

The automated  
market for  
intellectual  
property in the  
music industry



# IP backed Securities (IPbS) in the music industry

As a new asset class

- A multi-trillion asset base, with a very dynamic estimated growth of around 18% CAGR
- Recession proof, experiencing solid growth even during economic downturns
- Safe investment alternative with iconic artists music IPs generating steady revenues over long periods of time
- Except to record labels and closed-end funds (i.e. Hipgnosis, Roundhill), access to music IPs for most of the institutional investors is still denied by the absence of a regulated marketplace to be able to securitize, IPO and trade IP backed securities (IPbS)
- NFT based markets were unable to generate the interest of institutional investors and investment banks due to the use of un-enforceable smart contracts and decentralized Blockchain technology.

**CONSIDERING THE TRANSACTIONS STRUCTURE IN CAPITAL MARKETS, WITH INSTITUTIONAL INVESTORS COUNTING FOR AROUND 90% OF TRANSACTIONS, IN THE ABSENCE OF A REGULATED MARKETPLACE FOR MUSIC IPbS, DEMAND IS STILL SEVERELY UNDER-ADDRESSED AND MUSIC IPs UNDERPRICED.**

# Why Katastic

First marketplace to integrate securitization of IPs, primary direct investment and secondary trading of royalties, IP's, touring, streaming and other income streams in the music industry and as well, **for the first time, IPO-ing of an artist the same way as taking a company public.**

First marketplace able to comply with the requirements of capital markets regulators and based on legally enforceable contracts for IP securitization.

Established and emerging artists, labels, music promoters, and streaming companies alike can connect with their fan base, retail investors and institutional investors to conduct transactions transparently and efficiently with a community interested in supporting their careers and businesses.

Opens-up for the first time the access of institutional investors to IPbS, as a new class of securities, creating a bridge between stakeholders in the music industry, institutional investors and leading investment banks.

**IN SHORT - A NYSE OR NASDAQ MARKET, COMBINED WITH AN OTC MARKET, FOR INTELLECTUAL PROPERTY AND FIRST OF ITS TYPE TO BE REGULATED.**



“From my first job in this music industry I've admired, worked for and been mentored by those individuals who've bridged the gap between hip hop and financial literacy. This endeavor is the extension of a career's work in the observation and application of just that. This is why I'm excited to join Katastic.”

- Lenny Santiago -

## Benefits to leading investment banks

- Creates a new class of assets/securities to a recession proof industry in a compliant and transparent market
- Generates a new line of business, with significant volumes, both in terms of primary issues and secondary trading
- Taking a position towards the leading stakeholders in the music industry as being the first financial institution opening up the IPbS market together with Katastic
- Allows for creation of liquid securities and derivative products, thus enhancing strategic and arbitrage policies
- Access to practically an unlimited number of music rights and brand monetization securitization
- Allows for pooling of securitized IPs, thus allowing for capitalization of differentiation between different trends in specific regional markets or within types of IPs or within various categories of IP owners
- Offering a new wide variety of investment opportunities to diversify their clients portfolios

