



## **FOR IMMEDIATE RELEASE**

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### **MyKlovr Acquires Christopher Bot**

An Artificial Intelligent Goal Setting Platform Sets the Path for Students, Parents, & Employees

**NEW YORK – March 20, 2017-** Serving the untapped needs of the global pre-professional education market, new AI Goal Setting platform [MyKlovr.com](http://MyKlovr.com) acquires Christopher Bot, providing students, parents and employees with a single source platform, which offers user step by step personalized recommendations to help them attain any set goal.

MyKlovr is a unique B2C and B2B platform providing users with a personalized return on their identity. Each user is assigned their very own real-time MyKlovr score - KROI©, which defines their online goal setting and goal achieving identity.

"Through the acquisition of Christopher Bot, we have now made the goal setting and goal achievement process even more simplistic" says CEO Gustavo Dolfino. He goes on to say that with the integration of Christopher into the myKlovr platform, users can set goals, receive personalized recommendations as to how to achieve these goals, redeem achievement rewards for goods & services within the myKlovr marketplace, and now receive personal schedules via the Christopher Bot technology. Christopher Bot Founder and Creator Alec Jones says "It's like having a personal assistant with you not only in every class, but now across any aspect of your life path"

myKlovr, Currently in Beta stage, will be launching to the public in June 2017, myKlovr creates a level playing field, empowering users worldwide with the ability to continually define, quantify, model out and manage their very own academic, personal, and professional goals and paths

toward achievements. The service is offered free, and is also available with premium features for \$9.99 per month.

The MyKlovr Marketplace Exchange offers all users with 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 achieving their goals and ultimately individual success. 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.

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 personalized 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/parents/employees taking ownership over their professional, personal and academic future," he said.

Addressing a grossly untapped market, MyKlovr is a game changing technology resource not only students and parents, but offers the same solution for schools and corporations. Schools, Universities, and Companies are now afforded the unique ability to engage and capture the very elusive 13-18 year old captive audience. myKlovr offers proprietary personalized technology data solutions, which businesses can leverage to:

- Maximize HR cost efficiencies by reducing the need for costly recruitment solutions
- Offer companies the ability to provide myKlovr's B2C goal setting solutions as an HR benefit for their current and future employees

"The MyKlovr Goal Setting platform offers a new way to apply deep learning techniques through the use of artificial intelligence not only within the education space, but well beyond across a multitude of other categories," said Jason Bowman, Co-Founder and Global President of MyKlovr. "By tapping into today's desire by users at all ages to acquire a unique social currency, MyKlovr has created a positive reality, allowing users to see actual tangible benefits from the complex online social culture, one which continues to rapidly evolve. We provide users with their very own MyKlovr Social Currency; in turn, they are able to monetize achievement points within our exclusive and proprietary goods and services exchange."

Behind healthcare, the global education and development marketplace 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 the **ONLY** multifaceted single source Goal Setting recommendation platform with a marketplace exchange targeting Students, Parents, Teachers, and Employees. For additional information, please visit [www.myklovr.com](http://www.myklovr.com) or call Gustavo G. Dolfino at 646 380 2424.