



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
FEBRUARY 2015

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Accelerating the Transformation and Innovation of Marketing

Over the last few issues, you've seen me highlight some of the key areas we'll be focused on in 2015. But, being this close to the eve of our SMoX Study rollout, I think it's worth re-iterating our mission:

...to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.

It's imperative that we never take our eye off this clear purpose and with the rollout of SMoX, we are truly living it. For the first time, we will be providing the industry access to data and insights that will help define the opportunity open to them, but just as importantly, give them some clear direction for the steps they need to take, to take advantage of that opportunity. We couldn't be more excited about the change that is about to take place.

We hope you'll be able to join us in this movement.

As always, please let the MMA team know if there is anything we can do to help your mobile efforts.

Best,

Greg Stuart

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Greg Stuart
CEO, Mobile Marketing Association
greg@mmaglobal.com

Todd Parker
Managing Director, Hidden River
tparker@hiddenriverllc.com

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Mike Fridgen	General Manager, eBay (Seattle office)	Head of Seller Insights, eBay	eBay, an online auction and e-commerce marketplace, enables people and businesses to buy and sell a wide variety of goods and services.	2/24/15
Andy Taylor	Entrepreneur in Residence, Social + Capital Partnership	Director of Product Management, Redfin	The Social+Capital Partnership ("Social Capital") is a partnership of philanthropists, technologists and capitalists utilizing venture capital as a force to create value and change on a global scale.	2/24/15
Matt Lerner	Vice President of Products, Redfin	Co-Founder and CTO, Walk Score	Redfin provides real estate search and brokerage services through a combination of real estate web platforms and access to live agents.	2/24/15
Michael Brown	Vice President of Engineering, IID	Chief Technology Officer, Prepared Response	IID's ActiveTrust provides the platform to easily exchange threat intelligence across organizations through a dynamic, aligned and private community of security peers.	2/24/15
Eric Burns	Chief Executive Officer, Panopto	Chief Product Officer, Panopto	Panopto is an online video platform providing video capture and management software for educators, businesses and government agencies.	2/24/15
William L. Guttman	Executive Chairman, Panopto	Chief Executive Officer, Panopto	Panopto is an online video platform providing video capture and management software for educators, businesses and government agencies.	2/24/15
Sunil Potti	Vice President of Engineering & Product Management, Nutanix	Vice President & General Manager, Citrix	Nutanix is a virtualized datacenter platform that provides disruptive datacenter infrastructure solutions for implementing enterprise-class.	2/24/15
Jennifer Wong	Vice President of Marketing, Tune	Director of Marketing, Tune	TUNE is an Enterprise Platform for Mobile Marketing.	2/24/15
Michael Zsigmond	Chief Executive Officer, Tapstream	Vice President of Business Development, Tapstream	Tapstream is a marketing dashboard for app makers to track acquisition, retention and ROI across channels.	2/23/15
Tim Leyden	Board Member, Itron	Chief Financial Officer, Western Digital	Itron provides intelligent metering, data collection and utility software solutions to the water and energy industries. They specifically specialize in electricity, gas, water and heat meters, and data collection and communication systems.	2/23/15
Natalie McCullough	Chief Revenue Officer, VoloMetrix	Senior Executive, ServiceSource	VoloMetrix is an enterprise analytics company focused on improving organizational effectiveness and knowledge worker productivity.	2/20/15
Peter Cullen	Chief Privacy Advisory, VoloMetrix	Chief Executive Officer, Global Information Governance Solutions (Current)	VoloMetrix is an enterprise analytics company focused on improving organizational effectiveness and knowledge worker productivity.	2/20/15
Deanna Oppenheimer	Strategic Advisor, Finsphere	Founder, CameoWorks (Current)	Finsphere uses mobile phone data and analytics to develop identity authentication instruments.	2/18/15
Steve McQuade	Vice President of Engineering, Tune	Vice President of Engineering, Yapta	TUNE is an Enterprise Platform for Mobile Marketing.	2/17/15
Dave Rigotti	Director of Marketing, Bizible	Senior Marketing Manager, Bizible	Bizible offers an integrated marketing analytics platform for marketers to optimize their campaigns.	2/17/15
Andy Turman	Director of Customer Success, Bizible	Bizible	Bizible offers an integrated marketing analytics platform for marketers to optimize their campaigns.	2/17/15
Joyce Juntunen	Head of Sales, Bizible	Senior Sales Manager, Trulia	Bizible offers an integrated marketing analytics platform for marketers to optimize their campaigns.	2/17/15
Elisa Steele	Chief Executive Officer, Jive Software	Executive Vice President of Marketing & Products, Jibe Software	Jive is a social communication and collaboration platform providing business software solutions to mobile companies.	2/13/15
Kerry Van Voris	Director of Talent, Madrona Venture Group	Principal & Senior Manager - Executive Recruiting, Amazon (Web Services)	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	1/30/15
Christina Mautz	Vice President of Marketing, Koru	Head of Merchant Marketing, Amazon Local	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	1/29/15
Michael Rigney	Senior Vice President of Client Solutions, Marketing and Regulatory Affairs, EnergySavvy	Vice President of Business Development, Gridco Systems	EnergySavvy offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, and customer engagement.	1/28/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2015.

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Michael Albrecht	Vice President of Client Engagement, EnergySavvy	Senior Business Manager, MAST, Microsoft	EnergySavvy offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, and customer engagement.	1/28/15
Tim Guiterman	Director of Evaluation, Measurement and Verification Solutions, EnergySavvy	Associate Director, Navigant	EnergySavvy offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, and customer engagement.	1/28/15
John Backus Mayes	Senior Data Scientist, EnergySavvy	Senior Data Scientist, EcoFactor	EnergySavvy offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, and customer engagement.	1/28/15
Brad Brooks	Chief Marketing Officer, DocuSign	Chief Marketing Officer & SVP, Juniper Networks	DocuSign empowers anyone to transact anything, anytime, anywhere, on any device. Securely.	1/14/15
Leonard Iventosch	Vice President of Global Channels, ExtraHop Networks	VP Americas Channels, EMC	ExtraHop provides real-time operational intelligence to make IT more agile and proactive.	1/14/15
Alberto Sutton	Vice President of Marketing, Pyramid Analytics	Vice President of Marketing, Nintex	Pyramid Analytics develops and delivers tools used in business analysis processes.	1/14/15
Kelly Steckelberg	Chief Executive Officer, Zoosk	Chief Financial Officer, Zoosk	Zoosk is a leading dating App and online website, offering a truly personalized dating experience through its Behavioral Matchmaking(TM) technology.	12/17/14
Shayan Zadeh	Board Member, Zoosk	Chief Executive Officer, Zoosk	Zoosk is a leading dating App and online website, offering a truly personalized dating experience through its Behavioral Matchmaking™ technology.	12/17/14
Richard Wang	Chief Executive Officer, Coding Dojo	Managing Partner, Village88 Ventures (Current)	Coding Dojo is a coding school which aims to teach and create a community of developers and entrepreneurs with an eye not just for subsequent employment or business growth but also for camaraderie and personal fulfillment.	12/11/14
Peter Lee	Chief Information Officer, SHOEme	Chief Executive Officer/Managing Director, LensWay	SHOEme's is an ecommerce company with a mission to constantly challenge, innovate and deliver new and better ways to shop.	12/11/14
David Sacks	Chief Operating Officer, Zenefits	Co-Founder, Yammer	Zenefits gives you, your managers, and your employees a single online place to manage all your HR — payroll, benefits, compliance, and more.	12/10/14
Nathan Cowan	Vice President of Worldwide Sales, Front Desk	Director of Corporate Sales, DocuSign	Front Desk is a mobile-first, SaaS-based platform providing cloud-based client management tools for the personal services economy.	12/4/14
Amy Ellis	Head of Product Marketing, Front Desk	Head of Integrations and Partnerships, MailChimp	Front Desk is a mobile-first, SaaS-based platform providing cloud-based client management tools for the personal services economy.	12/4/14
Ryan Waite	Senior Vice President of Products, Cray	General Manager, Data Services Division, Amazon Web Services	Cray provides innovative computing platforms that enable scientists and engineers in academia, government, and industry to meet both.	12/2/14
Frank Aff	Director of Operations West Region, Frontier Communications	Network Operations Supervisor, Frontier Communications	Frontier Communications is a provider of communications services focused on smaller communities and rural America.	12/1/14

*Frank Boyer's position as Principal Consultant at FCB Consulting is current.

