



ContentOro is improving the quality of information on the Internet

ContentOro is revolutionizing information on the internet by providing the number one need in digital marketing today – content – in a new and unique way. Proprietary software converts millions of pages of text and images from published books into high-quality pieces of fresh and relevant content that can quickly and easily be added to any website to engage customers and provide SEO benefits.

This on-demand access to the world’s largest repository of professionally written content positions ContentOro to change the way digital marketers and brands acquire content for marketing.



**Bob Chunn, Founder and CEO**

Bob is a 28-year retail executive with significant experience in books, eCommerce, and online marketing. One of the last officers to leave Borders Group, Bob’s combined experience leading eBook, eCommerce, digital marketing and social strategy combined with significant experience working with publishers’ special markets divisions makes him uniquely qualified to bring ContentOro to life.

**PRODUCTS**

**ENTERPRISE:** Premium service including expert content curation, design & SEO services, instant infusion of hundreds of pages of text and images, systematic product links, and exclusive license. Benefits include instant subject authority, search engine optimization, and connection of content to relevant product.

**MARKETPLACE:** Self-serve experience offering millions of articles on a wide variety of topics that can easily be searched and added to a website with one click using templated layouts. September 2016 launch of *Content Unlocked* for WordPress includes exercises, yoga poses, recipes.

**AWARDS**

- Winner, Startup of the Year,** University of Michigan Venture Capital Investment Competition 2015
- Winner, Best Business Model,** New Enterprise Forum, 2016
- Winner, Innovation Award,** Michigan Celebrates Small Business, 2016
- Winner,** University Of Michigan Venture Capital Investment Competition, 2016
- Finalist,** Annual Collaboration for Entrepreneurship Challenge 2017
- Finalist,** Michigan Growth Capital Symposium 2017
- Semi-Finalist,** Google Demo Days Detroit 2017

**SOCIAL**



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ContentOro revolutionizes the way brands acquire content for marketing online. We partner with the world's best publishers to systematically transform the contents of their books into hundreds of articles designed to come alive on the internet to power marketing campaigns.

## THE CONTENTORO STORY

Founder Bob Chunn had the idea for ContentOro while leading marketing and advertising for a national retailer that needed to attract customers to its website. He was paying a hefty fee, and the content wasn't very good. Back then, there were only two choices to create content:

- >> Pay for an expensive freelancer while hoping they knew enough about the topic to write >> something good.
- >> Try to get the articles written in-house, which distracts marketing teams from other tasks.

*Bob knew there had to be a better way.*

He knew from working at Borders that there was better content than what was being used on the internet, but it was all trapped in books. So he teamed up with Yalcin Yanikoglu, a software engineer with decades of experience designing solutions for printers and publishers.



Yalcin created amazing software for ContentOro that systematically creates complete, illustrated articles from books.

Using the machine learning tools we've created, ContentOro is able to reshape book content for the internet quickly and efficiently, regardless of its complexity, and deliver it to any website or device, regardless of platform.

ContentOro is the only company to license high-quality content from books to businesses on an exclusive basis, making any business an expert on any topic so it can attract qualified customers.



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