

KatalystCoin V 2.0



**KATALYST
COIN**

Powered by Waves Blockchain
5 October 2017

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Executive Summary

Historically, humans started to barter trade with one another as it was natural and accessible to do so.

A farmer exchanging excess produce like chicken with another farmer with excess fruits. The purpose of trade is that it makes the trading parties better off - the quality of life is better off for trading parties.

Subsequently, barter trade lost its significance because barter trade had its inefficiencies.

Firstly, it is inefficient to carry the goods to be bartered. Secondly, the goods may not be universally tradable - Johnny may not need the chicken, though Mahir may need the fruits. A common and convenient medium of exchange had to be invented - money (legal tender) was invented as a necessary tool to facilitate trade efficiencies.

Legal tender money by definition has to be issued by a central authority in a given country. Usually the central bank in a given jurisdiction. Money is facilitated as a common lubricating element to make trade between 2 or more parties easier and more efficient.

The recent blockchain revolution however resolves the 2 above mentioned inefficiencies of barter trading. Firstly, blockchain technology allows barter trading to be carried out without needing to transport the goods. Secondly, blockchain technology allows the matching of needs between more people across great distances - thus increasing the chance that common needs can be matched and met and in the process accelerating the pace of trading and economic transactions.

This gives rise to immense market opportunity as there is no unified exchange to facilitate the bartering of digital inventories all over the world. Present day cryptocurrency exchanges are basically functioning like a securities & currency based exchanges and not barter trading exchanges - this is missing the woods for the trees. To make things worse, securities & currency based exchanges need to subject themselves to a high degree of regulatory actions. Barter trading is legal in practically all known jurisdictions - they leave it as a private arrangement between citizens or corporate entities.

The accelerated rate of barter trading across national borders also creates new business opportunities. Existing resellers now need a platform for them to acquire digital inventory so that they may conveniently market, barter or resell to a greater market segment all over the world.

This also allows a business to realize its enterprise value faster than a traditional business. A traditional business may take 5 years to realize its enterprise value while a modern business only requires perhaps 2 months. Leveraging on blockchain barter trading, it can increase its customer base and also revenue in a much shorter time. Existing venture capitalists & private equity firms need a platform to discover and exploit these companies for massive gains for their portfolio.

Katalyst is the Blockchain platform that realizes these needs by implementing the following;

1. Ordinary Citizen's Access - Katalyst blockchain platform is cost effective such that every ordinary citizen all over the world can participate. This is incredibly important as there are still a lot

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of people who are unbanked. By not having a bank account, these people are effectively removed from participating in the global marketplace.

After downloading a wallet software free from the Internet, they would be able to participate in the platform to the degree of their readiness and comfort. On the first level, they would be able to barter trade whatever they have with any willing buyer on the system.

On the second level, they may become bulk purchaser / barter trader. They may be able to enjoy bulk discount. They are then able to receive a greater operating profits or benefits in the barter traded digital inventory.

On the third level, they can also participate in unearthing scalable & disruptive business models which would grow immensely under the incubation of Katalyst. From which they would receive greater financial rewards or benefits in the digital inventory.

2. Cryptographic Barter Exchange - Barter trading is already inherently legal in practically all jurisdictions.

So it would be rewarding for us to implement the first cryptographic barter exchange all over the world. With the inherent flaws of conventional barter trading made irrelevant by blockchain technology, it is about time to leverage on blockchain technology to empower more people in the world to participate in the global free market.

We believe as the first to implement a cryptographic barter exchange, we would be able to serve the unbanked all over the world. As long as they have access to a handphone and the internet, they would be able to participate in the global free market and improve their own lives.

3. Strict Compliance to Local Laws in Respective Jurisdiction - When it concerns deposits or withdrawals of legal tender currencies, strict compliance would be enforced to comply with the laws of the country of operations.

As far as Exchange regulations are concerns, the regulations predominantly deal with legal tender currencies. This is where logically we need to draw a line between barter trading exchange operations which are inherently legal and need no regulations and legal tender currencies related trading which have different regulatory requirements in different countries.