*Amy Bohutinsky's position as Chief Marketing Officer at Zillow is current.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 3/1/15	Stock Price 2/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,255.07	1,188.93	5.6%	1,264.07	1,079.87				
		S&P 500	2,104.50	1,994.99	5.5%	2,119.59	1,814.36				
		NASDAQ Composite	4,963.53	4,635.24	7.1%	5,008.57	3,946.03				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 79.10	\$ 70.13	12.8%	\$ 80.30	\$ 57.15	\$39,623	\$37,398	\$4,147	9.0X
Alcatel-Lucent	ALU	NYSE	3.89	3.45	12.8%	4.30	2.28	10,947	12,633	17,139	0.7X
America Movil	AMX	NYSE	21.38	21.39	0.0%	26.95	19.02	46,754	46,754	64,542	0.7X
Apple Inc.	AAPL	NASDAQ	128.46	117.16	9.6%	133.60	73.05	748,247	752,187	199,800	3.8X
AT&T	T	NYSE	34.56	32.92	5.0%	37.48	31.76	179,372	253,944	132,447	1.9X
Barti Airtel	BHARTIARTL.BO	BSE	5.75	6.03	-4.8%	6.90	4.57	22,973	22,973	14,934	1.5X
CenturyLink	CTL	NYSE	37.86	37.17	1.9%	45.67	30.34	21,447	41,990	18,031	2.3X
China Mobile	CHL	NYSE	67.75	65.32	3.7%	69.74	41.35	277,287	205,355	100,500	2.0X
Dentsu	4324.JP	TSE	43.58	41.46	5.1%	43.87	32.95	12,569	13,966	22,112	0.6X
Fiserv, Inc.	FISV	NASDAQ	78.07	72.53	7.6%	79.55	54.91	18,635	22,144	5,066	4.4X
Google	GOOG	NASDAQ	558.40	607.22	-8.0%	604.83	487.56	190,228	131,070	66,001	2.0X
Microsoft	MSFT	NASDAQ	43.85	40.40	8.5%	50.04	37.49	359,736	298,279	93,456	3.2X
Motorola Solutions	MSI	NYSE	67.94	62.41	8.9%	70.26	57.79	14,721	14,229	6,453	2.2X
Neustar, Inc.	NSR	NYSE	81.73	74.96	9.0%	82.14	63.42	18,075	16,938	9,313	1.8X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	31.13	29.54	5.4%	34.08	25.07	70,771	70,771	106,085	0.7X
Nokia	NOK	NYSE	8.01	7.60	5.4%	8.73	7.00	29,462	23,412	16,836	1.4X
Omnicom	OMC	NYSE	79.54	72.80	9.3%	80.53	64.03	19,624	23,118	15,318	1.5X
Publicis Groupe	PUB.PA	Paris	81.73	74.96	9.0%	82.14	63.42	18,075	16,938	9,313	1.8X
Samsung	005930.KS	KRX	1,236.39	1,248.17	-0.9%	1,461.17	1,009.65	182,119	140,002	195,105	0.7X
Sprint	S	NYSE	5.12	4.30	19.1%	9.76	3.79	20,264	49,017	35,125	1.4X
Telefonica S.A.	TEF	NYSE	15.49	14.91	3.9%	17.03	13.27	72,140	151,323	65,733	2.3X
Telenor	TELNF	OTC	20.16	21.46	-6.1%	21.92	20.80	30,264	38,894	16,989	2.3X
TIM	TSU	NYSE	21.08	22.07	-4.5%	30.52	20.22	10,207	10,207	8,297	1.2X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	13.17	14.44	-8.8%	16.68	12.00	11,590	8,951	5,513	1.6X
Vodafone Group	VOD	NASDAQ	34.56	35.13	-1.6%	41.51	28.63	91,614	129,612	65,793	2.0X
WPP Group	WPPGY	NASDAQ	118.15	110.12	7.3%	119.09	88.15	31,030	37,114	18,975	2.0X
Yahoo!	YHOO	NASDAQ	44.28	43.99	0.7%	52.62	32.15	41,451	34,857	4,618	7.5X
					Average	4.1%		95,897	96,447	48,802	2.3X
					Median	5.1%		30,264	37,398	18,031	1.9X
Mid-Cap (\$2B - \$10B)											
BlackBerry	BBRY	NASDAQ	\$ 10.81	\$ 10.15	6.5%	\$ 12.63	\$ 7.01	\$5,716	\$4,602	\$3,651	1.3X
Gemalto	GTOFF	OTC	81.36	72.69	11.9%	120.59	67.89	7,221	6,737	3,163	2.1X
Interpublic Group of Companies	IPG	NYSE	22.30	19.94	11.8%	22.69	16.14	9,195	9,845	7,537	1.3X
LG	034220.KS	KRX	30.98	32.96	-6.0%	34.02	21.30	11,084	13,455	24,952	0.5X
Pandora Media Inc.	P	NYSE	14.80	16.60	-10.8%	40.44	14.56	3,095	2,740	921	3.0X
Telefonica Brasil S.A.	VIV	NYSE	15.21	15.27	-0.4%	15.95	13.37	5,805	6,974	N/A	N/A
ZTE	000063.SZ	Shenzhen	3.28	3.07	6.9%	3.34	1.95	9,208	12,674	12,427	1.0X
					Average	2.8%		7,332	8,147	8,775	1.5X
					Median	6.5%		7,221	6,974	5,594	1.3X

NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
- (2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.
- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve months reported to SEC.

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		S&P 500	2,104.50	1,994.99	5.5%	2,119.59	1,814.36				
		NASDAQ Composite	4,963.53	4,635.24	7.1%	5,008.57	3,946.03				
Small-Cap (< \$2B)											
Axiom Corporation	ACXM	NASDAQ	\$ 20.00	\$ 18.20	9.9%	\$ 39.30	\$ 16.04	\$1,546	\$1,715	\$1,040	1.6X
Bango	BGO	LSE	1.23	1.29	-4.9%	2.66	1.16	64	61	8	7.2X
Blue Calypso Inc.	BCYP	OTC	0.16	0.17	-2.1%	0.20	0.07	37	36	1	N/A
Boingo wireless	WIFI	NASDAQ	7.28	8.45	-13.8%	8.62	5.48	264	260	119	2.2X
Cincinnati Bell	CBB	NYSE	3.35	2.93	14.3%	4.13	2.85	702	2,558	1,278	2.0X
Digimarc Corporation	DMRC	NASDAQ	26.52	27.02	-1.9%	37.00	19.80	226	187	26	7.3X
GFK Retail and Technology UK	GFK.DE	Xetra	41.39	39.79	4.0%	61.19	37.86	1,511	2,088	1,967	1.1X
Glu Mobile	GLUU	NASDAQ	5.03	3.51	43.3%	7.60	3.27	538	467	223	2.1X
Hipcricket	HIPP	NASDAQ	0.09	0.14	-35.7%	N/A	N/A	0	2	28	N/A
Internetq Plc	INTQ	LSE	5.10	4.51	13.0%	6.91	3.66	203	200	175	1.1X
Oi (Formerly Telemar)	OIBR	NYSE	2.08	1.86	11.7%	16.04	1.80	1,189	20,155	13,500	1.5X
Marchex	MCHX	NASDAQ	4.13	3.81	8.4%	12.84	3.15	155	75	183	0.4X
MDC Partners	MDCA	NASDAQ	26.02	23.90	8.9%	27.69	17.99	1,292	2,610	1,224	2.1X
MEDL Mobile	MEDL	OTC BB	0.12	0.14	-17.9%	0.32	0.10	6	4	3	1.3X
Millennial Media	MM	NYSE	1.58	1.35	17.0%	7.75	1.28	219	143	296	0.5X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.11	1.25	-10.8%	1.82	0.85	25	25	4	6.3X
Opera Software ASA	OPERA.OL	Oslo	7.75	13.22	-41.4%	13.56	6.98	1,110	975	481	2.0X
Single Touch Systems Inc.	SITO	OTC BB	0.33	0.31	6.5%	0.54	0.15	51	54	11	5.0X
Smith Micro Software Inc	SMSI	NASDAQ	1.49	1.59	-6.3%	2.69	0.66	67	54	37	1.5X
Tanla Solutions Limited	TANLA	NSE	0.28	0.28	2.0%	0.41	0.06	29	29	31	0.9X
Telecom Argentina S.A.	TEO	NYSE	22.45	19.06	17.8%	25.56	15.65	2,164	1,952	4,100	0.5X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	3.20	2.83	13.1%	3.59	2.08	175	264	360	0.7X
Unwired Planet	UPIP	NASDAQ	0.77	0.99	-22.0%	2.44	0.74	86	9	39	N/A
ValueClick	VCLK	NASDAQ	34.44	34.44	0.0%	35.56	22.21	2,219	2,208	598	3.7X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	0.72	1.05	-31.5%	3.96	0.63	3	26	19	1.4X
Velti	VELT	NASDAQ	0.02	0.02	-0.6%	0.10	0.01	1	3	232	0.0X
Zynga	ZNGA	NASDAQ	2.30	2.56	-10.2%	5.89	2.20	1,786	870	690	1.3X
					Average			580	1,371	988	2.2X
					Median			203	187	183	1.5X

