
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K
CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(D) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): October 24, 2017

THE MAVEN, INC.

(Exact Name of Registrant as Specified in Charter)

DELAWARE

(State or Other Jurisdiction of
Incorporation)

1-12471

(Commission File Number)

68-0232575

(IRS Employer Identification No.)

2125 Western Avenue, Suite 502 Seattle, WA

(Address of Principal Executive Offices)

98121

(Zip Code)

Registrant's telephone number, including area code: 775-600-2765

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction .2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 8.01 Other Events

On October 24, 2017, TheMaven, Inc. (the “Company” or “TheMaven”) announced the launch of its technology platform and the initial audience metrics for its network. A copy of the Company’s press release announcing the launch is attached as Exhibit 99.1 to this Current Report on Form 8-K and incorporated herein by this reference.

The information in this Item 8.01 shall not be deemed to be “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liability of that section, and shall not be incorporated by reference into any registration statement or other document filed under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits.

- (d) Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press release dated October 24, 2017

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

THEMAVEN, INC.

Dated: October 24, 2017

By: /s/ Martin Heimbigner

Name: Martin Heimbigner

Title: Chief Financial Officer

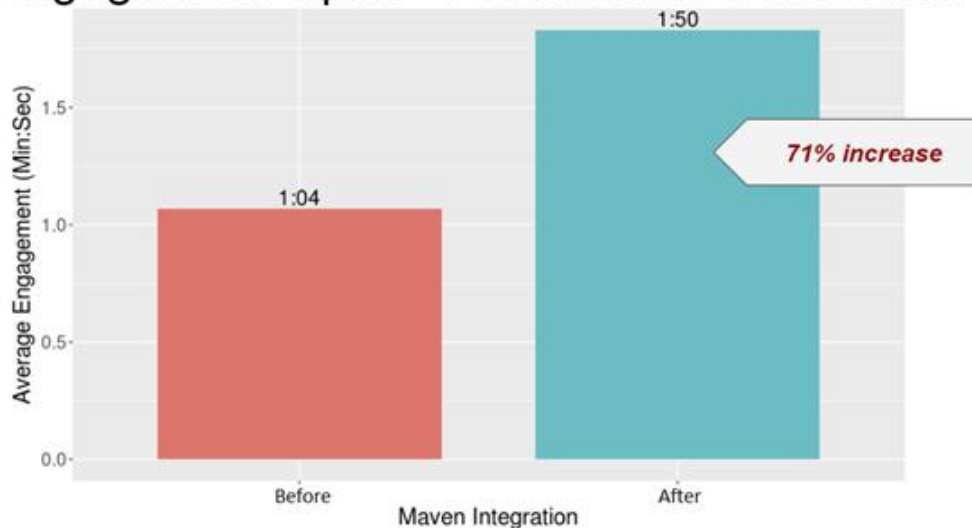
Maven 1.0 Platform Launch - Data is In

Engagement results; Growth data; Publishers React to New Platform

The *data is in* and results are encouraging. In late September, Maven launched its platform out of beta. Twenty-five channel partners are now live, millions of users are migrating, and engagement is increasing materially. Fifty more “Mavens” are at various stages of integration on the road to the long-term goal of 1,000 professional channels and communities across 20 content verticals. Maven’s comprehensive platform is offered by invitation only to an elite coalition of independent publishers.

Engagement uplift. After migrating to the Maven platform, consumer engagement uplift is significant -- a 71% increase within 30 days, with results tested against 2.5 million users. “Over time, we aim to increase engagement to three minutes per visit, and early results indicate we’re headed that way. We believe the only way to measure product satisfaction is ‘engagement per visit,’ as other metrics like visit frequency and total time per month can be artificially inflated by remarketing cookies and buying traffic,” said Maven CEO James Heckman. High engagement numbers are coveted by major advertising brands.

Engagement Uplift - Post Maven Conversion



Uplift is measured for channels fully integrated into Maven’s tech and distribution platform for at least 30 days. “Average engagement” means time spent per visit on those same channels (where pre-integration data was available). Source: Google Analytics.

Said KidsActivities.com founder Holly Homer: “Time spent on our channel has increased significantly since converting to Maven, up 33 percent on mobile and 100 percent on desktop. Maven’s community tools are the key -- our readers can write, contribute videos and photos, and respond in real time. It’s incredible to hear and see what’s on their minds.

“Since we migrated to Maven our average user session duration has doubled,” said Travis Maurer, founder of The Weed Blog.

