



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
JULY 2015

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The Inspiration Hub

As you'll have likely seen last week, we announced the shortlist for this year's Global Smarties Awards, which you can read about [here](#). The last 3 years have seen considerable growth for this program, supported in part by our expansion with specific regional and country programs to better represent our diverse global audience and the growing use of mobile.

This celebration of, by equal measures, strategy, execution, creativity and results for individual campaigns allows us to recognize the leaders and innovators who put mobile at the heart of what they do to drive closer consumer engagement. Just as importantly, it also allows us to develop a unique and invaluable resource for the industry and our members.

By curating each of the finalist submissions into case studies, the MMA continue to build a [Case Study Hub](#) that provides inspiration and benchmarks for all our members and the wider industry.

Having a unique resource with this much depth allows us to constantly update what it means to be successful with mobile. By providing a stage for those willing to continuously push the envelope and show the industry what's possible, the Hub serves as a beacon for the rest of the industry, who are figuring out how to get there – as quickly as possible.

If you haven't yet checked out the [Case Study Hub](#), I'd encourage you to do so. In the coming weeks, we'll be adding this year's finalists to the 500+ case studies already listed. If you'd like to be in the room when we announce the winners for the 2015 Global Smarties Awards, I'd recommend you secure your Sept 28, NY [Gala ticket](#) this week, as we always sell out.

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

Best,

Greg Stuart

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Greg Stuart
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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Marcelo Calbucci	stepped down; still works with TechStars & SXSW Accelerator as advisor	CTO, EveryMove	EveryMove is a health & fitness startup Techstars Seattle grad backed by BlueCross BlueShield Venture Partners, Premera Blue Cross, & Blue Cross Blue Shield of Nebraska. It raised \$3.5M in 2013. Focus turning towards B2B operations, away from roots as business to consumer company.	7/20/15
Rakesh Narasimhan	Executive VP & General Manager, BlackSky Global	Group VP & General Manager, Citrix	Imaging-as-a-service company with goal of providing high resolutions images of the globe. Planning a 60-satellite constellation to capture images of 95% of Earth's populated areas.	7/20/15
Phil Libin	Executive Chairman, Evernote	CEO, Evernote	Offers closed source freemium suite of software & services designed for notetaking & archiving.	7/20/15
Chris O'Neill	CEO, Evernote	Global Business Operations, Google X	Offers closed source freemium suite of software & services designed for notetaking & archiving.	7/20/15
Gail Cottle	Strategic & Advisory Board Member, Point Inside	President, Nordstrom Product Group	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Dan Fishback	Strategic & Advisory Board Member, Point Inside	CEO, DemandTec	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Jeff Handler	Strategic & Advisory Board Member, Point Inside	SVP of Marketing, Meijer & Sports Authority	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Gihad Jawhar	Strategic & Advisory Board Member, Point Inside	VP, Digital at Lowe's	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Jeff Jones	Strategic & Advisory Board Member, Point Inside	EVP & Chief Marketing Officer, Target	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Charlotte Yates	Strategic & Advisory Board Member, Point Inside	CEO, Telwares Inc.	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Nat Burgess	Strategic & Advisory Board Member, Point Inside	President, Corum Group	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Patrick Giusti	Strategic & Advisory Board Member, Point Inside	VP of Sales, Oracle	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Sunir Kapoor	Strategic & Advisory Board Member, Point Inside	CEO, E-Stamp	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
John St. Amand	Strategic & Advisory Board Member, Point Inside	CEO, Movik	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Thomas Reinemer	Strategic & Advisory Board Member, Point Inside	EVP of Business Development, EDGAR Online	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Doug Tudor	Strategic & Advisory Board Member, Point Inside	SVP, Asurion	Seattle company that helps shoppers better find the location of items in stores.	7/20/15
Dr. Tom Furness	Senior Scientific Advisor, Envelop VR	Professor (Industrial & Systems Engineering, Electrical Engineering, Mechanical Engineering, Human Centered Design & Engineering), University of Washington	Creates new ways for businesses & consumers to use VR as a platform to work, create, & play. Raised \$2M from angel investors Hank Vigil, Sujal Patel, Rudy Gadre, Geoff Entress	7/20/15
Steve Karr	Marketing Director, Zooppa	Marketing, AssureState, Wexley School for Girls	Global social network for creative talent that partners with brands & agencies to launch user-generated advertising projects.	7/20/15
Andy Shouse	Chief Program Officer, Washington STEM	Senior Program Officer, National Research Council's Board on Science Education	Non-profit trying to get more kids engaged in science, technology, engineering, & math education.	7/20/15
Erik Prusch	CEO, Outerwall	CEO, Clearwire	Operates kiosks including Coinstar & Redbox	7/20/15
Stephen Lawer	Senior Vice President of Engineering, Cyanogen	Vice President of Traffic, Amazon	Cyanogen makes modified versions of Android for mobile devices. Secured \$80M in funding in early 2015, partially from Chinese manufacturer Foxconn, to increase market share.	7/8/15
Karthick Iyer	Vice President of Global Systems, Cyanogen	Vice President of Engineering, Qualcomm	Cyanogen makes modified versions of Android for mobile devices. Secured \$80M in funding in early 2015, partially from Chinese manufacturer Foxconn, to increase market share.	7/8/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Bill Veghte	CEO, SurveyMonkey	COO & Head of Strategy, HP	Online survey website	7/8/15
Sheryl Sandberg	Board Member, SurveyMonkey	COO, Facebook	Online survey website	7/8/15
Emily Greer	Board Member, PlayFab	CEO, Kongregate	Seattle-based backend service for live gaming. Raised \$7.2M early 2015 from Benchmark Capital, Madrona Venture Group	7/8/15
Matt Augustine	CTO, PlayFab	Lead Developer, PlayFab	Seattle-based backend service for live gaming. Raised \$7.2M early 2015 from Benchmark Capital, Madrona Venture Group	7/8/15
Tadataka Yamada	Life sciences team venture partner, senior advisor on buyout team	CEO & scientific officer, Takeda Pharmaceuticals	Health-focused venture capital firm. Raised \$277M in 2013, \$77M past its goal, to fund future healthcare startups	7/8/15
George Stoeckert	Board Independent Advisor, Onvia	President, Dun & Bradstreet's North America and Internet solutions division	Government business intelligence company	7/8/15
Roger Girard	Chief Strategy Officer, Acucela	CFO, CareCap	Seattle-based clinical-stage biotechnology company	7/8/15
Kelly Maines	Marketing Communications Manager, Mixpo	Freelance: including Microsoft & Telenav; tech trend writer for ReadWrite, VentureBeat, Forbes	Settle startup for creating online video ads	7/8/15
Doug McMaster	Vice President of Managed Cloud Service, 2nd Watch	Division Head: Data Center Services, NTT Communications	Amazon Web Services migration firm. \$10M fundraising round in 2014	7/8/15
Kurt Shintaffer	CFO, Apptio	Senior Vice President of Worldwide Finance and Accounting, Apptio	Bellevue-based enterprise software company	7/8/15
Susana Morgan	SVP of Finance & Investor Relations, Apptio	Senior VP of Finance, Concur	Bellevue-based enterprise software company	7/8/15
Dr. Ron Khormaei	VP of Engineering, Ossia	R&D VP, Clarisonic	Engineering startup working on wireless charging technology known as Cota. Backed by Intel Capital & Japanese wireless carrier KDDI.	7/8/15
Dr. Siamak Ebadi	Senior Lead RF Engineer, Ossia	Senior Antenna Engineer, Intellectual Ventures	Engineering startup working on wireless charging technology known as Cota. Backed by Intel Capital & Japanese wireless carrier KDDI.	7/8/15
Rod Rasmussen	Communications Security, Reliability, & Interoperability Council, FCC	President & CTO, Tacoma	Federal Communications Commission	7/8/15
Yue Zhuge	VP of R&D, Hulu (Beijing)	CEO, Landscape Mobile	Online ad-supported streaming service.	7/8/15
Tom King	Board Member, EnergySavvy	Executive Director, National Grid US	Offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, & customer engagement.	7/8/15
Siri Angeles	Director of Marketing, Kitchenbowl	Senior Marketing Manager, Urbanspoon	Brings gourmets & food fanatics together around food photos & gives them opportunity to discover & share each others' recipes.	7/8/15
Jacky Yip	CTO, Kitchenbowl	Software Development Engineer, Amazon	Brings gourmets & food fanatics together around food photos & gives them opportunity to discover & share each others' recipes.	7/8/15
Ted Woolsey	General Manager, Undead Labs	Senior Director, Microsoft Studios	Seattle-based indie game developer	7/8/15
Marc Chouaniere	VP of Marketing	Marketing Manager, Vertafore	Provider of enterprise contract management software in Microsoft Cloud. Raised \$6M from Greycroft Partners & Fidelity Growth Partners India to grow sales & marketing team.	7/8/15
John Pollard	Director, Amazon	Chief Executive Officer & Co-Founder, Elemental Foundry	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	6/16/15
Corrie Westmoreland-Vairo	Director of Accounts, Fell Swoop	Account Director, Deloitte Digital	Fell Swoop is a digital agency that turns business opportunities into meaningful, memorable digital products and communications.	6/16/15
Tracy Wald	Director of Operations, Fell Swoop	Accounting Manager, Weber Marketing Group	Fell Swoop is a digital agency that turns business opportunities into meaningful, memorable digital products and communications.	6/16/15