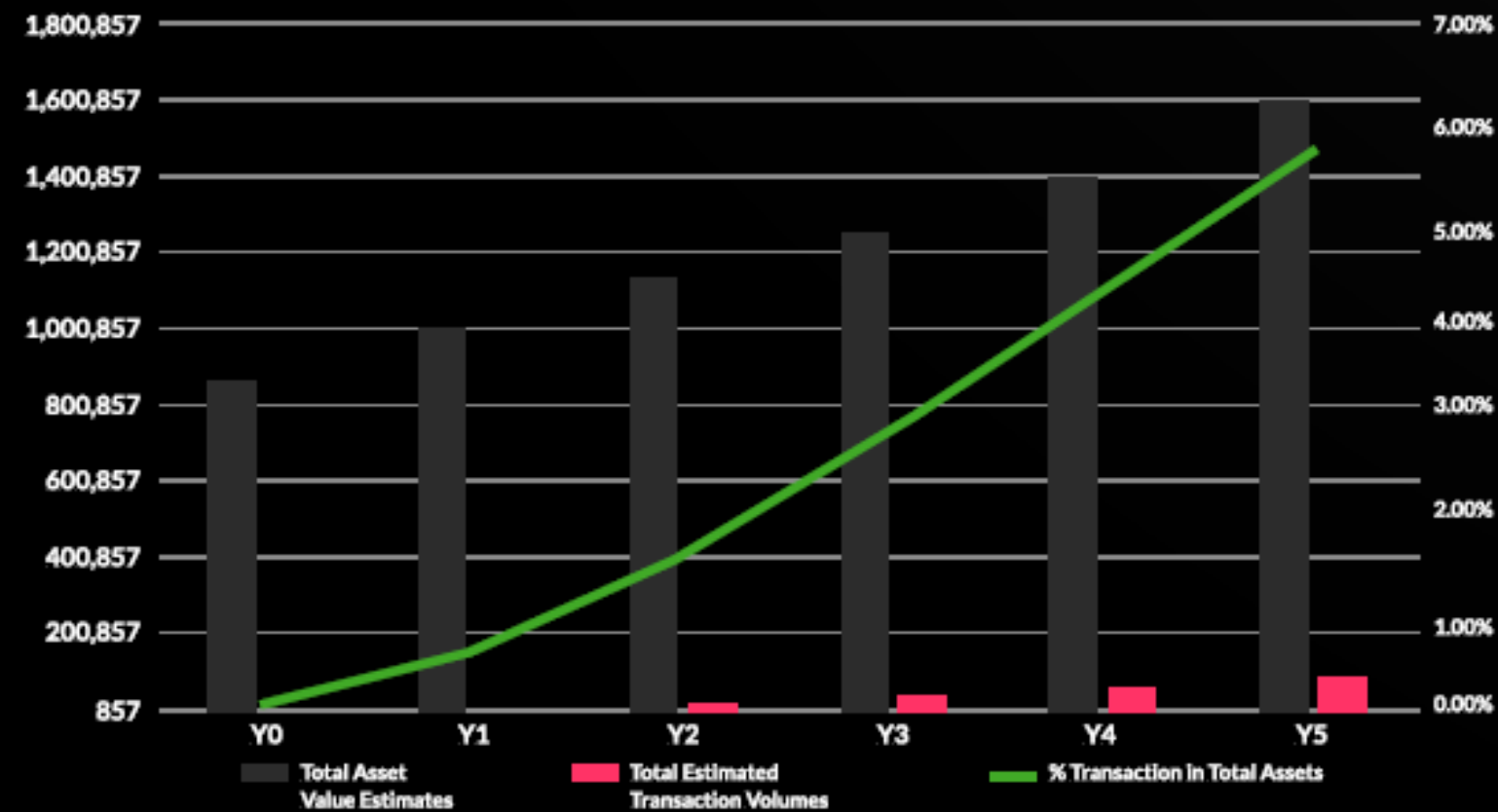


# Music - As a New Business Line

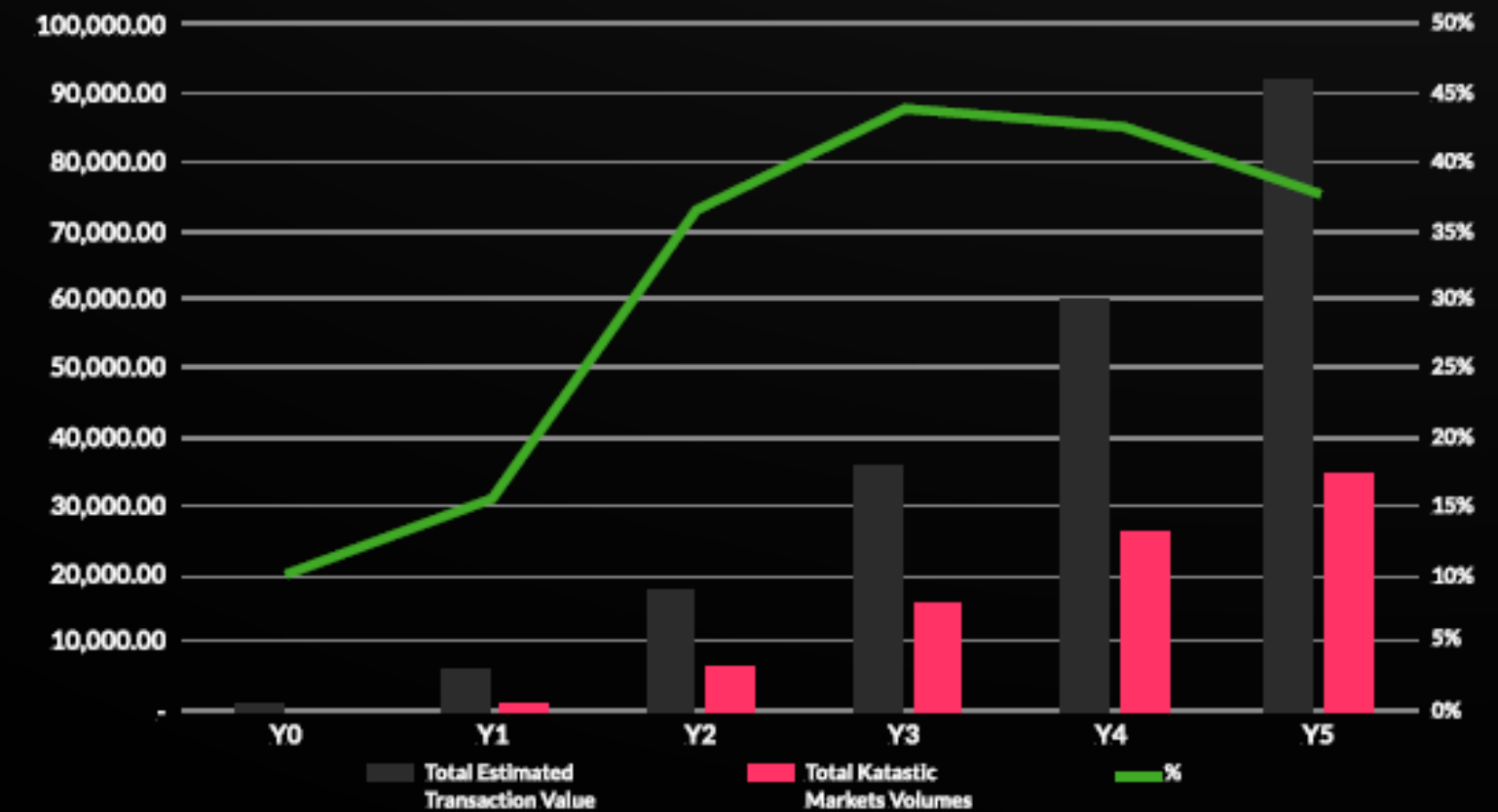
## Total Music Industry Asset Value Estimates (million US\$)

|                                    | 2019              | 2020              | Y0                | Y1                | Y2                  | Y3                  | Y4                  | Y5                  |
|------------------------------------|-------------------|-------------------|-------------------|-------------------|---------------------|---------------------|---------------------|---------------------|
| Recording Market                   | 202,000.00        | 208,000.00        | 222,560.00        | 242,590.40        | 266,849.44          | 296,202.88          | 331,747.22          | 378,191.84          |
| Publishing Market                  | 58,000.00         | 60,000.00         | 63,000.00         | 67,410.00         | 73,476.90           | 78,620.28           | 84,909.91           | 92,551.80           |
| Live events Market                 | 281,000.00        | 70,000.00         | 210,000.00        | 249,900.00        | 292,383.00          | 307,002.15          | 328,492.30          | 358,056.61          |
| Streaming Market                   | 216,000.00        | 254,000.00        | 292,100.00        | 338,836.00        | 393,049.76          | 455,937.72          | 533,447.13          | 629,467.62          |
| Artist Ancillary Business *        | 96,420.00         | 52,722.86         | 85,470.43         | 97,763.66         | 111,463.24          | 119,839.78          | 130,820.02          | 145,343.75          |
