



# MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION  
JANUARY 2015

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# What's Ahead for 2015

There is no doubt that Mobile Marketing will continue to present the highest growth opportunities for marketers faced with increasing profitability as well as reaching and engaging customers around the world.

As mobile is widely acknowledged to be the channel that gets you the closest to your consumers, those marketers that leverage the transformational uniqueness of mobile will gain competitive footholds in their markets.

To support the brands, the MMA will be focused on two core issues in 2015: **Measurement and Innovation**. On the measurement side, understanding the effectiveness of mobile: the ROI of a dollar spent and the optimized level for mobile in the marketing mix will become more and more critical as increased budgets are being allocated towards mobile.

MMA's **SMoX** (cross marketing optimization research) will provide the first-ever look into this. In the coming months, the MMA and the brands that have participated so far—AT&T, Walmart, The Coca-Cola Company and MasterCard—will be sharing the findings at a variety of Roadshows, meetings, webinars and events. This research will help marketers understand how to optimize their marketing mix and leveraging mobile to access their consumers more intimately by simply rebalancing investments.

Attribution and understanding which mobile execution (apps, video, messaging, location etc...) is working for which mobile objective and defining new measurements standards against these, will be critical as marketers expand their mobile strategies. We will soon be announcing a comprehensive agenda around this.

On the Innovation side, gaining a deeper understanding of creative effectiveness cross-screen and having access to over 500+ [case studies](#) from marketers that are executing some beautiful campaigns (many of whom are [Smarties™ Awards](#) winners from the last couple of years) will help inspire innovation and further concentration on creating an enhanced consumer experience specific to screen size.

Finally, our expectation for 2015 is simple, drive the greatest amount of growth the industry has seen in a single year—more brands in the game... more effective marketing and more allocation to mobile!

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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# Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
<b>Kerry Van Voris</b>	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
<b>Christina Mautz</b>	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
<b>Michael Rigney</b>	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
<b>Michael Albrecht</b>	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
<b>Tim Guiterman</b>	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
<b>John Backus Mayes</b>	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
<b>Brad Brooks</b>	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
<b>Leonard Iventosch</b>	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
<b>Alberto Sutton</b>	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
<b>Kelly Steckelberg</b>	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
<b>Shayan Zadeh</b>	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
<b>Richard Wang</b>	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
<b>Peter Lee</b>	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
<b>David Sacks</b>	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
<b>Nathan Cowan</b>	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
<b>Amy Ellis</b>	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
<b>Ryan Waite</b>	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
<b>Frank Aff</b>	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
<b>Frank Montes</b>	General Counsel, Cyanogen	General Counsel, Coin	Cyanogen is a company that is focused on reimaging the mobile operating system.	11/24/14
<b>Will Hodgman</b>	Chief Executive Officer, Informat Mobile Intelligence	Chief Executive Officer, KISSMetrics	Informat Mobile Intelligence specializes in mobile measurement, including the tracking of content, advertising and in-app activity on smartphones and tablets.	11/18/14

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
<b>Douglas Michelman</b>	Senior Vice President of Corporate Communications & Corporate Social Responsibility, Sprint	Chief Communications Officer, Visa	Sprint offers a comprehensive range of wireless and wireline communication services bringing the freedom of mobility to consumer.	11/18/14
<b>Frank Boyer</b>	Chief Procurement Officer, Sprint	Principal Consultant, FCB Consulting*	Sprint offers a comprehensive range of wireless and wireline communication services bringing the freedom of mobility to consumer.	11/18/14
<b>Russ Mann</b>	Chief Marketing Officer, Nintex	Chief Executive Officer, Covario	Nintex, a SharePoint workflow company, delivers software and cloud services that empower companies to automate their business processes.	11/18/14
<b>Sebastien Fouillade</b>	Head of Product, Point Inside	Managing Director, XSpectra at Mycroft Inc.	Point Inside offers StoreMode, a platform that enables brick and mortar retailers to engage with mobile customers along their purchase path.	11/18/14
<b>Josh Waldo</b>	Vice President of Channel Strategy & Channel Programs, Nintex	Senior Director, Cloud Partner Strategy, Microsoft	Nintex, a SharePoint workflow company, delivers software and cloud services that empower companies to automate their business processes.	11/13/14
<b>Melody Brown</b>	Senior Vice President of Sales, PayScale	Vice President of Sales & Channel, DataCore Software	PayScale provides compensation data to individuals and employers through its online tools and software.	11/13/14
<b>Stacey Klimek</b>	Vice President of People, PayScale	Controller / HR/ Operations, PayScale	PayScale provides compensation data to individuals and employers through its online tools and software.	11/13/14
<b>Peter Greb</b>	Vice President of National Clients, Marchex	Vice President, Client Partner, Razorfish	Marchex is a mobile advertising company providing a software suite for businesses that depend on consumer phone calls to drive sales.	11/11/14
<b>Daniel Behrendt</b>	Vice President of Strategy & Development, Marchex	Group Director, Corporate Strategy & Planning, Samsung	Marchex is a mobile advertising company providing a software suite for businesses that depend on consumer phone calls to drive sales.	11/11/14
<b>Amy Bohutinsky</b>	Board of Directors, HotelTonight	Chief Marketing Officer, Zillow*	HotelTonight is a mobile hotel booking application that allows users to find and reserve same-day hotel rooms from their smartphones.	11/6/14
<b>Chris Diorio</b>	Chief Executive Officer, Impinj	Chief Technology Officer, Impinj	Impinj is a leading provider of UHF RFID solutions that provide Item Intelligence in the retail, pharmaceutical, healthcare, food and beverage, and many other industries.	11/4/14

