



To whom it may concern,

I wanted to provide more context about your potential candidate, a **KatchU alumni**.

The entertainment industry is a very competitive space, but it's hard to find the diamond in the rough. At Katch, we invented a highly-selective vetting process to curate a community of the most driven and passionate students in their field. We're a team of ex-Lionsgate, Netflix, and Pandora, and we see it as our responsibility to create and raise the new leaders of tomorrow.

Combining rich entertainment expertise with a proprietary Media Genome and advanced data science, Katch empowers Hollywood studios, streamers, and production companies to understand their content libraries and engage audiences more profoundly.

Katch's solution relies upon an **international team of trained experts and graduates of Katch University** ("KatchU"). KatchU is an accelerated, 14-week virtual course that teaches students how to analyze and genomically code movies and TV shows. It was founded upon the belief that film and TV shows can be broken down and analyzed to predict audience preference.

As Media Genome Analysts, interns evaluate whether a gene is present in a given context and to what extent. Taught by ex-Pandora architect Dr. Nolan Gasser, Analysts learn how to code all types of movies and shows, from *When Harry Met Sally* to *Avatar*. This coding process requires a deep understanding of every aspect of the film, from Cinematography to Musical Score to Plot Structure.

Interns trained in the Katch genome think about content differently. Many graduates even note their enhanced ability in writing coverage. Some graduates even re-enroll as Senior Analysts to lead supplemental training.

I'm proud of the work KatchU graduates do, and I think you will be too!

Please feel free to reach out with any questions.

Best,

A handwritten signature in black ink that reads "Andrew Tight".

Andrew Tight

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**About Katch**

Katch is the creator of the **world's first Human-Powered Media Genome** for the Entertainment industry. By uncovering the DNA of movies and TV shows ("why do we like what we like?"), Katch enables stakeholders to understand audiences, content, and markets meticulously. It arms industry decision-makers with a new generation of powerful tools to improve content investments, marketing, profitability, and brand. Based in Menlo Park, California, Katch is a privately-held company. Interested parties can find out more details by visiting <https://www.katchdata.com/>

Katch's executive management expertise spans film production, streaming, recommender systems, data analytics, and AI. The executive team hail from **Lionsgate, Netflix, Pandora**, and have consulted with some of the biggest entertainment companies like AMC, Disney, Spotify, and NBC/Universal.