



## AN INTRO FROM OUR CO-FOUNDERS, LYLE STEVENS & SEAN NAEGELI

As founders of Mavrck, we have always prioritized investing in our people, knowing that if we put people before profits and processes, the outcome will be the strongest, and we can focus on building a healthy and successful culture. **To put people first acknowledges that it must be for all people and we believe this is done by creating a safe space for all backgrounds and developing a culture that encourages vulnerability.** We know that investing in our people requires us to do it in a way that is fundamentally inclusive and recognizes the importance of diversity. We admit that we are not perfect today, and also recognize that the conversation around diversity, equity, inclusion and belonging must be part of our goals as an organization to strive to be better every day.

[The Founder's Mentality](#) mentions founders have a "bias toward action." At a startup, you are constantly pushing forward, against odds. Beyond the responsibility of our own business, we need to put our 'bias toward action' and push forward toward making change to combat racial inequality and social injustice. Being a passive observer is not an ingredient to prosper at a startup, nor is it acceptable today for our work at Mavrck and how we behave as an organization when it comes to social justice. **There are two areas our team can influence and make meaningful changes to work toward, which are [uniqueness and belonging](#) - two important tenets of equity and inclusion.**

### MAVRCK WORK

The thesis of Mavrck's product and services is rooted in acknowledging that influencers or creators are humans - not ad units. They have emotions, ideas, day-to-day lives, families and passions - just like the human marketers collaborating with them and the humans who are following and consuming their content on social media. This enables them to build trust with that audience and create amazing, authentic stories and content.

**If we are to believe in the power and impact of human-generated marketing, we must also prioritize the just treatment of all humans involved and promote diversity within these partnerships.** The importance of progress in diversity, equity and inclusion within the ecosystem of influencer marketing is critical, as it is within our four walls at Mavrck.

## MAVRCK CULTURE

At Mavrck, we built the foundation of our culture around growth by embodying two core characteristics to propel us forward: curiosity and hustle. Curiosity speaks to the drive to learn more, connect with people, and do it with humility, while hustle is putting all of that approach into practice through experimentation, innovation and hard work.

**Today, we need that curiosity to force us to listen and participate not with the intention of being right, but with the intention of moving the conversation collaboratively.**

Our hustle drives us to be comfortable with the uncomfortable, to unlearn our biases, and be strong enough to admit when we are wrong. This will allow us to learn, relearn, and push forward to create change.

## CLOSING REMARKS

Yes, our focus within the industry is just influencer marketing, but we are fortunate that the nature of this ecosystem centers around humans creating content that people trust, thus influencing ideas. **If we work with our brands, marketers, influencers, and Mavrck squad members with more inclusivity, prioritizing diversity and delivering with equity, our impact within the industry can be far-reaching.** At Mavrck, we are committed to being better and doing more every day - our team is excited to share with you how you can join along in the journey.



**Lyle Stevens**

Co-Founder & Chief Executive Officer

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**Sean Naegeli**

Co-Founder & Chief Influencer Officer

A stylized, handwritten signature of Sean Naegeli in black ink.