\*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

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

# Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 2/1/15	Stock Price 1/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value ( in Millions )	Revenue (LTM)	Revenue Multiple (EV/Rev.)
<b>Indexes</b>		Russel 3000	1,188.93	1,224.11	-2.9%	1,262.45	1,079.87				
		S&P 500	1,994.99	2,058.90	-3.1%	2,117.94	1,814.36				
		NASDAQ Composite	4,635.24	4,736.05	-2.1%	4,971.18	3,946.03				
<b>Large-Cap (&gt; \$10B)</b>											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 70.13	\$ 72.70	-3.5%	\$ 77.56	\$ 57.15	\$34,947	\$32,722	\$4,147	7.9X
America Movil	AMX	NYSE	21.39	22.18	-3.6%	26.95	19.02	46,961	46,961	64,542	0.7X
Apple Inc.	AAPL	NASDAQ	117.16	110.38	6.1%	120.00	71.33	682,427	686,367	199,800	3.4X
AT&T	T	NYSE	32.92	33.59	-2.0%	37.48	31.74	170,756	245,328	132,447	1.9X
Barti Airtel	BHARTIARTL.BO	BSE	6.03	5.75	5.0%	6.90	4.57	24,119	35,087	14,934	2.3X
CenturyLink	CTL	NYSE	37.17	39.58	-6.1%	45.67	27.93	21,213	41,630	18,031	2.3X
China Mobile	CHL	NYSE	65.32	58.82	11.1%	67.49	41.35	267,207	195,275	100,500	1.9X
Dentsu	4324:JP	TSE	41.46	42.64	-2.8%	43.87	32.95	11,957	13,144	22,112	0.6X
Fiserv, Inc.	FISV	NASDAQ	72.53	70.97	2.2%	74.61	54.04	17,695	21,134	5,066	4.2X
Google	GOOG	NASDAQ	534.52	607.22	-12.0%	604.83	487.56	182,092	122,934	66,001	1.9X
LG	034220.KS	KRX	32.96	30.61	7.7%	34.02	21.30	11,795	11,795	24,952	0.5X
Microsoft	MSFT	NASDAQ	40.40	46.45	-13.0%	50.04	35.69	331,433	269,976	93,456	2.9X
Motorola Solutions	MSI	NYSE	62.41	67.08	-7.0%	68.33	57.79	15,023	15,645	5,881	2.7X
Neustar, Inc.	NSR	NYSE	74.96	72.17	3.9%	96.24	63.42	16,578	16,667	9,313	1.8X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	29.54	25.61	15.3%	34.08	25.07	67,156	67,156	106,085	0.6X
Nokia	NOK	NYSE	7.60	7.86	-3.3%	8.73	6.64	28,462	22,411	16,836	1.3X
Omnicom	OMC	NYSE	72.80	77.47	-6.0%	78.49	64.03	17,961	22,248	18,820	1.2X
Publicis Groupe	PUB.PA	Paris	74.96	72.17	3.9%	96.24	63.42	16,578	16,667	9,313	1.8X
Samsung	005930.KS	KRX	1,248.17	1,207.30	3.4%	1,461.17	1,009.65	183,855	183,855	195,105	0.9X
Sprint	S	NYSE	4.30	4.15	3.6%	9.76	3.79	17,011	43,975	35,125	1.3X
Telefonica S.A.	TEF	NYSE	14.91	14.21	4.9%	17.03	13.27	69,439	77,802	70,621	1.1X
Telenor	TELNF	OTC	21.46	20.44	5.0%	21.92	20.80	32,216	41,003	24,735	1.7X
TIM	TSU	NYSE	22.07	22.21	-0.6%	30.52	20.79	10,686	10,686	8,297	1.3X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	14.44	15.12	-4.5%	16.68	12.00	12,707	10,136	5,513	1.8X
Vodafone Group	VOD	NASDAQ	35.13	34.17	2.8%	42.14	28.63	93,125	131,123	65,793	2.0X
WPP Group	WPPGY	NASDAQ	110.12	104.10	5.8%	114.04	88.15	28,964	35,048	18,779	1.9X
Yahoo!	YHOO	NASDAQ	43.99	50.51	-12.9%	52.62	32.15	41,674	35,080	6,835	5.1X
					<b>Average</b>	0.1%		90,890	90,809	49,742	2.1X
					<b>Median</b>	2.2%		28,964	35,087	22,112	1.8X
<b>Mid-Cap (\$2B - \$10B)</b>											
Alcatel-Lucent	ALU	NYSE	\$ 3.45	\$ 3.55	-2.8%	\$ 4.51	\$ 2.28	\$9,709	\$11,938	\$17,139	0.7X
BlackBerry	BBRY	NASDAQ	10.15	10.98	-7.6%	12.63	7.01	5,366	4,252	3,651	1.2X
Gemalto	GTOFF	OTC	72.69	82.20	-11.6%	119.21	67.89	6,398	5,915	3,280	1.8X
Interpublic Group of Companies	IPG	NYSE	19.94	20.77	-4.0%	21.16	15.90	8,339	9,770	7,537	1.3X
Pandora Media Inc.	P	NYSE	16.60	17.83	-6.9%	40.44	15.26	3,454	3,138	921	3.4X
Telefonica Brasil S.A.	VIV	NYSE	15.27	14.97	2.0%	17.56	13.37	5,829	6,632	N/A	N/A
ValueClick	VCLK	NASDAQ	34.44	34.44	0.0%	35.56	20.52	2,219	2,208	598	3.7X
ZTE	000063.SZ	Shenzhen	3.07	2.91	5.4%	3.34	1.95	8,616	8,616	N/A	N/A
					<b>Average</b>	-3.2%		6,241	6,559	5,521	2.0X
					<b>Median</b>	-3.4%		6,113	6,273	3,466	1.5X

