

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): May 31, 2017

THEMAVEN, 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))
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**Item 8.01 Other Events.**

On May 30, 2017, TheMaven, Inc. (the “Company” or “TheMaven”) appointed Joshua A. Jacobs as a member of the Company’s Board of Directors, effective as of May 31, 2017 and as an officer of the Company with the position of Executive Co-Chair. Before joining TheMaven, Mr. Jacobs was President, Services at Kik Interactive (“Kik”) from May 2015 to December 2016. From June 2011 to April 2014, Mr. Jacobs was Chief Executive Officer of Accuen Media, an Omnicom Company (NYSE:OMC). From September 2009 to April 2011 Mr. Jacobs was Senior Vice President of Marketing for Glam Media. From July 2007 to October 2009 Mr. Jacobs was VP/GM Advertising Platforms at Yahoo, Inc. (NASDAQ:YHOO). He has also held leadership positions at X1 Technologies and Bigstep, Inc.

A copy of the Company’s press release announcing the beta rollout of the new platform is filed with this report as Exhibit 99.1, and is incorporated herein by reference.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits.

<b>Exhibit No.</b>	<b>Description</b>
99.1	Press release dated June 1, 2017

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**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: June 2, 2017

By: /s/ Martin Heimbigner  
Name: Martin Heimbigner  
Title: Chief Financial Officer

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BAINBRIDGE ISLAND, Wash. -- Prominent journalists, elite independent publishers, inspiring causes and community leaders from around the globe recently came together to unify behind Maven's new digital media coalition. Channels are now rolling out on Maven's innovative new tech platform. The platform was unveiled at the Founders' Summit, hosted by major-media veteran executives and digital pioneers James Heckman, Ross Levinsohn and Josh Jacobs.

Maven's first Founders' Summit took place at Heckman's beach-front home on Bainbridge Island, near Seattle. "Our technology is fueled by relationships, authentic talent and human inspiration," said Heckman, Maven's CEO and Founder. "Today's major-media model is clearly broken, favoring click-bait arbitrage over actual journalism, and our platform built for inspired experts definitely solves this issue."

Levinsohn, a major media digital pioneer and long-time business partner with Heckman, offered a similar perspective: "The entire coalition launched as co-founders – and the entrepreneurial energy combined with real media talent was obvious. Maven is legitimately offering a new vision; something different, something new and refreshing and I think incredibly valuable to major brands. Consumers will get it instantly."

Josh Jacobs joined the company recently as Executive Co-Chairman and explained Maven's unique strategy:

"Our software empowers efficient human content creation and distribution. We believe real experts and real communities create real engagement. Our content partners are inspirational storytellers, proven by their loyal and passionate audiences. The Maven platform offers these leaders a sustainable distribution, technology and advertising coalition. Members get new ways to discover and interact with experts whose passions they share. For Marketers the fusion of large organic audiences and broad contextual relevance, creates unique opportunities for brands to participate with scale and engagement."

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Insights about Maven's coalition and technological platform – through the eyes of co-founding channel partners – can be viewed at the links for video [or streamed here](#).

Head to [themaven.net](http://themaven.net) for a [photo gallery](#) of the event.

The Preview Channels: Eight coalition partners are previewing the new platform, now in beta, with another several dozen to debut in the coming month.

[Human Rights Foundation](https://www.themaven.net/humanrightsfoundation) (<https://www.themaven.net/humanrightsfoundation>)

[The Global Lead](https://www.themaven.net/globallead) (<https://www.themaven.net/globallead>)

[TheBlack Wealth Channel](https://www.themaven.net/blackwealthchannel) (<https://www.themaven.net/blackwealthchannel>)

[iREITInvestor](https://www.themaven.net/ireit-investor) (<https://www.themaven.net/ireit-investor>)

[On the Road with Scotty](https://www.themaven.net/ontheroadwithscotty) (<https://www.themaven.net/ontheroadwithscotty>)

[Being Liberal](https://www.themaven.net/beingliberal) (<https://www.themaven.net/beingliberal>)

[The Chocolate Life](https://www.themaven.net/TheChocolateLife) (<https://www.themaven.net/TheChocolateLife>)

[The Fathers' Rights Movement](https://www.themaven.net/TFRM) (<https://www.themaven.net/TFRM>)

Maven is an expert-driven, group media network, whose innovative platform serves, by invitation-only, a coalition of professional, independent channel partners. By providing broader distribution, greater community engagement and efficient advertising and membership programs, 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](#). The executive team and operational board members include digital media pioneers James Heckman, Josh Jacobs and Ross Levinsohn and technology innovators Bill Sornsin and Ben Joldersma.

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