NOTES:

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
02/27/2015	Kochava	InferSystems	InferSystems is a provider of automated predictive intelligence solutions, focused on the digital advertising market.	
02/26/2015	Sharecare	Feingold Technologies	Feingold Technologies is a developer of innovative technologies that analyze and understand human mindsets and behaviors.	
02/25/2015	Google	Toro	Toro is a Facebook mobile marketing startup.	
02/24/2015	Havas	Plastic Mobile	Plastic Mobile is a mobile marketing agency that designs and delivers mobile apps and websites for smartphone and tablet platforms.	
02/23/2015	Google	Softcard	The founders of Softcard – AT&T Mobility, T-Mobile USA and Verizon Wireless – had a vision: use the power of the mobile phone to offer consumers a safer, simpler way to shop, pay and save.	
02/20/2015	Nepro Japan	tri-Ace	tri-Ace is a console role-playing game house.	
02/19/2015	BuzzFeed	GoPop	GoPop is a mobile app and social network that enables its users to engage in visual communication.	
02/19/2015	SEGA	Demiurge	Demiurge is a development studio.	
02/18/2015	Samsung Electronics	LoopPay	Loop, Inc. is the world's first and only mCommerce platform provider with a mobile wallet solution that works at 90% of existing retail locations, today.	
02/11/2015	Perion	MakeMeReach	MakeMeReach is an advertising company based on France, specialized in managing and monetizing applications on social networks.	\$12.0*
02/11/2015	Microsoft Corp	Sunrise Atelier	Sunrise Atelier, Inc. designs and develops email services and iOS calendar applications.	
02/10/2015	Mobile Network Group	Appsfire	Appsfire is a discovery and promotion platform that finds and recommends mobile apps.	
02/03/2015	Vmware	Immidio	Immidio is a software development company dedicated to making a real difference in your day-to-day computing environment.	
01/30/2015	Crowd Mobile	KissHugs	KissHugs is a Hong Kong-based dating app.	
01/29/2015	Slyce	SnipSnap	SnipSnap is a mobile couponing application.	\$6.5
01/29/2015	Whistle	Tagg Pet Tracker	Tagg is a GPS pet tracker.	
01/28/2015	Fingerprint	Cognitive Kid	Cognitive Kid offers seven apps that teach kids on a variety of subjects including history, math, dinosaurs and more.	
01/28/2015	Fingerprint	Scribble Press	Scribble Press is a multimedia creativity platform for creating, sharing, and publishing stories online.	
01/28/2015	Twitter	ZipDial	ZipDial offers a marketing and analytics platform that enables brand managers to drive customer engagement by capitalizing on missed calls.	
01/22/2015	Harman	Symphony Teleca	Symphony Teleca Corporation helps clients develop, deploy and manage software and software-enabled products.	\$780.0

*Note: Terms of Perion's acquisition of MakeMeReach were undisclosed but were reported to be between \$12-\$13 Million.

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
01/22/2015	Harman	Red Bend	Red Bend offers firmware updating, device management, analytics and mobile virtualization solutions for mobile phone manufacturers.	\$170.0
01/20/2015	Ingenico Group	ROAM	ROAM is a mobile payment provider.	
01/16/2015	Shoutz Inc	Front Flip	Front Flip is a mobile rewards application.	
01/16/2015	Inspired Gaming Group	We R Interactive	We R Interactive is the UK-based developer of social titles We R Football and I AM PLAYR.	
01/13/2015	Kabam	TapZen	TapZen creates unforgettable games for iOS and Android tablets.	
01/13/2015	Kabam	Magic Pixel	Magic Pixel Games is a mobile gaming company founded by the core members that developed the award-winning Steven Spielberg's BOOM BLOX.	
01/09/2015	Flatiron Media	Crossboard Mobile*	Crossboard Mobile is an ad-tech company with a focus on helping businesses find sales leads.	
01/09/2015	The Berry Company	Crossboard Mobile	Crossboard Mobile is an ad-tech company with a focus on helping businesses find sales leads.	
01/08/2015	Deezer*	Cricket's Muve Music Service	Muve Music is a music download service.	
12/22/2014	Phunware	Odyssey Mobile Interaction	Odyssey Mobile Interaction is a technology and media provider helping advertisers target and engage with mobile audiences.	
12/22/2014	TheScore	Swoopt	Swoopt is a fantasy mobile sports application.	
12/19/2014	Line	MixRadio	MixRadio is a mobile music streaming app previously owned by Microsoft.	
12/19/2014	Meredith	WALA-TV (FOX)	WALA-TV is the FOX affiliate in the Mobile (AL)—Pensacola (FL) market.	\$86.0
12/19/2014	Blinkx	AdKarma	AdKarma is a video supply side platform.	
12/18/2014	Modzido	CorFire	CorFire is a mobile commerce company.	
12/18/2014	NJJ Capital	Orange Switzerland	Orange is a swiss mobile phone provider.	\$2,900.0
12/17/2014	Buzfeed	Hyper IQ	Hyper IQ is a Minneapolis-based mobile-app development agency.	
12/17/2014	Purch	AnandTech	AnandTech is a blog that reviews computer components and other computer hardware parts.	
12/16/2014	Ting Fiber, Inc.	Blue Ridge InternetWorks (Majority Stake)	BRI is an independent Internet service provider in Charlottesville, Virginia.	
12/12/2014	Dragon Army	Proving Ground	Proving Ground is a mobile development agency.	

*Note: Crossboard Mobile was sold to two companies, Flatiron Media & The Berry Company.

*Note: Deezer acquired the assets of Muve music from Cricket, the wireless carrier acquired by AT&T in 2014 for \$1.2 billion.

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/11/2014	Microsoft	HockeyApp	HockeyApp is a service for mobile crash analytics and app distribution for developers building apps on iOS, Android and Windows Phone.	
12/11/2014	Lanyon	GenieConnect	GenieConnect is a provider of mobile event applications.	
12/10/2014	Cisco	Neohapsis	Neohapsis provides governance, risk, and compliance products and security services to enterprises and government agencies.	
12/10/2014	Barcodes, Inc	OCR Canada	OCR Canada is a provider of automated identification data capture solutions based in Markham, Ontario.	
12/09/2014	Upland Software	Mobile Commons	Mobile Commons is a mobile strategy and software company behind some of today's most effective mobile messaging campaigns.	
12/09/2014	Climate Corp.	640 Labs	640 Labs is a precision farming platform that collects, analyzes and distributes data, effectively optimizing farming operations.	
12/05/2014	Numericable Group SA	Omer Telecom	Omer Telecom Limited is Virgin Mobile's holding group company in France.	
12/04/2014	Millennial Media	Nexage	Nexage is a leading Independent Mobile Marketplace.	
12/03/2014	SVG Media	SeventyNine & NetworkPlay	SeventyNine is South East Asia's leading mobile video technology platform and NetworkPlay is a Performance display platform.	
12/03/2014	Bankrate	Wallaby	Wallaby Financial is the developer of web and mobile apps to help consumers optimize their credit card spending.	
12/03/2014	POSSIBLE*	Swift	Swift is a Digital, Social and Mobile Agency.	
12/02/2014	Opera Software	AdVine	AdVine is a leading premium mobile advertising agency based in South Africa and part of the global 4th Screen Advertising Network.	
12/02/2014	4Projects	Mobile Computing Systems	Mobile Computing Systems is a mobile technology specialist and developer of the Priority1 site solution.	
12/02/2014	Progress Software	Telerik	Telerik provides tools and technologies to address the entire application development lifecycle.	
12/01/2014	Microsoft	Acomplii*	Acomplii is a mobile e-mail application for professionals.	\$200.0
12/01/2014	Intel Security	PasswordBox	PasswordBox is a Montreal-based password management software company.	