## 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.

Source: Thomson Reuters and Hidden River, LLC analysis

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# Public Company Analysis

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<b>Indexes</b>		Russel 3000	1,188.93	1,224.11	-2.9%	1,262.45	1,079.87				
		S&P 500	1,994.99	2,058.90	-3.1%	2,117.94	1,814.36				
		NASDAQ Composite	4,635.24	4,736.05	-2.1%	4,971.18	3,946.03				
<b>Small-Cap (&lt; \$2B)</b>											
Axiom Corporation	ACXM	NASDAQ	\$ 18.20	\$ 20.27	-10.2%	\$ 39.30	\$ 16.04	\$1,402	\$1,597	\$1,040	1.5X
Bango	BGO	LSE	1.29	1.82	-28.9%	2.74	1.28	67	64	12	5.2X
Blue Calypso Inc.	BCYP	OTC	0.17	0.17	-1.8%	0.20	0.07	38	37	1	N/A
Boingo wireless	WIFI	NASDAQ	8.45	7.67	10.2%	8.62	5.06	305	285	114	2.5X
Cincinnati Bell	CBB	NYSE	2.93	3.19	-8.2%	4.13	2.85	613	2,460	1,278	1.9X
Digimarc Corporation	DMRC	NASDAQ	27.02	27.15	-0.5%	37.00	19.80	228	206	26	8.0X
GFK Retail and Technology UK	GFK:DE	Xetra	39.79	41.35	-3.8%	61.19	37.86	1,452	2,029	1,967	1.0X
Glu Mobile	GLUU	NASDAQ	3.51	3.90	-10.0%	7.60	3.27	375	321	223	1.4X
Hipcricket	HIPP	NASDAQ	0.09	0.14	-35.7%	N/A	N/A	N/A	N/A	N/A	N/A
Internetq Plc	INTQ	LSE	4.51	4.02	12.4%	6.91	3.66	180	176	175	1.0X
Oi (Formerly Telemar)	OIBR	NYSE	1.86	3.23	-42.5%	18.30	1.80	1,064	20,030	13,500	1.5X
Marchex	MCHX	NASDAQ	3.81	4.59	-17.0%	12.84	3.15	143	63	189	0.3X
MDC Partners	MDCA	NASDAQ	23.90	22.72	5.2%	26.20	17.99	1,186	2,475	1,277	1.9X
MEDL Mobile	MEDL	OTC BB	0.14	0.19	-26.9%	0.48	0.10	7	5	3	1.8X
Millennial Media	MM	NYSE	1.35	1.60	-15.6%	8.07	1.28	146	69	379	0.2X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.25	1.19	5.0%	1.82	0.85	28	28	4	7.1X
Opera Software ASA	OPERA.OL	Oslo	13.22	12.82	3.2%	13.56	10.73	1,894	1,750	481	3.6X
Single Touch Systems Inc.	SITO	OTC BB	0.31	0.20	51.4%	0.60	0.15	48	51	11	4.7X
Smith Micro Software Inc	SMSI	NASDAQ	1.59	0.97	63.9%	2.69	0.66	72	59	37	1.6X
Tanla Solutions Limited	TANLA	NSE	0.28	0.27	4.0%	0.41	0.06	28	28	31	0.9X
Telecom Argentina S.A.	TEO	NYSE	19.06	19.35	-1.5%	25.56	14.60	1,837	1,625	N/A	N/A
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.83	3.12	-9.3%	3.59	2.08	155	234	360	0.7X
Unwired Planet	UPIP	NASDAQ	0.99	1.00	-1.3%	2.44	0.80	110	25	39	N/A
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	1.05	0.66	59.4%	4.08	0.63	5	23	17	1.3X
Velti	VELT	NASDAQ	0.02	0.02	1.3%	0.10	0.01	1	3	232	0.0X
Zynga	ZNGA	NASDAQ	2.56	2.66	-3.8%	5.89	2.20	1,965	1,139	690	1.6X
				<b>Average</b>	0.0%			534	1,391	920	2.4X
				<b>Median</b>	-1.6%			155	176	182	1.6X

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# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
01/30/2015	<b>Crowd Mobile</b>	KissHugs	KissHugs is a Hong Kong-based dating app.	
01/29/2015	<b>Slyce</b>	SnipSnap	SnipSnap is a mobile couponing application.	\$6.5
01/29/2015	<b>Whistle</b>	Tagg Pet Tracker	Tagg is a GPS pet tracker.	
01/28/2015	<b>Fingerprint</b>	Cognitive Kid	Cognitive Kid offers seven apps that teach kids on a variety of subjects including history, math, dinosaurs and more.	
01/28/2015	<b>Fingerprint</b>	Scribble Press	Scribble Press is a multimedia creativity platform for creating, sharing, and publishing stories online.	
01/28/2015	<b>Twitter</b>	ZipDial	ZipDial offers a marketing and analytics platform that enables brand managers to drive customer engagement by capitalizing on missed calls.	
01/22/2015	<b>Harman</b>	Symphony Teleca	Symphony Teleca Corporation helps clients develop, deploy and manage software and software-enabled products.	\$780.0
01/22/2015	<b>Harman</b>	Red Bend	Red Bend offers firmware updating, device management, analytics and mobile virtualization solutions for mobile phone manufacturers.	\$170.0
01/20/2015	<b>Ingenico Group</b>	ROAM	ROAM is a mobile payment provider.	
01/16/2015	<b>Shoutz Inc</b>	Front Flip	Front Flip is a mobile rewards application.	
01/16/2015	<b>Inspired Gaming Group</b>	We R Interactive	We R Interactive is the UK-based developer of social titles We R Football and I AM PLAYR.	
01/13/2015	<b>Kabam</b>	TapZen	TapZen creates unforgettable games for iOS and Android tablets.	
01/13/2015	<b>Kabam</b>	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	<b>Flatiron Media</b>	Crossboard Mobile*	Crossboard Mobile is an ad-tech company with a focus on helping businesses find sales leads.	
01/09/2015	<b>The Berry Company</b>	Crossboard Mobile	Crossboard Mobile is an ad-tech company with a focus on helping businesses find sales leads.	
01/08/2015	<b>Deezer*</b>	Cricket's Muve Music Service	Muve Music is a music download service.	
12/22/2014	<b>Phunware</b>	Odyssey Mobile Interaction	Odyssey Mobile Interaction is a technology and media provider helping advertisers target and engage with mobile audiences.	
12/22/2014	<b>TheScore</b>	Swoopt	Swoopt is a fantasy mobile sports application.	