| <b>Total Asset Value estimates</b> | <b>853,420.00</b> | <b>644,722.86</b> | <b>873,130.43</b> | <b>996,500.06</b> | <b>1,137,222.34</b> | <b>1,257,602.81</b> | <b>1,409,416.58</b> | <b>1,603,611.61</b> |

Total Industry Transactions VS Total Industry Asset Value  
-million US\$-



Katastic Market Volumes VS Total Industry Transaction Value  
-million US\$-



# Investing for Innovation & Profit

## Katastic ONE Market Volumes (million US\$)

|                             | Y0           | Y1            | Y2               | Y3               | Y4               | Y5               |
|-----------------------------|--------------|---------------|------------------|------------------|------------------|------------------|
| Recording Market            | 46.74        | 424.53        | 2,801.92         | 6,220.26         | 9,753.37         | 13,236.71        |
| Publishing Market           | 13.23        | 117.97        | 771.51           | 1,651.03         | 2,496.35         | 3,239.31         |
| Live events Market          | -            | 125.95        | 941.47           | 3,223.52         | 5,748.62         | 7,895.15         |
| Streaming Market            | -            | 338.84        | 1,179.15         | 2,279.69         | 4,000.85         | 5,665.21         |
| Artist Ancillary Business * | -            | 97.76         | 445.85           | 1,725.69         | 3,139.68         | 2,906.88         |
| <b>TOTAL</b>                | <b>59.97</b> | <b>668.45</b> | <b>11,094.81</b> | <b>11,094.81</b> | <b>17,998.33</b> | <b>24,371.18</b> |