*Note: POSSIBLE is wholly-owned by WPP.

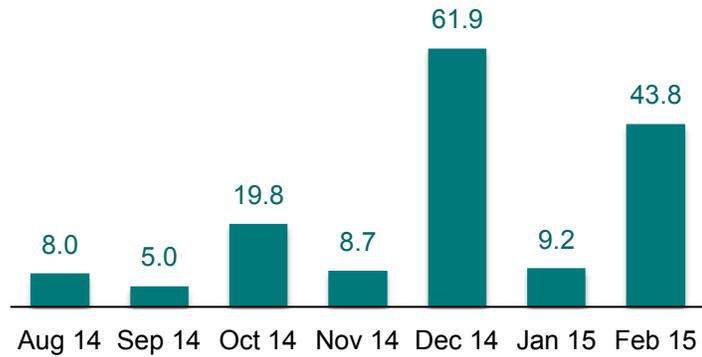
*Note: The Acomplii acquisition was paid for with all cash.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

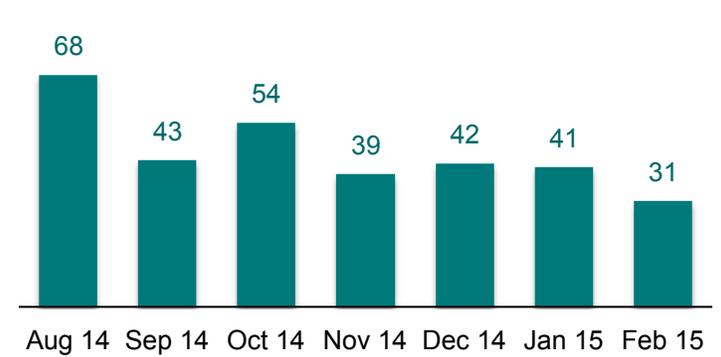
*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2015.

Financing Transactions Overview

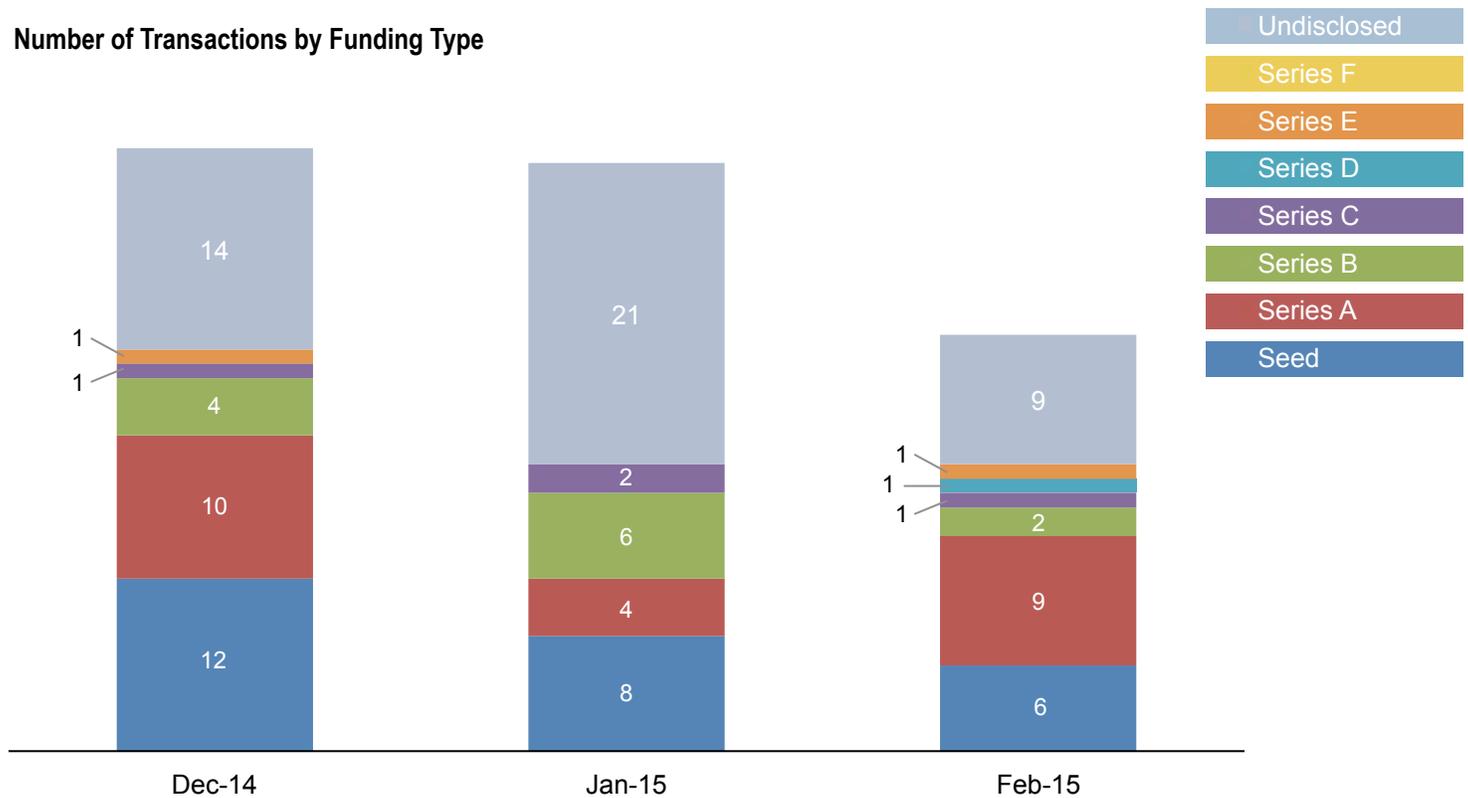
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
JRNL	Private	JRNL is a private journaling application designed for both web and mobile use.	2/27/15	Undisclosed	Seed	Varkain
MediaCore	Private	MediaCore provides a solution that enables educational institutes to capture media, build a media library and store content.	2/27/15	\$4.5	Series A	Vanedge Capital
YesGraph	Private	YesGraph helps companies hire individuals who are recommended by people they trust.	2/27/15	\$1.0	Seed	Bloomberg Beta
AppMachine	Private	AppMachine is the next step in App building. AppMachine apps are easy to use and magical to see. Building an app is free. You can create a fully functional app in just a few clicks. You only pay when you publish.	2/26/15	\$15.2	Undisclosed	Undisclosed
Chobolabs	Private	Chobolabs is bringing competitive gaming to mobile.	2/26/15	\$7.3*	Undisclosed	Undisclosed
TopOPPS	Private	TopOPPS uses big data analytics and mobile updates to bring clarity, efficiency and predictability to the sales pipeline and process, resulting in more accurate forecasts.	2/26/15	\$2.0	Undisclosed	Cultivation Capital, Brian Matthews
Zimperium	Private	Zimperium develops Mobile Unified Threat Management console (zConsole) bundled with an Intrusion Prevention System (zIPS) for Smartphones and Tablets.	2/26/15	\$12.0	Series B	Telstra, Sierra Ventures, Samsung Ventures, TOYO, Lazarus Israel Opportunities Fund
Branch Metrics	Private	Branch Metrics helps you personalize the install experience for every new user through our referral and sharing platform.	2/26/15	\$15.0	Series A	TriplePoint Capital, Zach Coelius, Ben Narasin, Cowboy Ventures, Pejman Mar Ventures, New Enterprise Associates
Citymaps	Private	Citymaps is a proprietary social mapping platform that gives people a personalized map of places that reflects their life & preferences	2/26/15	\$6.0	Series A	Acadia Woods Partners, Coatue Management, Nokia Growth Partners
CENX	Private	CENX, Inc., is a pioneer and leader in Carrier Ethernet interconnect systems and services for mobile backhaul and enterprise off-net access.	2/25/15	Undisclosed	Undisclosed	Highland Capital Partners, Mesirow Financial, DCM Ventures, Ericsson Venture Partners, Verizon Ventures, Cross Creek Capital
Urban Airship	Private	Urban Airship provides an easy, affordable way to deliver real-time push notifications and in-app purchase content for mobile developers.	2/20/15	\$21.0	Series D	August Capital, Foundry Group, True Ventures
ArmorText	Private	ArmorText provides secure text messaging for mobile enterprises to boost collaboration, ensure security, and help meet compliance standards.	2/20/15	\$2.0	Undisclosed	Cervin Ventures
Cuseum	Private	Cuseum's vision is to transform the way people engage with art and culture at museums and beyond. Cuseum powers interactive, socially engaging, and context-aware mobile apps for museums to enhance the way we experience art.	2/19/15	\$1.2	Seed	Foundry Group, Atlas Venture, Seavest Capital Partners, Drummond Road Capital
Firefly Games	Private	Firefly Games was founded in January of 2015 on the idea that the mobile gaming future is global and highly community driven.	2/19/15	\$8.0	Series A	Ceyuan Ventures
Radius Networks	Private	Radius Networks RadBeacon proximity beacons are the industry's first multi-beacons, providing concurrent support for both iBeacon™ and AltBeacon™ proximity technologies, and seamless proximity services across iOS, Android, and other emerging mobile environments.	2/19/15	\$6.5	Series C	Core Capital Partners, Contour Venture Partners, Trilogy Partnership
Sindeo	Private	Sindeo is transforming the mortgage experience to help consumers make smart, informed decisions and get a stress-free mortgage.	2/19/15	\$1.5	Series A	Renren, James Liu, Arkadi Kuhlmann
Uber	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	2/19/15	\$1,000.0	Series E	Undisclosed
Apptimize	Private	Apptimize is a technology enabling users to A/B test their native applications on Android and iOS platforms.	2/17/15	\$4.0	Series A	Costanoa Venture Capital
DigiSight Technologies	Private	DigiSight Technologies, Inc. is a Silicon Valley software company focused on bridging the information gap between healthcare providers and mobile diagnostics. Remote patient monitoring using consumer devices like smartphones and tablets is a rapidly growing industry.	2/12/15	\$7.8	Series B	Biosys Capital, Waycross Ventures, GE Ventures, Lagunita Capital
Fruit Street Health	Private	Fruit Street makes improving your health convenient and easy by enabling users video and email communication to their health coach both on their desktop or mobile phone.	2/11/15	\$0.8	Seed	Undisclosed