\*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.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
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.	
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.	

\*Note: POSSIBLE is wholly-owned by WPP.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/02/2014	<b>4Projects</b>	Mobile Computing Systems	Mobile Computing Systems is a mobile technology specialist and developer of the Priority1 site solution.	
12/02/2014	<b>Progress Software</b>	Telerik	Telerik provides tools and technologies to address the entire application development lifecycle.	
12/01/2014	<b>Microsoft</b>	Acomplī*	Acomplī is a mobile e-mail application for professionals.	\$200.0
12/01/2014	<b>Intel Security</b>	PasswordBox	PasswordBox is a Montreal-based password management software company.	
11/21/2014	<b>Yahoo!</b>	Cooliris	Cooliris develops visually immersive media and communication experiences for mobile and web consumers.	
11/19/2014	<b>Campaign Monitor</b>	GetFeedback	GetFeedback is a modern online survey software tool that allows anyone to create visually engaging, branded, mobile-ready surveys in minutes.	
11/19/2014	<b>Kik Interactive</b>	Relay	Relay helps users discover the newest and best visual entertainment from around the web with a simple mobile app.	
11/19/2014	<b>Google</b>	RelativeWave	RelativeWave is a research and development shop that focuses on app development and design tools.	
11/13/2014	<b>Waterfall</b>	Mobile Marketing Services Division of Archer USA	Archer USA is a global provider of mobile engagement solutions.	
11/12/2014	<b>SocialRadar</b>	Gridskippr	Gridskippr is a targeted mobile advertising company.	
11/12/2014	<b>Kili Technologies</b>	Device Fidelity	DeviceFidelity develops plug-and-play technologies that empower a variety of institutions to deploy their services and applications on mobile phones worldwide, accelerating the universal adoption of NFC.	
11/11/2014	<b>Yahoo!</b>	BrightRoll	BrightRoll is a programmatic video advertising platform for reaching audiences across screens.	\$640.0
11/11/2014	<b>KORE</b>	Raco Wireless	RacoWireless is a machine to machine company.	
11/11/2014	<b>IFAN Financial</b>	Mobicash America	Mobicash America is an early-stage technology company that develops mobile payment solutions.	
11/08/2014	<b>Shutterfly</b>	GrooveBook	GrooveBook, a photo-printing app and subscription service that creates personalized photo books featuring up to 100 of your photos.	
11/07/2014	<b>AppMakr</b>	Appifier	Appifier is a leading Mobile App Builder in Canada.	
11/07/2014	<b>Groupon</b>	Swarm Mobile	Swarm Mobile provides solutions for shopper analytics and omni-channel marketing.	
11/06/2014	<b>Cable &amp; Wireless Communications</b>	Columbus International	Columbus International Inc. is a privately held diversified telecommunications company based in Barbados.	\$1,850.0
11/05/2014	<b>O2 Secure Wireless</b>	Technologies Argus First de Mexico	Technologies Argus First de Mexico is a premier service provider to the telecom industry in Mexico.	
11/04/2014	<b>Fuse Powered</b>	Corona Labs	Corona Labs operates Corona SDK, a cross-platform enabling users to develop graphically rich apps for mobile devices.	

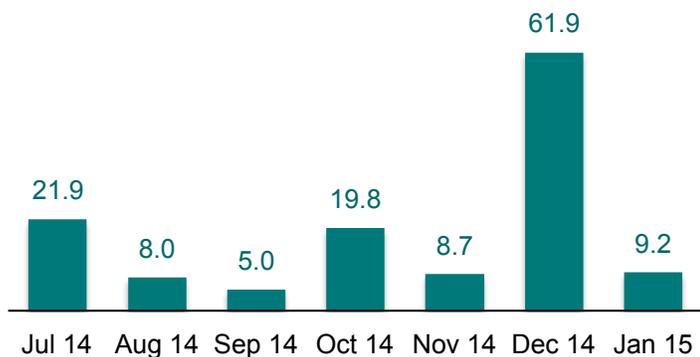
\*Note: The Acomplī acquisition was paid for with all cash.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

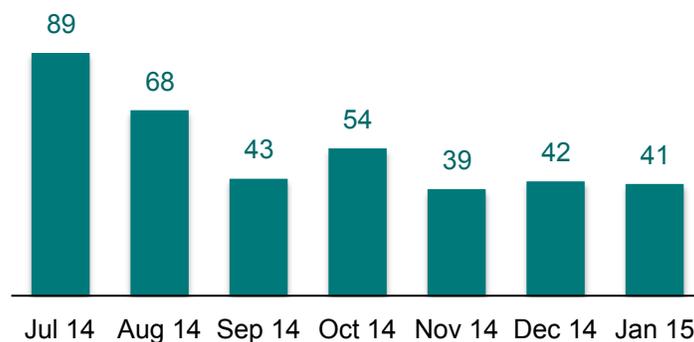
\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2015.

