



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
JULY 2014

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The Playbook

Over the last few months we've been building a unique resource that will help our brand marketer members successfully develop and execute a mobile strategy, allowing them to deliver a consistent mobile brand experience on a global scale. Enter our [Mobile Marketing Playbook \(Press Release\)](#). Launched last week and created in partnership with global sporting goods giant, adidas, it aims to explain when, where and how companies can use mobile as core to their marketing efforts.

Whilst we've seen some incredible work this year, as evidenced by the many great mobile campaigns submitted to our 2014 [Smarties Awards Program](#) (currently in pre-screening), one of the challenges marketers still face is how to make mobile an integral part of their mix. The Playbook takes marketers through the process of mobile strategy development from start to finish. It provides best practices around mobile executions, ways to leverage the myriad mobile vehicles, insights into mobile creative effectiveness and how companies can effectively measure and optimize mobile.

To address the ever changing needs of and challenges faced by marketers, the Playbook will be regularly updated to reflect shifts in consumer behavior, mobile trends as they are introduced, and innovations that are continuously being developed through and with mobile. This will be accomplished in part by the annual addition of well over 500 case studies into our [Case Study Hub](#), helping to define best practice and to serve as a source of inspiration to our marketer members

Members can access the entire Playbook by logging in using your member login and password where directed. If you require assistance with your login credentials, please contact us at membership@mmaglobal.com. Chapter One is available to all.

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

Best,

Greg Stuart

I also wanted to make you aware of the [Momentum Accelerator](#), its a mobile-first focused program that invests and accelerates startups in mobile and specifically have helped several companies in Mobile Marketing and Mobile Advertising get off the ground. They have had great success with the first two batches of startups and their third starts on July 9th, 2014. If you know of startups that would be interested in the program please have them visit them at www.momentum.vc

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Christine Ryder	Regional Vice President of Sales, Unruly	Sales Development Director, BermanBraun	Unruly is a platform for social video marketing working with brand agencies to predict the emotional impact of their videos.	7/31/14
Tom Colin	Wealth and Retirement Strategist, Sungard Data Systems	Financial Services Strategy Manager, A.T. Kearney	Sungard Data Systems provides software and processing solutions for the educational and financial services industries.	7/31/14
John Stanton	Director, Microsoft	Chairman, Trilogy Equity Partners	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	7/30/14
Peggy Johnson	Executive Vice President of Business Development, Microsoft	Executive, Qualcomm	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	7/29/14
Colleen Eagan	Executive Vice President, Brand Strategy, Stageblocc	Co-Founder and Chief Operating Officer, MyBestRx	Stageblocc is a website creation platform. It provides a front-end framework for users to create their own website and integrate their social network accounts with the website and mobile applications.	7/24/14
Mike Burns	Chief Financial Officer, Gigamon, Inc.	Chief Financial Officer, Volterra Semiconductor Corp.	Gigamon, Inc. designs, develops, and sells products and services that provide customers with visibility and control of network traffic for enterprises and service providers.	7/23/14
Scott Mahan	Undisclosed	Vice President of Operations and Chief Financial Officer, Bsquare	Undisclosed	7/22/14
Terri Richardson	Director of Media, autoGraph	Director of Strategic Programs and Business Management, Microsoft	autoGraph is a Seattle-based mobile-technology company that serves the retail and media industries.	7/22/14
Mark Westover	Chief Financial Officer, xMatters, Inc.	Senior Vice President, Corporate Development and Finance, LiveOps	xMatters is a cloud-based solutions that enables business processes or applications to trigger two-way communications in a variety of delivery methods throughout the extended enterprise such as text, voice, email, and SMS.	7/22/14
Lynn Danko	Chief Financial Officer, NEWSCYCLE Solutions	Vice President of Finance for Technology, Ecolab, Inc.	NEWSCYCLE Solutions delivers a broad range of technology solutions for the global news media industry, including content management, digital advertising, circulation, and audience relationship management.	7/22/14
Steve Collins	Board of Directors, Mulesoft	Chief Financial Officer, ExactTarget	Mulesoft offers an integration platform for connecting SaaS-based and enterprise applications in the cloud and on-premise.	7/22/14
John Hofmann	Chief Financial Officer, InfoGroup	Director, Silver Lake Sumeru	InfoGroup provides business and consumer databases for sales leads, mailing lists, and marketing and research solutions.	7/22/14
Leigh Morgan	Chief Operating Officer, Bill and Melinda Gates Foundations	Associate Chancellor, UCSF	Bill and Melinda Gates Foundation is one of the largest private foundations in the world that focuses on enhancing healthcare and reduce extreme poverty.	7/18/14
Mark Baker	Senior Vice President of Global Sales, Urban Airship	Vice President of Global Sales, Citrix Online	Urban Airship is Portland-based mobile tech company that primarily provides app developers the ability to easily add features such as creation and delivery of push notifications and digital wallet.	7/18/14
Steve Sterba	Senior Vice President of Customer Success, Urban Airship	Senior Vice President of Integrated Solutions, Global Payments	Urban Airship is Portland-based mobile tech company that primarily provides app developers the ability to easily add features such as creation and delivery of push notifications and digital wallet.	7/18/14
Maggie Finch	Board of Directors, Mixpo	Chief Executive Officer, Creator Republic	Mixpo provides video advertising solutions for media companies to execute cross-screen and cross-social videos ad campaigns.	7/16/14
Max Schireson	Board of Directors, Cray	Chief Executive Officer, MongoDB	Cray is a Seattle-based supercomputer manufacturer.	7/15/14
Joanna Lord	Vice President of Consumer Marketing, Porch	Chief Marketing Officer, BigDoor	Porch is a Seattle online home improvement startup.	7/15/14
Ken Moss	Chief Technology Officer, Electronic Arts	Vice President and General Manager, eBay	Electronic Arts is an American developer and publisher of computer and video games such as the Need for speed series.	7/14/14
David Aronchick	Chief of Product Marketing, Chef (formerly Opscode)	Principal Project Manager, Amazon Local Restaurants	Chef provides IT infrastructure automation services and develops fully-automates server infrastructure for companies.	7/14/14

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Executives on the Move

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Tim Barnes	Chief Product Officer, Placed	Vice President, Vivaki and Razorfish	Placed is Location Analytics. By measuring, aggregating and analyzing the paths and places people visit in the real world, Placed is creating a new class of business insights for app developers with Placed for Developers.	7/14/14
Babak Parviz	Undisclosed, Amazon	Founder, Google Glass	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	7/14/14
Lisa Cole	Director of Platform Delivery, MX Group	Chief Marketing Strategist, True North Custom Media	MX Group is a marketing and technology services company that integrates and delivers digital, creative, and sales enablement services.	7/10/14
Josh Kaiser	Senior Director of Insights, Marketing Werks	Director of Business Development, Blackhawk Network	Marketing Werks is an agency that specializes in experimental marketing, event marketing, and mobile marketing, creating innovative and unique solutions for its clients.	7/10/14
Doug Hebenthal	Senior Vice President, Emdeon	Engineering Director, Amazon	Emdeon is a company that provides payment solutions and patient management systems for health care.	7/1/14
Mark Hawkins	Chief Financial Officer, Salesforce.com	Chief Financial Officer, Autodesk	Salesforce.com is an enterprise cloud computing company that provides business software on a subscription basis.	7/1/14
Anthony Noto	Chief Financial Officer, Twitter	Partner, Goldman Sachs	Twitter is an online social networking service and microblogging service.	7/1/14
Dave Herman	Vice President of Product, Cyanogen	Head of Living Room Products, Hulu	Cyanogen Inc. maintains and manages the Cyanogenmod Android operating system. CyanogenMod is the largest third party Android OS, with over 55 million registered users across 200+ devices.	6/24/14
Tyler Carper	Vice President of Engineering, Cyanogen	Engineering Director, HTC	Cyanogen Inc. maintains and manages the Cyanogenmod Android operating system. CyanogenMod is the largest third party Android OS, with over 55 million registered users across 200+ devices.	6/24/14
Vik Natarajan	Vice President of Global Partnerships and Distribution, Cyanogen	Marketing Executive, MediaTrek	Cyanogen Inc. maintains and manages the Cyanogenmod Android operating system. CyanogenMod is the largest third party Android OS, with over 55 million registered users across 200+ devices.	6/24/14
Yang Yeo	Executive Creative Director, Wieden+Kennedy	North Asia Executive Creative Director, JWT Shanghai	Wieden+Kennedy is a full service ad agency based in Portland.	6/17/14
Gunnard Johnson	Senior Vice President, Data and Analytics, Centro	Advertising Research Director, Google	Centro is a digital/mobile advertising and media management company.	6/17/14
Peter Granat	Chief Executive Officer, Vocus	Chief Executive Officer, Cision	Vocus is the provider of cloud-based public relations and marketing software on the web and mobile.	6/17/14
Jack Pearlstein	Chief Financial Officer, Vocus	Chief Financial Officer, Six3 Systems Inc.	Vocus is the provider of cloud-based public relations and marketing software on the web and mobile.	6/17/14
Neeraj Kochhar	Head of Buy Side Platforms, Tremor Video	Managing Director, Magna Global	Tremor Video is a video advertising company on the web and mobile.	6/17/14
Marc Theermann	Executive Vice President, Business Strategy, Millennial Media	Head of Mobile Platform Sales, Google	Millennial Media is a mobile advertising and data company targeting mobile consumers, application and media developers and mobile operators.	6/17/14
Maile Krauss	Director, Client Relations and Business Development, Ansible	Account Executive, AKQA	Ansible is a full-service mobile agency of IPG Mediabrands.	6/17/14
Jason Schragger	Chief Creative Officer, Saatchi & Saatchi Los Angeles	Global Creative Director, TBWA\Chiat\Day	Saatchi & Saatchi is a global online and mobile advertising agency.	6/17/14
Heather Redman	Vice President of Business Operations & General Counsel, Indix	Principal/Senior Vice President, Summit Power Group, Inc.	Indix is a cloud based product intelligence platform for brands, retailers and developers.	6/16/14
Sheen Khoury	Chief Customer Officer, Indix	Executive in Residence, Nexus Venture Partners	Indix is a cloud based product intelligence platform for brands, retailers and developers.	6/16/14
Richard Pinder	Chief Executive Officer, UK and International, CP+B	Co-Founder, The House Worldwide	CP+B is a full-service advertising agency in all media platforms.	6/10/14

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Name	New Company	Old Company	New Company Summary	Date
Doug Palmer	Director of Creative Technology and Digital Innovation, Innocean USA	Director of Creative Technology and Digital Innovation, Saatchi & Saatchi	Innocean USA is a full service advertising agency.	6/10/14
Mitch Bernstein	Business Development Director, Havas Media North America	Senior Partner, Director of Client Strategy, Ogilvy & Mather	Havas Digital is the umbrella holding company that manages all Havas Media's interactive companies.	6/10/14
Natasha Dure	Vice President, Communications, Collective	Senior Director, Corporate Communications, Everyday Health	Collective is a multi-screen advertising company.	6/10/14
Jennifer Hanser	Senior Director, Strategy and Partnerships, Bitly	Senior Director, US Digital Business Development, Sony Music Entertainment	Bitly is a branding tool for marketers on the web and mobile.	6/10/14
Kevin Flaherty	Chief Marketing Officer, WhitePages	Vice President of Marketing, Ritani	WhitePages is the leading provider of contact information for people and businesses in the U.S.	6/10/14
Robin Bienfait	Executive Vice President, Global Enterprise Services, Samsung America	Chief Information Officer, BlackBerry	Samsung Telecommunications America is the US branch of Samsung Electronics.	6/10/14
John Pleasants	Executive Vice President, Samsung Media Solutions Center America	Co-President, Disney Interactive Media Group	Samsung Telecommunications America is the US branch of Samsung Electronics.	6/10/14
Mark Louison	Senior Vice President, Wireless Network Systems, Samsung America	Senior Advisor, Boston Consulting Group	Samsung Telecommunications America is the US branch of Samsung Electronics.	6/10/14
Cary Baker	Chief Financial Officer, NetMotion Wireless	Vice President of Finance, Clearwire	NetMotion Wireless is a mobile security software maker.	6/6/14
Kat Gates	Global Creative Director, Leo Burnett Worldwide	Creative Director, Publicis New York	Leo Burnett an advertising agency that has presence online and now mobile.	6/3/14
Sean Foster	Chief Executive Officer, Crowdtap	Chief Executive Officer, dLife	Crowdtap is a SaaS-based collaborative marketing platform developer.	6/3/14
Jason Ruebel	Vice President of Operations/Strategy, LISNR	Chief Integration Officer, Northlich	LISNR helps users connect with musicians on mobile devices by unlocking exclusive contents created by musicians.	6/3/14
Kevin Gerl	Vice President of Engineering, LISNR	Director of Engineering, Dotloop	LISNR helps users connect with musicians on mobile devices by unlocking exclusive contents created by musicians.	6/3/14
Jay Gelardi	Digital Executive Creative Director, Crispin Porter + Bogusky	Digital Creative Director, The Monkeys	Crispin Porter + Bogusky is an advertising and digital agency focused on branding content in social media.	5/27/14
Jon Randazzo	Creative Director (Sprint account), Figliulo & Partners	Creative Director, Goodby, Silverstein & Partners	Figliulo & Partners is a digital brand agency headquartered in New York. It is currently working with Sprint on the Sprint Family Plan campaign that will integrate TV, video, print, OOH and digital, sound and mobile extensions.	5/27/14
Christopher Kief	Chief Technology Officer, Saatchi & Saatchi New York	Executive Technology Director, TBWA Worldwide	Saatchi & Saatchi is a global online and mobile advertising agency.	5/22/14
Steven James Burks	Senior Vice President of Products and Partnerships, Phulant Mobile	Mobile Product Management & Partnership Strategy Director, Axiom Corporation	Phulant Mobile offers a single platform and provider of mobile advertising solutions in social media.	5/22/14
Oscar Garza	Director of Programmatic and Audience, Essence Digital Limited	Director of Acquisition, Electronic Arts	Essence is a digital agency based in London, New York, San Francisco, Seattle & Singapore that delivers strategy, media, creative and social solutions globally. They are the digital agency for clients such as Google, eBay and Expedia.	5/15/14
Spence Kramer	Global Managing Director, Crispin Porter + Bogusky	Global Account Director, Wieden + Kennedy	Crispin Porter + Bogusky is an advertising and digital agency focused on branding content in social media.	5/13/14
Ari Partinen	iPhone Camera Quality Design, Apple Inc.	Lumia Image Quality Lead, Senior Engineer, Lumia Team, Nokia	Apple is a corporation that designs, develops, and sells consumer electronics, mobile devices, computer software and personal computers.	5/9/14
Rick Dalzell	Board of Directors, Twilio	Chief Information Officer, Senior Vice President, Amazon	Twilio is a cloud communications company that merges the worlds of cloud computing, web services and telecommunications together across the web and mobile.	5/7/14
Vinny Gullotto	President/ Chief Operating Officer, Codeproof Technologies Inc.	General Manager, Microsoft Malware Protection Center	Codeproof Technologies Inc. is the provider of an integrated BYOD security and mobile device management platform.	5/7/14

