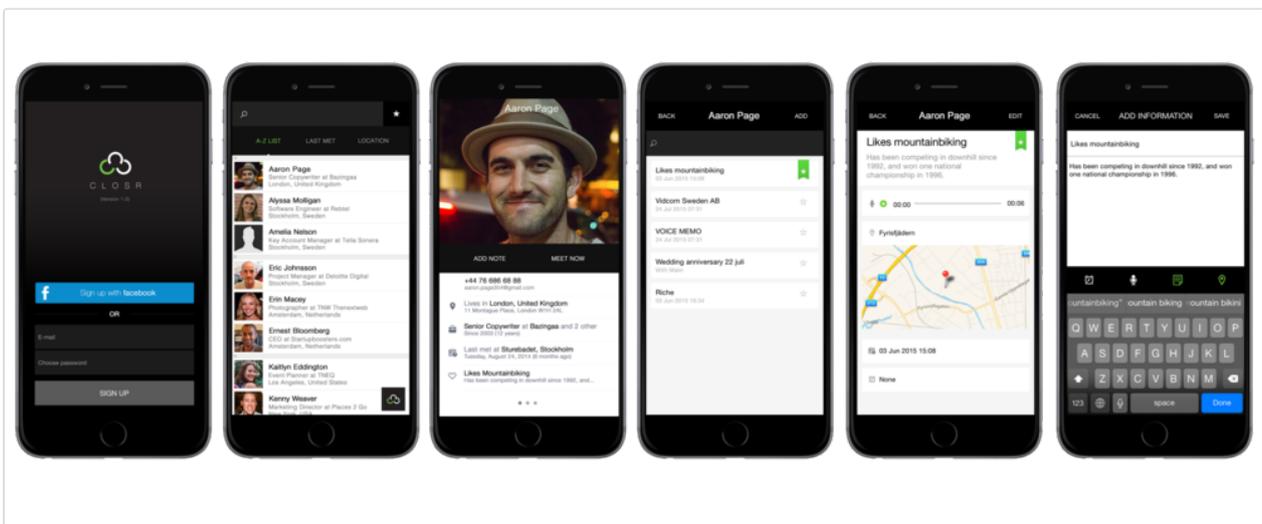


# Official Closr launch at UPRISE Startup Festival in Amsterdam 25-26 September

The 2nd Edition of the World's largest Startup Festival

**TWEET PITCH** - *With the growing amount of contacts, @Closr\_app helps you organise, take notes and remember your contacts in a new and innovative way #PRM*

**AMSTERDAM** - Where 200 startups from all around the world comes together and connects with an estimate of 10 000 visitors, that's the spot for the hot Uppsala-based tech startup [Cloapp](#)'s official launch of their personal relationship management app [Closr](#) later this month at the UPRISE Startup Festival at NDSM Warf.



## About Closr

Closr is a new and innovative way to handle your contacts and networking. Never again forget when and where you met someone before or what you discussed. By allowing you to add notes, voice memos and last met location to your contacts, and then combining it with the cloud-based information about your contacts available from social networks, Closr really delivers on the promise to get you closer to your contacts - and also - to close more deals.