# Financing Transactions Overview

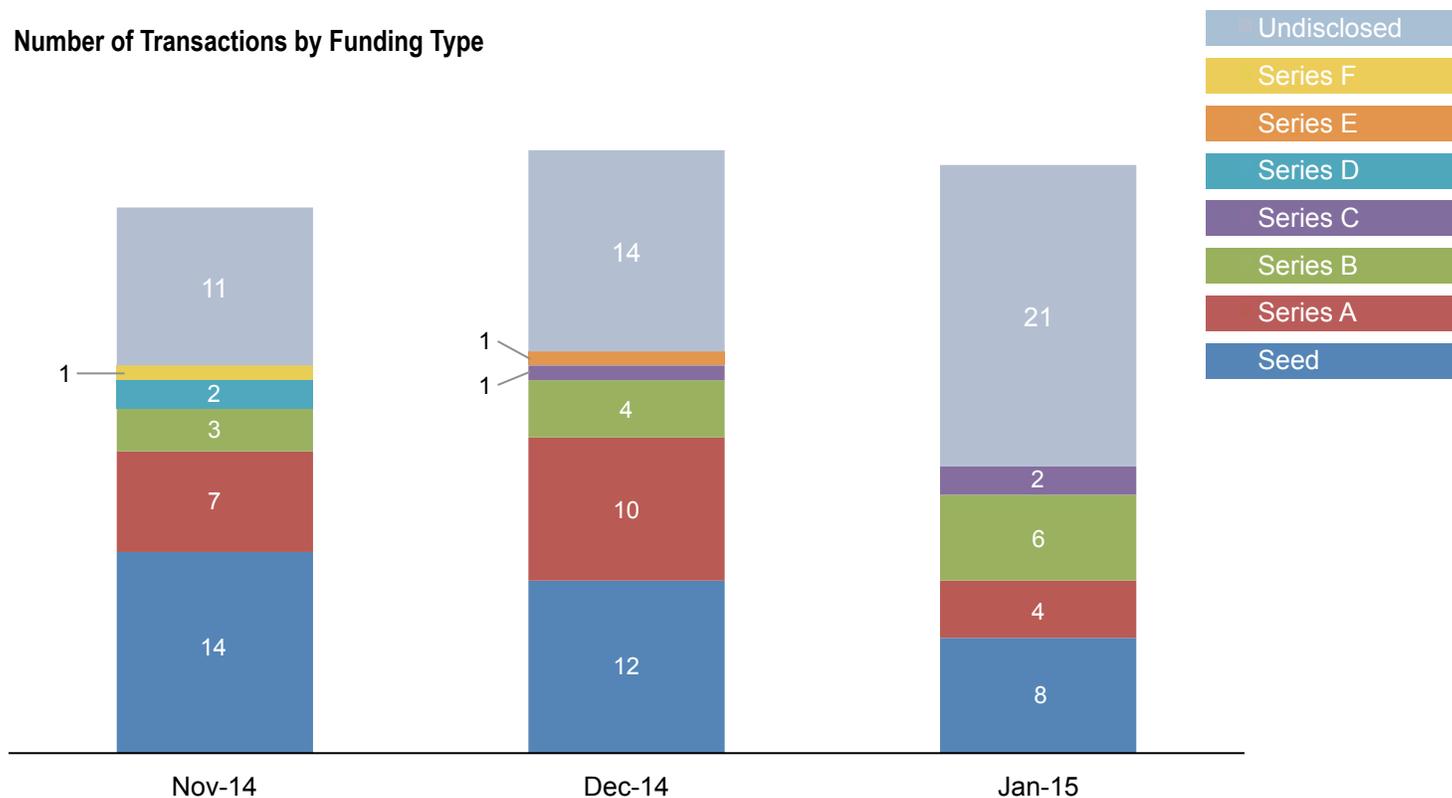
Average Value of Transactions (\$MM)



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
<b>Cyanogen</b>	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
<b>GPSshopper</b>	Private	GPSshopper 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
<b>Swipe</b>	Private	Swipe allows you to See the photos & videos your friends won't post on Facebook.	1/30/15	\$6.5	Series A	Undisclosed
<b>Lootsie</b>	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
<b>MileIQ</b>	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
<b>Tune</b>	Private	TUNE is an Enterprise Platform for Mobile Marketing.	1/29/15	\$27.0	Undisclosed	Icon Ventures, Accel Partners, Performance Equity Management
<b>Zipwhip</b>	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
<b>MaestroIQ</b>	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
<b>FullContact</b>	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
<b>Whistle</b>	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	QueensBridge Venture Partners, Melo7 Tech Partners, Qualcomm Ventures, Nokia Growth Partners
<b>Advance Health</b>	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
<b>Anews</b>	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
<b>FinalCard</b>	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
<b>Roadie</b>	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, Tomorrow Ventures, Guggenheim Partners, Mellon Ventures
<b>Fuse</b>	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
<b>Ossia</b>	Private	Ossia manufactures Cota, a wireless power device.	1/27/15	\$10.0	Series C	KDDI
<b>Ci</b>	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
<b>Fastback Networks</b>	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

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Happy Inspector</b>	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
<b>SceneDoc</b>	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
<b>Raise.com</b>	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
<b>Soft Machines</b>	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
<b>AppsFlyer</b>	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
<b>Rounds</b>	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
<b>Shapr</b>	Private	Shapr is a sharing professional social network based on trust.	1/20/15	\$3.0	Undisclosed	Frédéric Mazzella
<b>Sense360</b>	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
<b>Smartlink Mobile Systems</b>	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
<b>mNectar</b>	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
<b>Qstream</b>	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
<b>Yozio</b>	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
<b>Ginger.io</b>	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
<b>AlayaCare</b>	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
<b>Atlas RFID</b>	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
<b>blispay</b>	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
<b>Reddo</b>	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