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Name	New Company	Old Company	New Company Summary	Date
Steve McKean	Vice President of Channel Sales and Programs, Viableware Inc.	Partner, Deloitte Touche Tohmatsu Limited	Viableware Inc. is a company and restaurant payment platform focused on enhancing mobile payment technology.	5/7/14
Mark Woodward	Board of Directors, Nintex	Chief Executive Officer, President, E2open Inc.	Nintex provides cross-device software, mobile and cloud services enabling organizations to automate business processes in the US.	5/6/14
Rupert Runewitsch	Head of Social and Mobile, Leo Burnett Group	Client Services Director, Holler (Leo Burnett Group)	Leo Burnett an advertising agency that has presence online and now mobile.	5/6/14
Julie Preis	Senior Vice President, Product Management, PulsePoint	Senior Vice President , Product Management, Mocean Mobile	PulsePoint is a provider of programmatic and content marketing solutions.	5/6/14
Carmen Hill	Director of Marketing, Little Bird	Content Director, Babcock & Jenkins	Little Bird is a social media search start-up company, marketing platform, and search engine for web and mobile advertisements.	5/1/14
John Domeika	Executive Vice President of Business Development, EveryMove, Inc.	Chief Executive Officer, Wellpoint China	EveryMove is a fitness mobile app company.	5/1/14
Brian Zehetener	Director of Business Development, EveryMove, Inc.	Chief Science Officer, Anytime Fitness	EveryMove is a fitness mobile app company.	5/1/14
Jeff Kaplan	Director of Multilateral and Non Governmental Organization, Socrata Inc.	Senior Consultant, World Bank	Socrata is a government data analytics startup.	5/1/14
Jim Watson	Chief Revenue Officer, Jobaline Inc.	Chief Operating Officer, SPARQ	Jobaline Inc. is a mobile-first bilingual marketplace for hourly jobs.	5/1/14
Christopher Handman	First General Counsel, Snapchat Inc.	Partner, Hogan Lovells LLP	Snapchat is a photo messaging application.	5/1/14
Jad Boutros	Director of Information Security, Snapchat Inc.	Software Engineer in Security, Google Inc.	Snapchat is a photo messaging application.	5/1/14
Adam Gillman	Vice President, Fluent	General Manager, GoLive! Mobile	Fluent is a performance marketing company on the web, mobile and in-app. It offers advertisers and media owners integrated strategies for distribution and monetization.	5/1/14
Jessica Grant	Director of Operations, Fluent	Head of Operations & Client Services, Eclipse.io	Fluent is a performance marketing company on the web, mobile and in-app. It offers advertisers and media owners integrated strategies for distribution and monetization.	5/1/14

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 8/1/14	Stock Price 7/1/14	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		S&P 500	1,925.15	1,973.32	-2.4%	1,991.39	1,627.47				
		NASDAQ Composite	4,352.64	4,458.65	-2.4%	4,485.93	3,573.57				
		Russel 3000	1,146.30	1,182.43	-3.1%	1,188.32	974.15				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 68.94	\$ 73.01	-5.6%	\$ 74.69	\$ 44.70	\$34,289	\$32,465	\$4,105	7.9X
America Movil	AMX	NYSE	23.45	20.84	12.5%	24.17	19.01	52,886	84,669	60,937	1.4X
Apple Inc.	AAPL	NASDAQ	96.13	93.52	2.8%	99.44	63.89	575,613	568,848	178,144	3.2X
AT&T	T	NYSE	35.33	35.48	-0.4%	37.48	31.74	183,221	256,954	130,372	2.0X
Barti Airtel	BHARTIARTLBO	BSE	6.22	5.58	11.5%	6.34	4.10	24,877	37,722	14,103	2.7X
CenturyLink	CTL	NYSE	39.06	36.32	7.5%	45.67	27.93	22,371	43,092	22,677	1.9X
China Mobile	CHL	NYSE	54.54	48.67	12.1%	57.42	41.35	221,967	154,085	100,500	1.5X
Dentsu	4324:JP	TSE	40.11	41.12	-2.5%	42.71	32.14	11,567	13,166	22,767	0.6X
Fiserv, Inc.	FISV	NASDAQ	61.44	61.21	0.4%	63.10	46.34	15,312	18,831	4,951	3.8X
Google	GOOG	NASDAQ	566.07	607.22	-6.8%	604.83	502.80	191,450	135,487	63,126	2.1X
LG	034220.KS	KRX	32.59	31.68	2.9%	33.40	20.33	11,662	13,689	23,833	0.6X
Microsoft	MSFT	NASDAQ	42.86	41.87	2.4%	45.71	30.84	353,123	290,059	86,833	3.3X
Motorola Solutions	MSI	NYSE	63.82	66.96	-4.7%	68.33	55.15	16,011	15,396	7,810	2.0X
Neustar, Inc.	NSR	NYSE	71.99	84.81	-15.1%	96.24	71.38	15,507	15,596	9,561	1.6X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	33.29	31.44	5.9%	34.08	24.77	75,681	154,582	107,753	1.4X
Nokia	NOK	NYSE	7.80	7.61	2.5%	8.35	3.87	29,211	29,211	23,555	1.2X
Omnicom	OMC	NYSE	70.55	71.81	-1.8%	76.87	59.70	17,719	21,614	14,922	1.4X
Publicis Groupe	PUB.PA	Paris	71.99	84.81	-15.1%	96.24	71.38	15,507	15,596	9,561	1.6X
Samsung	005930.KS	KRX	1,245.84	1,294.91	-3.8%	1,421.68	1,089.85	183,512	183,512	212,965	0.9X
Sprint	S	NYSE	7.45	8.53	-12.7%	11.47	5.92	29,389	56,390	34,555	1.6X
Telefonica S.A.	TEF	NYSE	16.15	17.23	-6.3%	18.05	13.50	73,499	151,369	74,531	2.0X
Telenor	TELNF	OTC	22.84	22.82	0.1%	25.18	20.80	34,291	43,914	17,663	2.5X
TIM	TSU	NYSE	27.34	28.28	-3.3%	30.52	18.77	13,220	13,220	8,634	1.5X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	16.27	15.10	7.7%	16.63	11.72	14,318	11,983	5,755	2.1X
Vodafone Group	VOD	NASDAQ	32.86	33.53	-2.0%	42.14	29.52	87,071	114,756	63,018	1.8X
WPP Group	WPPGY	NASDAQ	99.44	108.60	-8.4%	115.40	90.26	26,247	30,818	17,508	1.8X
Yahoo!	YHOO	NASDAQ	35.62	35.35	0.8%	41.72	26.75	35,863	34,489	4,622	7.5X
					Average			87,607	94,130	49,065	2.3X
					Median			29,389	37,722	22,767	1.8X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 3.37	\$ 3.53	-4.5%	\$ 4.68	\$ 2.45	\$9,484	\$9,484	\$18,928	0.5X
BlackBerry	BBRY	NASDAQ	9.30	10.52	-11.6%	12.18	5.44	4,901	3,556	4,708	0.8X
Gemalto	GTOFF	OTC	97.08	104.53	-7.1%	124.74	95.26	8,544	7,939	3,203	2.5X
Interpublic Group of Companies	IPG	NYSE	19.54	19.49	0.3%	20.64	15.28	8,234	9,649	7,312	1.3X
Oi (Formerly Telemar)	OIBR	NYSE	0.63	0.82	-23.3%	2.35	0.62	3,607	17,446	13,080	1.3X
Pandora Media Inc.	P	NYSE	24.54	29.60	-17.1%	40.44	17.97	5,067	4,743	658	7.2X
Telecom Argentina S.A.	TEO	NYSE	21.89	23.70	-7.6%	25.56	13.93	2,110	1,638	4,551	0.4X
Telefonica Brasil S.A.	VIV	NYSE	17.20	17.72	-3.0%	20.00	16.66	6,562	8,343	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.20	2.13	3.0%	2.98	1.95	6,170	9,450	12,343	0.8X
Zynga	ZNGA	NASDAQ	2.87	3.23	-11.1%	5.89	2.72	2,127	1,344	778	1.7X
					Average			5,681	7,359	7,285	1.8X
					Median			5,619	8,141	4,708	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.

Source: Thomson Reuters and Hidden River, LLC analysis

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		NASDAQ Composite	4,352.64	4,458.65	-2.4%	4,485.93	3,573.57				
		Russel 3000	1,146.30	1,182.43	-3.1%	1,188.32	974.15				
Small-Cap (< \$2B)											
Axiom Corporation	ACXM	NASDAQ	\$ 18.39	\$ 22.06	-16.6%	\$ 39.30	\$ 18.02	\$1,417	\$1,316	\$1,074	1.2X
Bango	BGO	LSE	1.84	1.93	-4.8%	3.17	1.54	84	76	14	5.5X
Blue Calypso Inc.	BCYP	OTC	0.13	0.10	35.2%	0.24	0.09	28	27	0	N/A
Boingo wireless	WIFI	NASDAQ	6.16	6.85	-10.1%	8.00	5.06	219	169	110	1.5X
Cincinnati Bell	CBB	NYSE	3.72	4.06	-8.4%	4.13	2.62	778	3,159	1,254	2.5X
Digimarc Corporation	DMRC	NASDAQ	24.21	34.01	-28.8%	37.00	17.85	183	159	27	5.9X
GFK Retail and Technology UK	GFK:DE	Xetra	44.66	52.26	-14.5%	61.99	44.25	1,630	2,279	2,003	1.1X
Glu Mobile	GLUU	NASDAQ	5.72	4.93	16.0%	7.60	2.10	521	450	142	3.2X
Hipcricket	HIPP	NASDAQ	0.09	0.14	-35.7%	N/A	N/A	N/A	N/A	28	N/A
Internetq Plc	INTQ	LSE	4.42	4.82	-8.4%	6.91	3.66	176	170	141	1.2X
Lenco Mobile	LNCM	OTC	0.01	0.01	0.0%	0.06	0.01	1	16	15	1.1X
Marchex	MCHX	NASDAQ	11.14	12.12	-8.1%	12.84	5.69	413	375	180	2.1X
MDC Partners	MDCA	NASDAQ	20.24	21.69	-6.7%	26.62	14.77	1,001	2,225	1,206	1.8X
MEDL Mobile	MEDL	OTC BB	0.19	0.20	-4.0%	0.48	0.12	10	8	2	3.4X
Millennial Media	MM	NYSE	3.48	4.55	-23.5%	9.56	2.90	372	274	282	1.0X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.97	1.20	-19.2%	3.90	0.86	22	22	4	5.4X
Opera Software ASA	OPERA.OL	Oslo	11.71	13.24	-11.6%	15.36	7.85	1,670	1,527	325	4.7X
Single Touch Systems Inc.	SITO	OTC BB	0.39	0.39	0.0%	0.70	0.29	56	57	9	6.6X
Smith Micro Software Inc	SMSI	NASDAQ	1.01	1.02	-1.0%	2.69	0.66	39	39	38	1.0X
Tanla Solutions Limited	TANLA	NSE	0.19	0.19	-1.6%	0.23	0.04	19	15	17	0.9X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.98	3.47	-14.1%	3.59	2.08	163	163	346	0.5X
Unwired Planet	UPIP	NASDAQ	1.91	2.19	-12.8%	2.44	1.26	211	185	0	N/A
ValueClick	VCLK	NASDAQ	24.27	25.31	-4.1%	28.79	18.62	1,626	1,596	594	2.7X
Velti	VELT	NASDAQ	0.03	0.04	-23.9%	1.10	0.01	3	4	232	0.0X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	1.75	2.02	-13.4%	7.22	1.60	8	21	20	1.1X
				Average	-8.8%			444	597	323	2.5X
				Median	-8.4%			180	166	110	1.7X

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

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31 2014.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/31/2014	Oracle	TOA Technologies	TOA's innovative software service (SaaS), ETAdirect 3.3, has been recognized as visionary solution by Gartner Research, for its ability to streamline the mobile workforce environment and enhance the customer experience, enabling real-time predictive communications between companies their field employees and their customers.	
07/30/2014	Pinterest	Icebergs	Icebergs enables users to organize their projects, research, and inspiration.	
07/30/2014	First Data Corp.	Gyft	Gyft offers a mobile app that lets consumers organize, shop for and send gift cards to others.	
07/30/2014	Twitter	Madbits	MADBITS is a tech startup that focuses on building new user experiences in the media space (photos and videos).	
07/30/2014	Qualcomm	EmpoweredU	EmpoweredU, a company which focuses on mobile, cloud-based learning tools for the education sector.	
07/30/2014	Apple	Swell	Swell is an internet provider of talk radio.	
07/30/2014	NetSuite	Venda	Venda provides cloud-based digital commerce services for brands such as Tesco F&F Clothing and Laura Ashley.	
07/29/2014	Palantir	Poptip	Poptip is a conversation analysis platform that helps brands and media fully understand public opinion in real-time and make decisions quickly based on that opinion.	
07/29/2014	BlackBerry	Secusmart	Secusmart is a German mobile security company.	
07/29/2014	Ericsson	MetraTech	MetraTech is a provider of metadata-based billing, commerce and settlement software.	
07/28/2014	WalmartLabs	Luvocracy	Luvocracy is a social marketplace allowing individuals to buy products recommended by their friends.	
07/28/2014	Zillow	Trulia*	Trulia is a real estate site providing information on properties and real estate professionals for home buyers, sellers, owners and renters.	\$3,500.0
07/25/2014	Apple	BookLamp	BookLamp, a startup based out of Boise, Idaho, that developed big data-style book analytics services.	\$10.0*
07/25/2014	Google	Twitch	Twitch is a social video platform for gamers.	\$1,000.0
07/22/2014	LinkedIn	Bizo	Bizo is a company that helps advertisers reach businesses and professionals.	\$175.0
07/22/2014	Yahoo	Flurry	Flurry Inc. is a startup that helps other programmers build better mobile applications and craft marketing campaigns for smartphones and tablets.	
07/21/2014	Bigpoint	Little Worlds Studio	Little Worlds Studio is an independent videogame developer and indie publisher.	
07/17/2014	Twitter	CardSpring	CardSpring is an application platform that lets developers build card-linked offers electronic coupons, loyalty cards, and virtual currencies that work with credit cards and other types of payments.	

