catchcoin™ White Paper

Empowering Business – Online & Offline
📍 Website: www.catchcoin.com
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Unleash the Power of catchcoin™

- Maximize Foot Traffic

- Amplify Business-Customer Connections

- Reduce Client Acquisition Costs

- Boost Revenue – In Real Life and the Metaverse

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1. Web3 Decentralized Crypto Rewards

1.1 Introducing catchcoin™: A New Era of Engagement

catchcoin™ is an innovative platform that combines augmented reality (AR) and gamification to drive verifiable foot traffic to physical businesses—retail stores, restaurants, venues, and more. Unlike traditional discount apps, catchcoin™ rewards users with real stablecoins, creating tangible incentives to visit participating locations.

1.2 The Retail Challenge

With the rise of e-commerce, physical foot traffic is steadily declining. catchcoin™ reintroduces the excitement of in-person visits, using AR in a style similar to Pokémon Go—only with real-world value.

1.3 How It Works

The platform combines:

- AR-powered engagement

- Geo-fencing and time-sensitive offers

- Real-time merchant analytics

Businesses can:

- Target precise demographics

- Launch limited-time campaigns

- Instantly track ROI

1.4 Real-World Use Cases

- **Small Business:** A local store boosts midday traffic by offering $2 in CATCH tokens to walk-ins.

- **National Retailer:** A grocery chain increases visits to its "Ready Made Meals" section while collecting engagement data.

- **Auto Industry:** A car brand allocates 0.5% of its ad budget to attract younger buyers through gamified, location-based campaigns.

1.5 The catchcoin™ App

Using GPS, AR, and smartphone cameras, users discover and collect digital coins at specific locations—earning instant crypto rewards.

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2. catchcoin™ Technology & Business Portal

2.1 Core System

Customized offers are powered by location, time, and demographic data. Businesses access:

- Live campaign dashboards

- User engagement analytics

- Push notifications

2.2 Stablecoin Campaigns

Campaigns are funded in stablecoins to ensure pricing consistency. A 12% platform fee supports operations and reward disbursement.

2.3 Business Portal Access

The catchcoin™ Business Portal provides a streamlined Web3 dashboard for merchants to create and manage immersive marketing campaigns.

2.4 catchcoin™ Business Portal Overview

This cutting-edge Web3 platform empowers local businesses and event organizers to launch gamified campaigns that drive real-world traffic and measurable conversions.

Key Features:

- **Augmented Reality Campaigns:** Create AR-powered rewards customers collect on-site, transforming your store into an interactive experience.

- **Crypto-Backed Rewards:** Incentivize visits with stablecoins or CATCH tokens, redeemable via integrated wallets and contactless payment systems.

- **Smart Analytics:** Real-time insights into walk-ins, spending behavior, and user demographics.

- **Custom Campaign Tools:** Target users by location, age, gender, income, and more. Incorporate NFTs or 3D digital assets for enhanced interaction.

- **Collaborative Management:** Add team members with role-based permissions to manage campaigns.

- **Web3 Onboarding Simplicity:** Built for ease of use—even for non-technical users—with guided campaign setup.

How It Works:

1. Sign Up & Create a Business Profile

2. Fund Your Account

3. Launch Campaigns

4. Track Results

Value Proposition:
catchcoin™ connects digital rewards with real-world actions. By gamifying foot traffic, the platform delivers verifiable engagement and meaningful incentives for both merchants and users.

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3. catchcoin™ App Features Overview

1. **Augmented Reality Rewards**
   Catch Rewards in Real Life
   Find and collect hidden rewards at your favorite stores using cutting-edge AR. Turn everyday locations into reward zones!

2. **Secure Wallet Connection**
   Connect Securely
   Seamlessly link MetaMask or Coinbase Wallet to collect crypto rewards with top-tier blockchain security.

3. **Your Reward Dashboard**
   Track Your Rewards
   View your CATCH and USDC balances in real time. Manage your earnings through a personalized dashboard.

4. **Explore Reward Locations**
   Discover Rewards Nearby
   Use the interactive map to find reward drops near you—available at restaurants, retailers, and service providers.

5. **Reward Listings**
   Easy-to-Browse Offers
   Explore hundreds of active deals. Turn everyday purchases into rewarding experiences.

6. **Smart Filters**
   Customize Your Search

Refine your search with filters by category—shopping, dining, entertainment, and more.

7. **Simple Reward Redemption**
   Redeem with Ease
   Claim your rewards by uploading a quick photo or completing simple verification steps.

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4. Marketing & Sales Strategy

4.1 Promoter Program

Promoters earn a 25% residual income based on the revenue generated from every business they onboard.

4.2 Strategic Partnerships

Partnerships with national brands and global franchises accelerate platform visibility and merchant adoption.

4.3 Sales Engine

Social media campaigns, AMAs, and direct outreach to retail, hospitality, and venue decision-makers drive growth.

4.4 Community-Driven Promotion

Influencers and brand ambassadors promote catchcoin™ via:

- Discord

- TikTok

- Twitter

- LinkedIn

- YouTube

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5. The CATCH Token

5.1 Ecosystem Overview

CATCH is an ERC-20 token on Ethereum used for in-app rewards, campaign funding, and platform operations.

5.2 Tokenomics

Total Supply: 180,000,000 CATCH
 Allocation:

- Team: 9% (16.2M CATCH) – Locked & vested

- Marketing: 20.55% (36.99M CATCH)

- Presale: 15% (27M CATCH)

- Airdrops & Campaigns: 35.45% (63.81M CATCH)

- Liquidity Pool: 20% (36M CATCH)

5.3 Token Utility

- Used for loyalty rewards in-app

- **Buy Tax:** 3%

  - 1% Reflection Rewards

  - 1% Operations

  - 1% Liquidity Pool

- **Sell Tax:** 6%

  - 2% Reflection Rewards

  - 2% Liquidity Pool

  - 1% Operations

○ 1% Burn

5.4 Stablecoin Integration

All campaigns are funded using stablecoins, ensuring price stability. A 12% platform fee covers operational costs and supports token-based incentives.

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6. Roadmap

Phase 1: Regional Launch
 Deploy in a target city; onboard merchants and educate users.

Phase 2: Merchant Scaling
 Onboard 100+ businesses per million residents to establish critical mass.

Phase 3: Mass Marketing
 Scale influencer marketing, paid ads, and ambassador programs.

Phase 4: Geographic Expansion
 Replicate success in new territories with regional teams and promoters.

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7. Community & Social Channels

Stay connected and get the latest updates on features, airdrops, and events:

Social Media

Telegram Official: https://t.me/catchcoinofficial

Telegram Discussion: https://t.me/catchcoindiscussion

Twitter: https://www.twitter.com/catchcoinMETA

TikTok: https://www.tiktok.com/@catchcoinofficial

YouTube: https://www.youtube.com/@catchcoinofficial

Facebook: https://www.facebook.com/catchcoin

LinkedIn: https://www.linkedin.com/company/catchcoin

Twitter (AR): https://www.twitter.com/catchcoinAR

Medium: https://medium.com/@catchcoin

Discord: https://discord.gg/TTrZeQ6hBN

Instagram: https://www.instagram.com/catchcoinofficial

GitHub: https://github.com/catchcoinofficial

Reddit: https://www.reddit.com/r/catchcoin

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8. Conclusion

catchcoin™ bridges the gap between the physical and digital worlds. By combining AR, blockchain, and real-world rewards, it delivers a powerful, future-ready tool for customer acquisition, loyalty, and local commerce growth.

📬 Join the Movement

📧 Contact us: info@catchcoin.com
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