These engagement results are driven by Maven’s technology. Maven 1.0 includes:

- Professional content management tools
- Video platform, enabling instant publishing
- Social platform, including social syndication
- Dynamic RSS engine
- Integrated membership/subscription platform
- Native app for iOS, with channel-specific UX
- Sophisticated advertising architecture
- Direct messaging for users/editors
- Single proprietary platform with no plug-ins means higher performance

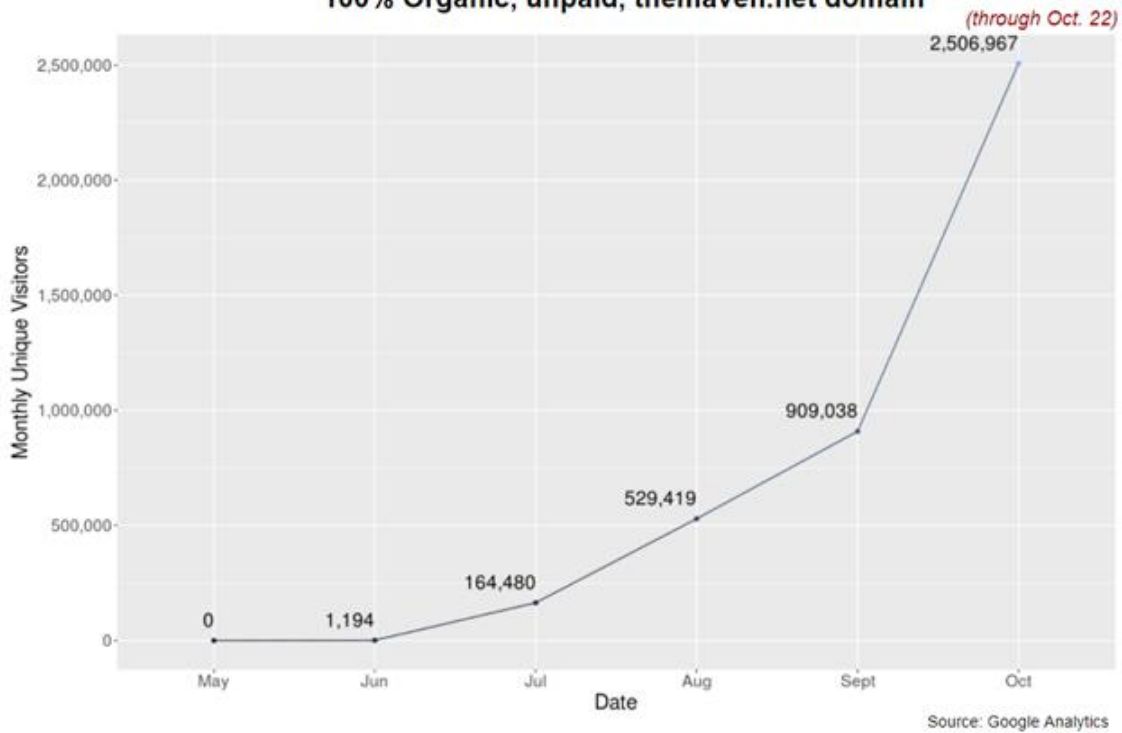
Other platform benefits. Maven architected the platform specifically for professionals. It’s not an *open* social platform, but focuses instead on expert-led community and professional content -- no external feeds. This pure environment also offers social engagement tools, within an undistracted, controlled environment for like-minded groups -- including a paid membership option. So far, Mavens love offering the best of both worlds to their followers:

“Maven replaced my ‘old school’ system of one-way communication and we’re now building a true ‘investor community,’” said Sean Hyman, founder of The Logical Investor. “I’m able to share written and video content, virtually in real time, while interacting seamlessly with members - which helped me sell \$30,000 in memberships within 3 weeks of launch.”

Yossarian Johnson, founder of The Intellectualist, said, “The platform really is as good as advertised, very powerful, and Maven did all the heavy lifting to migrate. It’s intuitive, easy to use for our members, and helps us by suggesting content to our followers. We found the Maven team highly responsive and professional which makes our jobs as publishers much easier.”

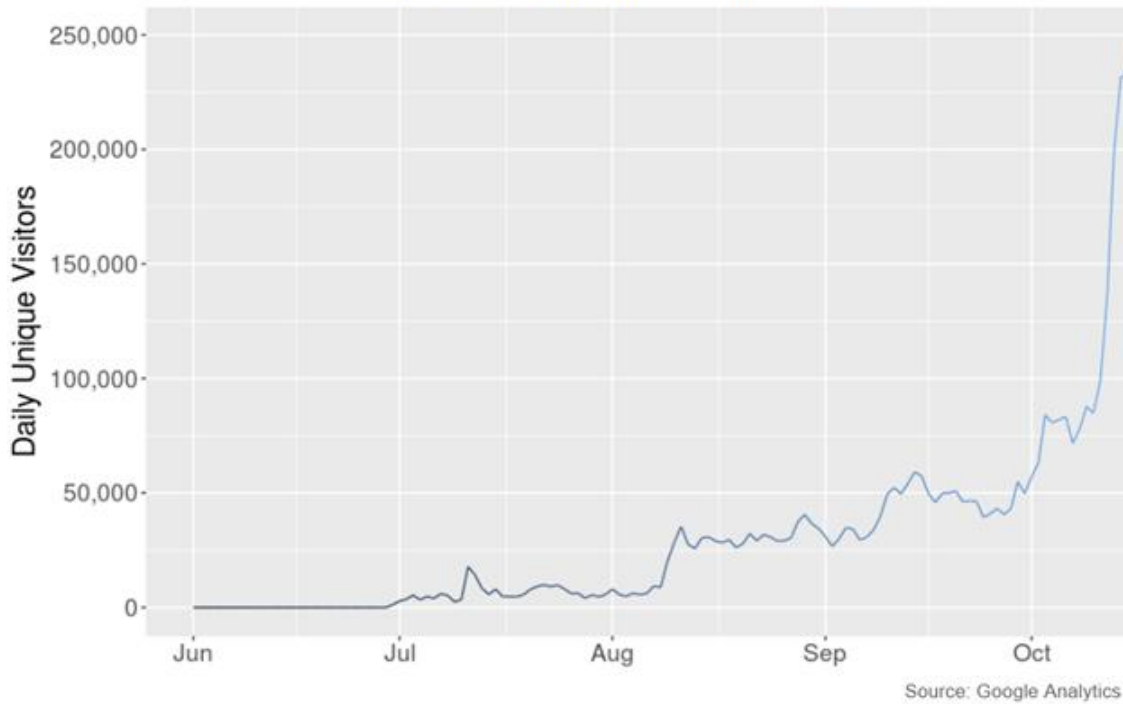
Audience is scaling. Maven’s monthly unique visitors are growing rapidly, now more than 2.5 million and without paid marketing or traffic acquisition -- 100 percent organic.

