



Contact: Michael Schaefer

[Michael@clvr.tv](mailto:Michael@clvr.tv)

303.638.5054

## COMPANY FACT SHEET

- Company Mission:** To build a result driven video marketing toolset that people love to use.
- Company Description:** **CLVR (pronounced "clever")** is an interactive video company that transforms online videos into high-performance marketing engines that drive exposure, engagement and conversion. Capitalizing on one of the Internet's fastest growing trends (the viewing of video online), **CLVR's** solutions transform passive videos into shared interactive experiences that can be readily distributed to millions of viewers to propel sales, knowledge and brand exposure.
- Products/Services:** **CLVR PLAYER** – Our state-of-the-art video player allows you to upload any type of video content, tag any object in the video (people, places, products) and assign interaction (book, buy, find, follow, share, and contact) to those objects. Each of these interactions is customizable, and follows the video wherever it is distributed. Passive videos are now transformed into viral shopping carts, booking agents, lead generators, and social conversations that drive measurable results.
- CLVR PLATFORM** – Our proprietary content management platform serves as a launching pad for our customer's content, including their video. It is built to complement any corporate presence, or it can also serve as a stand-alone website. The platform showcases client content, serves as a content distribution hub to their social media outlets, provides valuable search engine optimization (SEO) triggers, and generates valuable intelligence in the form of detailed analytics.
- CLVR.TV** – A video-centric social network that connects over three hundred **CLVR Platform** sites to a central hub. CLVR.TV leverages the combined SEO efforts of each connected platform, enabling the entire network to be recognized by search engines as a single entity. (CLVR.TV ranks in the top 1% of websites on the Internet based on traffic) The result is increased exposure, traffic and page rank results as individual platform sites carry more SEO clout being connected to a larger network.
- CLVR** also offers clients support services that include content management, social media management, video production and search engine optimization/marketing consulting.
- Management Team:** Michael Wagle – CEO  
Michael Schaefer – VP of Marketing & Business Development  
Scotty Starkweather – VP of Account Management
- Founded:** 2007
- Employees:** 12
- Website:** [www.clvr.com](http://www.clvr.com)