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

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>TodayTix</b>	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
<b>Appconomy</b>	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
<b>SiteSpect</b>	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
<b>Tapcentive</b>	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
<b>Brainscape</b>	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
<b>SpiderCloud Wireless</b>	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
<b>Snapchat</b>	Private	Snapchat is a photo messaging application.	12/31/14	\$485.6	Undisclosed	Undisclosed
<b>Omni Water Solutions</b>	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
<b>Affinity Networks</b>	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
<b>Inbox Messenger</b>	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
<b>Pinnatta</b>	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
<b>CookBrite</b>	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
<b>P97 Networks</b>	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
<b>Mixpanel</b>	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
<b>Open Garden</b>	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, Sheralo Ventures, Kima Ventures, Future Perfect Ventures, Firebolt Ventures
<b>Adelphic Mobile</b>	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
<b>STAND</b>	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
<b>Blue Triangle</b>	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
<b>Talkspace</b>	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

\*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.

\*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

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>NowThis Media</b>	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
<b>Lift</b>	Private	Lift is a goal-Tracking And Self-Improvement App.	12/16/14	\$1.1	Series A	Obvious, Spark Capital
<b>All4Staff</b>	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
<b>VideoAmp</b>	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
<b>CellTrust</b>	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
<b>Uber</b>	Private	Uber is a mobile app connecting passengers with drivers for hire.	12/12/14	\$600.0	Undisclosed	Baidu
<b>Avi Networks</b>	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
<b>Kamcord</b>	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
<b>Kinsa</b>	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
<b>Quick Left</b>	Private	Quick Left Inc. is a leading provider of innovative software development services and tools.	12/11/14	\$0.5	Undisclosed	Lighter Capital
<b>Drivemode</b>	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
<b>Jolla</b>	Private	Jolla is an independent designer and developer for mobile devices and open Sailfish OS.	12/11/14	\$12.4	Series B	Undisclosed
<b>Hinge</b>	Private	Hinge is a social discovery network helping users meet new people through friends.	12/11/14	\$12.0	Series A	Shasta Ventures
<b>Canvas</b>	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
<b>ToyTalk</b>	Private	ToyTalk blends art and technology to create a whole new experience in mobile family entertainment.	12/10/14	\$15.0	Undisclosed	Undisclosed
<b>Happn</b>	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
<b>Connect</b>	Private	Connect is a social address book and friend finder application.	12/10/14	\$10.3	Series A	Fosun International, Marc Benioff
<b>Gallop Labs</b>	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
<b>Spare5</b>	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
<b>Foap</b>	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
<b>Catalia Health</b>	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
<b>Chiron Health</b>	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

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
<b>Immediately</b>	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
<b>Space Ape Games</b>	Private	Space Ape Games is a Mobile & Social Gaming startup.	12/5/14	\$7.0	Undisclosed	Northzone Ventures, Accel Partners, Initial Capital, Connect Ventures
<b>Uber</b>	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
<b>CloudMosa</b>	Private	CloudMosa's mission is to accelerate web experience on mobile devices through cloud computing.	12/3/14	\$18.0	Undisclosed	Inventec
<b>ApplnTop</b>	Private	ApplnTop is an automated system for mobile advertising.	12/3/14	\$6.0	Series A	Run Capital
<b>Artiphon</b>	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
<b>NowSecure</b>	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
<b>Vouchr</b>	Private	Vouchr is re-imagining gifting for consumers, local merchants and enterprises by creating an engaging, fun and social gift card solution for the next generation of mobile wallets.	11/26/14	\$1.5	Undisclosed	Kima Ventures
<b>Applause</b>	Private	Applause (formerly uTest) is leading the app quality revolution by enabling companies to deliver digital experiences that win - from web to mobile to wearables and beyond.	11/26/14	\$0.8	Undisclosed	Salesforce
<b>Recsolu</b>	Private	Recsolu is a web and mobile recruitment software, services and consulting company.	11/25/14	\$6.0	Series A	First Analysis, Generation Partners
<b>SimilarWeb</b>	Private	SimilarWeb offers research tools that helps users understand the traffic of the websites they visit and discover related sites.	11/25/14	\$15.0	Series D	Lord David Alliance, Naspers
<b>Yplan</b>	Private	YPlan is tonight's going out app, live in San Francisco, New York, Las Vegas and London.	11/25/14	\$24.0	Series B	BaltCap, General Catalyst Partners, Wellington Partners, Octopus Investments
<b>Muzik</b>	Private	Muzik is a technology company pioneering a new space called Social Smartware.	11/25/14	\$10.0	Undisclosed	Undisclosed
<b>Breakr</b>	Private	Breakr is a multi-platform network for generation-z and millennials that helps connect fans to their fandom. Across mobile, website and OTT devices Breakr is building a distribution network around content, conversation and e-commerce.	11/21/14	\$0.1*	Seed	Ray Marks, Craig Rosen, Alex Danovich, Sam Danovich, Chava Josey
<b>SimplyTapp</b>	Private	SimplyTapp provides cloud based mobile payment solutions for banks, payment card issuers, transit authorities and retailers.	11/21/14	\$6.0*	Undisclosed	Undisclosed
<b>Memoir</b>	Private	Memoir is a smart phone application that allows its users to share photos with their friends.	11/21/14	\$5.5	Series A	Redpoint Ventures, Thrive Capital, Lerer Hippeau Ventures, BoxGroup, Founder Collective, Ryan Sarver
<b>Altair Semiconductor</b>	Private	Altair is a fabless semiconductor company based in Israel that is developing state of the art, ultra low power mobile WIMAX silicon solutions optimized for handsets and handheld devices.	11/20/14	Undisclosed	Undisclosed	SanDisk Ventures
<b>Flywheel</b>	Private	Flywheel is a mobile app that allows users to hail a cab, track a ride, and make payments.	11/20/14	\$12.0	Undisclosed	TCW Craon Equity Investors, Shasta Ventures, RockPort Capital
<b>HONK</b>	Private	HONK is the on-demand mobile app for tow, tire change, jump start, fuel and lock out services nationwide, 24 hours a day, 7 days a week.	11/20/14	\$1.8	Seed	Double M Capital, Venture51, Expansion Venture Capital, Karlin Ventures
<b>WeMail</b>	Private	WeMail was created by a team of YC alumni designers and engineers. We live and breathe email, and are constantly seeking new ways to improve email on mobile.	11/20/14	\$1.0	Undisclosed	Y Combinator