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Matt Pangrazio	Vice President of Agency and Multi-Unit Franchise Enterprise Sales, DevHub	Principal, MAP Consulting	DevHub is an online platform that enables its users to create and design websites online with no hosting hassle.	6/16/15
Suzanne Obst	Vice President of Partnerships, Limeade	Senior Vice President of Strategy & Development, McKesson	Limeade is an employee engagement platform that inspires Fortune 1000 workforces to improve their health, well-being and performance.	6/16/15
John Olson	Director of Focus Discovery, Lighthouse eDiscovery	Staff Attorney, K&L Gates	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	6/16/15
William Colleran	Chief Executive Officer, AnswerDash	Chief Executive Officer, Impinj	AnswerDash is a Q&A platform that serves business customers thereby reducing support costs and revealing customer needs.	6/3/15
Kathy Visser-May	Chief Marketing Officer, Acumatica	Senior Director, Audience and Platform Evangelism, Microsoft	Acumatica is a leading provider of cloud business management software that empowers small and mid-size businesses to unlock their potential.	6/3/15
Nigel LeGresley	Chief Operating Officer, Acumatica	Vice President of Software, Tableau Software	Acumatica is a leading provider of cloud business management software that empowers small and mid-size businesses to unlock their potential.	6/3/15
Jon Sneider	Chief Marketing Officer & Executive Vice President, Client Services, Contend	Vice President of Advertising & Brand, Redfin	Contend create, produce and distribute premium content that drives measurable business results.	6/3/15
Kate Hephherd	Executive Vice President of Content, Contend	Shine America	Contend create, produce and distribute premium content that drives measurable business results.	6/3/15
Carolyn Casey	Director of Product Marketing, Zapproved	Leader, Product Management & Marketing, Legal, Iron Mountain	Zapproved Inc. is a pioneer in developing cloud-based eDiscovery software for corporate in-house legal departments.	6/3/15
Chuck Yang	Product Manager, Zapproved	Product Manager, Exterro	Zapproved Inc. is a pioneer in developing cloud-based eDiscovery software for corporate in-house legal departments.	6/3/15
Leland Wilkinson	Vice President of Statistics, Tableau	Vice President, Skytree Inc	Tableau Software provides easy-to-use software applications for fast analytics and visualization.	5/26/15
Matt Shea	Chief Executive Officer, WildTangent	Executive Vice President, WildTangent	WildTangent is the leading worldwide, cross-device technology company focused on the distribution and monetization of mobile and online apps.	5/26/15
Corey Nachreiner	Chief Technology Officer, WatchGuard Technologies	Director of Security Strategy, WatchGuard Technologies	WatchGuard Technologies is a provider of network security products and network security computer appliances.	5/26/15
Michelle Welch	Vice President Marketing, WatchGuard Technologies	Vice President Marketing, Identity and Data Protection, Gemalto (formerly SafeNet)	WatchGuard Technologies is a provider of network security products and network security computer appliances.	5/26/15
Zachary Cohn	Innovation Specialist, 18F	Founder, Amazing Airfare	18F provides consulting services designed to improve how government works.	5/15/15
Doug Bowser	Vice President of Sales, Nintendo of America, Inc	Vice President - Global Demand Planning, Electronic Arts	Nintendo is a Japanese multinational consumer electronics company that develops game consoles.	5/15/15
Bill Glenn	Vice President of Marketing, Rightside	Vice President of Marketing, Socrata	Rightside is a publicly-traded Kirkland-based domain name services company.	5/15/15
Charles Seybold	Advisor, Academy.IO	Co-founder and Board Member, LiquidPlanner (current)	Academy.io enables a deeply integrated educational experience allowing SaaS platforms to deliver the right content at just the right time.	5/15/15
Rachel Whetstone	Senior Vice President of Policy, Uber	Director Corporate Communications EMEA, Google	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	5/15/15
Mike Spacone	Vice President of Partner Strategy, Changepoint	Vice President of Channels, The Americas, OpenText	Changepoint provides business process automation software for global services organizations and corporate Information Technology (IT) departments.	5/15/15
Paul Yaros	Vice President, Professional Services, Changepoint	Vice President of Professional Services, Model N	Changepoint provides business process automation software for global services organizations and corporate Information Technology (IT) departments.	5/15/15
Jason Grollman	Vice President of Operations, HackerAgency	Management Operations Director, Y&R Group Seattle	HackerAgency delivers global digital direct marketing + CRM with ROI-focused Creative, Strategy, Data, Analytics, Production, Development and Media.	5/15/15
Kristen Roby Dimlow	Executive Vice President of Human Resources, F5	Human Resources General Manager, Microsoft	F5 Networks provides application delivery networking technology that optimizes the delivery of network-based applications.	5/6/15