With the framework of Katalyst properly defined, it directly addresses the actual market gap and empowering more people to be involved in the global free market. It also allows the venture capitalists & private equity professionals to leverage on the gigantic growth of enterprise value for those companies which correctly leverage on the market gap addressed by Katalyst.

Katalyst Roadmap

Katalyst positions itself as the catalyst of what is inevitably to come. As a result of blockchain adoption barter trade all over the world and between distant participating nations, trade and economic transactions are bound to accelerate.

Katalyst would function as a blockchain platform which the following is to be achieved;

1. **Discovery of scalable & disruptive business models** – Business models that would grow even faster in a blockchain enabled world. For that to happen, a basic 4 parameter test is sufficient to filter them out for the next stage of growing them. Read **Methodology** section to understand how we discover those business models.
2. **Growth of these scalable & disruptive business models** – When these business models are discovered, they are to be grown in a conducive environment. This requires the involvement of capital market and also an exchange that facilitates the barter trade of its products and services. Read **Methodology** for more information.
3. **Massive Financial Rewards for Active Katalyst Coin Owners** – Katalyst Coin owners or even non coin owners who are active participants in the discovery and growth of the business model may enjoy huge financial rewards through the reward of Katalyst tokens, fiat currency rewards and also tokens issued by the said business model. Read **Methodology** for more information.

To achieve the above mentioned functionalities, we are going to embark on the following steps.

We have already discovered our first flagship business model to **Katalyse** its growth. **LiberaCoin** targets to cut the red tape & bring back the passion. It is a blockchain platform that allows creative producers to reach their market directly.

We are glad to have a highly successful film-maker living in California to lead **Ocoin (temporary working name, not yet finalized)**. Steve Oedekerck would be leading the charge for Ocoin. Being a film-maker that is involved in all these movies





Ocoin would be providing filmmakers a new way of making and distributing movies. Fans can pay for the tokens which can exchange for merchandises and creating a blockchain platform in which fans can be rewarded for contributing to the community. Either by sharing news about a new movie, distributing merchandises etc. It would be a disruptive platform which can revolutionize movie making.



For illustration only. Not related to Star Wars

Providing a means for filmmakers / artistic producers to make media materials and massive money from merchandising.

LiberaCoin is founded on the basis of bestowing the freedom to create back to creators. The situation as it is now, a lot of artistic works are barricaded by commercial cartels that charge all creators a fee just to have them redistribute to artistic consumers. Cost of artistic creations are artificially inflated in the process of delivering the artistic work to consumers.

To make things worse, those big commercial cartels sometimes dictate how the work is to be done. The artistic independence and creativity is limited by that.

Most importantly for LiberaCoin to work, creators must connect directly to serving consumers and customers. Thus LiberaCoin is here to connect the two sets of markets and cut down the middleman. In the process, of course LiberaCoin must be able to serve people who also have

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commercial interests in it while not delineating from the main aim of independent creators creating value for their customers.

Merchandising provides a means from which early buyers of **LiberaCoin** can benefit from receiving the merchandises. The coin owners may also benefit from bartering it off for something that has financial value or any other form of value for the **LiberaCoin** owners. KatalystCoin being the blockchain platform that **Katalyses** the **LiberaCoin**, would be accepted as a coin that can barter for **LiberaCoin**.

The next flagship project would of course be a cryptographic barter exchange that would enable all these barter exchanges to carry out. There needs to be an exchange that is designed ground up from technological standpoint and legal standpoint to be completely compliant with laws all over the world.

We have got to acknowledge that Barter Exchange is legal throughout the world. It stems from the respect of personal property rights and that all ordinary citizens have the rights to deal with their own personal property the way they see fit. **Magna Carta**, the guiding principle in commonwealth laws and also enshrined in one way or the other in the Constitution of most Nations in the world personal property rights have to be respected.¹

Barty is presently the working name of our cryptographic barter exchange. It is a friendly name that signifies our mission to bring barter trade to every living being on our planet. It is the rights for every human being on our planet to be able to trade in pursuit of their own happiness and well being.

