catchcoinofficial>

<https://www.facebook.com/catchcoin>

<https://www.linkedin.com/company/catchcoin>

<https://www.t.me/catchcoinofficial>

<https://www.twitter.com/catchcoinAR>

<https://www.twitter.com/catchcoinMETA>

<https://medium.com/@catchcoin>

<https://discord.gg/TTrZeQ6hBN>

<https://www.instagram.com/catchcoinofficial>



<https://github.com/catchcoinofficial>

<https://www.reddit.com/r/catchcoin>








<https://www.tiktok.com/@catchcoinofficial>

# 17 - More Information

Contact us at [info@catchcoin.com](mailto:info@catchcoin.com) by email.



## Team:

						
Nick	Max	Tyler	Harry	Julian	Shishir	Mikael
CEO	CIO	CTO	CMO	Lead Engenier	Marketing Manager	Social Media

**At catchcoin, we believe in the power of collaboration and the potential of blockchain technology to reshape the future of finance. With our dynamic and skilled team, we are dedicated to creating a decentralized ecosystem that empowers individuals and fosters financial inclusivity. Stay tuned for our regular AMAs and corporate updates as we embark on this exciting journey together!**

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