



Monetize Video Anywhere
www.catapultx.com



FUNDING:

Stage: Pre-seed
Prior Capitalization: \$380K
Goal: \$350K

COMPANY PROFILE:

URL: www.catapultx.com
Industry: MarTech/AdTech
Founded: 2019
Structure: Delaware C-Corp
HQ: New York, NY
Contact: zack@catapultx.com

TEAM MEMBERS:



Zack Rosenberg
Co-Founder & CEO
Grew revenue from \$40k to \$80MM+ in 4 years for Keywee Led global sales teams



James Altschuler
Co-Founder & COO
11th of 4,200 reps at Yelp in monthly revenue
Closed \$1.6MM in sales for Keywee



David Snelling
CTO
Co-founder Blab, Acq. by Deloitte for \$350MM
Dir of Architecture @ Disney
AI/ML Expert

COMPANY OVERVIEW

Consumers HATE interruptive advertising. How often do you want watch a video online and have to sit through a minute of ads for :40 of content...always, right?

85% of consumers will leave a video as soon as they see these ads. However, if ads are inserted into the content through our unique formats AND are contextually relevant, you create utility from the advertisers messaging.

Translation: 3x the Click-Through Rate of competing experiences.

This leads to 3 outcomes:

- More highly engaged audiences
- Better performing ads for brands
- More premium inventory for media companies to sell

BUSINESS MODEL

Through Mesh, publishers utilize Catapult's SaaS platform for a recurring monthly fee. Through Launch, advertisers purchase in-social video advertising and Catapult retains between 30%-50% of the CPM for brokering the relationship and providing unique ad-formats.

COMPETITIVE ADVANTAGES

We are gearing up to submit for several patents for our technology built completely in-house. It will protect the way we identify advertising opportunities, adapt their messaging, and optimize for performance.

TRACTION AND MILESTONES

Completed Quake Accelerator Program of Winter 2020. Working with major publishers that include CBS, iHeartMedia, AlticeUSA, advertisers such as Kiss Cosmetics, and many advertising networks.

WHY YOU SHOULD INVEST

The vast majority of consumers have rejected the video advertising standards of today, including pre-roll and mid-rolls ads. When the industry adopts our method, it will not only change the relationship between consumers, advertisers, and media companies, but allow a \$61B industry to grow to \$400B through new inventory and greater performance.