It also signifies our commitment to comply with international laws by focusing on the only activity that is legal – barter trade. Where it concerns fiat and securities, it must be dealt with categorically and all laws need to comply with the respective countries' currency and securities laws.

Barty is presently the working name of our project.



<https://barty.exchange> – Your friendly connection to barter exchange on the Blockchain.

Note : The above logo is not the final logo of the exchange, and the above mentioned slogan is still subject to change. However, the purpose of the exchange would not be changed. A friendly exchange that is geared towards the mass education of using blockchain for completely legal barter trade and empowering the masses to be part of the blockchain revolution.

¹ Money is a form of personal property as well, but legal tender money is centrally managed by the respective central bank of respective countries. There is an issuing party which can decide to issue as much as they want to, which is unlike any other form of asset classes. Same for Securities as well, that is why their issuance and sales have to be regulated by the respective Acts that deal with Company formation, etc.

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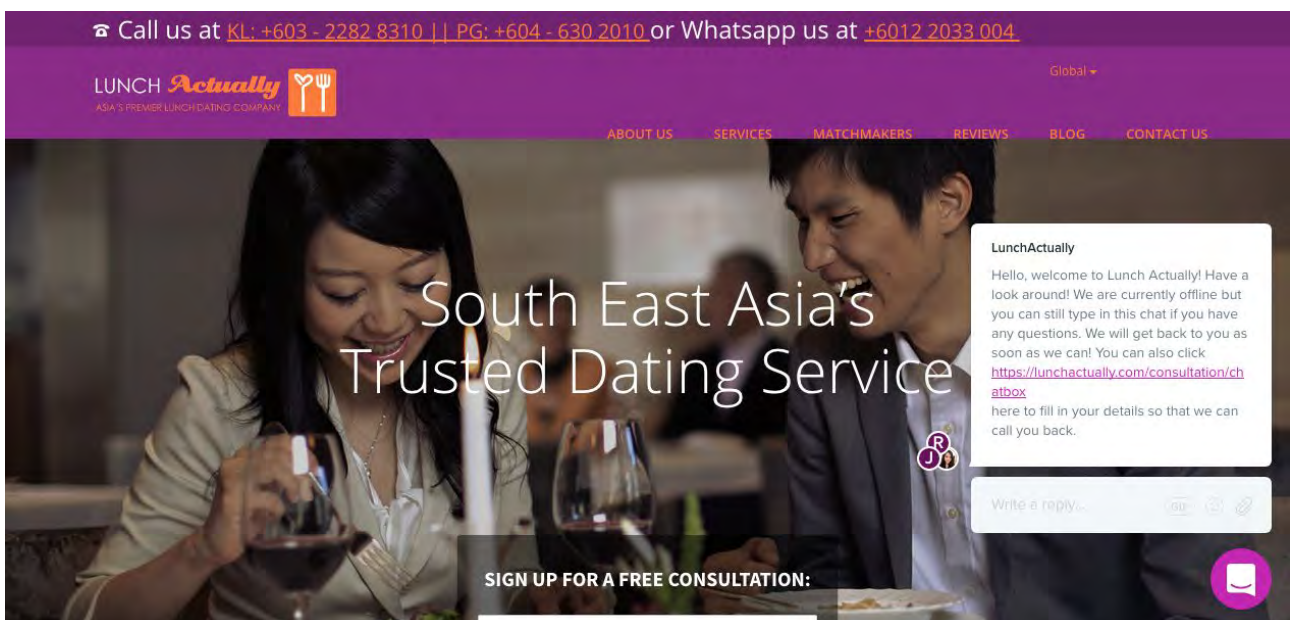
To rapidly get up to speed with the implementation of a barter exchange, we are going to build on the success of **WavesDEX** – an existing open source distributed exchange that has already been tested. Upon start of implementation of **Barty**, we expect it to be done in less than 3 weeks. We would list trading pairs that are definitely barter trade related and as far as tokens that have fiat based or securities based behaviour we would remove them as trading pairs.

Barty would then proceed on to acquiring more users and focused on education and we would leverage on top of Waves strong technological strength and deliver a fantastic exchange and we would focus on the real things that matter – educating and empowering normal ordinary citizens all over the world to be able to participate in global barter trade and in the process achieving happiness and well being for themselves.

