

Catena Growth Ventures

A CATENA MEDIA INITIATIVE · ACTIVELY DEPLOYING 2026

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.

\$500k-\$1M

TYPICAL CHEQUE PER DEAL

US / CA

PRIMARY GEO FOCUS

Minority

EQUITY STRUCTURE
PREFERRED

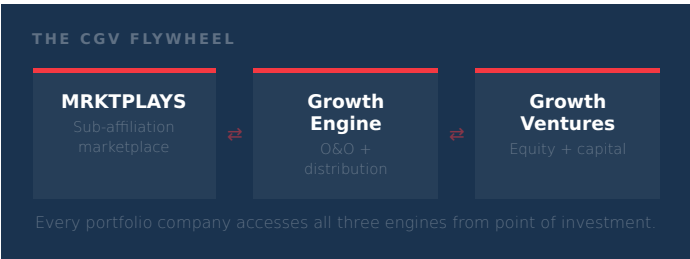
Non-SEO

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.



INVESTMENT MANDATE

What We're Looking For

- Revenue Traction**
\$50k-\$500k+ monthly. Proven traction or a strong, demonstrable growth trajectory required.
- Non-SEO Traffic Mix**
Paid media, communities, influencer/creator — scalable channels beyond organic search.
- Strong Operator**
Founder-led with clear ownership. We invest in people as much as products.
- 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 Affiliate and media across regulated US sports betting and casino. PRIMARY	Prediction Markets Fantasy, skill-based gaming, and prediction platforms. PRIMARY
Communities & Creators Discord, Telegram, influencer-driven networks at scale. PRIMARY	Affiliate SaaS & Data Tooling serving the affiliate and performance marketing ecosystem. CONSIDERED
Digital Media Defensible audience reach in adjacent high-intent verticals. CONSIDERED	Sub-Affiliation Mrktplays expansion targets aligned with Catena's O&O footprint. STRATEGIC

FLEXIBLE BY DESIGN

How We Invest

- Minority Equity**
\$500k-\$1M cheques. 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

- Built-in Monetisation**
Direct integration with bonus.com, legalsportsreport.com, lineups.com, gamingtoday.com and playusa.com from day one.
- Mrktplays Distribution**
Immediate access to the Mrktplays sub-affiliation network — a commercial track independent of the equity investment.
- 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 respond within 5-7 business days. No NDA required to begin a conversation.

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