

Muuver is a social media tool that lets people say how much they like or dislike anything using a modified hashtag we call a “SuperTag”. A **SuperTag is a hashtag with a vote** which uses up to 3 pluses or minuses after the hashtag to indicate one’s sentiment – e.g.: **#McDonalds+++** or **#McDonalds---**

SuperTags can be used on any social platform that allows hashtags. Muuver is able to aggregate and organize all SuperTag votes from all platforms into one place to create a global sentiment score and page for every SuperTag (i.e.: *the #McDonalds page with scores and posts from all sources*), while simultaneously creating a rich and highly targetable database about each person using SuperTags.

## How It Makes Money

There 4 primary products that Muuver makes money with:

1. **BizPages** – on-page advertising and item branding on relevant business pages
2. **DataSage** – tool for advertisers to discover and target an exact audience, down to the person
3. **SmartAds** – interactive ads with feedback, delivered to precisely targeted audiences
4. **SoNexus** – private white-label communities with data visualizations & insights for enterprise

## How We’re Getting Users and Business Clients

**Users:** In addition to incentivizations such as reward points for inviting friends, we’re embarking on an influencer marketing campaign with paid referrals for influencers that refer users. We’re also launching our own branded social marketing campaign that focuses on entertaining and diverse examples of using SuperTags for sharing one’s opinion, with channels on YouTube, Instagram, Facebook and TikTok.

**Business Clients:** In addition to branding and on-page advertising, we’re providing tools for SMBs that encourage customers to use SuperTags to help the business get much needed reviews and exposure on social media. For enterprise businesses and organizations we’re also offering a “duplicate” of the Muuver platform as a private white-label community with full social integration and exclusive data-driven insights available through our advanced AI-based data analytics and data visualizations tools.

## The Opportunity

Personal data has been recognized as the most valuable commodity on earth, recently surpassing oil in its value. Facebook and Google alone are worth more than the top 5 oil companies combined, all based on personal data for advertising. This is a multi-trillion dollar market.

Regulations are appearing around the world that give consumers more data privacy rights, which threatens existing ad-tech business models. This is the perfect time for new models to emerge. Muuver will capitalize on this new market by providing users with advanced tools for personal data ownership that allow them to manage consent and monetization, while also providing marketers with advanced audience discovery and precision ad targeting tools - all based on users’ consent – making the business fully compliant with these new personal data regulations while providing a competitive advantage.

We intend on becoming a multi-billion dollar entity within the next 5 years based on this strategy.

Contact our CEO, Paul Marek ([paul@muuver.com](mailto:paul@muuver.com)) to book an online investor presentation.