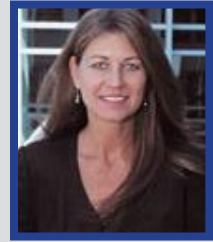


# The Catalyst!

CAT eNEWS Volume 1 Number 1  
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[www.catalysthouse.com](http://www.catalysthouse.com)

## Mission Statement

**Catalyst!** - 1: that which instigates an acceleration of forces, 2: something that causes important events to happen  
**3: an agent who provokes or speeds significant change or action!** The Mission of Catalyst House is to be an extraordinary agent of change and/or acceleration for its growing portfolio of clients, fomenting new ventures, wealth and philanthropic influence while actualizing planetary equilibrium!

## Who-What?

**Catalyst House (CAT)** is an international strategic teaming agency. CAT arranges Strategic Teaming Services for its clients which include introductions to business opportunities, buyer and distributor relations, introduction of prospective strategic partners, affiliates, broker/dealers and market makers, and the arrangement of debt, equity, and hybrid business finance. CAT is dedicated to building, expanding, and maintaining global markets for small and medium-sized enterprises with an emphasis on emerging technologies and sustainable enterprise. CAT provides its clients with solution, product and service alliances that ensure a leadership position in the targeted industry(s).

## Client News

If Summer of '77 was the "Summer of Sam," then '99 will be remembered as the "Catalyst Summer" We are going to attempt providing a CAT eNEWS update like this about every 30-45 days

## Meeting Events

CAT is supporting and participating in the 1999 Global Business Summit October 17-19. Ambassadors and business delegates from 50 countries in Europe, South America, Asia, and Africa will also participate. This is THE BIG business networking event of '99. Full participation and sponsorship details will follow under separate email. Client participation must immediately be committed upon receipt of the announce email to follow!

Catalyst House has developed quite the web presence on the World Wide Web. CAT's current client portfolio, team bios, and up-coming events roster may be reviewed at [www.catalysthouse.com](http://www.catalysthouse.com).

## Catalyst This!

*Brasilia, Brazil, Governor's Mansion, Clive Smith, CEO/Founder of NewDeal, Inc. demonstrating the NewDeal School Suite to (Left - Right) Governor Cristavum Buraque, Governor's assistant, Denise Pavia (Senior Strategic Advisor to First Lady of Brazil), legal assistant, Rogerio O'Rocha Loures, and Emilia Barros Quieroga, President of NIC, a Brazilian NGO who is the Latin American Representative to Gorbachev, Rockefeller and Maurice Strong's Earth Council. Meeting arranged by Catalyst House Founder, Lynnea Bylund*



Already deals are happening and the unique synergism of Catalyst! House (CAT) is proving itself. The following examples are some, but not all, of the sudden flurry of deals in the works:

- Client Spin Records has tentatively agreed to purchase client INSC's CDCopier(TM) and CDGuards(TM) products with a mid-six figure initial order;
- Client eLeaders has signed a dealer agreement with client NewDeal to distribute ND's "legacy-PC-revitalization" software to industry and education. eLeaders has also acquired a block of stock in NewDeal for an undisclosed amount;
- eLeaders, CAT, and client Veronex are in strategic partner discussions to utilize Veronex I/Nova(TM) technology for a variety of e-commerce solutions and applications, including Y2K remediation (no, everyone hasn't dealt with this serious situation yet, especially overseas government agencies and financial institutions);
- CAT and associate Mr. Eric Rupp / Venture Associates are in discussion to formulate ways to assist CAT clients' capital formation and strategic management needs;
- On a recent trip to Dallas, CAT and it's new management team Affiliated Financial Professional (AFP) participated in representing the Institute of Ecolonomics to a national group of financial planning firms who manage collecting multi-billion dollar transactions;
- NewDeal, as a result of proprietary introductions made by CAT principals, has landed one major account - the NYC School District - and is courting another - the Los Angeles Unified School District;
- A CAT associate has instigated a meeting for client Video Kraft to demo its state-of-art non-mechanical, Internet-facilitated video surveillance technology to the key decision makers at Park Place Entertainment owner of gambling properties including Caesar's, Las Vegas Hilton, and the new Paris;
- CAT Advisor Board Chair Laszlo Rakoczi has agreed to introduce his unique client portfolio to CAT's to engender further synergy. We will circulate a similar memorandum of introduction for same shortly;
- Executives of client Extreme-e have been busy of late, traveling overseas to follow-up on several strategic contracts that were instigated by their attendance of the recent Australian Trade Mission. They have named Christopher Tay of Investment 2000, VP of New Business Developments for the Asia/Pacific region. A look at this client's CAT-facilitated progress will be featured in the next CAT eNEWS.



*Just arriving from Sydney Airport, meeting (left to right) Duncan Archibald, Commercial Foreign Services, is Viveka Davis, Actress, and David Slawson, President/CEO of Stirling Energy Systems, both Catalyst House delegates of this Presidential Pacific Rim Trade Mission.*

### **The Catalyst! eNews**

*Publisher Catalyst House, Inc., Managing Editor Catalyst House, Inc., Editor Lynnea Bylund.*

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