





- The Future Of Funding!



CROWD SOURCING

- The World is your new Team!



HYBRID FUNDING

- First-ever co-investment model of its kind!





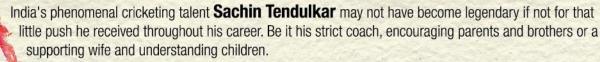
Biocon's Founder Kiran Mazumdar- Shaw, who is among the top 100 powerful women in the world, wouldn't have been where she is today without the support of her family.

Her dad, a head brewmaster at United Breweries, suggested she study fermentation science. She took up the course in Australia, where she was the only women student and ended topping her class. When she returned home to India she learnt she may not be hired as a master brewer because it was then labelled 'a man's work' and so she began her work towards leading one of the top biotechnology companies and contributing to the progress of science and chemistry. She wasn't cowed down by her pioneering work, instead using the support of her family and the community to realize her goals.

Facebook's Mark Zuckerberg may not have seen his company grow to this extent if not for the early support offered by Peter Thiel and

the larger community that bought into his idea. After all he was young student, who may have been a programming genius, but had little experience in business moves. Mark made sure he had people around him, be it his partners or even friends like Napster's co-founder Sean Parker. His interactions and learnings from the community also made sure he grabbed opportunities early - for instance in reaching out to other communities and schools like Columbia, New York University, Stanford, Yale, Cornell, etc. In his later Facebook years too he didn't hesitate to seek advice from those like Steve Jobs. His story of reaching out to the community and helping the community grow has been phenomenal.

SO, WHAT MADE THEM REALLY SUCCEED?



Along with following his passion for the sport, Sachin took the advice of others, be it the suggestion to change his school by the coach or having to live with his aunt and uncle so he could live close to the ground and practice harder.

Five-time World Amateur Boxing champion, **Mary Kom** may not have become the first and only woman boxer to have won medals in all the six world championships, if not for her will to overcome adversity and the backing of her family and the community.

A mother of three, Mary came from a poor tribal family in Manipur and took to boxing after being inspired by another boxer Dingko Singh's success. Mary Kom participated in the London Olympics 2012, the first time women's boxing featured in the olympics, ended up with her winning a bronze medal. This despite her coach not being allowed at the Olympic Village and with just her brother and mother there to support. But soon the large crowd got behind her, egging her to give her best and didn't disappoint. More recently Mary Kom won gold at the Asian Games in Incheon, South Korea.

Success = Power of Individual Belief + Collaboration

And we at Catapooolt enable true collaboration to thus Power Your Belief...



WHAT **CATAPOOLT** BRINGS TOGETHER?



CATAPOOOLT IS FIRST-OF-ITS-KIND PLATFORM — WHICH ENDEAVORS TO BRING TOGETHER THE NEW-AGE COLLABORATION TOOLS — TO THUS HELP YOU TAKE YOUR DREAM VENTURE FORWARD! SO HERE'S A BRIEF LOOK INTO WHAT CATAPOOOLT CAN EMPOWER YOU TO DO...



CROWDFUNDING

THE FUTURE OF FUNDING

Catapooolt has been India's fastest growing and most uniquely structured Crowdfunding Platform

Here's how we really matter to Project Managers and Dreamers...









OFFLINE PARTNERS



GLOBAL & LOCAL CONNECTS



PERSONALISED GUIDANCE

SOME GLOBAL CROWDFUNDING TRENDS!

In 2014 the crowdfunding industry is set to grow 92%. In the last 5 years alone it has grown 1000%, at this growth rate by 2020 Crowdfunding alone will: Contribute to \$500 billion plus in funding per year Create more than 2 million new jobs

This global economy through crowdfunding this year has seen a boost of \$65 Billion and the creation of 270,000 jobs.

The emerging markets like Brazil, China and India are going lead the growth in crowdfunding. According to a World Bank report, crowdfunding in China could reach \$50 billion by 2025.

Crowdfunding have actually been an integral part of our culture...since a very very long time! Indeed, all religious festivals in India does rely on community funding!

CROWDFUNDING IN INDIA!

In 1966, the first of the Reliance Industries, was through its Founder DhirubhaiAmbani's efforts to raise funds from 30000 villagers and various communities from Gujarat.

India's largest private sector company was then build through crowdfunding.

In 1976, 'Manthan' a film by ShyamBenegal was co-produced by 500,000 farmers from the state of Gujarat - with each contributing Rs.2 for its production. This may well have been the first crowdfunded film, without the support of any production house. However, even the modern day crowdfunding has now been growing tremendously in India —and its is estimated that since last two years — a total of INR 15 Crores have been raised through various crowdfunding initiatives!

ARE YOU LEVERAGING IT YET FOR YOUR IDEA???

HOW CATAPOOOLT IS ATTEMPTING TO INNOVATE CROWDFUNDING IN INDIA?

FOR PROJECT OWNERS	FOR CONTRIBUTORS
 Complete strategic support and best-in-class amplification tools to build your Campaign Multiple community engagement opportunities Only Crowdfunding platform to having build offline retail network to help you publicise your project Strong Advisory board across various domains Multiple contribution options Strong global affiliate network 	 World's only crowdfunding platform offering three-tier rewards Unique Rewards Marketplace concept Carefully curated projects Opportunity to contribute through multiple means

Catapooolt's Rewards Marketplace is yet another crowdfunding first!

Carrying forward our vision of offering the most rewarding collaboration experience, Catapooolt now offers a unique Rewards Marketplace feature wherein we help you pick the best possible rewards that you could offer to your contributors and then highlight them so that we can help you and your potential contributors not to miss supporting you, just because they did not go through your project details and catch the awesome rewards that you are willing to share!