## Katastic OTC Market Volumes (million US\$)

|                             | Y0           | Y1            | Y2              | Y3              | Y4              | Y5               |
|-----------------------------|--------------|---------------|-----------------|-----------------|-----------------|------------------|
| Recording Market            | 20.03        | 181.94        | 1,200.82        | 2,665.83        | 4,180.02        | 5,672.88         |
| Publishing Market           | 5.67         | 50.56         | 330.65          | 707.58          | 1,069.86        | 1,388.28         |
| Live events Market          | -            | 53.98         | 403.49          | 1,381.51        | 2,463.69        | 3,383.63         |
| Streaming Market            | -            | -             | -               | -               | -               | -                |
| Artist Ancillary Business * | -            | 24.44         | 114.46          | 431.42          | 784.92          | 726.72           |
| <b>TOTAL</b>                | <b>25.70</b> | <b>286.48</b> | <b>1,934.96</b> | <b>4,754.92</b> | <b>7,713.57</b> | <b>10,444.79</b> |

## Total Katastic Market Volumes (million US\$)

|                             | Y0           | Y1            | Y2              | Y3               | Y4               | Y5               |
|-----------------------------|--------------|---------------|-----------------|------------------|------------------|------------------|
| Recording Market            | 66.77        | 606.48        | 4,002.74        | 8,886.09         | 13,933.38        | 18,909.59        |
| Publishing Market           | 18.90        | 168.53        | 1,102.15        | 2,358.61         | 3,566.22         | 4,627.59         |
| Live events Market          | -            | 179.93        | 1,344.96        | 4,605.03         | 8,212.31         | 11,278.78        |
| Streaming Market            | -            | 338.84        | 1,179.15        | 2,279.69         | 4,000.85         | 5,665.21         |
| Artist Ancillary Business * | -            | 122.20        | 557.32          | 2,157.12         | 3,924.60         | 3,633.59         |
| <b>TOTAL</b>                | <b>85.67</b> | <b>954.93</b> | <b>6,449.86</b> | <b>15,849.73</b> | <b>25,711.91</b> | <b>34,815.96</b> |

## Business model and strategy

- Katastic strategy provides for becoming operational on its own, first as an OTC market and further as a regulated exchange in the US and operate overseas through partnerships with regulated exchanges. Further operations are under discussions for UK, the EU, India and Latin America.
- On the concept side, Katastic will capitalize on being the first regulated market for IP rights, by expanding the scope of the market, beyond the music industry, to include first entertainment & lifestyle (film & TV, sports, visual arts, fashion) and further all IPs and generally all intangible assets irrespective of the industry (i.e. technology, pharmaceuticals). Katastic strategy will be to become the marketplace for IPs irrespective of the industry.



## Katastic journey

- October 2019 – WeR Global Ltd. registered in the UK
- May 31st, 2020 – MVP app delivered
- June 30, 2021 – application ready to market and tested
- April 2022 – Board of Directors and Advisory Board completed
- July 2022 – Executive Management team in place
- September 2022 – Execution of Partnership Agreement with Sound Royalties to provide artists with advance payments to future IPO proceeds
- October 2022 – Incorporation of Katastic Inc. as fully owned US subsidiary
- October 2022 – Lenny Santiago, executive VP Roc Nation joins Katastic BoD
- November 2022 – Execution of PoC Agreement for 1st IPO with French Montana
- December 2022 - Completion of Seed Financing Round

## Q1 - Q2

- Execution of Partnership for IPO Agreement with independent Hip-Hop record label with annual revenues in excess of \$100 million (name covered by confidentiality)
- Execution of Partnership for IPO Agreement with Hip-Hop Legend Artist
- Execution of advance payments to signed artists – first Katastic operational revenues
- Launching event - public announcement of first IPO
- Public announcement of independent Hip-Hop record label IPO
- Public announcement of Hip-Hop Legend Artist
- Building / signing agreements for music IPO pipeline (i.e. Hip-Hop artists, Latino artists, country & rock artists)
- Execution of Partnership for IPO Agreements with athletes
- Hiring of investment banking institution to lead Series A financing

