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Media Contact: Gustavo G. Dolfino
(646) 380-2424
Gdolfino@studentglobal.com

MyKlovr Gives Students Keen Ability to See into Their Future

Social Media Platform Sets the Bar for Social Networking Within the Education Space

NEW YORK – November 29, 2016 - Serving the untapped needs of the global pre-professional education market, new social media platform MyKlovr.com launches December 4th, providing students, parents, teachers, schools, and businesses with a single source platform, which offers each user personalized recommendations.

MyKlovr is a unique B2C and B2B platform providing students with a personalized return on their identity. Each student is assigned their own real-time MyKlovr score - KROI©, which defines the student's online identity. The personal score can be monetized for goods and services through the exclusive MyKlovr proprietary Education Exchange.

The company provides students worldwide with a level playing field, while creating a single source aggregation destination where everyone can excel, regardless of socioeconomic status. The service is offered free, and is also available with premium features for \$9.99 per month.

The MyKlovr Marketplace Exchange offers users recommended services such as access to tutors, mentors, and coaches, and personally selects relevant goods such as books, courses, and many other products, providing users with a customized blueprint for a success plan. The MyKlovr Marketplace functions as the transactional side of the platform; it offers seamless integration, and most importantly, passes on true price transparency to and from all users.

Empowering subscribers with the ability to continually define, quantify and manage their very own academic, personal, and professional data assessments, MyKlovr allows users to receive continuous actionable and customized recommendations. Users have the ability to share these insights with friends, family, teachers, and businesses, while benefiting from the collective knowledge of their peers.

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“MyKlovr.com blends the best of what Facebook and LinkedIn offer, with the addition of a very important component - academics - which is missing from most, if not all social platforms,” said Gustavo G. Dolfino, Co-Founder and Chief Executive Officer of MyKlovr. “There isn’t a service like this out there; a platform which concurrently help students, parents, schools, and corporations, and where all parties win. By continually following the personalized model offered by MyKlovr’s proprietary algorithmic metrics, it leads the way in educational predictive analytics. We allow our users to tap into their very own hidden potential and visualize their own pathway and future. The end result is - students taking ownership in their professional, personal and academic future,” he said.

Addressing a grossly untapped market, MyKlovr is not only a game changer for students, but does the same for schools and corporations. Companies are now afforded the unique ability to engage and capture the very elusive 13-18 year old captive audience. In addition, MyKlovr offers proprietary personalized technology data solutions, which empowers businesses to tap into MyKlovr’s proprietary algorithmic predictions. Examples of these may include:

- Maximizing HR cost efficiencies by reducing the need for external costly recruitment solutions
- Utilizing cutting edge technology to identify potential employee liability
- Offering companies the ability to create sponsored content
- Promoting products to recommended and relevant consumers, as well as selling products within the marketplace, with the click of a button

“Our MyKlovr platform offers a new way to apply deep learning techniques through the use of artificial intelligence within the education space, and well beyond,” said Jason Bowman, Co-Founder and Global President of MyKlovr. “By tapping into today’s desire to acquire a unique social currency, MyKlovr has created a positive reality, allowing students to benefit from the complex online social culture, one which continues to evolve. We provide users with their very own MyKlovr Social Currency; in turn, they are able to monetize points gained through their personalized score in our exclusive and proprietary education exchange. The barter includes goods, and services.”

Behind healthcare, the global education market is the largest sector of spending for the US GDP, estimated at approximately \$900 billion globally, of which the US represents about 49 billion; it continues to grow at a rate of 23 percent year over year.

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ABOUT MYKLOVR.COM

Headquartered in Manhattan, New York, MyKlovr is an Education Industry focused Social Hub and Market Exchange. It seamlessly connects students, parents, teachers, and businesses, within a single source platform. For additional information, please visit www.myklovr.com or call Gustavo G. Dolfino at 646 380 2424.