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

\*Note: Breakr is still seeking \$275,000 in funding.

\*Note: SimplyTapp is still seeking \$2,499,997 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

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Breezeworks</b>	Private	Breezeworks' mission is to put cutting-edge mobile technology in the hands of service professionals like you. We build products that improve your quality of life and help you serve your customers better.	11/19/14	\$5.0	Series A	Obvious Corp, Evan Williams
<b>Clef</b>	Private	Clef is leveraging the mass adoption of smartphone technology to make an identity platform for the modern web, creating a totally new approach to logging in online.	11/19/14	\$1.6	Seed	Morado Venture Partners
<b>Dispatch</b>	Private	Dispatch provides enterprises with a mobile extension for their existing systems and offers a self-serve set of products and APIs for marketplaces and developers.	11/19/14	\$3.1	Seed	Promus Ventures, GrandBanks Capital, Salesforce Ventures, LAUNCH Fund, Kima Ventures, Ray Lane, Mark Goldstein
<b>Parkifi</b>	Private	Parkifi is making parking less of a hassle with our real time parking occupancy platform.	11/19/14	\$0.6*	Seed	Galvanize VC, Jon Borgen, Impact Engine, Carey Brennan, Ron Sachs
<b>Shift</b>	Private	Shift Payments is working to make it as easy to spend digital currencies, cryptocurrencies and loyalty points as it is to spend regular, fiat money.	11/19/14	\$23.8	Series A	DFJ, Highland Capital Partners, SV Angel, Great Oaks Venture Capital
<b>V-Key</b>	Private	V-Key employs intrusion protection and intelligence technology solutions to aid companies in securing their mobile applications.	11/19/14	\$12.0	Series B	Ant Financial Services Group, IPV Capital
<b>Craftsy</b>	Private	Craftsy is the premier destination for learning, inspiration, and supplies for passionate enthusiast makers.	11/17/14	\$50.0	Series D	Stripes Group, Foundry Group, Tiger Global Management, Adams Street Partners, Access Venture Partners, Silicon Valley Bank, Undisclosed
<b>Apio Systems</b>	Private	Apio is creating a proprietary mobile-based platform that uses smart phones and tablets to deliver situational awareness to drivers.	11/14/14	\$5.0	Series A	Verizon Ventures, Lerer Hippeau Ventures, Undisclosed
<b>Snaapiq</b>	Private	Snaapiq turns mobile photography into a game with fun & simple photo contests. Share snaaps, compete against friends, and explore the Snaapiq community.	11/14/14	\$0.2	Seed	Undisclosed
<b>Blue Triangle</b>	Private	Blue Triangle Technologies develops eRevenueView, a performance analysis service for site performance, related abandonment, and more.	11/13/14	Undisclosed	Undisclosed	CIT GAP Fund
<b>Wildcard</b>	Private	Wildcard is a seamless replacement for the Internet on your phone.	11/13/14	\$10.0	Undisclosed	General Catalyst Partners, Lerer Hippeau Ventures, SoftBank Capital, SV Angel, Undisclosed
<b>Scopely</b>	Private	Scopely is a mobile entertainment network that co-develops social multi-player games.	11/13/14	\$35.0	Series A	Knoll Ventures, Sands Capital Ventures, The Chernin Group, Greycroft Partners, Highland Capital Partners, Evolution Media Capital
<b>Mobiquity</b>	Private	Mobiquity is a strategy-led, implementation driven Mobile Computing professional services firm focused on architecting, developing and deploying custom mobile solutions for the Global 2000.	11/12/14	\$3.0	Undisclosed	Undisclosed
<b>Kinsa</b>	Private	Kinsa is bringing health into the mobile era, to give families the tools they need to stay healthy.	11/11/14	Undisclosed	Seed	Thomas Fallows
<b>Sunshine</b>	Private	Sunshine is a weather network built entirely on mobile.	11/11/14	\$1.4*	Seed	Ullas Naik, Great Oaks Venture Capital, Henry McNamara, Panos Papadopoulos
<b>WeDidIt</b>	Private	WeDidIt is transforming the world of fundraising by helping nonprofits empower anyone to become a fundraiser on their behalf.	11/11/14	\$0.7*	Seed	Rishi Nangalia, 500 Startups, Todd Geismann, Denmark West, John O'Connell, DreamIt Ventures Austin, Kent Charugundia
<b>Gemr</b>	Private	Gemr is a mobile native application that allows users to easily find, collect, trade or sell an item simply by snapping a picture and sharing it with a community of interested peers.	11/7/14	\$4.9	Series A	Gary Sullivan, James Hawkes, Undisclosed
<b>Chime</b>	Private	Chime partners with FDIC-insured banks to design and deliver innovative financial services products for a mobile generation.	11/6/14	\$8.0	Seed	Crosslink Capital, Homebrew Ventures, Forerunner Ventures, PivotNorth Capital

\*Note: Parkifi is still seeking \$112,500 in funding and has a pre-money valuation of \$2,500,000.