To facilitate the healthy growth of the related barter trade, we have engaged the involvement of capital partners. Our shareholder, MCG Capital is one such party. Where applicable, we would provide underwriting commitment to selected projects – that means we commit to purchase the cryptographic inventories should the need from the market is not ideal. At the same time, we may be the market maker to ensure that a selected coin would grow healthily by the market maker purchasing / barter trade the cryptographic inventories at a predefined value.

KatalystCoin, being the blockchain platform that **katalyses** Barty, would be used as fees and universal asset that may be barter traded with all the cryptographic inventories listed on **Barty**.

The third flagship project that **KatalystCoin** would katalyse is **ViolaAI** blockchain platform.

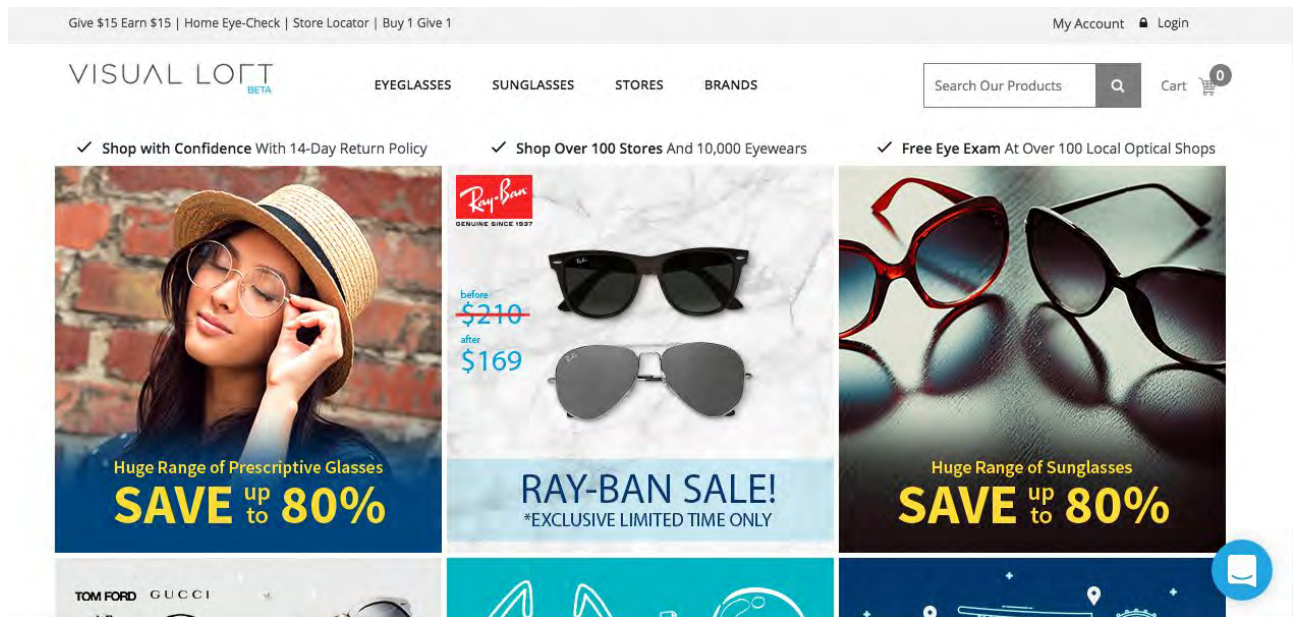


The screenshot shows the top section of the Lunch Actually website. At the top, there is a purple navigation bar with the following text: "Call us at KL: +603 - 2282 8310 | PG: +604 - 630 2010 or Whatsapp us at +6012 2033 004". Below this is the Lunch Actually logo, which includes the text "LUNCH Actually" and "ASA'S PREMIER LUNCH DATING COMPANY" next to a fork and knife icon. To the right of the logo is a "Global" dropdown menu. Below the logo is a horizontal menu with the following items: "ABOUT US", "SERVICES", "MATCHMAKERS", "REVIEWS", "BLOG", and "CONTACT US". The main content area features a large image of a man and a woman smiling at each other at a restaurant table. Overlaid on this image is the text "South East Asia's Trusted Dating Service". At the bottom of the image, there is a call to action: "SIGN UP FOR A FREE CONSULTATION:". On the right side of the image, there is a chat window with the following text: "LunchActually", "Hello, welcome to Lunch Actually! Have a look around! We are currently offline but you can still type in this chat if you have any questions. We will get back to you as soon as we can! You can also click [https://lunchactually.com/consultation/chatbox](\"https://lunchactually.com/consultation/chatbox\") here to fill in your details so that we can call you back.", and a "Write a reply..." input field with a "SEND" button and a "Close" button. There is also a purple speech bubble icon in the bottom right corner of the image.

ViolaAI blockchain platform is started by the famous **Lunch Actually**, which is a leading lunch dating company in Southeast Asia. **Lunch Actually** has offices in the major cities in Southeast Asia. **ViolaAI** targets to be the Artificial Intelligence platform which would guide users in different stages of a dating roadmap. The **ViolaAI** would be made generic so that parallel industries / markets that have a similar problem of AI coaching can use the blockchain platform as well.

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Again, **KatalystCoin** would **katalyse** the blockchain platform and would have a trading pair with **ViolaAI** coin on **Barty**.



In this round, the last flagship project would be the **Visualloft** blockchain platform.

