

Catia Q&A

What is Catia?

Catia is an *asset publishing protocol* for *premium web3* projects. It attempts to set new standards for the currently chaotic web3 public offering activities.

What is an “asset”?

Assets are typically tokens and NFTs, but they can also be nodes, dePIN devices, *rights* to buy or claim assets, allocation, unvested tokens, etc.

What is an Asset Publishing Event (APE)?

A campaign that makes the right to receive future assets available to **well-targeted and diverse** groups of public users. Users attain these rights by contributing money, effort, or a combination of both. They will start to receive assets at the time of listing, optionally according to a vesting schedule.

Isn't that an “IDO Launchpad”?

Yes and No.

Yes, because both models offer unlisted assets to the public.

No, it is not because of the fundamental difference in the process, but more importantly, the after-effects.

Aspect	IDO Launchpad	Catia
Priority	Launchpad token stakers	Projects to be launched
Targeted Projects	Mediocre or short-term (pump & dump) projects, meme coins	Top-tier, long-term, traction-gained, audited projects
Launch Frequency	One or a few every week	Once a month
Audience Range	Small (mostly restricted to launchpad token stakers)	Extensive and diverse, including launching project's community

Audience Relevance	Almost not (launchpad users, little understanding about projects)	Well-targeted, possible to turn into a fanbase
Winner Selection	Opache, prone to corruption	Transparent (onchain)
CEX Compatibility	Tier 2 or below	Tier 1
Launchpad Token	Yes (put token holders first)	No (put projects first)

Why do you call it protocol? Isn't it just an app?

While Catia itself is an app, it has a **protocol-like architecture**.

- This allows 3rd parties to extend the system to a great degree. *For example, they can implement Uniswap-style hooks to extend Catia features which can be voted to be included by Catia governance.*
- Or they can even fork it to build a new app, picking desirable components in a composable manner, then extend the new app with new features.

That is how the protocols in web3 work. In the future, Catia can maintain a portal of hooks and apps using Catia components, allowing users to share liquidity, allocation, and unvested tokens within the Catia ecosystem.

Why do you say Catia set new standards? What standards?

Catia sets new standards in several relevant key areas.

1. **Project Selection:** Catia hosts only **exceptional projects** meant to be a significant part of the web3 history. Say no to short-term, unaudited projects or meme coins.

<https://x.com/WeAreCatia/status/1786349889645166923>

2. **Participating Audience:** without the barriers posed by a launchpad token, Catia can supply projects with a wide range of **well-targeted audiences** filtered through **effective tools**. For example, people who are active in the project's community, have a good on-chain reputation and credits, have tried out the project testnet and quests, etc.

<https://x.com/WeAreCatia/status/1787403553067442397>

3. **Fairness and Transparency:** everything happens on-chain, is verifiable, and follows a predefined rule set. No more suspicion of bias or corruption.

<https://x.com/WeAreCatia/status/1788167895341752648>

4. **Defi Enabling:** Allocations (rights to buy) and unvested tokens (rights to claim) are represented with NFTs, which users can **transfer and exchange** on NFT marketplaces.

<https://x.com/WeAreCatia/status/1792855467477311766>

5. **Architecture:** composable protocol-style architecture which can foster a new generation of launching platforms built around Catia.

<https://x.com/WeAreCatia/status/1793213702189301779>

6. **UX:** Say no to boring launchpads where users are overwhelmed by all the untrackable overlapping activities: buying, refunding, claiming, vesting, etc. Catia *puts users first and center* by providing inspiring, simple, yet effective dashboards, graphs, filters, and reports to make participants' lives much easier.

<https://x.com/WeAreCatia/status/1793551531603816643>

What are Catia's supported fundraising types?

Catia supports **TWO** fund-raising methods:

1. **Static-price fundraising:** The selling price remains constant throughout the capital campaign.

→ This method helps regulate the price in a stable and predictable way.

2. **Dynamic-price fundraising:** The selling price changes based on the number of participants. More detailed information will be provided later.

→ This method helps users discover market-determined prices.

In general, whether static-price or dynamic-price fundraising, there is always **a threshold** or **hard cap** for the token amount on sales. In other words, the public **token amount on Catia is fixed**, ensuring transparency and stability in project funding.

Does Catia have NFTs?

Catia NFTs are deployed on **Arbitrum**, drawn by its seamless EVM compatibility, fortified security measures, and the allure of remarkably low gas fees.

When will Catia launch?

Q3 2024. Stay tuned.

Catia Portable Dictionary - Terms Applied on Catia

<https://blog.catia.co/catia-portable-dictionary/>