*Note: Chobolabs is still seeking \$707,690 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Iris Mobile	Private	Iris Mobile helps retailers deliver their campaigns to targeted customers through mobile marketing.	2/11/15	\$2.5*	Undisclosed	Undisclosed
Moxtra	Private	Moxtra App is a mobile-centric social collection and collaboration application, now available in the App Store. Moxtra enables users to collect any type of digital content, access remote files on desktops, personalize content with voice, and share content publicly on social media or collaborate selectively – all in one app.	2/11/15	\$10.0	Series A	Undisclosed
Reserve	Private	The Reserve app is a digital concierge focused on making every part of the dining experience better, for both restaurants and diners.	2/11/15	\$15.0	Series A	WME, Jon Favreau, Jared Leto, Visionnaire Ventures, Venture51, SV Angel, Lowercase Capital, SherpaVentures, Human Ventures Capital, Advancit Capital, First Round
ALICE	Private	ALICE (AliceApp.com) has created the first mobile service-on-demand platform for the hospitality industry that empowers hotels and their staff to drive deeper, sustainable connections with guests using mobile technology, while increasing operational efficiency through a robust back-end task management and analytics platform.	2/10/15	\$3.0	Seed	Tishman Realty, NeueHouse, 645 Ventures
Wandera	Private	Wandera is the pioneer and leading provider of MDO (Mobile Data Optimization), providing businesses with savings, control and visibility of their mobile data usage. Powered by its proprietary cloud data compression and policy engine, Wandera works transparently for mobile devices wherever they are in the world, without changing the user experience.	2/10/15	\$15.0	Undisclosed	83North, Bessemer Venture Partners
PicsArt	Private	PicsArt is the leading photo editing app on iOS and Android that empowers users to transform ordinary pictures into works of art and discover inspirational photos.	2/5/15	\$10.0	Undisclosed	Sequoia Capital
Vox Mobile	Private	Vox Mobile offers complete enterprise mobility including mobile technology consulting, management and support to companies.	2/4/15	\$4.2*	Undisclosed	Undisclosed
Andy OS	Private	Andy is a free downloadable Android OS that seamlessly connects all of your Android mobile devices with your PC. It ensures that you are always running the latest Android OS, gives you the ability to make single device app updates for all your devices, and provides unlimited storage via the cloud.	2/3/15	\$3.0	Seed	500 Startups, Undisclosed
Liftoff	Private	Liftoff is a mobile app marketing and retargeting platform which uses post-install data to run true CPA-optimized campaigns.	2/3/15	\$5.0	Series A	Baseline Ventures, Harrison Metal Capital
Cyanogen	Private	CyanogenMod (pronounced sigh-AN-oh-jen-mod), is a customized, aftermarket firmware distribution for several Android devices. Based on the Android Open Source Project, CyanogenMod is designed to increase performance and reliability over Android-based ROMs released by vendors and carriers such as Google, T-Mobile, HTC, etc.	1/30/15	Undisclosed	Undisclosed	Microsoft Ventures
GPShopper	Private	GPShopper is a leading mobile marketing technology company whose products and services connect consumers to offline, real-world purchase point locations through wireless technology. The company's flagship consumer product, Slifter, is North America's leading mobile local product search and shopping list application.	1/30/15	\$3.0	Undisclosed	Undisclosed
Swipe	Private	Swipe allows you to See the photos & videos your friends won't post on Facebook.	1/30/15	\$6.5	Series A	Undisclosed
Lootsie	Private	Lootsie is reimagining the way that brands and developers engage and monetize their audience - through loyalty and rewards.	1/29/15	\$3.5	Seed	Timothy Kendall, Michael Liou, Brad Schwartz
MileIQ	Private	MileIQ takes the hassle out of mileage tracking. A mobile app catches drives automatically & puts them in the cloud for easy logging, editing & reporting.	1/29/15	\$7.2	Series A	Trinity Ventures, CRV, SV Angel
Tune	Private	TUNE is an Enterprise Platform for Mobile Marketing.	1/29/15	\$27.0	Undisclosed	Icon Ventures, Accel Partners, Performance Equity Management
Zipwhip	Private	Zipwhip offers apps and a carrier-grade cloud platform that for mobile and landline subscribers to text message from any connected device.	1/29/15	\$5.0	Undisclosed	Undisclosed
MaestroIQ	Private	MaestroIQ is the first recommendation engine that provides solutions to strategic questions and provides workflow and automation tools to make those recommendations actionable.	1/29/15	\$1.8	Seed	Crosslink Capital, Jim Pallotta, Dorm Room Fund, KEC Ventures, Deep Fork Capital, Eniac Ventures, Foundation Capital

*Note: Iris Mobile still seeking \$116,321 in funding.