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 8/1/15	Stock Price 7/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,257.00	1,243.75	1.1%	1,275.89	1,079.87				
		S&P 500	2,108.63	2,077.42	1.5%	2,134.72	1,820.66				
		NASDAQ Composite	5,128.78	5,013.12	2.3%	5,231.94	4,116.60				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 81.29	\$ 80.95	0.4%	\$ 84.36	\$ 58.51	\$40,454	\$38,945	\$4,350	9.0X
Alcatel-Lucent	ALU	NYSE	3.75	3.62	3.6%	4.96	2.28	10,591	12,489	16,530	0.8X
America Movil	AMX	NYSE	18.64	20.65	-9.7%	26.95	18.36	40,101	40,101	63,255	0.6X
Apple Inc.	AAPL	NASDAQ	122.37	126.60	-3.3%	134.54	93.28	697,842	717,557	224,337	3.2X
AT&T	T	NYSE	34.80	35.57	-2.2%	36.45	32.07	180,716	274,714	132,987	2.1X
Barti Airtel	BHARTIARTL.BO	BSE	6.54	6.67	-1.9%	7.12	5.31	26,152	39,344	14,888	2.6X
CenturyLink	CTL	NYSE	28.16	29.57	-4.8%	41.99	27.50	15,875	36,176	17,944	2.0X
China Mobile	CHL	NYSE	64.04	63.90	0.2%	75.52	54.13	262,237	195,882	100,500	1.9X
Dentsu	4324:JP	TSE	56.54	51.41	10.0%	56.86	32.95	16,307	16,998	21,906	0.8X
Fiserv, Inc.	FISV	NASDAQ	87.58	84.11	4.1%	88.77	60.54	20,738	20,738	5,152	4.0X
Google	GOOG	NASDAQ	632.59	607.22	4.2%	678.64	486.23	217,566	153,019	69,611	2.2X
Microsoft	MSFT	NASDAQ	46.88	44.45	5.5%	50.04	40.12	379,239	318,005	93,580	3.4X
Motorola Solutions	MSI	NYSE	59.86	57.60	3.9%	70.26	56.40	12,627	12,686	5,875	2.2X
Neustar, Inc.	NSR	NYSE	75.31	75.44	-0.2%	85.15	63.42	16,740	19,891	9,776	2.0X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	39.15	36.17	8.2%	39.19	25.07	178,007	247,948	92,519	2.7X
Nokia	NOK	NYSE	7.03	6.84	2.8%	8.73	6.26	25,857	25,857	16,583	1.6X
Omnicom	OMC	NYSE	72.88	69.90	4.3%	80.98	64.03	17,706	22,145	15,219	1.5X
Publicis Groupe	PUB.PA	Paris	75.31	75.44	-0.2%	85.15	63.42	16,740	19,891	9,776	2.0X
Samsung	005930.KS	KRX	1,014.34	1,158.78	-12.5%	1,351.65	1,009.65	149,411	149,411	178,438	0.8X
Sprint	S	NYSE	3.43	4.52	-24.1%	7.60	3.10	13,608	43,263	34,532	1.3X
Telefonica S.A.	TEF	NYSE	15.12	14.22	6.3%	16.40	13.27	74,669	149,926	61,272	2.4X
Telenor	TELNF	OTC	21.94	21.82	0.5%	22.78	19.58	32,940	40,955	15,776	2.6X
TIM	TSU	NYSE	13.46	16.18	-16.8%	30.06	13.00	6,517	6,517	7,892	0.8X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	11.44	11.41	0.3%	16.68	10.43	10,067	8,108	5,439	1.5X
Vodafone Group	VOD	NASDAQ	37.77	36.53	3.4%	39.46	28.63	100,268	135,155	65,522	2.1X
WPP Group	WPPGY	NASDAQ	114.39	114.15	0.2%	123.33	88.15	29,640	34,207	18,800	1.8X
Yahoo!	YHOO	NASDAQ	37.42	39.33	-4.9%	52.62	35.15	35,117	30,682	4,870	6.3X
					Average			97,323	104,097	48,420	2.4X
					Median			29,640	38,945	17,944	2.0X
Mid-Cap (\$2B - \$10B)											
Axiom Corporation	ACXM	NASDAQ	\$ 17.85	\$ 17.56	1.7%	\$ 21.25	\$ 15.78	\$1,395	\$1,542	\$1,020	1.5X
BlackBerry	BBRY	NASDAQ	7.92	8.02	-1.2%	12.63	7.15	4,195	2,781	3,027	0.9X
Gemalto	GTOFF	OTC	85.42	91.10	-6.2%	95.08	67.89	7,603	7,019	3,163	2.2X
Interpublic Group of Companies	IPG	NYSE	21.22	19.40	9.4%	22.69	16.37	8,709	10,155	7,600	1.3X
LG	034220.KS	KRX	18.92	22.77	-16.9%	34.02	18.45	6,769	6,769	26,136	0.3X
Pandora Media Inc.	P	NYSE	16.91	15.34	10.2%	28.96	13.30	3,590	3,217	1,024	3.1X
Telefonica Brasil S.A.	VIVT3-BR	NYSE	11.26	11.76	-4.2%	15.95	10.14	6,439	7,619		N/A
ZTE	000063.SZ	Shenzhen	3.22	3.14	2.4%	4.66	1.83	13,273	13,501	13,132	1.0X
Zynga	ZNGA	NASDAQ	2.47	2.84	-13.0%	3.19	2.20	1,939	989	706	1.4X
					Average			5,990	5,955	6,976	1.5X
					Median			6,439	6,769	3,095	1.4X

NOTES:

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

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		S&P 500	2,108.63	2,077.42	1.5%	2,134.72	1,820.66				
		NASDAQ Composite	5,128.78	5,013.12	2.3%	5,231.94	4,116.60				
Small-Cap (< \$2B)											
Bango	BGO	LSE	\$ 1.58	\$ 1.68	-5.7%	\$ 2.27	\$ 1.14	\$83	\$74	\$8	8.8X
Blue Calypso Inc	BCYP	OTC	8.88	5.50	61.5%	9.75	3.50	45	44	1	N/A
Boingo wireless	WIFI	NASDAQ	9.73	8.27	17.7%	10.33	5.48	356	359	122	2.9X
Cincinnati Bell	CBB	NYSE	3.89	3.79	2.6%	4.16	2.85	816	2,693	1,249	2.2X
Digimarc Corporation	DMRC	NASDAQ	37.06	40.03	-7.4%	49.25	19.80	317	283	25	11.5X
GFK Retail and Technology UK	GFK:DE	Xetra	41.84	44.07	-5.1%	46.24	37.86	1,527	2,005	1,819	1.1X
Glu Mobile	GLUU	NASDAQ	5.92	6.20	-4.6%	7.03	3.27	712	646	248	2.6X
Internetq Plc	INTQ	LSE	4.62	4.09	13.0%	5.57	3.53	185	185	171	1.1X
Oi (Formerly Telemar)	OIBR	NYSE	1.36	1.79	-24.0%	7.35	1.28	780	13,297	12,355	1.1X
Marchex	MCHX	NASDAQ	4.66	4.75	-1.9%	11.76	3.15	173	89	175	0.5X
MDC Partners	MDCA	NASDAQ	17.47	19.67	-11.2%	28.65	16.47	871	2,187	1,233	1.8X
MEDL Mobile	MEDL	OTC BB	0.10	0.12	-14.9%	0.26	0.07	5	3	3	1.0X
Millennial Media	MM	NYSE	1.73	1.61	7.5%	3.55	1.28	242	210	287	0.7X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.77	0.84	-7.8%	1.68	0.70	21	21	4	5.4X
Opera Software ASA	OPERA.OL	Oslo	7.96	8.78	-9.3%	13.56	6.53	1,159	1,176	521	2.3X
Single Touch Systems Inc.	SITO	OTC BB	3.65	3.85	-5.2%	4.89	1.48	60	64	13	5.0X
Smith Micro Software Inc	SMSI	NASDAQ	1.00	1.13	-11.5%	1.85	0.74	46	35	40	0.9X
Tanla Solutions Limited	TANLA	NSE	0.43	0.34	26.6%	0.46	0.17	44	39	39	1.0X
Telecom Argentina S.A.	TEO	NYSE	16.04	18.14	-11.6%	26.39	15.84	1,546	1,600	4,106	0.4X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	3.70	3.33	11.1%	4.24	2.72	207	290	357	0.8X
Unwired Planet	UPIP	NASDAQ	0.66	0.63	4.8%	2.28	0.54	74	7	40	N/A
ValueClick	VCLK	NASDAQ	34.44	34.44	0.0%	35.56	23.35	2,219	2,208	598	3.7X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	8.36	5.55	50.6%	21.75	0.63	76	104	12	8.7X
Velti	VELT	NASDAQ	0.00	0.01	-47.5%	0.04	0.00	0	2	232	0.0X
					Average			482	1,151	986	2.9X
					Median			196	198	173	1.4X

NOTES:

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(3) Revenue is calculated on a "Net Sales" basis and covers the last twelve months reported to SEC.