* Note: Zillow's acquisition of Trulia is a stock deal.

* Note: Apple's acquired BookLamp for between \$10-15 million.

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/17/2014	Twitter	CardSpring	Cardspring offers an application platform enabling app developers to write applications for credit cards and other types of payments.	
07/17/2014	Vodafone & Wind	Forthnet	Forthnet is a Greek Internet Service Provider.	
07/16/2014	Zillow	Retsly	Retsly, a Vancouver, B.C.-based startup that helps developers access real-estate data from multiple listing services (MLS).	
07/15/2014	Integra	World Communications	World Communications Inc is a voice and data service provider based in Seattle.	
07/14/2014	Scribble Technologies	CoveritLive	CoveritLive offers a live events platform that allows brands, publishers and broadcasters to blog about events in real time.	
07/14/2014	LinkedIn	Newsle	Newsle, the machine-learning startup founded to help users pare down the ample noise coming across social networks and give them relevant info about their most important contacts.	
07/14/2014	Comcast	PowerCloud Systems*	PowerCloud Systems, a spinoff from PARC that developed hardware and software to monitor broadband usage in your home or office.	
07/14/2014	Mblox	CardBoardFish	CardBoardFish is a mobile messaging provider.	
07/14/2014	Mblox	Zoove	Zoove is the exclusive provider of StarStar numbers in the U.S.	
07/14/2014	AT&T and Chernin Group	Creativebug	Creativebug features more than 300 do-it-yourself video workshops featuring instruction from artists and designers in the crafting community.	
07/14/2014	Synchronoss Tech	Voxmobili	Voxmobili provides address book personal cloud solutions to many of the world's leading mobile operators.	
07/14/2014	Intercept Minerals	MppApps	MppApps, known as xTV, is a data streaming service which combines a user's videos, social media and news services into a multi-screen platform, known as Media-as-a-Service.	\$12.5
07/14/2014	Health Insurance Innovations	HealthPocket	HealthPocket provides free, one-click access for consumers to review on-and off-exchange individual major medical, Medicare, employer-sponsored and ancillary health plans, ranked by price, by doctor or hospital provider, and even by their personal prescription drug needs.	\$32.0
07/11/2014	Yahoo	RayV	RayV is a web platform that allows users to create video playlists and broadcast them online.	
07/11/2014	Microsoft Corp	InMage	InMage, a business continuity service that helps enterprises migrate their data between public and private clouds, replicate their on-premise assets in the cloud and recover their data in case things go awry.	
07/11/2014	Science Inc.	Inlight	Inlight is an Armenian mobile app developer.	
07/11/2014	Salesforce	RelateIQ	RelateIQ offers a relationship intelligence platform that allows teams to track, share and analyze professional relationships.	\$390.0
07/10/2014	Vodafone Netherlands	Nexct	Nexct focuses on implementation of unified communications services based on Microsoft Lync, such as messaging and videoconferencing.	

* Note: Comcast acquired Power Cloud in a deal valued at less than \$50 million.

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/10/2014	Ascom Wireless Solutions	Scanditronic	Scanditronic is a provider of wireless communication services.	\$1.1
07/10/2014	My Net Fone	iBoss	The iBoss software platform manages billing, communications activity, provisioning and operations.	\$1.3
07/10/2014	Efactor Group	Groupcard	GroupCard is a marketing and communication firm founded in 2010 with the goal of helping local sporting clubs and associations create additional revenue streams.	\$2.3
07/09/2014	Tribune Digital Ventures	What's On	What's on is India's premier TV guidance company working with all major TV networks and operators.	\$27.0
07/09/2014	Ceva	RivieraWaves	RivieraWaves is a leading licensor of silicon Intellectual Property (IP) cores and platforms in the Bluetooth and Wi-Fi areas for integration into ASIC and FPGA.	\$19.0
07/09/2014	Service Now	Neebula	Neebula's flagship product, ServiceWatch, automates the discovery, mapping, and monitoring of IT-enabled enterprise services.	\$100.0
07/09/2014	Vista Equity Partners	Social Solutions	Social Solutions provides case management systems and performance management software for human and social service organizations.	
07/08/2014	Righster	Viral Spiral	Viral Spiral specialises in social video management, licensing, and brand engagement.	\$7.0
07/08/2014	Righster	Base79	Base79 is an online media company creating global audiences for video content and manages hundreds of YouTube channels.	\$85.0
07/08/2014	NetByNet	Aston	Aston is a Moscow Internet Service Provider.	
07/08/2014	InvenSense	Trusted Positioning Inc.	Trusted Positioning's technology is a sensor/wireless software solution that provides continuous, accurate and affordable navigation and positioning in GPS challenged environments.	
07/08/2014	InvenSense	Movea	Movea develops SmartMotion which is a motion sensing and data fusion technology for the consumer electronics and e-health industries.	
07/07/2014	Weiba	Dingyue Electronic Technology	Dingyue is a mobile ad solutions provider.	
07/07/2014	TeliaSonera	Tele2 Norway	Tele2 is the third largest mobile operator in Norway.	\$746.0
07/03/2014	Qualcomm	Wilocity	Wilocity, based in Israel, is a startup that develops chips for next-generation wifi, known as WiGig and 802.11ad.	
07/03/2014	Nokia	SAC Wireless	SAC Wireless installs wireless network equipment.	
07/02/2014	Facebook	LiveRail	LiveRail is an advertising technology company best known for wedging themselves between content providers and users with online video ads.	
07/01/2014	Twitter	Tap Commerce	Tap Commerce specializes in the "re-engagement" of users who have downloaded apps and services on their mobile devices, but later ignore them.	\$100.0
07/01/2014	Google	Songza	Songza is a music streaming startup.	\$15.0
07/01/2014	Dropbox	Predictive Edge	Predictive Edge is a E-Commerce A/B Testing service.	

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)
06/30/2014	Perion Network	Grow Mobile		\$42.0
06/30/2014	Twitter	TapCommerce		
06/30/2014	Rdio	TastemakerX		
06/27/2014	The Search Agency	MoFuse	MoFuse is a mobile web content management platform that provides a mobile CMS platform and related services for businesses.	
06/26/2014	Ubiquity	Monkeybars	Monkeybars is a music platform that combines cloud content storage, sharing applications, and social networking search technology.	\$2.3
06/24/2014	Oculus	Carbon Design Studio	Carbon Design was the product development studio that built the Xbox 360 controller for Microsoft.	
06/24/2014	Opera Software	AdColony	AdColony is a Norwegian Mobile Phone software maker.	\$3.5
06/24/2014	Audience	Sensor Platforms	Sensor Platforms develops algorithms and software enabling consumer applications to better understand user contexts and intent.	\$41.0
06/20/2014	Nest	Dropcam	Dropcam develops a Wi-Fi camera with easy setup and continuous cloud recording.	\$555.0
06/20/2014	Google	Alpentel Technologies	Alpentel Technologies, a Seattle-area startup looking to build wireless technologies that may some day become part of our 5G networks	
06/20/2014	Oracle	LiveLOOK	LiveLOOK co-browsing technology is used to resolve customer issues through the web and mobile channels.	
06/20/2014	Path	TalkTo	Path is a mobile photo-sharing and messaging service for building personal social networks.	
06/19/2014	Google	mDialog	mDialog is a video advertising technology startup.	
06/19/2014	Twitter	SnappyTV	SnappyTV is a cloud-based, live video platform that makes TV and live web streams Social, Mobile and Viral.	
06/19/2014	EXPO	Aito Technologies	Aito Technologies is a provider of customer experience analytics for mobile network operators.	
06/19/2014	GigOptix	Tahoe RF Semiconductor	Tahoe RF is a provider of innovative, leading-edge RF/analog RFICs, IPs, and fully integrated systems and subsystems on a chip.	
06/19/2014	TE Connectivity	Measurement Specialties	Measurement Specialties is a global designer and manufacturer of sensors and sensor-based systems.	\$1,700.0
06/19/2014	CloudFlare	CryptoSeal	CryptoSeal is a provider of virtual private network (VPN) services to businesses.	
06/19/2014	Kaiser China Holding Co Ltd	KuniuGame	KuniuGame is a mobile games developer.	\$120.7
06/18/2014	Blippar	Layar	Layar is an augmented reality application for iPhone and Android mobiles.	
06/18/2014	Foodpanda	Delivery Club	Delivery Club is a Russian leading food delivery service.	

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
06/18/2014	InternetQ	UpMobile	UpMobile is a mobile marketing, television and radio content provider.	
06/17/2014	Cisco	Tail-f	Tail-f is a telecom company that focuses on OSS.	\$175.0
06/17/2014	WalmartLabs	Stylr	Stylr is a location-based mobile app that allows shoppers to find clothes in nearby stores.	
06/16/2014	Box	Stroom	Stroom is a cloud storage based startup.	
06/16/2014	WalmartLabs	Stylr	Stylr is a location based shopping app helping shoppers find the fashion they love in the stores around them.	
06/16/2014	Vodafone	Cobra Automotive	Cobra Automotive provides vehicle manufacturers, dealerships and aftermarket customers with a range of products and services, including telematics, usage-based insurance, and vehicle tracking.	\$197.0
06/16/2014	Groupon	SnapSaves	SnapSaves offers our users cash back on the grocery products they love.	
06/13/2014	Priceline	OpenTable	OpenTable is a restaurant reservation portal.	\$2,600.0
06/13/2014	Canon	Milestone Systems	Milestone is a leading provider of open platform video management software.	
06/12/2014	CLX Networks	Voltari North America	Voltari is a mobile advertising platform.	
06/12/2014	Here	Medio Systems	Medio Systems helps carriers and content providers large and small to realize their content revenue goals through efficient, effective search.	
06/11/2014	C Spire	MegaGate Broadband	MegaGate is a Hattiesburg, Miss.-based regional provider of IP voice, data and business telecommunications.	
06/11/2014	Amobee, Inc. [acquired by SingTel]	Adconion	Adconion provides digital advertising tools across multiple marketing channels including display, video, e-mail and social, across multiple devices.	\$235.0
06/11/2014	Amobee, Inc. [acquired by SingTel]	Kontera	Kontera specializes in digital data intelligence and marketing technology, which enables real-time content analysis across mobile, web, and social networks.	\$150.0
06/11/2014	Dropbox	MobileSpan	MobileSpan helps enterprises transition from a desktop-centric system to a bring-your-own-device (BYOD) world.	
06/11/2014	Cheetah Mobile	Zoom Interactive*	Zoom Interactive is a mobile advertising agency, providing a unique digital advertising experience for mobile campaign planning, management, and performance evaluation for global clients.	\$30.0
06/10/2014	Google	Skybox	Skybox is a Mountain View, California-based private sector satellite maker.	\$500.0
06/09/2014	Hewlett-Packard	SimpliVity	SimpliVity is known for its flagship Omnicube product, a federated and converged infrastructure platform that combines compute, storage, networking, backup, WAN optimisation, and cloud integration.	
06/09/2014	Accenture	PureApps	PureApps' technology targets CFOs by offering reporting and analytical tools to measure enterprise performance and forecast business results.	

* Note: Cheetah Mobile acquired Zoom Interactive for a total consideration payable of up to US\$30 million, which includes US\$20 million in cash and approximately US\$4 million in Cheetah restricted Class A ordinary shares.