*Note: Vox Mobile still seeking \$800,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
FullContact	Private	FullContact offers a range of solutions for contact management for both consumers and developers alike.	1/29/15	\$7.0	Series B	Foundry Group, 500 Startups, Blue Note Ventures
Whistle	Private	Whistle is the device and mobile app system created to monitor a pet's activity and health.	1/29/15	\$15.0	Series B	QueensBride Venture Partners, Melo7 Tech Partners, Qualcomm Ventures, Nokia Growth Partners
Advance Health	Private	Advance Health provides industry leading managed care prospective health solutions. Our combination of proprietary mobile workflow technology and highly experienced, dedicated care providers yields outstanding program results and better outcomes for our clients and their health plan members.	1/28/15	\$40.0	Undisclosed	Summit Partners, Noro-Moseley Partners
Anews	Private	Anews is a platform for easy reading of media and blogs. The aim of their project is to make news comfortable, interesting and pleasant to read. They help publishers find readers, and users quickly and easily get the latest and most interesting information.	1/28/15	\$2.7	Undisclosed	TMT Investments, Run Capital, 101 Startup
FinalCard	Private	FinalCards is a 21st Century fraud-resistant credit card that pairs a physical card with a digital card platform that works across the web and with mobile apps. Last month the team won the DukeGEN Startup Showcase.	1/28/15	\$1.0	Seed	T5 Capital, Ludlow Ventures, Y Combinator, Undisclosed
Roadie	Private	Roadie is the first neighbor-to-neighbor shipping network. The app-based community utilizes unused capacity in passenger vehicles, connecting people with stuff to send with drivers already heading in that direction. Simply put, Roadie is a faster, cheaper, friendlier way to get your goods, no matter its shape or size, from where it is to where it needs to be.	1/28/15	\$10.0	Series A	UPS Strategic Enterprise Fund, TomorrowVentures, Guggenheim Partners, Mellon Ventures
Fuse	Private	Fuse is an Oslo and now Palo Alto-based startup offering an iOS and Android app development platform.	1/27/15	\$2.8	Undisclosed	Alliance Venture, Northzone
Ossia	Private	Ossia manufactures Cota, a wireless power device.	1/27/15	\$10.0	Series C	KDDI
Ci	Private	Ci is revolutionizing the college choice for students, and the college admissions marketing & recruitment process with their unique and innovative mobile marketing technology architecture.	1/22/15	\$0.4	Undisclosed	Belmont Capital Partners
Fastback Networks	Private	Fastback Networks was founded with a vision to deliver innovative technology for the mobile infrastructure of the future, enabling network operators to deliver new services, tap new markets and monetize a new generation of mobile applications.	1/22/15	\$15.0	Series C	Harmony Partners, Foundation Capital, Granite Ventures, Matrix Partners
Happy Inspector	Private	Happy Inspector takes traditional pen and paper inspections and make them digital. Whether you are inspecting residential real estate, commercial buildings, cruise ships, ski resorts, food and safety or performing fire safety inspections; our products and mobile apps help make the process easier, faster, more professional and more transparent.	1/22/15	\$2.0	Seed	SaaS Capital, Undisclosed
SceneDoc	Private	SceneDoc is the global leader in mobile investigation and field documentation software. Our aim is to revolutionize the fields of law enforcement and public safety through mobile technology and software as a service.	1/22/15	Undisclosed	Undisclosed	Motorola Solutions Venture Capital, iGan Partners
Raise.com	Private	Raise.com offers a marketplace where consumers can buy and sell their unused gift cards.	1/22/15	\$56.0	Series B	New Enterprise Associates, Bessemer Venture Partners, the Pritzker Organization, Listen Ventures
Soft Machines	Private	Soft Machines is in the business of licensing and co-developing Soft Machines VISC architecture-based microprocessor and SoC products for IoT, mobile and cloud markets.	1/21/15	\$14.8	Undisclosed	Undisclosed
AppsFlyer	Private	AppsFlyer is a mobile apps measurement platform that allows app developers, brands and agencies to measure and optimize their entire mobile customer acquisition funnel from one real-time dashboard.	1/20/15	\$20.0	Series B	Fidelity Growth Partners Europe, Magma Venture Partners, Pitango Venture Capital
Rounds	Private	Rounds offers instant group video chat on mobile. It's a live communication platform that makes it easier, faster and more fun to connect to friends and family.	1/20/15	\$12.0	Series B	Sequoia Capital, Samsung Ventures, Verizon Ventures, Rhodium, Draper Associates
Shapr	Private	Shapr is a sharing professional social network based on trust.	1/20/15	\$3.0	Undisclosed	Frédéric Mazzella
Sense360	Private	Sense360 develops mobile applications that enable developers to create relevant, personalized, and situationally-aware notifications.	1/15/15	\$2.7	Undisclosed	FirstMark Capital, Double M Partners, Founder Collective, Qualcomm Ventures, Metamorphic Ventures

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Smartlink Mobile Systems	Private	Smartlink Mobile Systems was initiated by enthusiastic healthcare professionals, physicians, clinical administrators and seasoned IT entrepreneurs who were frustrated with stagnant health outcomes with no obvious solutions in the market.	1/15/15	\$2.5	Seed	Undisclosed
mNectar	Private	mNectar revolutionizes app discovery with its Playable technology, allowing customers to try mobile apps and games before downloading. mNectar has proven to drive higher ad revenue for app developers and delivers higher quality users for advertisers, performing considerably better than interstitials and video advertising.	1/14/15	\$1.0	Undisclosed	Undisclosed
Qstream	Private	Qstream is a real-time learning analytics platform developed at Harvard University; it is designed to improve the retention of skills and knowledge. Qstream is a mobile project led by an Irish expat based in Boston.	1/13/15	\$1.5	Series A	Excel Venture Management, Frontline Ventures, Launchpad Venture Group
Yozio	Private	Yozio is a mobile growth engineering company providing an advanced analytics, organic growth marketing platform for mobile marketers.	1/13/15	\$1.6	Seed	Illuminate Ventures, Webb Investment Network, AME Cloud Ventures, Eric Reis, Sean Ellis
Ginger.io	Private	Ginger.io provides healthcare and life sciences clients with insight into patient behavior using mobile phone sensors and other big data. Existing methodologies for collecting behavior data are sparse, subjective, and error prone, relying on patient self-reported data completed in a provider's office or via e-journals.	1/12/15	\$20.0	Series B	Khosla Ventures, True Ventures, Undisclosed
AlayaCare	Private	AlayaCare is a start-up delivering a software solution and hardware ecosystem that allows homecare agencies to deliver mixed telehealth / visiting health solutions enabling empowered patients to live better while driving down the cost of care.	1/10/15	\$2.4	Undisclosed	Klass Capital, Undisclosed
Atlas RFID	Private	Atlas RFID Solutions, Inc. was founded to bridge the gap between the capabilities of auto-ID technology and the commercial needs of efficiency-conscious firms.	1/10/15	Undisclosed	Undisclosed	Kayne Partners
blispay	Private	blispay is the first credit product designed around mobile. We are building on our experience at PayPal, BillMeLater and MBNA to rethink how consumers get short term loans, how merchants offer credit incentives and how people manage their spending.	1/8/15	\$3.2*	Seed	Atlas Venture, New Enterprise Associates, Founder Collective, Undisclosed
Reddo	Private	Reddo Mobility helps businesses realize the true value of enterprise application mobility by delivering their existing desktop apps to employees' mobile devices quickly and without the cost and complexity of rewriting.	1/8/15	\$4.0	Undisclosed	Atlas Venture, Citrix Systems
TodayTix	Private	TodayTix is a new app and service created by Broadway producers and ticketing veterans, providing customers with insider access to last-minute tickets for New York's hottest shows, right from their mobile device.	1/8/15	\$5.0*	Undisclosed	Undisclosed
Appconomy	Private	Appconomy designs, develops and sells mobile apps and app components, and AppCommerce capabilities that power the economies of people, businesses and enterprises.	1/7/15	\$9.0	Undisclosed	Undisclosed
SiteSpect	Private	SiteSpect is an optimization platform enabling web and mobile marketers to improve conversion rates and engagement.	1/7/15	\$13.0	Undisclosed	NewSpring Capital
Tapcentive	Private	Tapcentive was created by a team that has lived the mobile commerce revolution from the earliest days of mCommerce with WAP, to leading the charge in mobile payments and services with NFC worldwide.	1/7/15	\$1.5*	Undisclosed	Undisclosed
Brainscape	Private	Brainscape is a web and mobile study platform that helps you learn things faster. Our mission is to create a smarter world by simplifying and accelerating the learning process.	1/6/15	\$1.5	Seed	Zac Zeitlin, John Ryu, William Guttman, Benjamin Luntz, David Phillips
SpiderCloud Wireless	Private	SpiderCloud Wireless develops small cell multi-access systems that allow mobile operators to deliver Wi-Fi coverage and cloud services.	1/6/15	\$15.0*	Undisclosed	Undisclosed
Snapchat	Private	Snapchat is a photo messaging application.	12/31/14	\$485.6	Undisclosed	Undisclosed
Omni Water Solutions	Private	Omni Water Solutions is an emerging technology company, which specializes in developing and deploying mobile water treatment platforms for water re-use.	12/30/14	\$4.7*	Undisclosed	Undisclosed

*Note: blispay still seeking \$350,000 in funding.

*Note: TodayTix is still seeking \$61,623 in funding.

*Note: Tapcentive still seeking \$1,500,000 in funding.

*Note: SpiderCloud Wireless still seeking \$15,000,001 in funding.