Visualloft is a blockchain platform that would make it easy for merchants to bring their eyewear online. Granting that even ecommerce is already quite prevalent at this part of the world, but it is not so for eyewear. The reason is because it is a highly regulated area which only qualified optometrists are able to sell online / offline. It is similar all over Southeast Asia, which poses a great opportunity for **Visualloft**.

KatalystCoin would **katalyse Visualloft**. **Visualloft** would be traded on **Barty**. **KatalystCoin** would be able to barter trade for **Visualloft** coin as an universal cryptographic inventory on **Barty**.

When these 4 flagship projects are ongoing or completed, it would set in place a self sustaining blockchain engine in which new projects are going to be **katalysed** by **KatalystCoin**. On **Barty**, the new projects would have a healthy environment to grow in. Where applicable, they would be underwritten and also when they are barter traded in the market, there would be a market maker to allow it to grow healthily.

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Team



Mr Raymond Ng graduated about 20 years ago with an Honours Degree in Information Systems & Computer Science. In his Honours research thesis, he was innovating on Artificial Intelligence in the area of computer vision – he used open source resources like Linux & gcc in his research.

After graduation, he was active in the open source community in Singapore. He was part of a dedicated team that first brought in Singapore Linux Conference, LinuxWorld Expo to Singapore. During one of the years, he was serving as Chairman of the whole event.

During this period, Mr Raymond Ng has been helping companies to restructure their business models so that they may enjoy the greatest chance of receiving funding both from the government and also from private investors & venture capitalists. So far, as long as the business model is designed & implemented according to his specifications, his fund raising, investment & revenue increment can be achieved to near to 100% probability.

In the past 16 years, he has seen over 16,000 business prospects and has actually served no less than 3,000 of them in a consultant-client relationship. As a result of these experiences, he has seen repeating patterns of what makes a business model sustainable, bankable & investable.

As a result of his proven experience, he also has been certified by a government supported certifying body known as the Singapore Business Advisors & Consultants Council. This certification allows him to apply for sizeable government related funding schemes to help companies to receive funding for potentially blockchain related projects.

In the recent years, he has also been investing in some companies. Among which, the more notable ones are as follows;





Mr Teng comes with great credentials.

Mr Teng Theng Dar is currently Singapore's Non-Resident Ambassador to Oman since 2008 and the former Chief Executive Officer of Singapore Business Federation – the apex chamber of the Singapore business communities. He graduated with a Bachelor of Arts (Commerce) from Waseda University, Japan in 1979.