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/28/2015	GovDelivery	Textizen	Provider of cloud-based digital communication solutions for government.	
07/24/2015	TUNE	Artisan Mobile	Artisan is a Mobile Experience Management platform.	
07/24/2015	News America Marketing	Checkout 51	Checkout 51 is a Canadian Mobile Couponing Company.	
07/21/2015	Google	Pixate	Pixate is a platform for mobile interaction design.	
07/20/2015	FanDuel	Kotikan	Kotikan is a mobile app developer.	
07/17/2015	Groupon	OrderUp	OrderUp is an on-demand food delivery marketplace for local markets outside of the top metros.	
07/14/2015	Locket	Wish	An intelligent personalization platform that brings breaking news and other content to smartphone lock screens.	
07/14/2015	Match Group	PlentyOfFish	PlentyOfFish is a Canadian online dating service.	\$575.0
07/09/2015	Zealot	ViralNova	ViralNova was started to fill the void that traditional media publications leave, particularly on the fast-growing social Web.	
07/09/2015	SITO Mobile	Hipcricket	Hipcricket provides a unified mobile engagement platform that drives awareness, sales and loyalty for brands.	\$3.7
07/08/2015	TargetX Acquires	Uversity	Uversity is a Mobile and Enrollment Analytics Company in Higher Education.	
07/08/2015	Avast Software	Remotium	Remotium is a Mobile Virtualization Company.	
07/07/2015	Travelport	Mobile Travel Technologies Ltd (MTT)	MTT is a Travel Commerce Platform.	
07/02/2015	PayPal	Xoom	Xoom is an online money transfer company that provides consumer remittance services to the Philippines, India, Latin America, Europe, Australia, Canada, and South Africa.	\$890.0
07/02/2015	Nortek Security	Numeria's mPERS (telehealth businesses)	Numeria is a longtime mobile health company that offers mobile personal emergency response devices as well as other telehealth tools.	
06/30/2015	RideScout	GlobeSherpa	GlobeSherpa is a Portland mobile transit ticketing startup.	
06/26/2015	Yello Mobile	Websosanh	Websosanh is a Vietnam-based price comparison platform/Vietnam-based price comparison platform.	
06/18/2015	Google	Agawi*	Agawi is a specialist In Streaming Native Mobile Apps.	
06/18/2015	Undertone	Sparkflow*	Snapflow is a mobile ad startup.	
06/17/2015	Limeade	9Slides	9Slides is a mobile multimedia learning solutions venture.	

*Note: Google acquired Agawi last year, but confirmed the acquisition in June, 2015.

*Note: Terms of Undertone's acquisition of Sparkflow was undisclosed though the price is said to be less than \$20 Million.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
06/17/2015	Intel	Recon	Recon is the maker of the new, critically acclaimed Recon Jet™ smart eyewear for sports and high-intensity environments.	
06/15/2015	Snapdeal	Letsgomo Labs	Letsgomo Labs is a mobility solutions company.	
06/10/2015	BuildDirect	DraftingSPACE	DraftingSPACE is an online platform that creates several customized design options for your home renovation.	
06/09/2015	Brit & Co	Snapguide	Snapguide develops mobile applications that include voice recognition capabilities.	
06/09/2015	Verve Mobile	Fosbury	Frosbury is a beacon technology platform.	
06/09/2015	Bloglovin	Finale	Finale is a shopping application.	
06/05/2015	World Wide Technology	Asynchrony	Asynchrony is a technology consulting firm specializing in application development, mobile computing, systems and sensor integration, enterprise architecture, and tactical collaboration.	
06/04/2015	Broadsoft	mPortal	mPortal is a maker of customized mobile sites.	
06/04/2015	Microsoft	6Wunderkinder	6Wunderkinder is the developer of a task management app called Wunderlist.	
05/29/2015	Google	Pulse.io	Pulse.io provides a mobile app performance service that helps developers identify issues slowing down their production apps.	
05/29/2015	Salesforce	Tempo AI	Tempo AI develops Tempo Smart Calendar, a mobile productivity app that organizes the user's day.	
05/29/2015	Kakao Talk	Path	Path is a photo-sharing service.	
05/29/2015	Apple	Metaio	Metaio is an augmented reality firm.	
05/28/2015	Mitek	Idchecker	Idchecker is a global provider of identity and document authentication technology.	
05/27/2015	CA Technologies	Rally Software	Rally Software, provides cloud-based solutions for managing Agile software development.	\$480.0
05/26/2015	Snapdeal	MobiMart	MobiMart is a mobile technology startup.	
05/21/2015	Yello	Gushcloud	Gushcloud is a Singapore-based influencer marketing platform that operates across Southeast Asia.	
05/20/2015	Altice	Suddenlink Communications	Suddenlink Communications, formerly Cebridge Connections, is the 9th largest provider of cable broadband services in the United States.	\$9,100.0
05/18/2015	Accela	PublicStuff	PublicStuff is an online community service that allows individuals to notify the right local departments to get things fixed.	
05/18/2015	Sizmek	StrikeAd	StrikeAd Fusion™ is the world's first dedicated mobile Demand-Side-Platform (DSP).	\$11.7

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

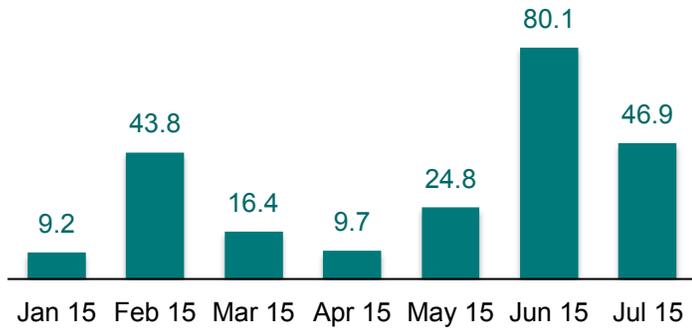
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
05/18/2015	Apple	Coherent Navigation	Coherent Navigation was a small firm that focused on creating commercial navigation services.	
05/12/2015	Verizon	AOL	AOL provides various digital brands, products, and services to consumers, advertisers, publishers, and subscribers worldwide.	\$4,400.0
05/08/2015	Myntra	Native5	Native5 is a Bengaluru-based mobile app development platform company.	
05/08/2015	Leica Geosystems	Technet-Rail 2010	Technet-Rail 2010 is a Berlin-based firm which develops 'big data' geospatial software applications for the rail industry.	
05/06/2015	AVG	Privax	Privax is a mobile VPN firm.	\$60.0
05/06/2015	RockYou	PlayHaven	PlayHaven offers tools for mobile developers to manage player acquisition, engagement, and monetization.	
05/06/2015	App Annie	Mobidia	Mobidia is a Canadian mobile and smartphone data usage analytics and measurement company.	
05/04/2015	Rapid7	NT OBJECTives	NT OBJECTives is an application security testing company.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

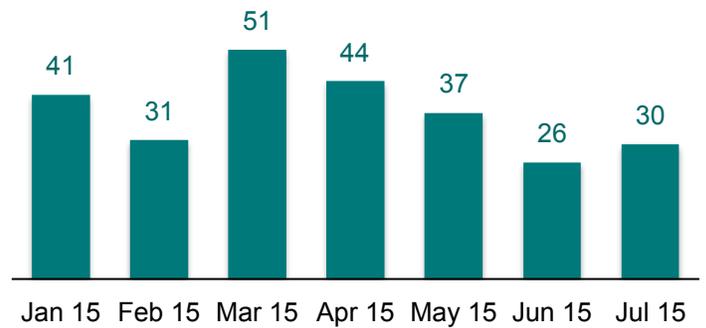
*Data collected in this issue of Mobile Smart Fundamentals was collected throughout July 1-31, 2015.