Monthly Unique Visitors, 100% Organic, unpaid, themaven.net domain



Emmy Award-winning car care expert Scotty Kilmer said, “The ‘Ask Scotty’ section of the platform is taking off and demonstrates how powerful this platform is for boosting engagement. People from all over the world are asking me their car questions and getting personal advice. By the end of the week, I will reach the 200-millionth lifetime view of my car repair videos. With Maven, especially with its new native App, I expect to hit my next 200 million even faster.”

Daily Unique Visitors, 100% Organic, unpaid, themaven.net domain



“Our innovative platform is performing well for our partners, and the key business metrics are moving in a positive direction,” said Heckman. “It’s too early to forecast revenue, but that will come as we continue testing our strategy against millions of highly engaged users. We are off to an excellent start.”

Future Reporting for Maven Investors

Maven is committed to providing transparency on internal performance metrics, so investors can track progress over the next few years. Our goals are simple: to partner with **1,000 market-leading Mavens**, covering **1,000 categories** across **20 content verticals** -- independent, professional publishers with passionate followings of **100,000** or more, operating exclusively on the Maven platform. Maven empowers channel partners to improve engagement, which we believe will eventually exceed **three minutes per session** via our proprietary tech platform. Over time, our goal is to build total distribution for our partners to **100 million organic visitors** per month and provide superior monetization from our dynamic membership system and advertising infrastructure. We also intend to use early results analysis to provide guidance and goals during Q1 2018 regarding monetization and video performance.

Examples of live Maven Channels:

Global Lead
Human Rights Foundation
AllHipHop
The Intellectualist
Kids Activities
Blue Lives Matter

About Maven

Maven is an expert-driven, group media network, whose innovative platform serves, by invitation-only, a coalition of professional, independent channel partners (“Mavens”). By providing broader distribution, greater community engagement, and efficient advertising and membership infrastructure, Maven enables partners to focus on the key drivers of their business: creating, informing, sharing, discovering, leading and interacting with the communities and constituencies they serve.

Based in Seattle, Maven is publicly traded under the ticker symbol MVEN. Founders include digital media pioneers James Heckman and Ross Levinsohn, and leadership includes media and technology innovators Josh Jacobs, Bill Sornsins and Ben Joldersma. For more insight about Maven and its leadership team, head to themaven.net.

Forward Looking Statements

This press release by theMaven, Inc. (“Company”) contains “forward-looking statements.” Forward-looking statements relate to future events or future performance and include, without limitation, statements concerning the Company’s business strategy, future revenues, market growth, capital requirements, product introductions and expansion plans, and the adequacy of the Company’s funding. Other statements contained in this press release that are not historical facts are also forward-looking statements. The Company has tried, wherever possible, to identify forward-looking statements by terminology such as “may,” “will,” “could,” “should,” “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “estimates” and other comparable terminology.

The Company cautions investors that any forward-looking statements presented in this report, or that the Company may make orally or in writing from time to time, are based on the beliefs of, assumptions made by, and information currently available to, the Company. Such statements are based on assumptions, and the actual outcome will be affected by known and unknown risks, trends, uncertainties and factors that are beyond the Company’s control or ability to predict. Although the Company believes that its assumptions are reasonable, they are not guarantees of future performance, and some will inevitably prove to be incorrect. As a result, the Company’s actual future results can be expected to differ from its expectations, and those differences may be material. Accordingly, investors should use caution in relying on forward-looking statements, which are based only on known results and trends at the time they are made, to anticipate future results or trends.

This press release and all subsequent written and oral forward-looking statements attributable to the Company or any person acting on its behalf are expressly qualified in their entirety by the cautionary statements contained or referred to in this section. The Company does not undertake any obligation to release publicly any revisions to its forward-looking statements to reflect events or circumstances after the date of this press release. The information on the websites referenced in this press release are not incorporated herein by reference for any purpose.

Image Caption

James Heckman, Ross Levinsohn and Josh Jacobs present to hundreds of publishers at the first annual Maven Founders Summit last May.