## Q3

- Series A financing completed by end quarter
- Start of the US-SEC licensing process
- Expand operations to film & TV and visual
- Start operations in the UK

## Q4

- Completion of IPOs for French Montana, independent Hip-Hop record label and Hip-Hop Legend Artist
- First trades on Katastic OTC
- Start operations in the EU

# Roadmap 2023

# Roadmap 2024 - 2025



## 2024

- US-SEC regulatory approval
- Start Operations on Katastic ONE
- Series B financing round
- Expansion to IPbS in technology and pharmaceuticals
- Start operations in India

## 2025

- Prospective Katastic IPO

# Team

To implement its strategy, Katastic put-up together a strong team of professionals entailing experience and exceptional track record in investment banking, the entertainment industry and IT



**Dragos Stanescu**  
 Founder, Chairman  
 &CEO



**Marlon Roudette**  
 Director



**Ernest Lyles II**  
 Advisor



**Gonzalo Mahou**  
 Director



**T'ziah Wood Smith**  
 Advisor



**Jamie Dominguez**  
 Advisor



**Grady Spivey III**  
 Vice- Chairman



**Terance Takyi**  
 Vice- Chairman



**Shamark Davis**  
 Director



**Alex Danila**  
 Advisor



**Charlene Thomas**  
 Advisor



**Lenny Santiago**  
 Director



**Jerry "Wonda" Duplessis**  
 Advisor



**Robert Becsenescu**  
 Advisor



**Ed Poston**  
 Director



**Danny Koppel**  
 Advisor



**Chang Oh Turkmani**  
 Advisor



**Sorin Alexa**  
 Chief Financial Officer



**Robert Gealapu**  
 Chief Technical Officer



## Dragos Stanescu

Founder, Chairman & CEO

Board of Directors

Founder & Chairman of the Board, educated at the Academy for Economic Studies in Bucharest, Mr. Stanescu graduated magna cum laude in 1988. Mr. Stanescu further improved his education by getting his Ph.D. degree in 1998 and by attending a variety of internships and job positions with the World Bank, the Bank of England, the U.S. Securities and Exchange Commission, Manufacturers Hannover Trust, Merrill Lynch. Mr. Stanescu served as Capital Markets Advisor to the Governor of the National Bank of Romania, being part of the teams preparing the first modern banking legislation, the first foreign exchange market and the first capital markets legislation and Bucharest Stock Exchange self-regulatory package in the post-communist Romania. Mr. Stanescu headed for the last 19 years the CEE operations of King's Place Advisors, an investment banking boutique, active in M&A and Project Financing. Mr. Stanescu is also a founding member of SOREC (the Romanian Economic Society), a think-tank uniting the top Romanian economists.





**Grady Spivey III**  
 Vice-Chairman  
 Board of Directors

The Co-Founder of Create Labs Ventures, a Tech Platform that bridges the gap in DEI, and CEO of Full Surface Management, an innovative marketing and consulting firm, defining popular culture globally. As a digital and social entrepreneur, Grady's relationships span from financiers such as Goldman Sachs, Citi Group, Merrill Lynch to Private Equity firms and Hedge Funds. He has worked and fostered relationships with brands such as Reebok, Under Armour, Nike, HBO, 20th Century Fox, Moët Hennessy, BET, MTV and more. Grady, has defined the careers of many multi-platinum recording artist, working along side his friend and business partner, Grammy award winning producer Swizz Beatz. Grady's career started with Full Surface Records, in 2001, a joint venture production company with Clive Davis's Sony, RCA, J

Records imprint, in which Grady served as Vice President of Artist and Repertoire for the company, working with everyone from Kanye West, DMX to Mariah Carey, leading to Billboard chart topping singles, album releases and achieving the first digital single to go platinum in the RCA system.



**Terance Takyi**

Vice-Chairman

Board of Directors

Is a Managing Director and Wealth Manager with UBS in New York.

Mr. Takyi joined UBS in 2023. Prior to joining UBS, Mr. Takyi was a Vice President at JP Morgan and was responsible for managing personal assets for the firm's private clients.

Before JP Morgan, he worked as Private Client Advisor at Goldman Sachs. His practice is focused on providing comprehensive wealth management solutions, including trust and estate planning, philanthropic giving, tax-efficient lending options, as well as broad asset management advice, to families and foundations.

Mr. Takyi earned his bachelor's degree in Economics from the University of North Carolina at Greensboro and is currently an MBA candidate for the class of 2023 at UNC Kenan-Flagler Business School.