Financing Transactions Overview

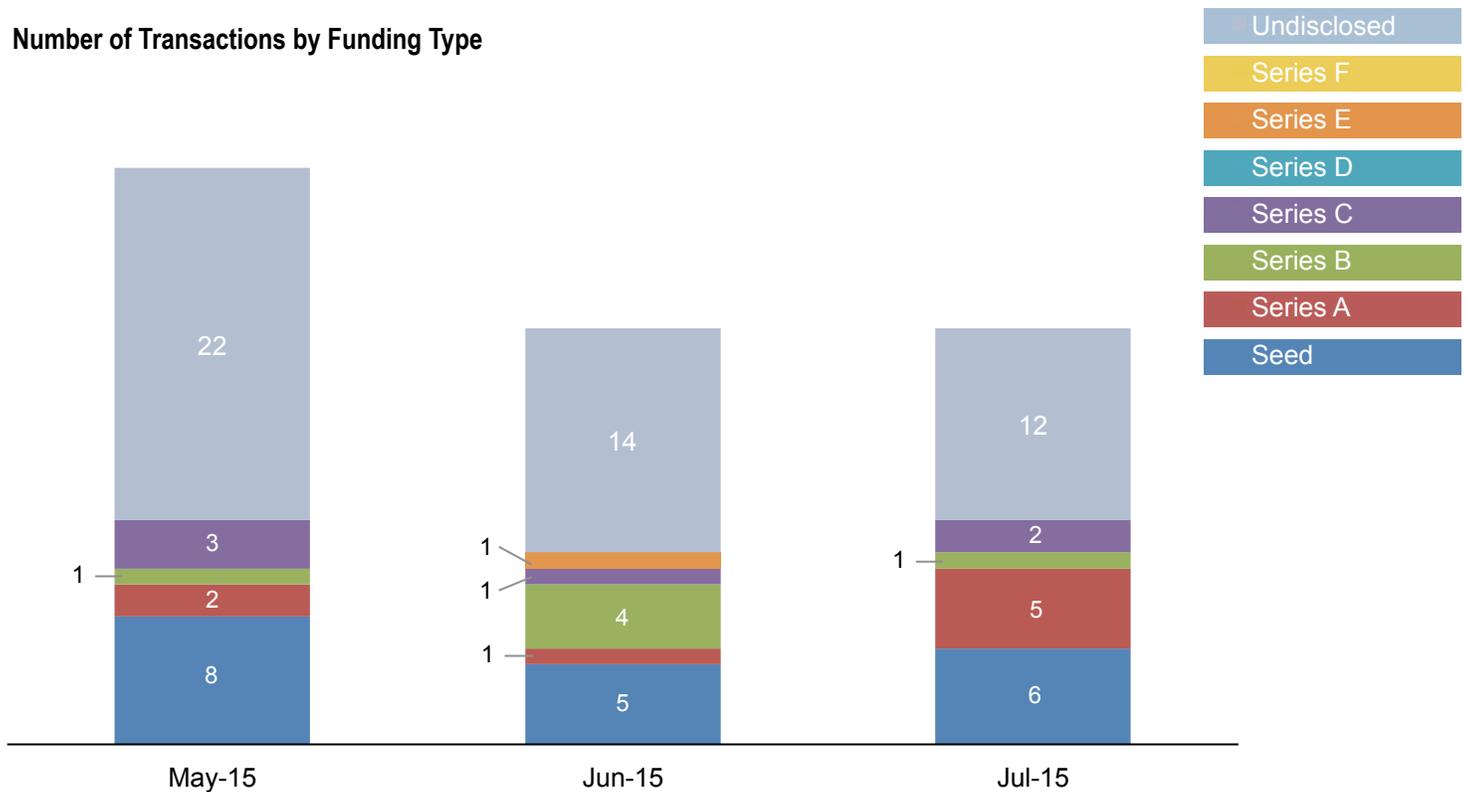
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
FreedomPop	Private	FreedomPop is the nations first wireless internet provider committed to delivering 100% free internet with 4G broadband wireless internet access. FreedomPop's partnered with leading wholesale 4G Wimax and 4G LTE wireless internet networks to deliver the fastest mobile broadband internet available and offer the flexibility of wireless internet.	7/31/15	\$10.0	Undisclosed	Axiata, Undisclosed
icejam games	Private	icejam games is a mobile game studio.	7/31/15	\$0.7	Undisclosed	Atlantic Canada Opportunities Agency, Prince Edward Island Department of Economic Development and Tourism
Remitbee	Private	RemitBee is an online and mobile money transfer company allowing people to send money to family and friends in multiple countries.	7/31/15	\$0.1	Seed	500 Startups
Uber	Private	Uber has created a mobile application that allows users to request car service to pick them up wherever they are located.	7/31/15	\$1,000.0	Undisclosed	Undisclosed
Uber	Private	Uber has created a mobile application that allows users to request car service to pick them up wherever they are located.	7/31/15	\$1.0	Undisclosed	Microsoft
Zeotap	Private	Zeotap is a platform for actionable premium data from mobile network operators.	7/31/15	\$6.4	Series A	MoPub, Plista, Lookout Capital
Proven	Private	Proven is the best way to apply to jobs using your mobile phone.	7/28/15	\$0.1	Seed	Kapor Capital, Vast Ventures, Ray Rothrock, Bill Trenchard, Chris Yeh
Yoizio	Private	Yoizio is a mobile growth engineering company providing an advanced analytics, organic growth marketing platform for mobile marketers.	7/28/15	\$7.0	Undisclosed	Foundation Capital, Illuminate Ventures, AME Cloud Ventures, Webb Investment Network, Undisclosed
Vango	Private	Vango is changing the way users buy original art.	7/27/15	\$0.3	Seed	Social Starts, 500 Startups, TEEC Angel, CLI Ventures
Limelight Health	Private	Limelight Health was founded by health insurance industry experts who see an opportunity to lead the transformation for how we shop and select our health insurance and employee benefits. Using innovative and mobile-first technology, Limelight provides a new platform and solution for the whole insurance industry.	7/21/15	\$3.0	Series A	MassMutual Ventures, Axa Strategic Ventures, Launchpad LA
Sentri	Private	Sentri's HD camera and built-in sensors track your home's vital stats and trends, allowing you to track temperature, humidity, air quality, weather and more from one central dashboard or with our customized mobile app	7/21/15	\$0.7*	Undisclosed	Undisclosed
ShoCard	Private	ShoCard is a digital identity that protects consumer privacy and is as easy to understand and use as showing a driver's license.	7/21/15	\$1.5	Undisclosed	Morado Venture Partners, AME Cloud Ventures, Enspire Capital PTE Ltd., Digital Currency Group
AgileMD	Private	AgileMD is a web, mobile, and EHR-integrated application that provides clinicians fast access to guidelines, protocols, and reference information.	7/16/15	Undisclosed*	Seed	Undisclosed
Cinarra Systems	Private	Cinarra is a technology startup that is changing the economics of the mobile industry by redefining the role of the network operators and over-the-top platforms.	7/16/15	\$20.0	Series B	SoftBank Capital, Almaz Capital Partners, Sigular Guff & Company
Guidebook	Private	Guidebook is a web interface enabling organizations to create mobile guides for their customers.	7/16/15	Undisclosed	Series A	Mosaic Ventures, MHS Capital
Malauzai Software	Private	Malauzai Software Inc. builds mobile banking SmartApps for community banks and credit unions for use by their customers and members.	7/16/15	\$11.0	Undisclosed	Undisclosed
Crew	Private	Crew is the online marketplace for creative talent - a trusted community where you can connect with the world's most talented mobile and web creators to build your dream mobile app, website, or brand.	7/15/15	\$7.6	Undisclosed	Accomplish, iNovia Capital, Real Ventures, BOLDstart Ventures, BDC Venture Capital, AngelList, LaunchCapital, LDV Partners
Shelfbucks	Private	Shelfbucks aims to level the playing field between physical and online retail. We will revolutionize the brand to consumer channel through mobile.	7/15/15	\$0.7	Undisclosed	Undisclosed