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
06/09/2014	Michelin	Sascar Tecnologia	Sascar Tecnologia is a Brazilian supplier of digital fleet management and freight security services	\$720.0
06/06/2014	Nokia	Mesaplexx	Mesaplexx's filter product, xCube, helps radio equipment vendors deal with heat, output and multi-band capability challenges faced by base station deployments in the field.	
06/06/2014	Apple	Spotsetter	Spotsetter is a social search engine that makes personalized recommendations for places to visit and things to try.	
06/05/2014	Twitter	Namo Media	Namo Media is working on ad formats that integrate with your stream of content instead of interrupting your users or blocking your user interface.	
06/05/2014	Bally Technologies	Dragonplay	Dragonplay is a developer and a publisher of social games for smartphones and social networks.	\$51.0
06/04/2014	Fleetmatics	Routist	Routist is a SaaS-based intelligent vehicle routing software.	
06/04/2014	Facebook	Pryte	Pryte, a Finnish startup that aims to deliver cheaper internet access in growing economies by offering users time-capped access to particular apps.	
06/03/2014	One Public	Telephony Media	Telephony Media is a mobile application design and development studio.	
06/03/2014	Good Technology	Fixmo Security	Fixmo is a mobile risk management company that helps organizations identify, mitigate and manage risks associated with mobile deployment.	
06/02/2014	MPI Corporation	RF Technologies	RF Technologies is a provider of radio frequency identification (RFID) and real-time locationing system (RTLS) safety and security solutions	
06/02/2014	QEOS (Quantum Electro Opto Systems)	Centric Technologies	Centric is provider of gigabit wireless and wireline solutions, and a world leader in single chip mmW CMOS for gigabit wireless	
05/30/2014	Morningstar	HelloWallet*	HelloWallet is a web and mobile application that allows consumers to keep track of personal finances.	\$52.5
05/29/2014	Kramer Electronics	WOW Vision*	WOW Vision is a Singapore-based manufacturer of enabling wireless connection of large screen displays from laptops and mobile devices.	
05/29/2014	Back9Network	Swing by Swing	Swing by Swing golf is a mobile GPS and scorecard application for golf enthusiasts.	
05/28/2014	UST-Global	Xpansion	Xpansion is a global software services company for the web and mobile.	
05/28/2014	Symantec	NitroDesk	NitroDesk is a mobile security firm that offers the TouchDown email mobile application for the Android and iOS.	
05/28/2014	One Public	Telephony Media	Telephony Media is a mobile application design and development studio.	
05/28/2014	Microsoft Corp	Capptain	Capptain is a France-based mobile applications management platform.	
05/28/2014	App Annie	Distimo	Distimo is a marketing analytics mobile application that keeps track of competitors' marketing data.	

* Note: Morningstar will only pay \$39 million because of its previous \$13.5 million investment.

* Note: Kramer Electronics acquired 50% of WOW Vision as a strategic investment.

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)
05/28/2014	Apple	Beats Electronics	Beats Electronics offers premium consumer headphones, earphones and speakers, software technology and streaming music subscription services.	\$3,000.0
05/27/2014	Intuit, Inc.	Check	Check is a mobile banking application.	\$3.6
05/27/2014	RealBiz Media Group, Inc.	Reach Factor, Inc.	Reach Factor is a social media and marketing platform that assists real estate agents and brokerages increase visibility.	
05/22/2014	AOL	Precision Demand	Precision Demand is a small start-up focused on refining "linear" TV advertising inventory.	
05/22/2014	Microchip Technology Inc.	ISSC	ISSC is a leading provider of low power mobile Bluetooth and wireless solutions for the Internet of Things market.	
05/20/2014	SAP	SeeWhy	SeeWhy is a Boston-based provider of cloud-based marketing applications.	
05/19/2014	Google, Inc.	Divide	Divide is mobile services software provider.	
05/19/2014	Google, Inc.	Quest Visual	Quest Visual is a translation software company that developed Word Lens, a mobile translation app.	
05/19/2014	PubMatic	Mocean Mobile	Mocean Mobile is a mobile advertising server for publishers.	\$15.5
05/18/2014	AT&T	DirecTV	DirecTV is a satellite television operator.	\$48,500.0
05/13/2014	Softway Solutions	Parabox Creative	Parabox Creative is a Houston-based video production studio that specializes in animated videos for social media and mobile applications like Vine and Instagram.	
05/13/2014	Yahoo	Blink	Blink is a set-destructing messaging mobile application.	
05/13/2014	Zettics	Velocent Systems	Velocent assists mobile operators in delivering superior quality service by identifying and helping resolve hidden problems that hinder mobile network performance and degrade customer experience.	
05/12/2014	Kirusa Inc.	Cooltok (Plusray)	Cooltok is an India-based provider of mobile messaging applications for smartphone platforms.	
05/08/2014	Appnext	AppHome	AppHome is a social and mobile applications developer.	\$2.5
05/06/2014	Jack Morton	Genuine Interactive	Genuine Interactive is a digital agency and digital strategy, web design and development, mobile, social media, analytics, and technology services provider.	
05/06/2014	Blinkx	Lyfe Mobile	Lyfe Mobile brings local search marketing and mobile advertising.	
05/06/2014	LogMeIn	Ionia Corporation	Ionia Corp. is a Boston-based software integrator that helps businesses tie Internet-connected devices into their back-office sales and planning software systems.	\$12.0
05/05/2014	Skout	Nixter	Nixter is a social mobile integrated platform that provides information on upcoming nightlife events in the city.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

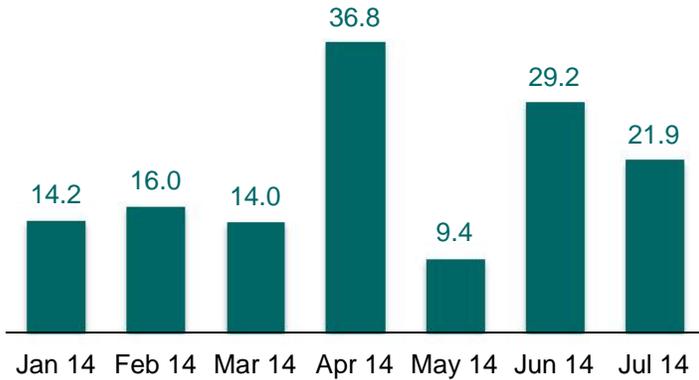
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
05/01/2014	Glu Mobile Inc.	PlayFirst	PlayFirst is a game developer for web and mobile applications.	
05/01/2014	TA Associates	Bomgar	Bomgar provides remote support solutions for easily and securely supporting computing systems and mobile devices.	
05/01/2014	Yello Mobile	PriceArea	PriceArea is a price comparison site in Indonesia.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

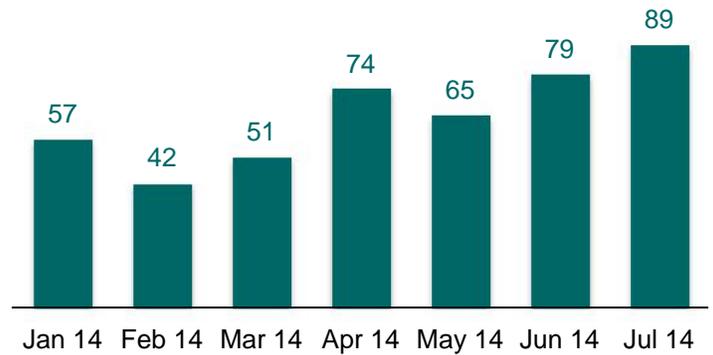
* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31 2014.

Financing Transactions Overview

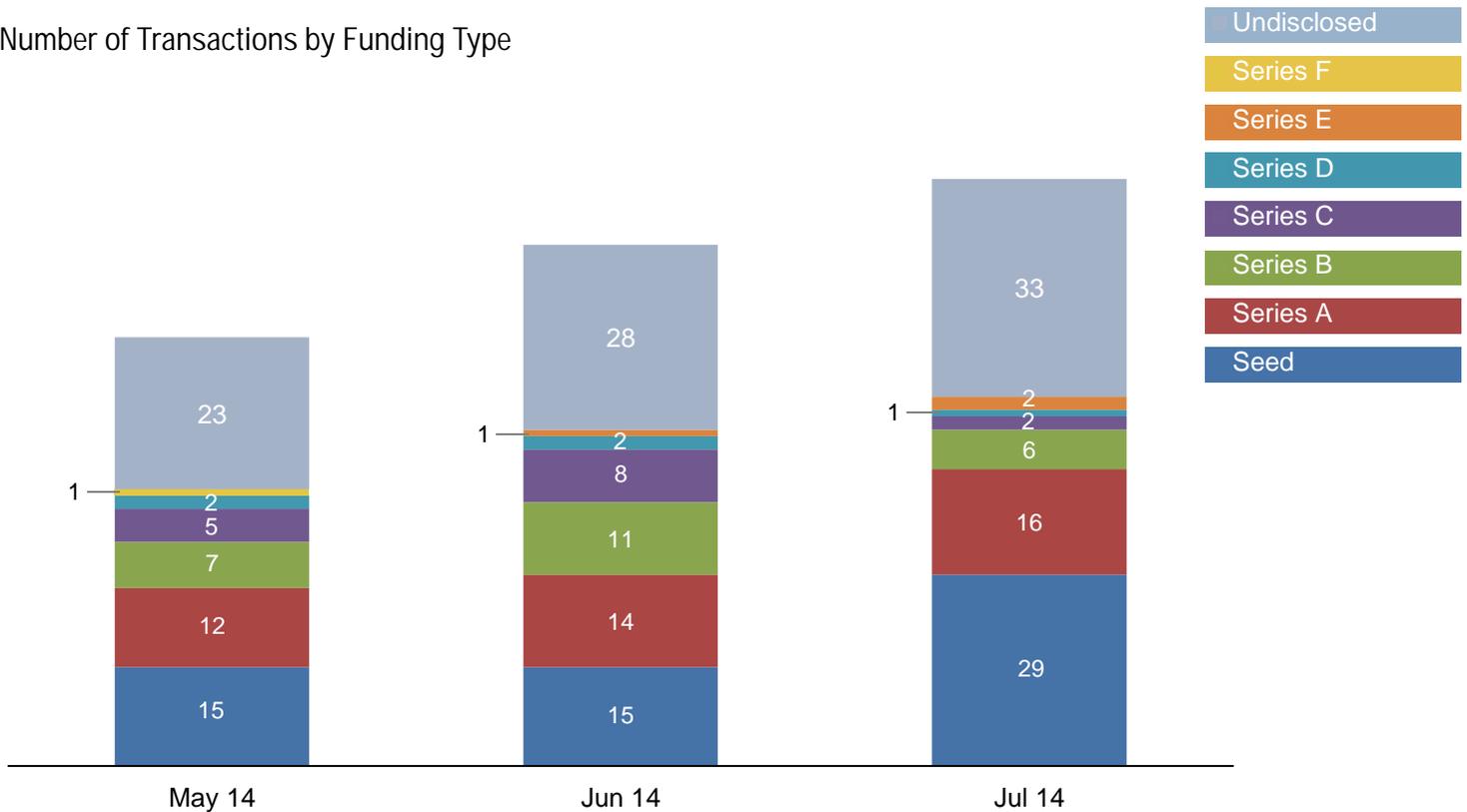
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
GetYourGuide	Private	GetYourGuide is a marketplace for tours and activities available on the web and mobile.	7/31/14	\$25.0	Series B	Spark Capital, Highland Capital Partners Europe
RockYou	Private	RockYou is a media publisher focused on in-game ad monetization.	7/31/14	\$10.0	Undisclosed	FastPay
Kabam Inc.	Private	Kabam, Inc. is a mobile gaming company.	7/31/14	\$120.0	Undisclosed	Alibaba Group Holdings Ltd.
Dstillery	Private	Dstillery, formerly Media6Degrees) is an advertising technology company, that enables marketers to target prospects through scientific methods.	7/30/14	\$24.0	Series C	New Spring Capital, U.S. Venture Partners, Menlo Ventures, Venrock
JuiceBox Games, Inc.	Private	JuiceBox Games, Inc. is a mobile game developer.	7/30/14	\$2.5	Seed	Initial Capital, General Catalyst, Index Ventures, Maveron, Scott Dale (Angel investor), John Riccitiello (former Electronic Arts CEO)
Flipkart	Private	Flipkart is an online shopping destination for India.	7/30/14	\$1,000.0	Undisclosed	Tiger Global Management, Naspers, GIC, Accel Partners, DST Global, ICONIQ Capital, Morgan Stanley Investment Mangement, Sofina.
MXHero	Private	MXHero is an email management application platform.	7/30/14	\$0.5	Seed	White Star Capital, GW Holdings, and Actinic Ventures
Abodo	Private	Abodo is a niche virtual service targeting college students looking for living situations.	7/30/14	\$1.3	Undisclosed	American Family Ventures, 4490 Ventures, Lakewest Venture Partners
Entefy	Public	Entefy seamlessly brings together your worlds of communications, search, and storage, all with a single application across any device.	7/30/14	\$1.1	Undisclosed	Undisclosed
Kurbo Health	Private	Kurbo Health is a mobile subscription service focused on fighting childhood obesity through the use of simple food diaries and live coaching.	7/29/14	\$5.8	Series A	Signia Venture Partners, Data Collective, Bessemer Venture Partners, Promus Ventures, Susan Wojcicki, Greg Badros
Coub	Private	Coub is a Russian startup that lets users create and embed looped 10-second video clips.	7/29/14	\$2.5	Undisclosed	Vaizra Investments, Brother Ventures, Phenomenon Ventures
kontakt.io	Private	Kontakt.io is a Polish start-up that offers its own Beacon platform including the supply and customization of Beacon hardware, underpinned by an open API and SDKs for iOS and Android.	7/29/14	\$2.0	Undisclosed	Sunstone Capital
Kixer	Private	Kixer is a Los Angeles-based and develops native advertising platform, which helps mobile app develops reach users via online publishers.	7/29/14	\$1.0	Seed	TenOne Ten Ventures, Lowercase Capital, Angel investors (Clark Landry)
Coub	Private	Coub is a Russian startup that lets users create and embed looped 10-second video clips.	7/29/14	\$2.5	Undisclosed	Vaizra Investments
Blink	Private	Blink is a long-life battery-powered, wireless video camera and motion detector, built to connect with users right on their mobile device.	7/29/14	\$0.3	Undisclosed	Undisclosed
Voyat	Private	Voyat is a social CRM tool for hotels.	7/29/14	\$1.8	Seed	Metamorphic Ventures, Eniac Ventures, BoxGroup, and Angel Investors
Leanplum	Private	Leanplum is a platform for optimizing mission-critical metrics of your mobile app.	7/28/14	\$4.8	Undisclosed	Shasta Ventures
LoopPay	Private	LoopPay provide a mobile app for making payments.	7/28/14	Undisclosed	Undisclosed	Visa
Easy Taxi	Private	Easy Taxi is a insta-cab mobile app.	7/28/14	\$40.0	Undisclosed	Undisclosed
Birdi	Private	Birdi is dedicated to building better smart smoke alarms. The alarm will be connect to mobile devices via Wi-Fi.	7/28/14	\$0.7	Seed	Jason Calacanis and Eric Ries
SportsManias	Private	SportsManias is a website and mobile application providing sports team-related news enabling social interaction among sports fans.	7/25/14	\$3.5	Series A	Mas Equity Partners
POP	Private	POP is an app for turning paper sketches into prototypes for mobile apps.	7/25/14	\$0.7	Seed	Zpark, Golden Gate Ventures, 500 Startups
Urban Massage	Private	Urban Massage is an on-demand mobile massage app.	7/25/14	Undisclosed	Seed	Passion Capital