**Marlon Roudette**

Director

Board of Directors

Is a song writer, producer and recording artist based in London, UK. He got his first break in the music business in 2005 as the lead singer of the band Mattafix. Their second single "Big City Life" went to number 1 in nine countries globally. After the band split up he released music as a solo artist including the multi-platinum single 'When The Beat Drops Out'. These days he mainly focuses on writing and/or producing for other artists including Mabel, Jorja Smith, Amine, Sinead Harnett, Bad Gyal, Zara Larsson and Busy Signal. Roudette grew up in the Caribbean Island of St. Vincent and the Grenadines, from the age of 8 and later moved back to the UK when he was 17. Caribbean music continues to be a massive influence on his music and he works alongside many writers, producers and artists from the region. In 2015 he was awarded diplomatic status, for his contribution to culture and music, by the Government of St. Vincent and the Grenadines and appointed Cultural Ambassador to the island.



## Gonzalo Mahou Ussia

Director

Board of Directors

Educated at Babson College and The London School of Economics, with an MBA from The London Business School, Gonzalo has a wide and varied experience across business, music and media. From

working at Bertelsmann AG's Corporate Strategy team, to rolling out campaigns as Label Manager for Arista Records, to developing artist careers in various genres and styles at Manta Ray, his management company. He's also co-founded several technology ventures and worked in the investment office of a Swiss Bank.



## Shamark Davis

Director

Board of Directors

Shamark Davis is a co-founder of several successful businesses, including an accounting and advisory firm, an investment firm, and a fintech company that focuses on money transfer and e-commerce. Prior to co-founding these companies, Shamark served as a Tax Senior Manager at Ernst & Young USA LLP. Shamark has over 20 years of financial services experience in advising Hedge funds, Private Equity funds, Banks, Public Sector, Cruise lines, Cargo and Retail companies. He has spent the majority of his professional career working in New York City, Charlotte, North Carolina and serving multinational corporations doing business in The Bahamas.

Shamark has co-led several charitable initiatives and successfully helped raise over \$1.5M in charitable donations to support victims of hurricane Dorian that devastated several islands within The Bahamas.

Shamark has an active CPA license with the New York State Board of Education and is a member of the Bahamas Institute of Chartered Accountants. He holds a Master of Laws (LLM) from the Antonin Scalia School of Law at George Mason University, a Master's in Taxation from Florida Atlantic University, a Bachelor of Laws with Honors (LLB) from the University of London, and a Bachelor's in Accounting and Finance from Florida International University





Lenny Santiago

Director

Board of Directors

Is a top hip hop professional who serves as a Senior Vice President of A&R and Artist Management at Roc Nation. Possessing expertise in the industry for two decades, he is known as a renowned celebrity photographer under the moniker KodakLens. With his brilliant and skillful career, Lenny has credited his service in a handful of the documentary and movies including Backstage, and State Property. Lenny has worked with some of the famous names in music industry such as Jay-Z, Kanye, Rihanna and DJ Khaled. From his gold office to his compassion for trainers, Lenny Santiago popularly known as Lenny S, Senior Vice President of Roc Nation, with his people management skills and his own working style has become a famous face in the music industry



Edward Poston

Director

Board of Directors

Is an NYC based British music executive with over 18 years experience in music specializing in A&R, artists development and rights management. He is currently Head of A&R for Creative Titans working with a roster of Grammy winning artists and producers. He was previously Senior A&R at Concord Music, his experience also includes A&R for Glassnote Records, Senior Executive at BMI and other roles at companies such as Kobalt, Southern Records and Big Sister



Ernest Lyles III

Advisor

Advisory Board

Founder and Chief Executive Officer of The HiGro Group, Mr. Lyles is also one of the most prominent bankers on Wall Street with almost 20 years of experience in executive positions in leading banking institutions such as UBS US and FIAC.



T'ziah Wood Smith

Advisor

Advisory Board

Is a Financial Services Professional, advisor at BlackRock, the elder son of hip hop legend Busta Rhymes. His exhaustive professional experience includes A&R Consultant for Roc Nation, Road Manager and Assistant to Busta Rhymes, Stock Broker for Phoenix Financial Services and Production Assistant at REVOLT MEDIA & TV. T'ziah is Series 7 and Series 63 FINRA certified and holds a Bachelor of Science in Marketing at Quinnipiac University.