*Note: Sentri is still seeking \$1,269,587 in funding.

*Note: AgileMD is still seeking \$250,000 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, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
P97 Networks	Private	PetroZone®, created by P97 Networks, is a cloud based mobile commerce platform which connects consumers with retail fueling merchants and convenience stores across a broad partner ecosystem, including oil company payment networks, merchants, consumer package good companies, automotive companies and banks.	7/14/15	\$1.1	Series A	Undisclosed
Curely	Private	Curely is an online constant care marketplace for doctors and consumers around the globe.	7/9/15	\$2.0	Seed	Exponential Partners
Pickup	Private	PICKUP provides consumers and businesses with the capability to get what they want, when they want it. Our network of owner-operated pickup trucks that leverage mobile technology literally puts, "a pickup in your pocket!"	7/9/15	\$0.6	Seed	Undisclosed
Babbel	Private	Babbel is a comprehensive system for learning languages. Offering fun, multi-media methods and the opportunity to exchange with a community, Babbel has been online since 2008 and boasts over ten million users on the web and on mobile devices.	7/8/15	\$22.0	Series C	Scottish Equity Partners, Reed Elsevier Ventures, Nokia Growth Partners, VC Fonds Technology Berlin
Reveal Mobile	Private	Reveal Mobile builds mobile audience analytics from three distinct sources. We use traditional latitude & longitude, app behaviors, and the world's first beacon-powered audience database.	7/8/15	\$0.8	Undisclosed	Alerion Partners, IDEA Fund Partners, River Cities Capital Funds, Capitol Broadcasting
ShiftMobility	Private	SHIFTMobility's All-In-One platform for the auto industry is unique in its ability to vertically integrate manufacturers, distributors, and repair centers through any mobile device.	7/8/15	\$2.0	Undisclosed	Undisclosed
Bugsnag	Private	Bugsnag detects crashes in web and mobile apps, collecting diagnostic information and notifying your dev team over email, sms or chat.	7/7/15	\$7.2	Series A	Benchmark Capital, Matrix Partners
PubNub	Private	PubNub is a blazingly fast cloud-hosted messaging service for building real-time web and mobile apps.	7/1/15	\$20.0	Series C	Sapphire Ventures, Scale Venture Partners, Relay Ventures
Drafted	Private	Drafted, a mobile app focused on hiring via referrals, just launched out of stealth last month.	6/30/15	\$2.5	Seed	Accel Partners, General Catalyst Partners, Lightspeed Venture Partners, Undisclosed
ScoreBeyond	Private	ScoreBeyond is a Standardized Test Prep App.	6/30/15	\$2.8	Seed	Khosla Ventures, Brendan Wallace, The Stanford StartX Fund
Airbnb	Private	Airbnb is a community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone.	6/29/15	\$1,500.0	Undisclosed	General Atlantic, Tiger Global Management, Hillhouse Capital Group, Kleiner Perkins Caufield & Byers, GGV Capital, Temasek Holdings, China Broadband Capital, Horizon Ventures, Wellington Management Company, T. Rowe Price, Fidelity Management & Research Company
ShopJester	Private	ShopJester is a uniquely tailored shopping app that recommends the best possible sales going on at your favorite retailers and rewards users for shopping	6/29/15	\$0.6	Seed	Robert Pack, Silicon Valley Bank
Wildflower Health	Private	Wildflower Health is re-inventing the medical management model for high-risk pregnancy. Our mobile-focused digital health platform helps identify and address health risks throughout pregnancy, with personalized actions integrated with employee benefits.	6/29/15	\$5.0	Undisclosed	Easton Capital, Hatteras Venture Partners, Cambia Health Solutions, HealthTech Capital
Extreme Reach	Private	Extreme Reach enables advertisers and agencies to manage, execute, and track advertising campaigns across all video mediums (broadcast, cable, website, mobile, VOD).	6/25/15	\$56.3	Undisclosed	Undisclosed
Prairie Cloudware	Private	Prairie Cloudware is an company whose mission is to provide financial institutions with the tools and services to meet their customers' need for choice, convenience and security in an increasingly mobile world.	6/25/15	Undisclosed	Undisclosed	Undisclosed
STAND	Private	STAND is friction-free philanthropy. STAND is the first mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.	6/25/15	\$6.3	Undisclosed	Resolute.vc, Greylock Partners, Fresco Capital
Zumper	Private	Zumper is a real-time home and apartment rental platform for tenants and landlords to find and rent apartments.	6/25/15	\$6.4	Undisclosed	Goodwater Capital, Kleiner Perkins Caufield & Byers

