



Money Laundering

Suitability

Supervision

Transaction Monitoring

Risk Management





Problem

New Tough Regulations coming

>DOL Fiduciary Rule estimated to cost

the industry \$11B by 2020

>AML Rule for Advisory Firms

Firms need a cost effective solution to comply





FINRA's enforcement actions jumped 14% in 2015 with fines of \$190 Million

SEC had 868 enforcement actions with over \$4 Billion in fines in 2016





Catalyst's web based solution provides:

- Automating transaction monitoring
- > Rule writer
- > Supervisory Controls
- Risk Profiling
- Risk Management
- Suitability management

Product











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Trading





Library

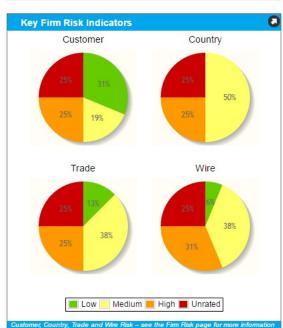




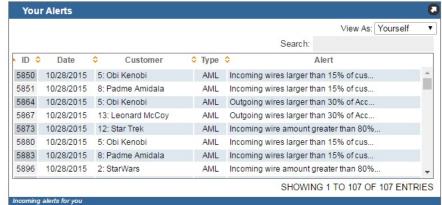


















> 4,000 Broker Dealers

> 25,000 Registered Investment Advisors





> RIA Market: \$25 Million

> Broker Dealer Market: \$10 Million



Business Model

Enterprise Licensing

White Labeling

Software leasing



Business Model

- > Avg. Monthly
 Subscription: \$2,000
- > Avg. Setup Fee: \$5,000
- Avg. Implementation time: 4 weeks





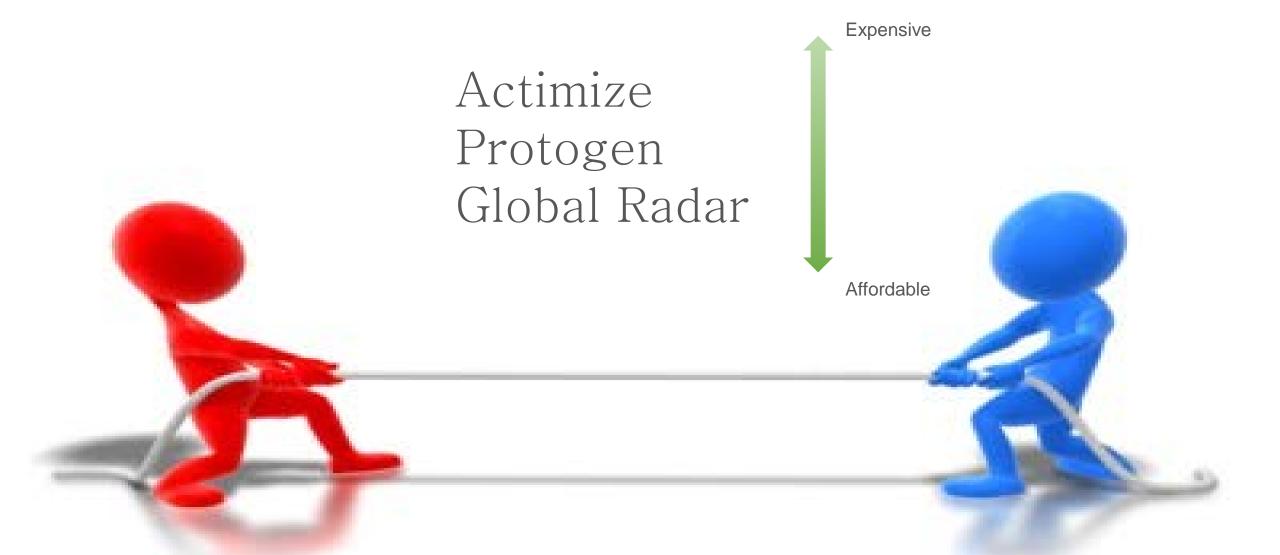
Value

Designed by compliance for compliance

Low cost solution to price in small and medium sized firms

Access to Big Data analysis at an affordable price

Competition





Competition Advantages

- ✓ Suite of modules provides best value
- ✓ Risk Rating
- ✓ Low Price
- ✓ Designed by compliance
- ✓ Targets both Broker Dealer & Advisory markets
- ✓ Retail module (planned)

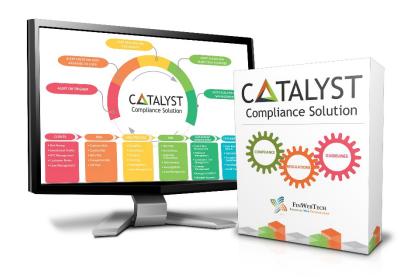




We are seeking investments for:

- ✓ Faster onboarding
- ✓ Continued evolution of the technology
- ✓ Sales and Marketing

Thank You



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