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
FameBit	Private	FameBit is a platform where businesses find, hire, and work with Youtube influencers for product and service endorsement videos.	7/25/14	\$1.4	Seed	Science, 500 Startups, DeNA, Allen DeBevoise (Machinima)
SuperAwesome	Private	SuperAwesome is the leading discovery platform for 6-16 kids in the UK.	7/25/14	\$0.3	Undisclosed	James Fairclough, Dylan Collins, David Newns, Christopher Lord, Paul Townsend
testCloud	Private	testCloud offers a tailored, scalable and cost-efficient testing solution for its customers. The testing services include explorative testing, testcases and usability tests for all sorts of software: websites, mobile applications and enterprise software. testCloud leverages the collective intelligence of the crowd.	7/25/14	\$0.1	Undisclosed	Ulf Thomas, Gerald Schömbis, Julien Hasselmann
Fixed	Private	Fixed is a mobile application that helps users fight parking tickets just by snapping a photo of the ticket with the mobile phone.	7/24/14	\$1.2	Seed	Y Combinator, Merus Capital, Scott Banister, John Cobbs, Mark Randolph, Matt Humphries, Eric Wu, David King
PumpUp	Private	PumpUp is a mobile social fitness app, appealing to women, that allows users to post photos of their progress thus, creating a highly focused, supportive social community.	7/24/14	\$2.4	Seed	General Catalyst Partners, Azure Capital Partners, Relay Ventures, Freycinet Investments
Trello	Private	Trello is a visual project management system for collaboration and organization from the mobile app.	7/24/14	\$10.3	Series A	Spark Capital, Index Ventures
WriteLaTeX	Private	WriteLaTeX is a startup that offers a collaborative academic paper editor.	7/24/14	Undisclosed	Seed	Digital Science
Mobile Action	Private	Mobile Action is a one-stop shop for mobile app user acquisition.	7/23/14	\$0.8	Seed	Felicis Ventures, Streamlined Ventures
Sunrise	Private	Sunrise free calendar app.	7/22/14	\$6.0	Series A	Balderton Capital
Social Point	Private	Social Point is one of the top 5 global developers of social games. Their games are played by over 30 million monthly active users on Facebook and mobile platforms.	7/22/14	\$30.0	Undisclosed	Highland Capital Partners Europe, Idinvest
Taulia	Private	Taulia provides cloud-based invoice, payment, and discount management solutions for large buying organizations.	7/22/14	\$27.0	Series D	SEB Private Equity, DAG Ventures, Lakestar, Matrix Partners, Trinity Ventures, QuestMark Partners
Timehop	Private	Timehop is an app that aggregates updates, statuses and photos of past one year from social networks and sends them to users' email.	7/22/14	\$10.0	Series B	Randi Zuckerberg, O'Reilly AlphaTech Ventures, Spark, Shasta Ventures
AppDynamics	Private	AppDynamics develops application performance management (APM) solutions that deliver problem resolution for highly distributed applications.	7/22/14	\$70.0	Series E	Sands Capital Ventures, Institutional Venture Partners, Kleiner Perkins Caufield & Byers, Lightspeed Ventures Partners, Greylock Partners, Sands Capital Management, ClearBridge Investments, Battery Ventures
Mamabear	Private	Mamabear is a "parenting app" which allows parents to monitor their children's interactions across social media.	7/21/14	\$1.4	Undisclosed	Angel funding
Canva	Private	Canva is an Australian-based graphic design platform for the mobile space and web.	7/21/14	\$3.6	Series B	Matrix Partners, Blackbird Ventures, Square Peg Capital, Founders Fund, Shasta Ventures
Jinn	Private	Jinn is an urban logistics and delivery platform that allows users to order anything they want from local stores and restaurants.	7/21/14	\$0.2	Seed	Doug Scott, Lawrence Marlor, Peter Thornton, Andrew Weisz, Simon Bichara
Canva	Private	Canva is an Australian-based graphic design platform for the mobile space and web.	7/21/14	\$3.6	Series A	Square Peg Capital, Blackbird Ventures, Matrix Partners, Shasta Ventures, Founders Fund
ParkWhiz	Private	ParkWhiz helps users find and reserve a guaranteed parking space before they reach their destination. In addition, ParkWhiz creates software to help parking owners manage and market their parking using the ParkWhiz website, mobile apps, and data APIs.	7/21/14	\$10.0	Series B	Jump Capital, Hyde Park Venture Partners, Hyde Park Angels, Alexis Ohanian, Amreesh Modi, Henry Feinberg

* Note: SuperAwesome still seeking \$1,360,000 in funding.

* Note: testCloud still seeking \$850,000 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
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Path	Private	Path is a mobile social networking service that provides a simple and private way to share life with close friends and family.	7/18/14	\$50.0	Series C	Undisclosed
Yo	Private	Yo is a mobile application that sends the message "Yo" to other people.	7/18/14	\$1.5	Undisclosed	Betaworks
Crossfader	Private	Crossfader allows users to easily create unique song combinations by tilting and turning their phones.	7/18/14	Undisclosed	Undisclosed	Google Ventures, Kleiner Perkins Caufield & Byers, Index Ventures, True Ventures, Tapinator
Singular	Private	Singular is a cloud-based mobile marketing platform.	7/17/14	\$5.0	Seed	General Catalyst Partners
Jobr	Private	Jobr is a mobile job-hunting application.	7/17/14	\$2.0	Seed	Lerer Ventures, Redpoint Ventures, Eniac Ventures, Lowercase Capital, The Hive, Tekton Ventures, Structure Capital, Tim Draper, Fabrice Grinda.
Adtonik	Private	AdTonik is a TV Audience Platform for mobile.	7/17/14	\$0.0	Seed	Media Camp
EnHatch	Private	Enhatch provides an enterprise mobile platform that allows business people to build and deploy visually compelling apps that bridge the engagement gap between sales, marketing and customers involved in complex B2B selling environments.	7/17/14	\$0.0	Seed	Blueprint Health
eXacly	Private	eXacly.me enables discovery, interaction, personalization and sharing across distributed networks of web sites, Facebook, eXacly.me platform, and soon - mobile.	7/17/14	\$0.7	Undisclosed	Undisclosed
SchoolMint	Private	SchoolMint is an enrollment and communications platform for K-12 public, private and charter Schools enabling all the manual admissions and enrollment processes as well as communications with parents on mobile/online - saving them tens of thousands of dollars.	7/17/14	\$1.0	Undisclosed	Imagine K12, Jared Kopf, Jennifer Carolan, Songhua Hu, Craig Albrecht, Tytus Michalski
Tissue Analytics	Private	Tissue Analytics provides remote management of wound healing through image analysis of mobile-generated photos.	7/17/14	\$0.5	Seed	Dreamt Ventures Philadelphia
5th Planet Games	Private	5th Planet Games is a core mobile and web game developer.	7/16/14	\$3.0	Undisclosed	DCA Partners, Moneta Ventures
Relcy, Inc.	Private	Relcy, Inc. is a developer of mobile search engines.	7/16/14	\$9.0	Undisclosed	Khosla Ventures, Sequoia Capital
Jfrog	Private	Jfrog is an open-source software build and distribution company.	7/16/14	\$7.0	Series B	Vmware and Gemini Ventures
PredictionIO	Private	PredictionIO has crafted an open-source program to let developers add machine-learning smarts to their applications.	7/16/14	\$2.5	Undisclosed	Quest Venture Partners, Azure Capital Partners, CrunchFund, the Stanford-StartX Fund, and Kima Ventures
Manzama	Private	Manzama is a startup with cloud-based software that helps law firms stay on top of key information about clients.	7/16/14	\$1.3	Undisclosed	Gold Bench Capital, Seven Peaks, and Cascade Angels
MobileX Labs	Private	MobileX Labs (MXL) is a fast growing app solutions company based in Chicago, IL.	7/16/14	\$1.5	Undisclosed	Gary Holdren, Undisclosed
MotionDSP	Private	MotionDSP is an emerging leader in digital video enhancement. MotionDSP's next-generation technology enables Internet video sites and mobile carriers to vastly improve the quality of video captured by consumer video devices such as mobile phones and webcams.	7/16/14	\$1.8	Undisclosed	Undisclosed
Secret	Private	Secret offers an online platform that enables users to share their personal secrets with other users anonymously.	7/15/14	\$25.0	Series B	Index Ventures, Redpoint Ventures, Garry Tan, Alexis Ohanian, SV Angel, Fuel Capital, Ceyuan Ventures
MobiX Labs	Private	MobiXLabs allows users to create free mobile apps without previous coding knowledge.	7/15/14	\$1.5	Seed	Garland Capital Group
Apptive, Inc.	Private	Apptive is a developer of a Web-based platform designed to create and manage mobile applications.	7/15/14	\$0.3	Undisclosed	Barshop Ventures

* Note: Adtonik transaction amount rounded, total amount received \$20,000.

* Note: EnHatch transaction amount rounded, total amount received \$20,000.

* Note: eXacly still seeking \$300,000 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
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Amplitude	Private	Amplitude provides mobile analytics. Their mission is to educate developers about their users so they can build better apps.	7/14/14	\$2.0	Seed	Box Group, Data Collective, Merus Capital, Quest Venture Partners, Start Fund, SV Angel, Tencent Holdings, Y Combinator
Appoet	Private	Appoet is a mobile developer and publisher focused on augmented reality and hyper-local discoverability technologies.	7/14/14	\$0.3	Undisclosed	Undisclosed
Boastify	Private	Boastify was formed in 2013 with the intent of creating an opportunity to organize, market and share one's life and work experiences via an easy-to-navigate web and mobile platform.	7/14/14	Undisclosed	Undisclosed	WS Investment
FinalCard	Private	FinalCard 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.	7/14/14	\$0.1	Seed	TechStars Boulder
Lassy Project	Private	Lassy Project is a Mobile app that helps parents track the whereabouts of their children and inform the community and police when a child is missing. The Lassy Project was part of the Techstars Risingstars mentorship program for entrepreneurs that come from demographic groups that are underrepresented in tech startups.	7/14/14	\$0.1	Seed	TechStars Boulder
Varsity	Private	Varsity is a mobile application that helps students discover what they love through a personalized feed of events, clubs, and classes based on their interests.	7/14/14	\$0.1	Seed	TechStars Boulder
Dine and Dash	Private	Dine and Dash is a mobile application developed by Dash that allows individuals to open, view, and pay their bar or restaurant from their smartphones.	7/11/14	\$5.5	Series A	Spark Capital, Lerer Hippeau Ventures
Landscape Mobile	Private	Landscape Mobile is a developer of mobile tools that harness the intuitive power of images and improve mobile productivity.	7/11/14	\$1.9	Seed	IDG Capital
Cover	Private	Payments startup Cover offers a mobile app that allows users to pay for meals at restaurants.	7/11/14	\$5.5	Series A	Spark Capital, O'Reilly AlphaTech Ventures, Lerer Ventures, and Angel Investors.
Dash Hudson	Private	Dash Hudson is a mobile platform curated towards men's style and fashion.	7/10/14	\$4.0	Seed	Paul Gauthier, Patrick Hankinson
NewVoiceMedia	Private	NewVoiceMedia is a UK-based cloud contact centre technology vendor.	7/10/14	\$50.0	Series E	Technology Crossover Ventures, Bessemer Venture Partners, Highland Capital Partners Europe, Eden Ventures, Notion Capital, salesforce.com
mNectar	Private	mNectar allows mobile users to sample apps before download.	7/10/14	\$7.0	Series A	New Enterprise Associates
HotelQuickly	Private	HotelQuickly is a last-minute hotel booking app.	7/10/14	\$4.5	Series A	GREE, William E. Heinecke
Spring	Private	Spring was developed by Jello Labs to focus on re-imagining the way people buy things and enhancing the mobile commerce space.	7/9/14	\$7.5	Series A	Thrive Capital, Groupe Arnault, Box Group
PubNative	Private	PubNative is a Berlin-based mobile advertising platform.	7/9/14	Undisclosed	Undisclosed	AppLift
Spark	Private	Spark is a platform for the Internet of Things and developer of the Spark Core, SparkCloud, and Spark OS	7/8/14	\$4.9	Series A	Lion Wells Capital, O'Reilly AlphaTech Ventures, SOSventures, Collaborative Fund
Amino	Private	Amino is a TechStars-incubated startup that builds mobile communities around	7/8/14	\$1.7	Seed	Union Square Ventures, Google Ventures, SV Angel, Box Group, Scott Belsky, Slow Ventures, Paul English, Kal Vepuri, Launch Angels, David Chang.
ParkTag	Private	ParkTag is a Berlin-based startup that fosters a community that helps each other find parking spots.	7/7/14	\$0.7	Seed	High-Tech Grunderfonds(Federal Ministry for Economics and Technology, the KfW Bank group, etc.)
Box	Private	Box is an online file sharing and cloud content management service offering unlimited storage, custom branding, and administrative controls.	7/7/14	\$150.0	Undisclosed	TPG, Coatue Management