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Curbside	Private	Curbside is a United States-based company developing a mobile application to find, buy, and pick up products from stores.	6/25/15	\$25.0	Series B	Sutter Hill Ventures, AME Cloud Ventures, Index Ventures, Qualcomm Ventures
Movik Networks	Private	Movik Networks is focused on delivering purpose-built solutions that bring content and application awareness to the edge of the mobile network.	6/23/15	\$3.0	Series E	Undisclosed
Vox Mobile	Private	Vox Mobile offers complete enterprise mobility including mobile technology consulting, management and support to companies.	6/23/15	\$6.7	Undisclosed	Telus Ventures, Mutual Capital Partners, Edison Partners, Permal Capital
Smart Vision	Private	Smart Vision Labs is building a better vision exam. We created the SVOne, a smartphone-based autorefractor powered by cutting-edge technology, to help make vision care accessible to everyone.	6/22/15	\$6.1	Series A	Connectivity Capital Partners, Heritage Group, Red Sea Ventures, Techstars Ventures
appMobi	Private	appMobi provides integrated tools and services for creating complete mobile application ecosystems and supporting large-scale developer communities.	6/18/15	\$1.3*	Undisclosed	Undisclosed
Cachet Financial Solutions	Private	Cachet Financial Solutions is a leading provider of remote deposit capture (RDC) solutions for banks, credit unions and other financial institutions. Remote and mobile deposit technologies are changing business and personal banking forever.	6/18/15	\$4.4*	Series C	Undisclosed
FreedomPop	Private	FreedomPop is the nation's first wireless internet provider committed to delivering 100% free internet with 4G broadband wireless internet access.	6/17/15	\$30.0	Series B	Partech International, DCM Ventures, Mangrove Capital Partners
LeadPages	Private	Leadpage is software that enables you to create mobile responsive landing pages, launch pages, sales pages and other conversion pages.	6/17/15	\$27.0	Series B	Drive Capital, Foundry Group, Arthur Ventures
Mapbox	Private	Mapbox is a full-service cloud-based map platform for sharing fast, beautiful, interactive web maps.	6/17/15	\$52.6	Series B	DFJ Growth, Foundry Group, DBL Partners, Thrive Capital, Promus Ventures, Pritzker Group Venture Capital
Vox Mobile	Private	Vox Mobile offers complete enterprise mobility including mobile technology consulting, management and support to companies.	6/17/15	\$2.5	Undisclosed	Undisclosed
Moonlighting	Private	Moonlighting is a mobile, on-demand application that allows people to earn extra money and get tasks done instantly. It creates a virtual marketplace for individuals and small businesses, enabling communication between those needing a task done and those capable of fulfilling the need.	6/16/15	\$1.9	Undisclosed	The McClatchy Company, Baltimore Angels, New Richmond Ventures
Sequent Software	Private	Sequent is the leading software solution for near field communications (NFC) payments for mobile devices in North America.	6/15/15	Undisclosed	Undisclosed	Undisclosed
BloomThat	Private	BloomThat wants to be the "Make someone happy" button. Open its app, choose between a few curated bouquets, and a beautiful flower arrangement is delivered to someone you care about in 90 minutes.	6/11/15	\$5.5	Undisclosed	First Round, Forerunner Ventures, Rothenberg Ventures, SherpaCapital, Vaizra Investments
Roomi	Private	Roomi is a free mobile app that simplifies roommate and housing search in New York by making it easy for people to post and list rooms and connect safely, in a city where it's rarely affordable to live alone.	6/10/15	\$2.0	Seed	DCM Ventures, Undisclosed
Zero App	Private	Zero is a new email app created to help deal with large quantities of emails. Zero changes traditional user interactions with inbox and allows handling of email overload in far less time than any other mobile email client on the market today.	6/5/15	Undisclosed*	Seed	Jack Levin, Luc Dumont, Eugene Malobrodsky, Ilya Perlov
PicsArt	Private	PicsArt is a growing mobile photo-editing system that claims almost 60 million active users a month.	6/4/15	\$15.0	Undisclosed	Insight Venture Partners, Sequoia Capital
SimplyTapp	Private	SimplyTapp provides cloud based mobile payment solutions for banks, payment card issuers, transit authorities and retailers.	6/4/15	Undisclosed	Undisclosed	Verizon Ventures
Repsly	Private	Repsly has been focused on providing mobile software solutions for enhancing field activity management since its inception in 2010. Setting out to simplify processes for field teams and their managers, Repsly has customers in over 40 countries.	5/29/15	\$0.9	Undisclosed	Undisclosed
Snapchat	Private	Snapchat is a photo messaging application.	5/29/15	\$537.6*	Undisclosed	Undisclosed

*Note: appMobi is still seeking \$669,839 in funding.

*Note: Cachet Financial Solutions is still seeking \$597,000 in funding.

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

*Note: Snapchat still seeking \$112,360,217 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Souktel	Private	Souktel designs and delivers mobile phone services that link people with jobs and connect aid agencies with communities who need help.	5/29/15	\$0.4	Undisclosed	Undisclosed
Tyfone	Private	Tyfone's mobile banking platform puts financial institutions right in the center of mobile banking and payment space, with comprehensive hardware and software platforms that enables financial institutions to optimize the mobile channel to offer customer banking services, payment and relevant real time services.	5/29/15	\$6.6*	Series C	Undisclosed
eGifter	Private	eGifter is a web and mobile social gifting app that enables users to give eGift Cards to friends, family, and even themselves. We enable retailers to include social networks in their marketing mix, while driving real, measurable commerce in the process.	5/28/15	\$3.5	Undisclosed	Long Island Angel Network (LIAN), BDS Capital, Angel Dough Ventures, 94Bits
Omadi	Private	Omadi Mobile Management is a leader in custom mobile technology. We develop cloud-based CRM software for targeted service industries to track, analyze, and increase employee production, enhance communication within companies and between clients, and replace the need for multiple software solutions.	5/27/15	\$0.7	Undisclosed	Peak Ventures
Flywheel	Private	Flywheel is developing a taxi cab application for the mobile phone.	5/26/15	Undisclosed	Undisclosed	Riverwood Capital
Brit & Co	Private	Brit & Co's content hub is online at Brit.co or available on mobile devices. The team also designs and builds software applications, the first of which is Weduary, a social wedding website creator that helps brides and grooms easily create a wedding site that connects their guests before the big event.	5/25/15	\$23.1	Undisclosed	Intel Capital, Lisa Lambert, Oak Investment Partners, Fred Harman, Gary Vaynerchuk, Marissa Mayer, Index Ventures, General Catalyst Partners, Lerer Hippeau Ventures
Taplytics	Private	Taplytics grew as a way for our mobile app development shop to be more efficient and nimble. We quickly realized that what we built is much more than a tool for designers to move pixels around a screen. It's a best-in-class tool for mobile A/B testing.	5/22/15	\$2.4	Seed	Mark Pincus, Alexis Ohanian, Paul Buchheit, Matthew Cutts, Daniel Debow, Kevin Hale, aaron Harris, Justin Kan, Jonathan Lister, Roger Martin, Jean Pigozzi, Som Seif, Garry Tan, Farhan Thawar
Zagster	Private	Zagster is a transportation provider offering bike rental services in the U.S.	5/22/15	\$4.6*	Undisclosed	Undisclosed
Avocarrot	Private	Avocarrot is a native mobile advertising platform which provides real rewards on mobile apps.	5/21/15	\$2.0	Undisclosed	Odyssey Venture Partners
Invisible Media	Private	Invisible Media is a real-time mobile data, decisioning, marketing automation and analytics platform.	5/21/15	\$1.0	Seed	Dave Thornbury, Undisclosed
Mode Media	Private	Mode Media is a vertical media company with 6000+ lifestyle websites, including Mode., a consumer social platform.	5/21/15	\$30.0	Series G	Hubert Burda Media
Minus	Private	Minus develops a mobile chat and photo sharing application available on the iPhone and Android devices.	5/20/15	\$2.0*	Undisclosed	Undisclosed
Mobcrush	Private	Mobcrush is a mobile video streaming company that enables mobile users to broadcast, watch and chat about games played and streamed in real-time.	5/20/15	\$4.9	Undisclosed	Raine Ventures, First Round Capital, Lowercase Capital, CrunchFund, Rincon Venture Partners, CrossCut Ventures, Lionsgate, Advancit Capital, CAA Ventures, BAM Ventures, Undisclosed
Speakeasy	Private	Speakeasy is a provider of mobile-first conference calling software.	5/20/15	\$5.0	Series A	Bessemer Venture Partners, Salesforce Ventures
AllSeated	Private	AllSeated is a platform for team collaboration: Everything in one place, instantly build floor plans, guest lists, timelines, 3D, mobile - available wherever you go.	5/19/15	Undisclosed	Undisclosed	Magma Venture Partners
Little Labs	Private	Little Labs is a Smartwatch app studio creating simple, contextual and fun experiences designed for the post-phone era.	5/19/15	\$3.0	Seed	Crosscut Ventures, Lowercase Capital, Lightspeed Venture Partners, New Enterprise Associates, Amplify.LA
Tissue Analytics	Private	Securely stream patient photographs and wound analysis directly to your desktop!	5/18/15	\$0.8	Undisclosed	Tencent Holdings, DreamIt Ventures Philadelphia, Undisclosed

*Note: Tyfone still seeking \$2,000,000 in funding.