*Note: Omni Water Solutions is still seeking \$1,350,204 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Affinity Networks	Private	Affinity Networks provides mobile messaging and community features for publishers, game developers and content creators.	12/22/14	\$0.5*	Seed	Dennis Phelps, Clark Landry, Lou Kerner, Anthem Venture Partners, Siemer and Associates, Brad Zions, Rick Barry
Inbox Messenger	Private	Inbox Messenger is a mobile messaging app committed to providing you a space to cultivate meaningful conversations with your friends.	12/19/14	\$3.9	Seed	Undisclosed
Pinnatta	Private	Pinnatta is the sole product of gipht.me Inc, which provides unique services and products for mobile devices and social media users.	12/19/14	\$1.2	Undisclosed	Odyssey Venture Partners, PJ Tech Catalyst
CookBrite	Private	CookBrite manufactures a device which provides real-time feedback during recipe preparation. It talks the cook through the recipe.	12/18/14	\$3.0	Seed	Undisclosed
P97 Networks	Private	PetroZone, created by P97 Networks, is a cloud based mobile commerce platform which connects consumers with retail fueling merchants and convenience stores across a broad partner ecosystem.	12/18/14	\$8.0	Series A	Emerald Technology Ventures, Charles Vaslet
Mixpanel	Private	Mixpanel is an analytics platform for the mobile and web, supporting businesses to study consumer behavior.	12/18/14	\$65.0	Series B	Andreessen Horowitz
Open Garden	Private	Open Garden is a pioneer of peer-to-peer mesh networking technology and the creator of FireChat, the first "off-the-grid" messaging app.	12/18/14	\$10.8	Series A	August Capital, Sherpalo Ventures, Kima Ventures, Future Perfect Ventures, Firebolt Ventures
Adelphic Mobile	Private	Adelphic Mobile enables efficient buying and selling of targeted mobile media at scale through our powerful and intelligent Predictive Data Platform.	12/17/14	\$11.0	Series B	Blue Chip Venture Company, Matrix Partners, Google Ventures
STAND	Private	STAND is a mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.	12/17/14	\$0.3*	Seed	Greylock Partners, Biz Stone, Gil Penchina, Kevin Eyres, William Maw, Jim Calhoun
Blue Triangle	Private	Blue Triangle Technologies ("BTT") offers eRevenueView, a groundbreaking 24-hour performance analysis service that identifies optimum site performance, related abandonment, and lost revenue by observing shopper interactions with eCommerce and mCommerce sites.	12/16/14	\$0.9	Undisclosed	Blu Venture Investors, New Dominion Angels, Undisclosed
Talkspace	Private	Talkspace offers therapy for how we live today – affordable anonymous therapy with professional licensed therapists, anytime and anyplace, through a mobile device or on the Web.	12/16/14	\$3.5	Undisclosed	Metamorphic Ventures, SoftBank Capital, Spark Capital
NowThis Media	Private	NowThisMedia covers the news with videos that are usually around 15 or 30 seconds long.	12/16/14	\$6.0	Series C	Lerer Hippeau Ventures
Lift	Private	Lift is a goal-Tracking And Self-Improvement App.	12/16/14	\$1.1	Series A	Obvious, Spark Capital
All4Staff	Private	All4Staff replaces the tedious, paper-heavy HR onboarding process with one that is mobile-friendly, efficient, and error-free.	12/15/14	\$1.0	Undisclosed	Undisclosed
VideoAmp	Private	VideoAmp is a platform built from the ground up to buy, optimize and measure video ads across television, mobile and desktop.	12/15/14	\$2.2	Undisclosed	Anthem Venture Partners, Simon Property Group, Third Wave Ventures, Wavemaker Partners
CellTrust	Private	CellTrust Corporation is a developer of Secure Mobile Information Management (SMIM) software and automated subscription services for consumers and the B2B market.	12/12/14	\$10.5	Series B	Kayne Partners
Uber	Private	Uber is a mobile app connecting passengers with drivers for hire.	12/12/14	\$600.0	Undisclosed	Baidu
Avi Networks	Private	Avi Networks is a Silicon Valley startup led by veterans with proven track record in building virtualization, networking and software solutions.	12/11/14	\$33.0	Series A	Greylock Partners, Lightspeed Venture Partners, Menlo Ventures, Hitachi Metals America
Kamcord	Private	Kamcord allows users to unlock their mobile gaming moments. Allow users to record and share their awesome gameplays. Without having to leave your game.	12/11/14	\$15.0	Undisclosed	GungHo Online Entertainment, Tencent Holdings, Wargaming Group
Kinsa	Private	Kinsa is bringing health into the mobile era, to give families the tools they need to stay healthy.	12/11/14	\$9.6	Series A	Kleiner Perkins Caufield & Byers, FirstMark Capital, Andy Palmer
Quick Left	Private	Quick Left Inc. is a leading provider of innovative software development services and tools.	12/11/14	\$0.5	Undisclosed	Lighter Capital

*Note: Affinity Networks is still seeking \$500,000 in funding.

*Note: STAND is still seeking \$1,200,000 in funding.

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Financing Transactions

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			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Drivemode	Private	Drivemode has developed a radically simple, automotive grade interface for your Android device to keep you connected with the functions you need while driving.	12/11/14	\$2.0	Seed	Undisclosed
Jolla	Private	Jolla is an independent designer and developer for mobile devices and open Sailfish OS.	12/11/14	\$12.4	Series B	Undisclosed
Hinge	Private	Hinge is a social discovery network helping users meet new people through friends.	12/11/14	\$12.0	Series A	Shasta Ventures
Canvas	Private	Canvas makes it easy to publish data collection apps on wireless Smartphones and other mobile devices such as laptops, tablets, bar code scanning devices, and Netbooks.	12/10/14	\$9.0	Undisclosed	River Cities Capital Funds, Osage Partners, Camber Capital
ToyTalk	Private	ToyTalk blends art and technology to create a whole new experience in mobile family entertainment.	12/10/14	\$15.0	Undisclosed	Undisclosed
Happn	Private	Happn is a location-based mobile dating application that enables its users to build connections based on real-time interactions.	12/10/14	\$8.0	Series A	FundersGuild, Fabrice Grinda, DN Capital, Alven Capital
Connect	Private	Connect is a social address book and friend finder application.	12/10/14	\$10.3	Series A	Fosun International, Marc Benioff
Gallop Labs	Private	Gallop is a growth hacking platform, leveraging first party data to draw insights using machine intelligence and making them actionable for marketers.	12/10/14	\$2.0	Seed	Jennifer Lum, Albert Lai, Allen Lau, Mantella Venture Partners, Golden Venture Partners
Spare5	Private	Spare5 is designed to be the default "do work now" app for every smartphone owner on the planet.	12/9/14	\$3.3	Seed	New Enterprise Associates, Foundry Group, Madrona Venture Group
Foap	Private	Foap offers smartphone users and photographers the opportunity to earn money from their photos.	12/8/14	\$2.3	Seed	Niklas Östberg, Jeff Zucker, Jordan Rednor, Gary Vaynerchuk
Catalia Health	Private	Catalia Health provides interactive coaches that build upon years of work in the psychology of human-robot interaction to create a level of patient engagement that is impossible to achieve with only a screen-based interface.	12/5/14	\$0.2	Seed	Silicon Valley Bank, IDEO
Chiron Health	Private	Chiron Health connects physicians with their patients through secure video conferencing for routine follow-up appointments.	12/5/14	\$1.1	Seed	Capital Factory, Russell Hinds, Wendy Smith, Donald Craven, Andrew O'Hara, Stephen Collins, Undisclosed
Immediately	Private	Immediately is a mobile-first email experience that helps users know about opportunities and react to them, no matter whether you are in front of your computer or walking your dog.	12/5/14	\$0.8	Seed	Christopher Yeh, Amir Banifatemi, Bee Partners, Jeffrey Richards, Robin Pimentel, K5 Ventures, Wasabi Ventures, Maxfield Capital, Undisclosed
Space Ape Games	Private	Space Ape Games is a Mobile & Social Gaming startup.	12/5/14	\$7.0	Undisclosed	Northzone Ventures, Accel Partners, Initial Capital, Connect Ventures
Uber	Private	Uber is a mobile app connecting passengers with drivers for hire.	12/4/14	\$1,200.0	Series E	New Enterprise Associates, Lone Pine Capital, Valiant Capital Partners, Qatar Investment Authority
CloudMosa	Private	CloudMosa's mission is to accelerate web experience on mobile devices through cloud computing.	12/3/14	\$18.0	Undisclosed	Inventec
AppInTop	Private	AppInTop is an automated system for mobile advertising.	12/3/14	\$6.0	Series A	Run Capital
Artiphon	Private	Artiphon is pioneering new categories of musical devices, combining emerging technologies and familiar playing techniques, building musical instruments with universal appeal.	12/2/14	\$0.7*	Seed	500 Startups, Dave McClure, Eric Ries, Steve Case
NowSecure	Private	NowSecure provides mobile security insights to Fortune 1000 companies and end users from 188 countries.	12/2/14	\$12.5	Series A	Bain Capital Ventures, Jump Capital, Math Venture Partners

*Note: Artiphon still seeking \$35,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2015.