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
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Adtile	Private	Adtile is a startup that brings and "app store"- style approach to mobile ads.	7/3/14	\$4.5	Series A	Undisclosed
Traity	Private	Traity is an online reputation startup.	7/3/14	\$4.7	Series A	ACTIVE Venture Partners, Horizon Ventures, KRW Schindler Private Ventures, Bertelsmann Digital Media Investments, Lanta Digital Ventures, 500 Startups, Lisa Gansky, Juan Lopez-Valcarcel, Matthew Bothner, and Dalbor Siroky
Hats Off Tech	Private	HATS OFF Technologies is a health tech startup that is focused on developing technology that improves the overall patient experience.	7/3/14	\$0.0	Seed	The Iron Yard
Hinge	Private	Hinge is a mobile dating app.	7/1/14	\$4.5	Undisclosed	Founders Fund, Lowercase Capital
SnapUp	Private	SnapUp is an iOS shopping app that lets users collect and track products they like by taking a screenshot.	7/1/14	\$0.6	Seed	Maneesh Arora, Mike Matchett, Peter Berg, Facebook Executives Javier Olivan and Jay Parikh, StumbleUpon co-founder Geoff Smith, Match.com co-founder Will Bunker, Steven Mih, Arte Merritt, Jim Moloshok, Yahoo! Executive Maria Zhang venture funds 500 Startups, zPark Ventures
KelDoc	Private	KelDoc is a healthtech startup that offers a web-and-mobile-based database and platform that connects consumers with healthcare providers in Europe.	7/1/14	\$1.4	Undisclosed	Alven Capital and unnamed Angels
Keen IO	Private	Keen IO is a custom analytics back-end for modern developers.	7/1/14	\$11.3	Series A	Sequoia Capital, Rincon Venture Partners, Pelion Venture Partners, Cloud Power Capital, Undisclosed
LISNR	Private	Lisnr gives artists a new way to connect with their fans. By installing Lisnr on your mobile device, you'll unlock exclusive content created by the artists you love, just by listening to your favorite music.	7/1/14	\$3.5	Series A	Progress Partners, Jump Capital, CincyTech, Serra Ventures, Mercury Fund
SavvyCard	Private	SavvyCard empowers anyone to easily build webcards – sharable, mobile optimized websites that can be tailored for any use.	7/1/14	\$1.5	Series A	Undisclosed
Kamcord	Private	Kamcord is the developer of a program that allows users to unlock their mobile gaming moments and share it with other users.	6/27/14	\$3.2	Undisclosed	Undisclosed
Seriously	Private	Seriously builds mobile games designed to be developed into entertainment properties.	6/27/14	\$2.6	Undisclosed	Sunstone Capital, Upfront Ventures, Daher Capital
MobileRQ	Private	MobileRQ helps travel suppliers and their partners automatically send smart, relevant content to their mobile audience.	6/26/14	\$1.3	Undisclosed	Verizon Ventures, Coremix Capital, Rogue Ventures, Thomas Sperry, TIE Oregon
Nugg	Private	Nugg is a Vancouver-based software company building platform for a suite of web and mobile apps for building, managing, and tracking high-performance teams.	6/26/14	\$0.3*	Seed	Undisclosed
Sapho	Private	Sapho is a mobile app which uses software APIs to pull from a company's various enterprise applications and provide relevant updates for each user.	6/26/14	\$3.0	Undisclosed	SoftTech VC, Bloomberg Beta, Redpoint Ventures, Raymond Tonsing, Brad Jones, Andy Rankin
Tastemade	Private	Tastemade is an online food network for discovering places to buy food, creating new dishes, and sharing them.	6/26/14	\$25.0	Series C	Scripps Networks Interactive, Liberty Global, Redpoint Ventures, Raine Ventures, Comcast Ventures
Phunware	Private	Phunware is a MaaS-based integrated services platform that enables brands to engage, manage and monetize users on mobile phones.	6/26/14	Undisclosed	Series E	Samsung Ventures
TapZen	Private	TapZen creates unforgettable games for iOS and Android tablets.	6/26/14	\$8.0	Undisclosed	Tencent

* Note: HATS OFF transaction amount rounded, total amount received \$20,000.

* Note: Nugg transaction amount rounded, amount received totaled \$350,000.

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Financing Transactions

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Helpshift	Private	Helpshift is a mobile help desk and CRM for hundreds of mobile applications.	6/24/14	\$10.0	Series A	Intel Capital, Visionnaire Ventures, True Ventures, Nexus Venture Partners
RelayRides	Private	RelayRides is a peer-to-peer car sharing marketplace connecting people in need of a car with vehicle owners from any mobile device.	6/24/14	\$25.0	Series B	Google Ventures, Canaan Partners, Shasta Ventures, August Capital
Meet You	Private	Meet You is a period tracking mobile application.	6/24/14	\$35.0	Series C	Matrix Partners China, K2 Ventures, SIG
Slyce	Private	Slyce offers a platform on the web and mobile devices for retailers and publishers to capture products they see and make an instant purchase.	6/24/14	\$12.0	Series B	Beacon Securities, Canaccord Genuity Corp., Cormark Securities Inc., Salman Partners.
CloudPhysics	Private	CloudPhysics is a SaaS-based data management platform that supports an organization's data center's decision-making.	6/24/14	\$15.0	Series C	Jafco Ventures
Tasktop Technologies	Private	Tasktop Technologies is a provider of software lifecycle infrastructure in task management and synchronization.	6/24/14	\$11.0	Series A	Austin Ventures, Yaletown Venture Partners
White Ops	Private	White Ops is a provider in online fraud detection.	6/24/14	\$7.0	Series A	Paladin Capital Group, Grotech Ventures
Cargomatic	Private	Cargomatic is a real-time on demand network for Local Truck Availability. Shippers that submit loads and find nearby trucks to service their needs through the mobile application.	6/24/14	\$2.6	Seed	Morado Venture Partners, SV Angel, Sherpa Ventures
Transifex	Private	Transifex is a SaaS continuous localization platform powering the process of launching products into multiple languages for companies with rapid development cycles.	6/24/14	\$2.5	Seed	New Enterprise Associates, Toba Capital, Arafura Ventures
AdExpresso	Private	AdExpresso offers services for advertiser and media agencies to create, analyze, and optimize their Facebook advertisements.	6/24/14	\$1.3	Seed	SierraMaya Ventures, VegasTechFund, 500 Startups
Epoxy	Private	Epoxy is a social-focused video tool with applications that help online video creators control their content and connect with fans on social media from their tablets and mobile devices.	6/24/14	\$6.5	Series A	Upfront Ventures, Time Warner Investments, Bertelsmann Digital Media Investments, Advancit capital, Greysoft Partners, Downey Ventures
SmashFly Technologies	Private	Smashfly is a recruitment marketing platform.	6/24/14	\$9.0	Series A	OpenView Venture Partners
FTL Global Solutions	Private	FTL is a leading provider of scalable, sustainable and secure solutions for humanity.	6/24/14	Undisclosed	Series C	Terra Firma Capital Group
Omsignal	Private	Omsignal has developed a revolutionary line of bio-sensing clothing that connect seamlessly with mobile devices.	6/24/14	\$10.0	Series A	Primera Capital, David Cohen, Golden Venture Partners, Mistral Venture Partners, Real Ventures, Bessemer Venture Partners
Soundhawk	Private	Soundhawk is the developer of a device that greatly enhances the wearer's ability to hear the world around them. It combines its device with its smartphone app to improve hearing in even the loudest environments.	6/24/14	\$5.5	Undisclosed	Foxconn, True Ventures
SpinGo	Private	SpinGo is an online and a mobile event search engine that connects event specialists with users.	6/20/14	\$2.0	Series A	Josh James, Rick Alden, Todd Pedersen, Alan Hall, Greg Warnock
Housing.com	Private	Housing.com is an India-based real estate portal.	6/20/14	\$19.0	Series D	Helion Venture Partners, Nexus Venture Partners, Qualcomm Ventures.
SavvyCard	Private	SavvyCard empowers anyone to easily build webcards – sharable, mobile optimized websites that can be tailored for any use.	6/20/14	\$0.1*	Series A	Florida Growth Fund
Spotlight Ticket Management	Private	Spotlight Ticket Management provides access to company tickets online and on mobile devices.	6/19/14	\$6.0	Series A	Point Judith Capital, Coyote Ridge Ventures, City National
ProjectManager.com	Private	ProjectManager.com is a project management software that comes with social, video, mobile, and content tools already built into its platform based in New Zealand.	6/19/14	\$3.5	Undisclosed	Undisclosed
TouchOfModern	Private	TouchOfModern is an online and mobile shopping spot that offers designer lifestyle products from furniture to fashion.	6/19/14	\$17.0	Series B	Partch Ventures, Great Oaks VC, Lucas Venture Group, Silicon Valley Bank, Hillsven, and Floodgate

* Note: SavvyCard transaction amount rounded, amount received totaled \$80,000.

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Financing Transactions

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Arbel	Private	Arbel is a creator of the mobile application "Yo," an application that sends the word "Yo" to a user's contacts.	6/19/14	\$1.0	Seed	Moshe Hoge
Meditation Resource Calm	Private	Meditation Resource Calm is a company that provides an online and mobile relaxation resources to users.	6/18/14	\$0.6	Undisclosed	Jason Calacanis's Launch, Matt Mullenweg, Matt Cheng
Mantis Vision	Private	Mantis Vision develops technologies products that bring 3D to mobile devices.	6/18/14	\$12.5	Undisclosed	Qualcomm Ventures, Lab IX, Sunny Optical Technology Co., Samsung
ClearCare	Private	ClearCare is a San Francisco web-based software solution company and provider for private duty home care agencies.	6/18/14	\$11.0	Series B	Bessemer Venture Partners, Cambia Health Solutions, Voyager Capital, Qualcomm Ventures, Harbor Pacific Capital, City National Bank
sigSense	Private	Sigsense replaces single purpose stand-alone test instruments with interchangeable sensing modules that connect to a smart phone running the Sigsense mobile application.	6/18/14	Undisclosed	Seed	Highway1
SwitchEmbassy	Private	Switch Embassy, formally Agent of Presence, is a fashion technology company developing a disruptive and exciting line of context-aware and responsive fashion and accessories.	6/18/14	Undisclosed	Seed	Highway1
Clari	Private	Clari is the mobile-first sales tool that uses data science and predictive analysis to help sales people do their jobs.	6/17/14	\$20.0	Series B	Bain Capital Ventures, Sequoia, Northgate Capital
Contrib	Private	Contrib is a web-based management platform focused on crowdsourcing, equity, compensation and virtual modelling.	6/17/14	\$0.3	Seed	Undisclosed
SIM Partners	Private	SIM Partners is a provider of local and social marketing automation SaaS technology, helping keep thousands of locations visible and accessible in top search engine results, mobile devices, and social networks.	6/17/14	\$8.0	Series A	River Cities Capital Funds, Jump Capital
Kony, Inc.	Private	Kony, Inc. is a cloud-based mobile application development platform (MADP).	6/17/14	\$50.0	Undisclosed	SoftBank Capital, Insight Venture Partners, Telstra Ventures, Georgian Partners, Delta-V, Hamilton Lane
Ucloud	Private	Ucloud is a Shanghai-based cloud computing service provider.	6/17/14	\$50.0	Series B	Bertelsmann Asia Investments, Legend Capital, Doll Capital Management
Wayin	Private	Wayin is a mobile and web engagement platform that enables conversations between individuals, brands, and enterprises with their fans, customers and employees.	6/17/14	\$12.1*	Undisclosed	Undisclosed
Moment.me	Private	Private.me is a platform that scans social media websites and presents associated photos and videos relevant to a user's shared experience.	6/16/14	\$1.7	Undisclosed	Sintel Innov8, Blumberg Capital
Instacart	Private	Instacart (YC S12) is a same-day grocery delivery startup offering delivery in as little as 1 hour. Focused on delivering groceries and home essentials, the company is looking to expand to other verticals very soon.	6/16/14	\$44.0	Series B	Andreessen Horowitz, Aaron Levie (Box CEO), Sam Altman (Y Combinator president)
Valencell	Private	Valencell is a developer performance biometric data sensors and licenses to consumer electronics manufacturers, mobile devices, and accessory makers.	6/16/14	\$7.0	Series C	WSJ Joshua Fund, TDF Ventures, True Ventures, Best Buy Capital
ShoppinPal	Private	ShoppinPal allows users to instantly have a mobile storefront without an online store.	6/14/14	Undisclosed*	Undisclosed	Undisclosed
WHOM	Private	WHOM is a social mobile game that makes getting to know your friends - fun and easy. The goal of WHOM is to compare yourselves with your friends - learn fun insights, see what you have in common and win sweet swag.	6/14/14	Undisclosed*	Undisclosed	Undisclosed
Glympse	Private	Glympse is a mobile service that allows GPS-enabled mobile phone users to share their location via a Web-based map for a pre-set period of time with anyone they choose.	6/13/14	\$12.0	Series C	UMC Capital, Verizon Ventures, Ignition Partners, Menlo Ventures, Naya Ventures
Nuzzle	Private	Nuzzle provide a social-real-time platform that allows users to see news that their friends share online and on mobile devices.	6/12/14	\$1.7	Series A	Homebrew's Hunter Walk, Sacca, Matt Mazzeo
Procore Technologies Inc.	Private	Procore Technologies, Inc. is a cloud-based construction management software.	6/12/14	\$15.0	Series D	Bessemer Venture Partners

* Note: Wayin still seeking \$999,998 in funding.