**Alexandru Danila**

Advisor

Advisory Board

Chairman and C.E.O. of S.A.I. Star Asset Management S.A. , independent company with activity in the management of UCITS (Universal Undertakings for Securities) and alternative investment funds (A.I.F.s). Mr. Danila has over 15 years experience in various positions in the asset management industry, is educated Academy of Economic Studies Bucharest and holds an MBA degree from the Romanian-Canadian MBA Program. Has expertise in management, financial analysis, risk management and accounting and is a member of the Romanian Financial Analysts Association



**Jerry 'Wonda' Duplessis**

Advisor

Advisory Board

Jerry "Wonda" Duplessis, Director, is a Haitian Grammy Award-winning, multi-platinum music producer, entrepreneur, and philanthropist. He is widely regarded as one of the most successful and musically adept producers to emerge from the hip-hop era of the early 1990s, earning 3 Grammy Awards, over 16 Grammy nominations, a publishing catalog of 300+ titles, and 300+ million single and album copies sold. He has written, produced, performed, and directed for artists such as The Fugees, Michael Jackson, Whitney Houston, Rihanna, Beyonce, Shakira, Carlos Santana, Melissa Etheridge, and Justin Bieber, among many others. He has scored and produced songs for films and documentaries such as the Golden-Globe nominated "Million Voices" for Hotel Rwanda, and currently serves as a Co-Chair of the Grammy Producers & Engineers wing. In addition to his work in music, Duplessis has developed a large portfolio of business ventures and investments, including founding one of New York City's most iconic and long-standing music recording studios, Platinum Sound Recording Studios, and his own production company, Wonda Music. An avid philanthropist, he has also founded organizations such as the One World Project, WeThePlanet, and the nonprofit Yele Haiti, which provides assistance to Haiti in education, health, environment, and community development. He is currently a member of the board of directors for the Newark Symphony Hall and is currently working in conjunction with Newark Mayor Ras Baraka on "The Other Side of Newark;" a music program that provides educational and collaborative opportunities for underprivileged youth throughout the city.



## Danny Koppel

Advisor

Advisory Board

Dan Koppel is a music industry self-made professional with over 30 years of experience in the business. From his early days at the legendary Mudd Club, where he started as a doorman, Dan learned the music business from the ground up, earning his reputation for efficiency and innovativeness. During that time the Mudd Club supported acts like the Talking Heads, Blondie, The Ramones and many other Stiff artists who constituted the second wave of the British punk invasion. Dan represented REM when they were unknown, working long days and nights to convince venues to give them a chance. His hard work paid off and in the 80's Dan represented and booked acts like UB40, REM (well known by then), Steel Pulse, Peter Tosh, The Fixx, the Bad Brains, the GoGos, A Flock of Seagulls and many more. In 1988 Dan started Wildcard Management and by 2000 he was co-promoting and organizing and supervising Sting's South East Asian Tour, certainly a logistical tour de force. Simultaneously, from 1993 on, with Chandra Productions, Dan was the "go to" Brazilian connection for acts as high quality yet diverse as Willie Nelson, Carol King, jazz master Gerry Mulligan and David Copperfield. Dan brought the first sit down production of Phantom of the Opera to Singapore. He founded his own label, Acuestick, in 2002, and Navarre distributed it. Dan also handled promotion and organization for the New Albany Classic in Ohio in 2006.



## Jamie Dominguez

Advisor

Advisory Board

Is a seasoned music industry professional with 25 years of experience, specializing in music publishing, rights management, artist relations, artist development, talent acquisition, public relations, strategic partnerships and education. She is currently Regional Director of Business Development & Artist Relations Sound Royalties providing music creatives with funding options that allow them access to capital without sacrificing ownership of their copyrights or their independence. Her professional experience includes 19 years at SESAC, the only U.S.-based Music Rights Organization that administers public performance, mechanical, micro-synch and other rights where she was Senior Director of Creative Services. She previously served on the Library of Congress National Recording Preservation Board, the Education Special Projects Committee for Songwriters Hall of Fame, and currently serves as Secretary of The Recording Academy's (GRAMMY Awards) New York Chapter Board of Governors. She recently joined the faculty at Berklee College of Music's NYC campus at the legendary Power Station studios, teaching Business and Entrepreneurship in the Creative Space as part of their Masters of Arts in Creative and Media and Technology program. Jamie holds a Bachelor Degree in Journalism, Mass Communication and Media Studies at The University of Texas, Austin.