And if that's not all - we also offer world's first three-tier reward program - which includes

- Incentive coupons and Catapooolt merchadise
- Unique Pichar Paisa Rewards Program which opens up opportunity to get even more rewards!
- Project rewards and vouchers from the project-leaders themselves

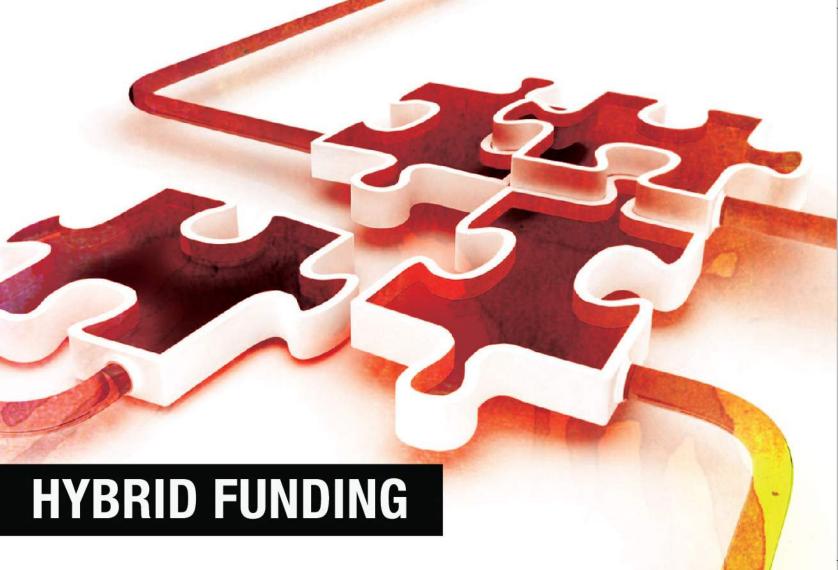


YES,

WE AT CATAPOOOLT DO REALIZE THAT COMMUNITIES CAN OFFER YOU MUCH MORE THAN JUST FUNDING! AND SO WE NOW BRING THE POWER OF CROWD SOURCING TOO!

Just list out what all support you need to make your ideas come true — and post it on Catapooolt — and see the world coming together to power your belief!

- a) Scout for high-quality talents for your venture
- b) Find like-minded partners at local & global locations
- c) Receive training and learn from successful teams & business models
- d) Reach out to communities to co-create value or solve problems together



Welcome to a whole new way of raising funds - which makes it a win-win for all patrons! For the very first time ever - Catapooolt brings you the power to combine the love of communities and expertise of seasoned investors to help your venture get funded! Through our unique 'Hybrid Funding Model' - now both communities and investors can get to co-invest in your unique idea!

HERE'S HOW IT WORKS:

- You can choose 'Hybrid Funding' option while creating your project on Catapooolt! Do remember, if you choose this option, you will be
 required to share additional details on your venture. You can also choose what part of your funding you want to be funded by
 communities and by seasoned angel investors.
- Once your idea gets approved it will be listed under Hybrid Funding category enabling our partner investors to be able to access and give their feedback on detail venture reports.
- Please note that Catapooolt will only be assisting you to solicit interest from our partner investor networks. The actual investment and due diligence formalities will not be implemented on the platform.





- 1. Most campaign buzz is generated in the early phase.

 Make sure the early buzz and your energy is made the most use of, by reaching out to as many people within the first 2 weeks of the campaign. Remember the project's your baby and you will need to lead these efforts.
 - 2. Set your internal funding goals, say for instance, 40% to be achieved in the first month, 30% in the second and the remaining 30% in the final month. If your current the remaining 30% in the final month. If your current approach is unable to achieve this, communicate this to catapooolt and partners early, we might have some Catapooolt and partners early, we might have some valuable feedback and help you pivot on the strategy, if needed.



- 3. Plan not just on a weekly basis but list down a set of activities you wish to accomplish in the beginning of each day. Coordinate with Catapooolt's various teams to help 4. As an entrepresent
- 4. As an entrepreneur, you need to be aggressive and to stone unturned in your campaign funding efforts.

- 5. Finally, keep your potential and active contributors engaged and delighted through:
- a. Stay focus on your project's core, keep striving to better the product or service offering.
- b. Engage with contributors & incorporate the useful feedback you receive.
- c. Make available your contact details so they can easily reach you. Be prompt in your replies.
- d. Ensure you deliver on your rewards and project promises in the timelines mentioned.
- e. Surprise them with messages, gifts, event invitations, etc, even months after the crowdfunding campaign keep the bond going, never know when you might need them again.

NEED MORE TIPS? CATAPOOOLT IS HERE TO HELP YOU!

- 1. Do access our first-ever Crowdfunding Guidebook – available for free download on our
- 2. Our dedicated campaign managers work continuously with you to boost your campaign efficacy and reach
- 3. Do continuously visit our blogs for latest global insights and best practices on Crowdfunding and



Flip through the pages of Catapooolt Collaboration Powerbook and learn how you too can leverage the power of communities to make your dream ideas come true!

Experience the powerful suite of services that Catapooolt offers to boost your Collaboration!

- Dedicated Campaign Managers
 Global insights and best practices
 Group Contribution Capability
- Social Media amplification tools
 PR and Offline Media Connects
 Community Influencers outreach
- Partners Network and Events Utilisation
 Offline Network
 Offline Fund raisers organization support



STARTING BLOCKS MEDIA VENTURES PRIVATE LIMITED C/O The Playce, 101, Marathon Maxima, LBS Marg, Mulund West Mumbai - 400078

Instantly access our Collaboration power experts.
Just post your query at our twitter handle @catapooolt!
For any further details,
contact us idream@catapooolt.com