Mr Teng Theng Dar joined the International Division of Kao Corporation, Japan in 1979 and was with the company until January 1992. From 1992 to 2002, Mr. Teng served in various C-level positions at different companies including P T Rodamas Co Ltd, TV Media Holdings Pte Ltd, Nostrad International Pte Ltd and Consolidated Foods Australia Ltd. He also served as member of the Food Industry Advisory Council, Victoria State, Australia. In addition, he served as CEO of ABR Holdings Limited between end 2001 to end 2002. He was the Chief Executive Officer of Intraco Ltd from Dec 2002 to Feb 2008.

To know more about him, you may visit his illustrious LinkedIn profile to know him better.

<https://www.linkedin.com/in/businesscompassadvisory/>



Mr. Yuan has 24 years of management experience in the world's top financial institutions, including the Zurich Financial Services Group, Zurich Insurance Group, Bank of America and a number of private equity funds. He is the co-founder and CEO of Millennium Capital Group and MCG Holdings Group.

Mr. Yuan served as a team leader in Zurich Financial Services Group and was responsible for managing the development of financial products. Mr. Yuan also served in Zurich Global Assets, Zurich Insurance, Zurich Capital Market, Zurich Reinsurance, Zurich Scudder Fund and Zurich Kemper Investments. Mr. Yuan has rich experience in financial products and Medium Term Notes. Mr. Yuan has also provided financial advice to international groups, including Fortune 500 enterprises. Mr. Yuan has guided and advised for many acquisitions of overseas top brands. Mr. Yuan was one of the founding members and General Partners of Yun Stone Fund and was responsible for equity investment and technical evaluation and acquisition of projects overseas.

Mr. Yuan was involved and led more than 40 complex financial transactions, including large-scale M&As, reinsurance projects, international securities transactions and cross-border transactions. As the co-founder of Millennium Capital Group and MCG Holdings Group, Mr. Yuan has built a team of more than 20 global partners with deep industrial connections at home and abroad in six major capital markets around the world (including China, the United States, Europe, Japan, Hong Kong and Singapore).

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Ms Soh Wan Wei is the latest addition to management of KatalystCoin. The core of KatalystCoin is not about the technology. Technology is already a solved problem.

The present gap is the communication of blockchain as a solution to the greater market, and we are honoured to have Ms Soh with us. Ms Soh Wan Wei is a public relations professional who has interviewed more than 100 C-Level Executives to date, including presidents, ambassadors and politicians.

In 2017, Wan Wei was the first and only Singaporean selected by the Prime Minister's Office to helm Finland's 100th years of independence project.

Ms Soh graduated with a Masters in Corporate Communication from Aalto University School of Business and a Bachelor Degree with Honours from the National University of Singapore.

Rest of Management & Advisors



Mr Lester Lee started his first retail in 2009 and managed to break even within 6 months time. Went on to build his optical empire within six years.



Mr Joseph Kwok is currently the CEO/GM of SooChow Securities CSSD (Singapore) Pte Ltd, a licensed fund manager in Singapore that is 75% owned by SooChow Securities and 25% by CSSD (China-Singapore Suzhou Industrial Park Development Co. Ltd).



Mr. Ko is a select member of the Hong Kong Stock Exchange Derivatives Consultative Panel, with extensive knowledge in securities, derivatives and corporate finance. Mr. Ko is having experience in the big 4 international accounting firms.



Mr Zhang has 20 years of experience in venture investment and is a successful venture investor.



Mr Nick Johnston founded a recruitment company in Tokyo called Wall Street Associates (WSA) Japan in 1999. He is an investor.



Ms Ooi Lay Leng has extensive experience in financial markets. She was a fund manager as well as a local regulator for our sovereign fund for 34 years.



Ms Iris Koh has joined us as Advisor. Being a musician, she provides another perspective among the other more technically inclined members of management or advisors. Under the umbrella of Katalyst, she would be heading her own blockchain token.



Mr Jamie Lee co-founded Lunch Actually in April 2004 together with his wife Violet Lim which is Lunch Actually is South East Asia's biggest dating group. He helped expand the businesses from Singapore to Malaysia, Hong Kong, Indonesia and Thailand.



Mr Benjamin Yang is an internationally sought-after F&B and Retail Profit Strategist. He is known as an architect who has been working behind the scenes to assist many big international brand names.