\*Note: Sunshine is still seeking \$150,000 in funding.

\*Note: WeDidIt still seeking \$540,000 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

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Sandboxx</b>	Private	Sandboxx is a platform that integrates mobile social technology with the military and veteran community.	11/6/14	\$0.7*	Seed	Thomas Arrix, Thomas Joyce, Anthony Scaramucci
<b>Parenthoods</b>	Private	Parenthoods is a local community that provides parenting advice, tips, styles, and stories from real parents.	11/6/14	\$1.3	Seed	David Breger, Oliver Jung, Paul Buchheit, Justin Kan, 500 Startups, Liberty City Ventures
<b>NetSpeed Systems</b>	Private	NetSpeed Systems provides scalable, coherent, on-chip network IPs to SoC designers for a wide range of markets from mobile to high-performance computing and networking.	11/5/14	Undisclosed	Series B	Walden-Riverwood Ventures, Intel Capital
<b>Changelane</b>	Private	Changelane's first solution is to reinvent regular routine maintenance – such as an oil change – bringing it to your office or the end of your driveway at the tap of a button, delivered by a mobile bay that many say looks like an Apple store on wheels.	11/4/14	\$0.2*	Seed	Undisclosed
<b>Incoming Media</b>	Private	Incoming is founded by industry leaders in embedded machine learning, data science, data networking, and mobile and digital video and uniquely combines these disciplines to intelligently pre-position (i.e., push) video content onto mobile devices.	11/4/14	Undisclosed	Undisclosed	Intel Capital
<b>Kash</b>	Private	Kash is a mobile payment company that gets rid of credit cards and middle-men that stand between bank accounts and retailers.	11/4/14	\$2.0	Seed	Draper Associates, Green Visor Capital, Structure Capital
<b>Gigya</b>	Private	Gigya offers a Customer Identity Management Platform that businesses can use to identify customers, aggregate data & personalize campaigns.	11/4/14	\$35.0	Series F	Intel Capital, Mayfield Fund, Greenspring Associates, DAG Ventures, Benchmark, Advance Publication, Adobe Systems

\*Note: Sandboxx is still seeking \$1,300,000 in funding.

\*Note: Changelane is still seeking \$1,300,000 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
<b>Wowo Ltd</b>	1/9/15	Wowo Operates one of China's leading third-party e-commerce platform.
<b>Box, Inc.</b>	1/9/15	Box is a cloud-storage company.
<b>Momo Inc.</b>	11/7/14	Momo is a revolutionary mobile-based social networking platform.

\*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](http://www.mmaglobal.com).

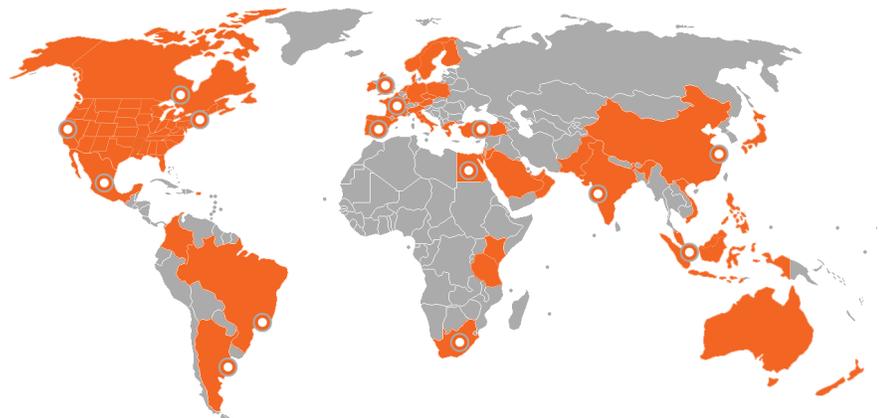
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# Mobile Marketing Association

## 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  
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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

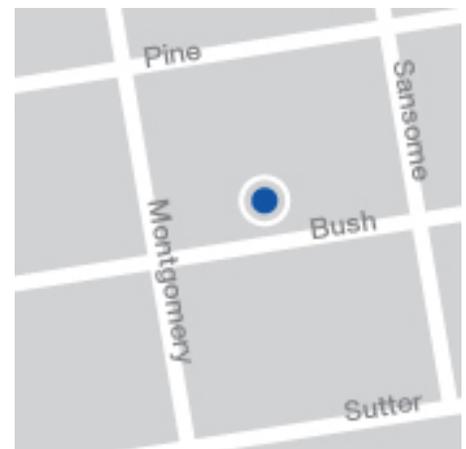
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DEDICATED  
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 MOBILE ECOSYSTEM

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# STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

If you would like to be removed from the distribution list for the Mobile Marketing Newsletter of the Mobile Marketing Association, Inc. ("MMA") and Hidden River, LLC ("Hidden River"), please contact the MMA at [mma@mmaglobal.com](mailto:mma@mmaglobal.com). The information contained herein is obtained from sources we believe to be reliable but its accuracy and completeness, and that of the opinions based thereon, are not guaranteed. As a condition to receiving such Mobile Marketing Newsletter, you agree that Hidden River and MMA are not liable for anything contained within such Mobile Marketing Newsletter. Hidden River, MMA, and/or any of their affiliates, may have an interest in the securities or companies discussed herein. All rights reserved by Hidden River, LLC and the Mobile Marketing Association, Inc. 2012  
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