Financing Transactions

DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Q4 Web Systems	Private	Q4 Web Systems (Q4) is the leading provider of IR websites, social media and mobile solutions for public companies in North America. Hundreds of Fortune 1000 clients and global brands use our web platform to manage their online communications efforts.	2/26/15	\$5.0	Debt	Plaza Ventures, Atlas Venture, Silicon Valley Bank
STAND	Private	STAND is the first mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.	2/23/15	\$2.5	Debt	Undisclosed
SteadyServ Technologies	Private	SteadyServ iKeg system is a mobile, SaaS-based inventory and order management system for the beer industry. We provide real time intelligence for retail establishment and distributor sales staff members via an app for iOS or Android devices.	1/28/15	\$4.3	Debt	Undisclosed
Uber	Private	Uber is a mobile application that allows users to request car service to pick them up wherever they are located.	1/22/15	\$1,600.0	Debt	Goldman Sachs
First Access	Private	First Access combines financial and mobile data to reliably predict credit risk for borrowers in informal markets. Our scores dramatically reduce costs and losses for lending institutions.	1/20/15	\$1.5	Debt	Undisclosed
TodayTix	Private	TodayTix is a new app and service created by Broadway producers and ticketing veterans, providing customers with insider access to last-minute tickets for New York's hottest shows, right from their mobile device.	1/8/15	\$1.0	Debt	Undisclosed
Veenome	Private	Veenome translates video content into data for superior organization, publishing, sharing, searching and monetization. In doing this Veenome makes the "stuff" in videos clickable. Utilizing proprietary automated video recognition technology (patents pending), Veenome identifies products, objects, and brands in web and mobile videos.	1/7/15	\$0.4	Debt	Undisclosed
Prairie Cloudware	Private	Prairie Cloudware is a company whose mission is to provide financial institutions with the tools and services to meet their customers' need for choice, convenience and security in an increasingly mobile world.	12/12/14	\$6.0	Debt	Undisclosed
Soasta	Private	Soasta is a leader in cloud and mobile testing. Its web and mobile test automation solution, CloudTest and TouchTest enables developers, QA professionals and IT operations teams to test with unprecedented speed, scale and precision.	12/12/14	\$15.0	Debt	Hercules Technology Growth Capital

*Note: Artiphon still seeking \$35,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2015.

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Wowo Ltd	1/9/15	Wowo Operates one of China's leading third-party e-commerce platform.
Box, Inc.	1/9/15	Box is a cloud-storage company.

*Note: Box first filed for an initial public offering in March, is proceeding with the share sale after several delays, even though its value apparently has declined substantially since July.

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2015.

Mobile Marketing Association

About the Mobile Marketing Association (MMA)

The MMA is the world's leading global non-profit trade mobile marketing association comprised of more than 800 member companies, from nearly fifty countries around the world. Our members hail from every faction of the mobile marketing ecosystem including brand marketers, agencies, mobile technology platforms, media companies, operators and others.

The MMA's mission is **to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.** Anchoring the MMA's mission are four core pillars: to cultivate inspiration by driving the innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for the marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and advocacy.

Additionally MMA industry-wide committees work collaboratively to develop and advocate global best practices and lead standards development. Mobile Marketing is broadly defined as including advertising, apps, messaging, mCommerce and CRM on all mobile devices including smart phones and tablets.

Members include, American Express, AdChina, Colgate-Palmolive, Dunkin' Brands, Facebook, Google, Group M, Hewlett Packard, Hilton Worldwide, Kellogg Co., L'Oreal, MasterCard, McDonalds, Microsoft, Mondelēz International, Inc., Pandora Media, Procter & Gamble, R/GA, The Coca-Cola Company, The Weather Company, Unilever, Visa, Vodafone, Walmart, xAd, Zenith Optimedia and many more.

The MMA's global headquarters are located in New York with regional operations in Europe/ Middle East/Africa (EMEA), Latin American (LATAM) and Asia Pacific (APAC). For information about the MMA please visit www.mmaglobal.com.

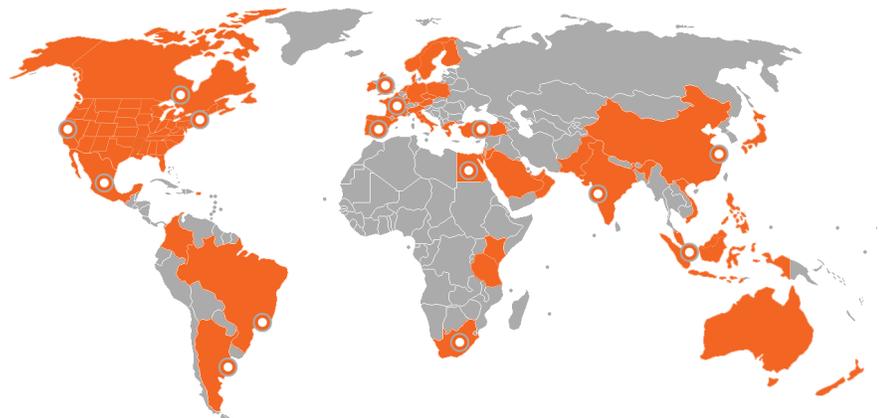
Executive Contacts

Greg Stuart
Global Chief Executive Officer
greg@mmaglobal.com
 +1 631 702 0682

Global Headquarters

Mobile Marketing Association
 41 E. 11th Street
 11th Floor
 New York, NY 10003

 NY+1 646 257 4515
mma@mmaglobal.com



Mobile Marketing Association

Calendar of Events

MARCH 17–18, 2015

MMA Forum New York

New York, USA

<http://www.mmaglobal.com/forumnewyork>

JULY 26–28, 2015

CEO & CMO Summit

Sonoma, CA, USA

<http://www.mmaglobal.com/ceosummit>

APRIL 9, 2015: Chicago

APRIL 27, 2015: San Francisco

SMoX Roadshow

<http://www.mmaglobal.com/smoxroadshow>

PREMIER GLOBAL
NON-PROFIT TRADE
ASSOCIATION

Hidden River

About Hidden River

Hidden River, LLC provides corporate development and consulting services to companies in the mobile ecosystem. For the last five years, Hidden River has focused in the marketing, advertising and mCommerce space. Segment focus and mobile expertise gives Hidden River unique market insights and access to decision-makers and opportunities.

Hidden River's team comes from the corporate development groups of some of the biggest mobile companies in the world, working at the nexus of strategy, finance and operations.

The management team have been business operators, as CEOs, CFOs and start-up founders. So Hidden River understands the difficult balance necessary to grow operations while exploring transaction opportunities.

Hidden River provides you with quick-ramping corporate development bandwidth that leverages over 100 years of collective experience in mobile. Hidden River becomes a part of your senior management team, available as and when needed, to analyze, structure and execute strategies and transaction opportunities while you continue to grow your business.

Executive Contacts

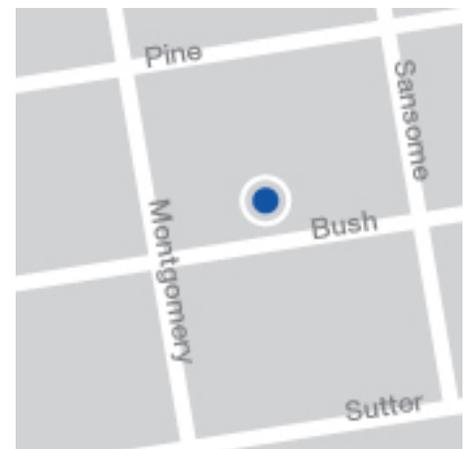
Todd Parker
Managing Director, Hidden River
 tparker@hiddenriverllc.com
 + 1 415 317 2121

DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

San Francisco Office

Hidden River, LLC
 268 Bush Street
 San Francisco, CA 94104

info@hiddenriverllc.com





STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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