* Note: ShoppinPal still seeking \$600,000 in funding.

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

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Financing Transactions

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			Announced	Transaction Amount (in \$M)	Funding Round	VC's
SourceClear	Private	SourceClear enables teams to visualize vulnerabilities across all their development projects in real time.	6/12/14	\$1.5	Seed	Kinzer Capital, Realise Capital Partners, Mary Cirillo, Amos Michelson, Frank J. Marshall, Justin Somaini
Blue Tiger Labs	Private	Blue Tiger Labs is transforming the way consumers and businesses shop, and how brands reach their buyers.	6/12/14	\$4.0	Undisclosed	Dave Baggett, Eniac Ventures, Haroon Mokhtarzada
Zula	Private	Zula is a mobile application designed to enable work communication on the go.	6/11/14	\$3.0	Series A	2M, Ourcrowd, Microsoft Ventures, Nathan Low, Doug Pauly
Repsly	Private	Repsly provides mobile software solutions for enhancing field activity management.	6/11/14	\$1.2	Seed	K5 Ventures, First Beverage Group, LaunchPad Venture Group
Placed	Private	Placed is a location-driven insights and mobile ad intelligence platform providing reports on consumers' offline behaviors.	6/10/14	\$10.0	Series B	Two Sigma Ventures, Madrona Venture Group
InfoScout	Private	InfoScout provides real-world analytics for marketers by using mobile technology to capture purchase behavior in the offline world.	6/10/14	\$16.0	Series B	Bain Capital Ventures, Horizon Partners, MHS Capital
Visier	Private	Visier is a cloud-based analytics and workforce platform enabling HR professionals to answer critical workforce strategy questions.	6/10/14	\$25.5	Series C	Summit Partners, Foundation Capital, Adams Street Partners
Plex Systems	Private	Plex Systems is a Michigan-based software and cloud-computing company.	6/10/14	\$50.0	Undisclosed	T. Rowe Price, Accel Partners
Dwellable	Private	Dwellable is a mobile application for vacation rentals.	6/10/14	\$2.0	Seed	Version One Ventures, Maveron, Rob Solomon, Spencer Rascoff, Glenn Kelman, Oren Etzioni
MobileMajority (PaeDae)	Private	MobileMajority is a Los Angeles-based mobile advertising startup.	6/10/14	\$8.0	Undisclosed	Undisclosed
Zaius, Inc.	Private	Zaius, Inc. is a provider of connecting marketers to real-time channels like e-commerce, web, and mobile.	6/10/14	\$6.3	Series A	Matrix Partners
RebelMail (EngageInbox, Inc.)	Private	RebelMail is a provider of an in-email checkout product that powers secure activity inside of emails for e-commerce and SaaS companies.	6/10/14	\$2.0	Seed	Vaizra, Boldstart, Lerer Ventures, Box Group, Vayner RSE
Zula	Private	Zula provides a mobile solution for initiating, managing and maintaining mobile team communications.	6/10/14	\$3.0*	Undisclosed	Undisclosed
Spitforce	Private	Spitforce is a provider of A/B testing for mobile devices and applications.	6/9/14	\$0.2	Seed	SOS Ventures, Angel investors (Simon Newstead, Steven Ho, Jaime Lin, Guillaume Luccisano)
Marbella Technologies	Private	Marbella's Smart Rounding solution empowers healthcare providers to capture perception-of-care data on all patients, in real time.	6/9/14	Undisclosed*	Undisclosed	Undisclosed
Uber	Private	Uber is a mobile application connecting passengers with drivers for hire.	6/6/14	\$1,200.0	Undisclosed	Fidelity Investments, Wellington Management, Blackrock Inc., Summit
Altair Semiconductor	Private	Altair is a fabless semiconductor that is developing state of the art, ultra low power mobile WIMAX silicon solutions optimized for handsets and handheld devices.	6/6/14	\$25.0	Undisclosed	JVP, Undisclosed
Neon Mobile	Private	Neon Mobile is a developer of mobile applications, landing pages, and metadata clouds for small businesses and startups.	6/6/14	\$0.1*	Undisclosed	Undisclosed
DewMobile	Private	DewMobile designed an application that allows users to transfer files between devices without being connected to the Web.	6/6/14	\$20.0	Series B	Innovation Works, Northern Light Venture Capital, IDG Capital Partners
Octro	Private	Octro is a provider of creating digital productivity applications for mobile devices.	6/4/14	\$15.0	Series A	Sequoia Capital
PerBlue	Private	PerBlue is a mobile and social gaming software company that developed Parallel Kingdom, a location-based, multi-player role playing game.	6/4/14	\$3.0	Undisclosed	Lightbank

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

* Note: Marbella Technologies is still seeking \$2,000,000 in funding.

* Note: Neon Mobile Transaction amount rounded, amount received totaled \$450,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Offerpop	Private	Offerpop is a digital marketing platform that helps brands transform marketing channels into social experiences.	6/3/14	\$15.0	Series C	Edison Ventures, Hearst Ventures, salesforce.com, Windcrest Partners, CommonAngels, Mesco Ltd.
RichRelevance	Private	RichRelevance is an omni-channel personalization platform that assists retailers and brands to deliver content and offers to shoppers.	6/2/14	\$20.0	Undisclosed	Centerview Capital Technology, Draper Fisher Jurvetson, Greylock Partners, Crosslink Capital, Shea Ventures
Proteus Digital Health, Inc.	Private	Proteus Digital Health develops digital products that collect and aggregate various behavioral, physiological, and therapeutic metrics.	6/2/14	\$120.0	Undisclosed	Undisclosed
Fortscale	Private	Fortscale is a cybersecurity data platform.	6/2/14	\$10.0	Series B	Intel Capital, Blumberg Capital, Swarth Group
BitFury	Private	BitFury is a Bitcoin infrastructure provider.	6/2/14	\$20.0	Undisclosed	Binary Financial, Crypto Currency Partners, Georgian Co-Investment Fund, Queensbridge Venture Partners, ZAD Investment Company
NantHealth	Private	NantHealth is a healthcare company converging science and technology through an integrated clinical platform.	6/2/14	\$25.0	Undisclosed	Celgene
Bubbl	Private	Bubbl is a mobile app that lets friends capture their favorite parts of online videos. With so many video links shared daily, no one has time to watch everything or to wade through the litter blasted on social networks to find what really matters.	6/2/14	\$0.0*	Seed	Entrepreneurs Roundtable Accelerator
MobileSuites	Private	MobileSuites is a mobile platform for hotels that gives travelers on-demand access to frequently used hotel services, allowing any hotel to instantly modernize its guest offerings.	6/2/14	\$0.0*	Seed	Entrepreneurs Roundtable Accelerator
Mozido	Private	Mozido provides a platform of cloud-based, white-label, mobile payment, shopping and marketing solutions with real-time customer analytics.	6/2/14	\$10.0	Undisclosed	Undisclosed
Keecker	Private	Keecker is a smartphone-controllable robot that projects videos and browses the Web.	5/31/14	Undisclosed	Undisclosed	Kima Ventures
Hipmunk	Private	Hipmunk is a mobile application and an online travel planning company that provides information on hotel bookings, rental property, train routes, and car rental.	5/30/14	\$20.2	Series C	Oak Investment Partners, Institutional Venture Partners, Ignition Partners
1Lay	Private	1Lay is a security token for protecting your confidential information on the mobile device without a radio interface.	5/30/14	\$0.2	Seed	Undisclosed
SceneDoc	Private	SceneDoc is a leader in mobile investigation and field documentation software.	5/30/14	\$1.3	Seed	MaRS Investment Accelerator Fund, Brice Scheschuk, Tim Lett
Directr	Private	Directr is a mobile application company that provides users with the ability to create movies on their phones in minutes.	5/29/14	\$0.6*	Undisclosed	Undisclosed
Fyusion	Private	Fyusion develops advanced 3D image processing technologies for consumer applications.	5/29/14	\$3.4	Series A	New Enterprise Associates, UTEC, Andreas Bechtolsheim, James Joaquin, Lior Susan
Bindo	Private	Bindo is a mobile application and retail platform to bring local stores online, index inventory, and facilitate sales via seamless POS integration.	5/28/14	\$1.8	Seed	Gary Vaynerchuk, East Ventures, Metamorphic Ventures
Mustbin	Private	Mustbin is a mobile application that allows its customers to store photos and confidential documents securely in the cloud.	5/28/14	\$1.5	Series B	DAG Ventures, General Catalyst Partners, Mohr Davidow, Northgate Capital
Datalogix	Private	Datalogix provides marketing infrastructure by connecting digital advertising to offline sales and has products that span video, mobile, social, and display.	5/28/14	\$45.0	Undisclosed	Wellington Management Company, Institutional Venture Partners
Swipely	Private	Swipely is a provider of payments, analytics, and marketing tools to local businesses. It is an online software provider for online and mobile.	5/28/14	\$20.0	Series C	Pritzker Group, Shasta Ventures, First Round Capital

* Note: Bubbl transaction amount rounded, amount totaled \$40,000.

* Note: MobileSuites transaction amount rounded, amount totaled \$40,000.

* Note: Directr is still seeking \$383,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
51fanli	Private	51fanli is a Chinese online rebate and consumer directory website.	5/28/14	\$20.0	Series B	SIG China Investment
Jobaline	Private	Jobaline is a bilingual, mobile-first jobs marketplace enabling the more than 74 million hourly workers in the United States to find and apply for jobs from any computer, tablet or phone.	5/28/14	\$7.0	Series B	Trilogy Equity Partners, Madrona Venture Group, Founder's Co-op
Lua Technologies	Private	Lua is a simplest way for mobile workforces to effectively communicate, coordinate, and stay accountable. Using Lua, teams on-the-go remain agile, connected, and up to speed.	5/28/14	\$1.7*	Undisclosed	Undisclosed
MegaBits	Private	MegaBits is a creator of massively multiplayer mobile games based on real-world physical locations. Based on the wildly popular monster training genre, MegaBits allows users to catch, train and battle monsters found in the real world.	5/28/14	\$0.2	Undisclosed	Undisclosed
Skaffl	Private	Skaffl is the creator of Braket, a mobile-first teaching and learning platform for the 1:1 K-12 classroom.	5/28/14	\$0.0*	Seed	LearnLaunchX
UnboundID	Private	UnboundID is a leading platform provider for identity services, enabling companies to dynamically manage, protect, and share customer data in real-time across cloud, mobile and social applications.	5/28/14	\$2.5	Series B	Undisclosed
Vizalytics Technology	Private	Vizalytics Technology is the creator of Mind My Business, a mobile platform for small businesses.	5/28/14	\$1.8	Undisclosed	Undisclosed
Zagster	Private	Zagster provides bikes where people live, work and visit; giving them access using their mobile phone.	5/28/14	\$1.2	Undisclosed	Fontinalis Partners
App Annie	Private	App Annie is an industry leader in app store analytics and market intelligence for the global app economy.	5/28/14	\$17.0	Undisclosed	IDG Technology Venture Investment, Sequoia Capital, Greycroft Partners
Quick Key	Private	Quick Key is a quiz scanning and grading mobile application for teachers across the US.	5/27/14	\$0.3	Undisclosed	Arc Capital
Acquia	Private	Acquia is a software provider of products, services, and technical support for the open source Drupal social publishing system.	5/27/14	\$50.0	Series F	New Enterprise Associates, Split Rock Partners, Sigma Partners, Investor Growth Capital, Tenaya Capital
NotaryAct	Private	NotaryAct provides a mobile cloud-based notary journal application.	5/27/14	Undisclosed	Series A	Wheatley Partners
Priori Data	Private	Priori Data has one of the largest independent databases of mobile app information and the proprietary technology for its sourcing, processing and indexing.	5/26/14	\$1.0	Seed	Undisclosed
Bellabeat	Private	Bellabeat is a mobile application that assist moms-to-be track their pregnancies.	5/23/14	\$4.5	Seed	SVAngel, Crunchfund, Nicolas Berggruen, Paul Buchheit, Justin Kan, Michael Seibel, Universal Music Group, Cherubic Ventures, Promus Ventures, Yi Pin NG, Boon Hwee Koh, Adrian Aoun
Tinybop	Private	Tinybop is children's educational iOS application developer.	5/23/14	\$5.0	Series A	RRE Ventures, Two Sigma Ventures, KEC Ventures
Dejero	Private	Dejero offers bonded wireless uplink solutions for mobile newsgathering.	5/23/14	\$4.5	Undisclosed	BEST Funds
Malauzai Software	Private	Malauzai Software Inc. was formed in 2009 to participate in the mobile banking revolution. They build mobile banking SmartApps for community banks and credit unions for use by their customers and members.	5/23/14	\$6.5	Series C	Wellington Management Company
MartMobi	Private	MartMobi is a complete Mobile Commerce Platform.	5/23/14	\$0.1*	Seed	TechStars Chicago
Mallzee	Private	Mallzee is a personal shopper in users pocket that searches over 2million items of clothing.	5/22/14	\$0.8	Seed	Gareth Williams, Par Equity, Scottish Investment Bank, Laurence Marlor, Rob Dobson
Drizly	Private	Drizly is a company and mobile application developer for alcohol and liquor recommendations, payment, and delivery for wine enthusiasts.	5/21/14	\$2.5	Seed	Continental Investors of Chicago, Vayner RSE ventures, Suffolk Equity

* Note: Lua Technologies is still seeking \$4,257,290 in funding.

