# Catena Growth Ventures

A CATENA MEDIA INITIATIVE · ACTIVELY DEPLOYING 2026 - 2027

The dedicated investment arm of Catena Media — deploying minority equity into high-growth digital businesses with non-SEO momentum and US market focus. Capital and capabilities, together.

**$100k – $500k**
TYPICAL CHEQUE SIZE

**US / CA**
PRIMARY GEO FOCUS

**Minority**
EQUITY STRUCTURE PREFERRED

**Non-SEO**
TRAFFIC MANDATE REQUIRED

OUR THESIS

## Backing & Accelerating the Next Generation

Growth is moving beyond SEO into paid media, communities, and creator channels. CGV backs founders building these new engines — bringing capital and the full Catena platform alongside every investment. Capital and capabilities, together.

THE CGV FLYWHEEL

**MRKTPLAYS** — Sub-affiliation marketplace ⇄ **Growth Engine** — O&O + distribution ⇄ **Growth Ventures** — Equity + capital

Every portfolio company accesses all three engines from point of investment.

INVESTMENT MANDATE

## What We're Looking For

**01 Revenue Traction**
$50k–$500k+ monthly. Proven traction or a strong, demonstrable growth trajectory required.

**02 Non-SEO Traffic Mix**
Paid media, communities, influencer/creator — scalable channels beyond organic search.

**03 Strong Founder**
Founder-led with clear ownership. We invest in people as much as products.

**04 US & Canada First**
Regulated North American markets. Global with strong US traction considered.

SELECTION BY DESIGN

## What We Pass On

- × Pure SEO-dependent businesses with no non-organic channel strategy
- × Declining or stagnant assets without a credible turnaround thesis
- × Businesses without clear, proven monetisation — traffic alone is not a model
- × Teams without a strong founder or operator at the helm

CORE VERTICALS

## Where We Play

**iGaming & Sportsbook** — PRIMARY
Affiliate and media across regulated US sports betting and casino.

**Prediction Markets, DFS & Skill Games** — PRIMARY
Fantasy, skill-based gaming, and prediction platforms.

**Communities & Creators** — PRIMARY
Discord, Telegram, influencer-driven networks at scale.

**Affiliate SaaS & Data** — CONSIDERED
Tooling serving the affiliate and performance marketing ecosystem.

**Digital Media** — CONSIDERED
Defensible audience reach in adjacent high-intent verticals.

**Sub-Affiliation** — STRATEGIC
Mrktplays expansion targets aligned with Catena's O&O footprint.

FLEXIBLE BY DESIGN

## How We Invest

**Minority Equity**
Typical cheque size $100k – $500k. Minority stakes with long-term alignment.

**Hybrid Structures**
Equity combined with revenue share where the model suits it.

**Growth Financing**
Working capital for businesses ready to scale aggressively.

**Long-Term Partnership**
Deeper integration with Catena's platform as companies grow.

WHY PARTNER WITH CGV

## More Than Capital

**01 Built-in Monetisation**
Direct integration with bonus.com, legalsportsreport.com, lineups.com, gamingtoday.com and playusa.com from day one.

**02 Mrktplays Distribution**
Fast access to the Mrktplays sub-affiliation network — a commercial track independent of the equity investment.

**03 Performance Marketing Depth**
Domain expertise built over years scaling affiliate businesses globally — not generic VC guidance.

## Submit a Deal

We are actively reviewing opportunities. Please include revenue & growth trajectory, traffic channel breakdown, US geo split, business model, cap table overview, and valuation expectations. We aim to give you an initial response within 5–7 business days.

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