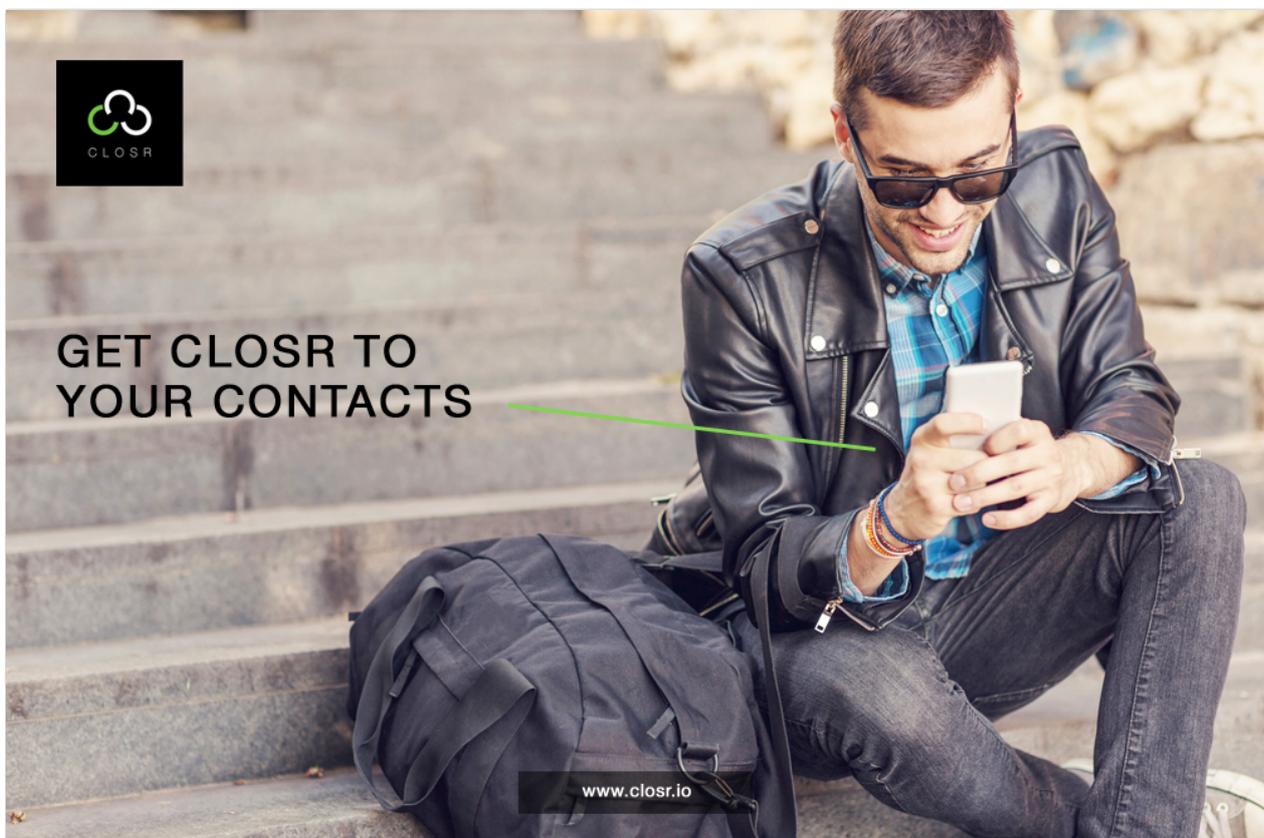
Closr's Early Access Program has already been live since August, but with having just closed their seed round of roughly \$1M it is time for the official public launch.

## Pricing and availability

Closr is free for personal use. Available on the App Store worldwide. (Link to US App Store: <https://itunes.apple.com/us/app/closr-personal-relationship/id991779134>)

*“The ability to save your notes directly to the contacts they actually belong to instead of in massive note piles, and then also be reminded about them before the next time you meet is a life changing experience.,,”*

— Alex Lewerentz, CEO & co-founder at Cloapp



## About UPRISE Startup Festival

UPRISE Startup Festival's second edition takes place September 25-26th at NDSM Wharf in Amsterdam. Showcasing 200 international startups who connect with the an estimated 10,000 public in a festival environment. The festival will hold over 54 hours of workshops, demos, music, kids & tech, job opportunities and unique events. Partners include Facebook, Paypal, Microsoft, Red Bull, Makerversity, Visma and Startup Amsterdam.

The Startup Festival was launched by Irishman Paul O’Connell this year to be the place where startups can get focus and visibility and for the first time connect with the general public. “It’s time we bring together the people who create the apps and technology we use everyday and us the users”.

#### SPOKESPERSON



**Alex Lewerentz**

Co-founder, CEO & Head of Product

 alexlewerentz

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#### ABOUT CLOAPP

Cloapp is a tech Startup company from Uppsala, Sweden developing the Personal Relationship Management app Closr. Closr lets users add information and remember important things about their contacts. It also helps them find and re-discover common touchpoints and interests. Winner of “Best Startup Pitch” at tech event Upstart and selected as one of 150 Startups from all over the world to participate in TNW BOOST - a program dedicated to accelerating the growth of early-stage Startups.

For more information visit the company’s website [www.cloapp.com](http://www.cloapp.com) and the official app site for Closr [www.closr.io](http://www.closr.io)



Cloappressroom