* Note: Skaffl transaction amount rounded, amount received totaled \$18,000.

* Note: MartMobi transaction amount rounded, amount received totaled \$118,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Silent Circle	Private	Silent Circle is an encrypted communications firm providing secure multiplatform communication services for mobile devices, desktop and email.	5/21/14	\$30.0	Undisclosed	Ross Perot Jr., Cain Capital LLC
Mango Health	Private	Mango Health is a developer of mobile applications that enable users to better manage their health.	5/21/14	\$5.3	Series A	Kleiner Perkins Caufield & Byers
Polkast	Private	Polkast creates a fast, secure, direct connection between computers and mobile devices, for anytime access to virtually unlimited storage.	5/21/14	\$0.8	Seed	Undisclosed
Rallyware	Private	Rallyware is a mobile and web enterprise software platform built to engage and motivate non-captive workforces.	5/21/14	\$0.1	Seed	Undisclosed
SEE Forge	Private	SEE Forge is a cloud-based enterprise mobility reporting platform for companies to take their existing paperwork onto any mobile device.	5/21/14	\$0.0*	Seed	SURGE Accelerator
NoWait	Private	NoWait provides restaurants with wait list management and mobile marketing.	5/20/14	\$10.0	Series B	Drive Capital
LuckyDiem	Private	LuckyDiem is a mobile marketing platform.	5/19/14	Undisclosed*	Undisclosed	Undisclosed
Pangea	Private	Pangea is a software company enabling consumers a way to send money to anyone from anywhere at any time using the web, mobile and retail.	5/19/14	Undisclosed	Undisclosed	KGC Capital, Chicago Ventures, Jump Capital, OCA Ventures, BW Capital Partners
GoldRun	Private	Goldrun Corporation provides a photo driven ad-platform that transforms traditional digital media placements into shareable GPS-linked virtual photobooths.	5/16/14	\$3.1	Undisclosed	Undisclosed
Zerista	Private	Zerista is a mobile community platform.	5/16/14	\$0.3*	Undisclosed	Undisclosed
Soldsie	Private	Soldsie is a social commerce platform.	5/15/14	\$4.0	Series A	First Round Capital, SoftTech VC, Lerer Ventures, Correlation Ventures, Great Oaks Venture Capital, e.ventures, 500 Startups
Sinch	Private	Sinch provides marketing and communication tools to mobile developers, including voice and messaging.	5/14/14	\$12.0	Undisclosed	Rebtel
BlazeMeter	Private	BlazeMeter is a self-service, web and mobile load testing platform providing developers an enterprise grade, out-of-the-box performance testing solution.	5/14/14	\$6.5	Series A	YL Ventures, Gillot Capital Partners
Marxent Labs	Private	Marxent is a leading Augmented Reality custom apps developer for Android and iOS. AR for retail, live events and 3D products.	5/14/14	\$0.5*	Undisclosed	Undisclosed
TransferWise	Private	TransferWise is a UK-based peer-to-peer international currency exchange mobile application.	5/13/14	\$6.0	Series A	Index Ventures, IA Ventures, SV Angel, Valar Ventures, Kima Ventures
Boxed	Private	Boxed is a service that sells products and everyday goods in bulk through its mobile application and delivers right to the customer's door.	5/13/14	\$6.5	Series A	Greycroft Partners, First Round Capital, Signia Venture Partners
Instart Logic	Private	Instart Logic accelerates cloud application delivery for the world's most performance-obsessed organizations.	5/13/14	\$26.0	Series C	Kleiner Perkins Caufield & Byers, Andreessen Horowitz, Tenaya Capital, Sutter Hill Ventures, Greylock Partners
Mobiquity	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.	5/13/14	\$3.0	Undisclosed	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.	5/13/14	\$2.5	Undisclosed	Spark Capital, SoftBank Capital

* Note: SEE Forge transaction amount rounded, amount received totaled \$30,000.

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

* Note: Zerista still seeking \$175,002 in funding.

* Note: Marxent Labs still seeking \$500,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING				VC's
			Announced	Transaction Amount (in \$M)	Funding Round		
iZettle	Private	iZettle creates services for person-to-person and business-to-consumer commerce. The first service includes a free iPhone app and a mini chip card reader that lets anyone take card payments anytime, anywhere.	5/9/14	\$55.5	Series C	Zouk Capital, Dawn Capital, Intel Capital, Creandum, Greylock, Partners, Index Ventures, Northzone, SEB Private Equity	
3nder	Private	3nder is an online and mobile social dating application.	5/9/14	Undisclosed	Seed	Undisclosed	
MobileHelp	Private	MobileHelp is one of America's leading provider of M-PERS (Mobile-Personal Emergency Response System) technology.	5/9/14	Undisclosed	Undisclosed	Stonehenge Capital	
ViziApps	Private	ViziApps is an online mobile app development platform enabling users to create hybrid web and mobile applications without coding.	5/8/14	\$0.2	Undisclosed	Undisclosed	
Perfecto Mobile	Private	Perfecto Mobile provides cloud-based testing, automation and monitoring solutions for mobile applications and websites, utilizing a wide selection of REAL mobile devices accessible via the web.	5/7/14	\$20.0	Series D	FTV Capital, Carmel, Vertex, Globespan Capital Partners	
Fever	Private	Fever is an event discovery platform and mobile application that provides a list of upcoming events in the city, specifically New York.	5/7/14	\$3.0	Seed	Undisclosed	
Layer	Private	Layer is the open communications layer for the Internet, enabling the power of messaging, voice and video calling in any mobile or web product.	5/7/14	\$14.0	Series A	Homebrew Ventures, AME Cloud Ventures, CrunchFund, FUEL Capital	
Wandera	Private	Wandera is a leading provider of MDO (Mobile Data Optimization), providing businesses with savings, control and visibility of their mobile data usage.	5/7/14	\$3.0	Undisclosed	Undisclosed	
VSCO	Private	VSCO is a social platform for photographers and designers to share quality work on the web and mobile.	5/6/14	\$40.0	Series A	Accel Partners	
Adcade	Private	Adcade makes digital ads for brands, agencies, publishers and consumer.	5/6/14	\$5.0	Series A	Polaris Partners, ff Venture Capital, Quotidian Ventures	
Top Hat	Private	Top Hat is a web and mobile-based classroom response system that provides professors with real-time feedback.	5/6/14	\$10.0	Series B	Georgian Partners, Emergence Capital Partners, iNova Capital, SoftTech VC, Version One Ventures, Golden Venture Partners, Felicis Ventures	
YaSabe	Private	YaSabe is a mobile and online platform providing information on local businesses, jobs, and coupons, specifically for the Latino community.	5/6/14	\$1.4*	Undisclosed	Undisclosed	
UberMedia	Private	UberMedia is a cross-screen mobile advertising platform that leverage social signals, and location history to identify consumer decision-making.	5/5/14	\$8.0	Undisclosed	Blue Chip Ventures, Gordon Crawford	
10Sec	Private	10Sec is a Japan-based mobile flea market application that allows users to sell their products online.	5/5/14	\$1.6	Seed	CyberAgent	
CliqStart	Private	CliqStart is about empowering communities thanks to a dedicated mobile space where members can communicate, get involved and raise funds straight from their mobile.	5/3/14	Undisclosed*	Undisclosed	Undisclosed	
Orbotix	Private	Orbotix is a gaming device with products, like Sphero, that can be controlled from smartphones.	5/2/14	\$20.0	Series D	Undisclosed	
TeleSign	Private	TeleSign protects the world's largest Internet and Cloud properties by establishing and verifying Mobile Identity.	5/1/14	\$40.0	Series B	Adams Street Partners, Summit Partners, March Capital Partners	
Kamcord	Private	Kamcord is the developer of a program that allows users to unlock their mobile gaming moments and share it with other users.	5/1/14	\$7.1	Series A	Translink Capital, SV Angel, DeNA, Klab, M&Y Growth Partners, Innovation Works, XG Ventures, Mark Williamson	

* Note: YaSabe is still seeking \$303,686 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Pontiflex	Private	Pontiflex powers a new kind of mobile advertising platform: Signup Ads.	6/6/14	\$1.3	Debt	Undisclosed
Flurry	Private	Flurry, inc. is a leader in developing next-generation mobile applications.	6/4/14	\$9.9	Debt	Undisclosed
Mobilewalla	Private	Mobilewalla is the neutral data destination for consumers and the mobile industry insiders seeking insights into the app market.	5/28/14	\$1.0*	Debt	Undisclosed
GlobeSherpa	Private	GlobeSherpa provides a secure, mobile ticketing platform for transit systems.	4/24/14	\$1.0*	Debt	Undisclosed
MobileRQ	Private	MobileRQ helps travel suppliers and their partners automatically send smart, relevant content to their mobile audience.	4/14/14	\$0.5	Debt	Undisclosed
Drchrono	Private	Drchrono is a startup that helps users view health records on mobile devices.	4/10/14	\$2.6	Debt	Runa Capital, Maxfield Capital, Bruno Bowden, Silicon Valley Bank, Box
Q1Media	Private	Q1Media is a publisher-focused adtech company on the web and mobile.	4/1/14	\$8.0	Debt	Silicon Valley Bank, Partners for Growth

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

* Note: GlobeSherpa is still seeking \$210,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Audioeye, Inc.	7/30/14	AudioEye, Inc. focuses on creating voice driven technologies to enhance the mobility, usability, and accessibility of the Internet-based content.
Caleminder Inc.	7/22/14	Caleminder, Inc. developed an online service that provides calendar-based greeting and reminder services to users on the web and mobile.
InterCloud Systems, Inc.	7/18/14	InterCloud Systems, Inc. provides single-source end-to-end information technology and network solutions to the telecommunications service provider and corporate enterprise markets through cloud platforms.
Aac Holdings	7/11/14	AAC Technologies Holdings Inc., an investment holding company, designs, manufactures, and distributes miniaturized acoustic components worldwide. It operates through Dynamic Components, Microphones, Headsets, and Other Products segments.
Yodle	7/8/14	Yodle is an American company which sells online marketing, generally to small businesses.
Zayo Group Holdings	7/2/14	Zayo Group is a global provider of bandwidth infrastructure services, including dark fiber, wavelengths, SONET, Ethernet, IP services, and carrier-neutral colocation and interconnection.
Mobileye	6/22/14	Mobileye is the global leader in the design and development of software and related technologies for camera-based Advanced Driver Assistance Systems ("ADAS").
MobileIron	6/12/14	MobileIron manufactures Mobile Device Management solutions (MDM) and Enterprise Mobility Management (EMM) for mobile devices.
The Wiki Group, Inc.	5/23/14	The Wiki Group, Inc. provides accessible financial transactions and lending and payment solutions online and mobile. It also is a provider of customizable mobile marketing engine.
Moko Social Media Ltd.	5/19/14	Moko Social Media Ltd., headquartered in New York, engages in the development of proprietary mobile social community platforms and mobile content sales in Australia.
Adeptpros, Inc.	5/15/14	Adeptpros is an app developer for new businesses and provides a road map to develop its own enterprise mobile applications to cater to various industries.
Good Technology Corp.	5/14/14	Good Technology Corp., headquartered in the Sunnyvale, secures access to applications and data from any online and mobile device.
Pazoo, Inc.	5/14/14	Pazoo, Inc is a provider of health and wellness products and services for healthy everyday living through online and mobile.
Internet Media Services, Inc.	5/13/14	Internet Media Services is a digital and mobile marketing company enabling businesses that address the Latin American audience.
Sajan, Inc.	5/8/14	Sajan provides on-demand language translation solutions to customers selling products in global markets online and most recently, mobile.
Alibaba Group Holding Ltd.	5/6/14	Alibaba Group Holding Ltd., headquartered in China, is a group of Internet-based e-commerce businesses, including online web portals and cloud computing services for online and mobile.
Readaboo, Inc.	5/6/14	Readaboo is a development stage company and provider of e-book subscriptions and marketing services for independently published books accessible from your tablet or mobile.
Big Clix Corporation	5/5/14	Big Clix is a development stage company that intends to develop software and systems for mobile advertising.

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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, Mondel z 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.

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Mobile Marketing Association

Calendar of Events

AUGUST 26TH, 2014, 6:30PM-9:00PM

Location Data Accuracy Panel

Crowne Plaza Times Square, New York, NY, USA

<http://www.mmaglobal.com/location-panel-series>

SEPTEMBER 30 – OCTOBER 1, 2014

SM2 Innovation

New York, NY, USA

<http://www.mmaglobal.com/events/event/sm2-innovation>

SEPTEMBER 11, 2014

MMA Forum India

Palladiu Hotel, Mumbai, India

<http://www.mmaglobal.com/events/forums/india2014/overview>

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

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DEDICATED
EXCLUSIVELY TO THE
MOBILE ECOSYSTEM

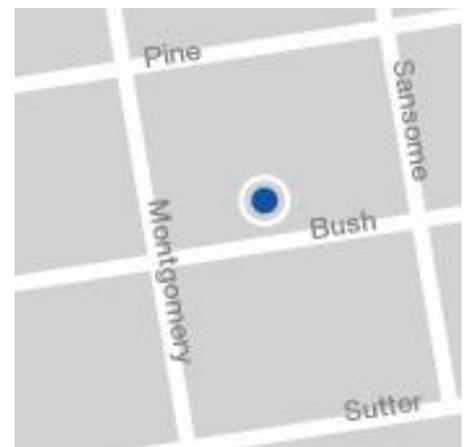
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