## Charlene Thomas

Advisor

Advisory Board & Executive Management

Master marketing strategist and philanthropist, Charlene Thomas is an accomplished entertainment industry executive matched with a PhD in Marketing alongside a M.B.A. in International Marketing. Thomas has contributed to the success of 3 major multi-million-dollar conglomerates: LOUD Records, Rocafella Records and Slip-N-Slide Records, all by spearheading innovative and uniquely successful marketing campaigns for artists such as Wu-Tang Clan, Jay Z, Rick Ross, Funkmaster Flex, Mobb Deep, Jagged Edge, Big Pun; in addition to, signing Academy Award (c) Winning Three 6 Mafia and platinum-recording artist Lil Flip. Thomas' music repertoire also includes ingeniously devised collaborations with high-profile entertainers such as Jennifer Lopez, Wyclef Jean, Puff Daddy, Method Man, Lil' Kim, and Ron Isley. Simultaneously, Thomas similarly achieved noteworthy goals at the Steve Rifkind Company as she cross-marketed under-the-radar pop culture trends and reversed declining market shares for brands such as: Pepsi, Mountain Dew, Miramax Films, Hugo Boss, Starter, and Levi's by strategizing alignments with high-profile entertainers Wu-Tang Clan, Lauryn Hill and Chico DeBarge (to name a few). Thomas continues her-story, as the Vice President of Marketing at Def Jam Recordings enhancing her professional profile by curating and executing marketing strategies for artists like Ye, 2 Chainz, Fabolous, LL Cool J, Hit-Boy, Jeezy, DMX, Fredo Bang, Jadakiss, Public Enemy, Mary J. Blige, and more. Of equal importance, Thomas rounds out her personal, professional, and academic portrait by aligning with various civil servants, community-based organizations, and foundations such as BHMC Community Affairs, Make A Wish, and 91 Ways to create programs and events that address current affairs within BIPOC communities.



## Chang Oh Turkmani

Advisor

Advisory Board

Chairman, co-owner of Mega Company an U.S. company with presence in Romania, Korea and the Middle East, Mrs. Turkmani is also the current co-chairman of Alianza, an U.S. NGO dedicated to the promotion of the Romanian business in the U.S. and a board member of AMRO, the most important association of U.S. and Romanian businesses, gathering most prominent companies in both countries)



## Robert Becsenescu

Advisor

Advisory Board

is a serial entrepreneur and angel investor. He received his Bachelor's Degree in Political Economy and Development Studies from UC Berkeley in 2017, where he was a member of Blockchain at Berkeley. In 2018 he founded Populus, a tokenized venture capital fund designed to bridge the average investor with Blockchain innovation. He has built a portfolio of active investments in over 10 tech companies set to disrupt multiple industries (TaTaTu, Celsius Network, Hedera Hashgraph, Phunware etc.). He holds certifications from Harvard, Yale, Wharton and UCLA Anderson.



## Sorin Alexa

Chief Financial Officer  
Executive Management

Educated at the Titu Maiorescu University in Bucharest, major in Finance & Banking. Mr. Alexa further improved his education by getting an MBA degree at the Telfer School of Management at the University of Ottawa in Canada. Aside from his finance background, he successfully assumed project manager roles in medical and commercial IT applications on both client and provider side, focusing on business processes mapping and design for integration with various IT business automation systems, seamless integration of features and functionalities. He also undertook systems ergonomics and visual design team coordination in order to meet disruptive business and user requirements while maintaining user acceptance, productivity and non-interference with operational work-flows, data and workflow consistency, strict external and legal regulations compliance. His professional experience provides for extensive financial controlling and operations management skills, business start-up and project financing, planning and forecasting, business analysis & control, credit Risk Management, financial management, project financing, business planning & documentation, due diligence process assistance. His professional background includes regional European pharmaceutical, healthcare, IT and finance companies, Texaco, Wyeth, Abbott, A&D Pharma, Amethyst Radiotherapy, Kepler, O-Day Capital.



## Robert Gealapu

Chief Technical Officer  
Executive Management

Robert Gealapu is a seasoned technology executive with over 5 years of experience leading technical teams and driving innovation. Currently serving as the Chief Technology Officer (CTO) at Katastic, Robert Gealapu is responsible for overseeing the company's technological strategy and ensuring that it aligns with the organization's overall goals and objectives. Throughout Robert's career, they have demonstrated a deep understanding of the technology landscape, leveraging emerging technologies to drive business growth and improve operational efficiencies. He is passionate about creating and leading high-performing teams and has a track record of delivering successful projects and products. Prior to Katastic, Robert Gealapu held various leadership positions at WTZ Technologies, where he developed a strong reputation as a thought leader in the industry.

We look forward to  
**hearing from you**

