# Catalyst finds new clients for a CRO and brings back old ones.

Catalyst by Kason is a business development system built for contract research organizations. It watches public signals for a reason to write, drafts the email in your rep's voice, and puts it in front of the rep for approval. By default, no email goes out until the rep taps "send" — auto mode is switched on by you, where accuracy is proven. It runs inside your own workspace and your own accounts — your mailbox, your CRM, your LinkedIn stay yours. Built for the head of BD or CEO who wins a few high-value contracts through people.

# How a Deal Goes Quiet

> A deal dies not from a “no” but from silence.

New business at a CRO comes from a handful of contracts, won through people. Those deals rarely end with a rejection. They end when a follow-up is forgotten, when an address goes stale, when the person who handled you moves on and nobody notices. A conference week costs money and time, then returns few meetings. The work is routine, and routine is what slips.

- Silence after a promising first email
- A follow-up that no one sends
- A contact who left the company
- A trip that fills the calendar too late

# What You Get

> Replies and meetings from your own pipeline — without the routine falling through.

You get outreach that moves on its own until a person is needed. The system finds who is worth writing to today and why, drafts the email, and hands it over. Your rep taps “send” or “skip” — the system handles the rest: the follow-up, the reply, the record. A reply becomes a deal in your CRM with an owner, a stage and a value. The rep steps in where judgment matters and leaves the repetition to the machine.

The rep decides; the system carries out

A reply becomes a deal in the CRM

Follow-ups continue without a reminder

MEASURED, NOT PROMISED

**66**
replies classified as positive • measured 17 Sep 2026

**99**
meetings, all channels of one client • 6 Jan — 15 Sep 2026

Two counters from one client’s pipeline, not a forecast: 66 — replies classified as positive, all time, measured 17 September 2026 • 99 — meetings, 6 January — 15 September 2026, across all of that client’s channels.

# Where Clients Come From

> One loop turns a public event into a deal in your CRM.

The system runs in a continuous loop. A public signal — a grant, a funding round, a clinical trial — points to a company. The company leads to the right person in the right role. A draft is written in the rep's voice, from approved facts only. The rep approves. The email goes out from the rep's own mailbox, in the same thread. The reply is read and classified, and the state updates. What moves forward becomes a deal in the CRM.

- RADAR — reads public signals for a reason to write
- Reactivation — brings back stalled deals and old contacts
- Cold outreach — first contact with people you have not met
- Auto mode — sends without a tap only where it has proven accurate on your data; you switch it on, branch by branch; Big Pharma always by hand
- Sprint — fills the calendar before a conference or trip

# One email, end to end

## What the rep sees — and what happens after one tap.

A fictional example: the company, the people and the email are invented; the card is what the rep sees in the workspace.

**TRIGGER**
Yesterday: a grant announced for a lead-compound program at a biotech — public registry entry

**TO**
Dr. Lena Hart, Chief Scientific Officer, Arbor Therapeutics (fictional)

**CHECKS**
- address verified
- no live conversation at this company
- not Big Pharma
- within this week's sending cap

**SUBJECT**
Congratulations on the grant — DMPK capacity when the program needs it

**FOUR BUTTONS**
send · skip · bad text · take the contact

> Dr. Hart — congratulations on the grant for your lead-compound program announced yesterday.
>
> When a program moves from hit to lead, DMPK and in vivo PK studies usually become the bottleneck; we run exactly these studies for early-stage biotech teams.
>
> If useful, I can send a one-page outline of what a first study looks like and typical timing.
>
> Would a short call next week suit you?
>
> Anna Lewis • Head of Business Development • Northline Research (fictional) • postal address • unsubscribe

**AFTER THE TAP**
- sent from Anna's own mailbox — a new thread, because there was none yet
- reply: "Timing is right — can we talk on Tuesday?"
- classified as interested → Anna is alerted
- meeting → a deal in the CRM: owner, stage, value

# Sprint

## The calendar fills before the rep packs.

A conference or a trip has a window. Sprint works inside it. Before the rep travels, the system reaches the right people around the event and works toward meetings while the dates still matter. Sprint runs in two modes — a conference, where the attendee list is known, and a trip, where the cohort is drawn from the geography of your own database. When the window closes, people return to the usual engines — RADAR, Reactivation, Cold outreach — and the ordinary rhythm resumes.

- A defined window around the event
- Two modes — conference or trip
- People return to the usual engines afterward

# Every Reply Gets an Action

## Nobody disappears in silence.

The system reads each reply and updates the person's state — one state per person, so a lead is not paused and in an active sequence at once. Interest that agrees to a meeting alerts the rep at once. "Not now" becomes a pause with a date — the lead comes back on its own when the pause ends. A referral moves the conversation to the colleague, with its history. An unsubscribe stops outreach and adds the person to the do-not-contact list.

- Agreed to a meeting — the rep is alerted
- "Not now" — a pause with a return date
- "My colleague handles this" — a contact swap
- Unsubscribe — added to the do-not-contact list

# The Rep Stays in Control

> By default, no email goes out until the rep taps “send”; auto mode is switched on by you, where accuracy is proven.

Every email arrives as a card — the draft, the recipient, the trigger, and warnings such as “we owe this lead a reply” or “this is Big Pharma”. The rep decides in one tap: send, skip, bad text, or take the contact. Edit the draft and the system sends your text and keeps it, so later drafts move closer to your voice. Emails go from the rep’s own mailbox, in the same thread. Before any send, the system checks the footer, the address and the sending caps.

- Approval card with the trigger and warnings
- One tap: send, skip, bad text, take it
- Weekly sending caps and one do-not-contact list
- One key pauses outgoing email

# Your Team, Your Data

> Your accounts stay yours — the boundary is enforced by the database.

Catalyst runs inside your own workspace and your own accounts. Your email, CRM and LinkedIn stay yours. Your lead data is kept apart in your own workspace, in an EU region, and is yours to export. The system reads your CRM and does not overwrite what your team enters — it opens a deal from a reply, and every skip is logged with a named reason. Named accounts are the only ones allowed to approve cards; an unauthorized attempt is blocked and raises an alert. Every email, reply, pause and skip — with its reason — is written to the touch log.

- Your mailbox, CRM and LinkedIn stay yours; your lead data is yours to export
- Catalyst reads the CRM without overwriting it
- Only named accounts may approve cards
- One key pauses outgoing email

# Two Ways to Run It

> Run it yourself, or hand it to us — the accounts stay yours either way.

Catalyst fits two ways of working. In the first, our business development manager runs the engines and takes leads to the call, working inside your accounts and your voice. In the second, your own team runs it day to day and we support the setup and the rules. Both keep the same control: the rep approves, the email sends from your mailbox, the reply becomes a deal. You choose which fits your team.

Format A — our BDM runs it and brings leads to the call

Format B — your team runs it, we support

Both run inside your own accounts

Subscription pricing is discussed on the first call.

# Next Step

## A first call with the founders.

We work with a small number of CRO and CDMO teams at a time — each shapes the platform and runs it first. On the first call we look at how the loop would run on your pipeline and where a rep would step in. To make it concrete, we ask about three things beforehand, so the walkthrough uses your own work rather than a generic example.

- Your service profile — what you do for a client, and what you do not
- The target roles you write to
- Your current CRM and mailbox

**Talk to the founders — kason.tech/contact**