*Note: Zagster still seeking \$1,207,490 in funding.

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING				VC's
			Announced	Transaction Amount (in \$M)	Funding Round		
Neumob	Private	Neumob's mission is to speed up Mobile Apps for the next 5 billion users around the globe. Their team has spent the past 20 years building cloud networks for businesses, content providers, governments and Internet operators. Neumob was formed to empower Consumers with the latest technologies to provide Speed, Security and Control.	5/15/15	\$2.3	Seed	Accel Partners, Shasta Ventures, Menlo Ventures, Plug and Play Ventures, Lightbank	
Blue Danube Systems	Private	Blue Danube Systems designs innovative mobile wireless access solutions that significantly and cost-effectively increase network capacity and enhance quality of service.	5/15/15	\$16.0	Series B	Sequoia Capital, Northgate Capital, AT&T	
Gametime	Private	Gametime makes your phone your ticket. The Gametime app presents you with a view from your seat so you can select the right perspective.	5/14/15	\$13.3	Series A	Accel Partners, Undisclosed	
Pocket Gems	Private	Pocket Gems, a pioneer of the movement of social games to mobile, developed a series of phenomenally successful free-to-play mobile games that have been downloaded more than 15 million times.	5/14/15	\$60.0	Undisclosed	Tencent Holdings	
ScoreStreak	Private	ScoreStreak lets hardcore fantasy players and casual sports fans alike play daily fantasy contests for real money on mobile devices.	5/14/15	\$0.2*	Seed	Andrew Houser, Brad Stroh	
XAPPmedia	Private	XAPPmedia exists to give consumers a voice and connect them directly with brands. We are a technology company that provides interactive audio services. Our first service is interactive audio advertising. We harness mobile, cloud and voice technology to make audio advertising interactive, simple and spontaneous.	5/14/15	\$3.8	Undisclosed	Undisclosed	
Cyanogen	Private	CyanogenMod is a customized, aftermarket firmware distribution for several Android devices. Based on the Android Open Source Project, CyanogenMod is designed to increase performance and reliability over Android-based ROMs released by vendors and carriers such as Google, T-Mobile, HTC, etc.	5/13/15	Undisclosed	Series C	Foxconn Technology Group	
Instart Logic	Private	Instart Logic accelerates cloud application delivery for the world's most performance-obsessed organizations.	5/13/15	\$43.0	Undisclosed	Four Rivers Partners, Hermes GPE, Andreessen Horowitz, Kleiner Perkins Caufield & Byers, Tenaya Capital	
Kony	Private	Kony is the only mobile application platform provider that enables companies to future proof their mobile apps from the constantly shifting device marketplace and its fragmented mobile customer base.	5/13/15	\$5.0	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.	5/12/15	\$9.5	Undisclosed	Spark Capital, SoftBank Capital	
Transpose	Private	Transpose is the simplest platform for structuring data, enabling users to leverage enterprise-level technology in a user-friendly format. Transpose is available across desktop, mobile, and web-based applications.	5/12/15	\$1.4	Undisclosed	Alliance of Angels, Gramercy Fund	
Immediately	Private	Immediately is mobile sales enablement, designed for the always-on workforce.	5/8/15	\$2.0	Seed	Ryan Holmes, Ryan Lange, Peter Kazanjy, Jonathan Abrams, Friendster, Haroon Mokhtarzada	
FileChat	Private	FileChat is a powerful new free mobile and web application that allows users to socially collaborate on files within their existing cloud storage platforms to improve productivity and efficiency.	5/6/15	\$3.0	Undisclosed	Undisclosed	
Chartbeat	Private	Chartbeat tools measure and monetize website visitors' attention and engagement on page content and advertising.	5/6/15	\$15.5	Series C	Digital Garage, Jeff Clavier, Jason Calacanis, Index Ventures, Draper Fisher Jurvetson (DFJ), Harmony Partners	
BlueLine Grid	Private	BlueLine Grid connects law enforcement, fire, EMT, first responders and security teams with the simplest, most comprehensive, and affordable mobile solutions available.	5/5/15	Undisclosed	Undisclosed	In-Q-Tel	
Gameit	Private	Gamified shopping meets brand awareness in one beautiful and intuitive app.	5/5/15	\$1.6	Seed	DAK Capital	
SessionM	Private	SessionM is the next generation consumer loyalty and engagement platform. The company's cloud-based solutions integrate loyalty marketing technology with ad serving and data management capabilities to drive personalized consumer relationships through the mobile device.	5/5/15	\$12.0	Undisclosed	Causeway Media Partners, NTT DOCOMO Ventures, Commerce Ventures, Highland Capital Partners, CRV, Kleiner Perkins Caufield & Byers	
Stylisted	Private	Stylisted is a website and mobile application that allows women to book in-home hair styling and makeup appointments from a network of vetted freelance beauty professionals.	5/1/15	\$0.7*	Seed	Evan Plisner, Dave Goldberg, Waverly Deutsch, Christopher D'Cruz, Dave Herrmann	

*Note: ScoreStreak still seeking \$1,800,000 in funding.

*Note: Stylisted still seeking \$225,000 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, 2015.

Financing Transactions

DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Appconomy	Private	Appconomy designs, develops and sells mobile apps and app components, and AppCommerce capabilities that power the economies of people, businesses and enterprises.	7/31/15	\$1.1	Debt	Undisclosed
Homer Logistics	Private	Homer uses technology to make food delivery faster, safer, and cheaper in the urban environment. Through the use of mobile tracking, routing, and communication, Homer delivers more orders in fewer miles traveled.	7/22/15	Undisclosed	Debt	Brooklyn Bridge Ventures, Two Sigma Ventures, Vayner RSE, Rugged Ventures, Haystack Fund
Emma	Private	Emma is a provider of best-in-class email marketing software and services that help organizations of all sizes get more from their marketing. Email is personal.	7/9/15	\$5.0	Debt	Nashville Capital Network, Square 1 Bank
mParticle	Private	mParticle is a mobile technology company based in New York City.	7/7/15	\$4.3	Debt	Undisclosed
eXacly	Private	eXacly.me makes the world relevant. eXacly.me enables discovery, interaction, personalization and sharing across distributed networks of web sites, Facebook, eXacly.me platform, and soon - mobile.	7/2/15	\$0.6	Debt	Undisclosed
MobileRQ	Private	MobileRQ helps travel suppliers and other travel ecosystem players fully leverage their digital strategies.	6/17/15	\$0.8	Debt	Undisclosed
STAND	Private	STAND is the first mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.	5/18/15	\$0.5	Debt	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.	5/8/15	\$8.3	Debt	Undisclosed

*Note: Appconomy still seeking \$1,438,140 in funding.

*Note: MobileRQ is still seeking \$195,000 in funding.

*Note: Sapho still seeking \$4,657,272 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, 2015.

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
SRA Companies, Inc.	7/8/15	SRA is a provider of sophisticated information technology.
Shopify Inc.	4/14/15	Shopify provides a leading cloud-based commerce platform designed for small and medium-sized businesses

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

Mobile Marketing Association

About the Mobile Marketing Association (MMA)

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

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

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

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

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

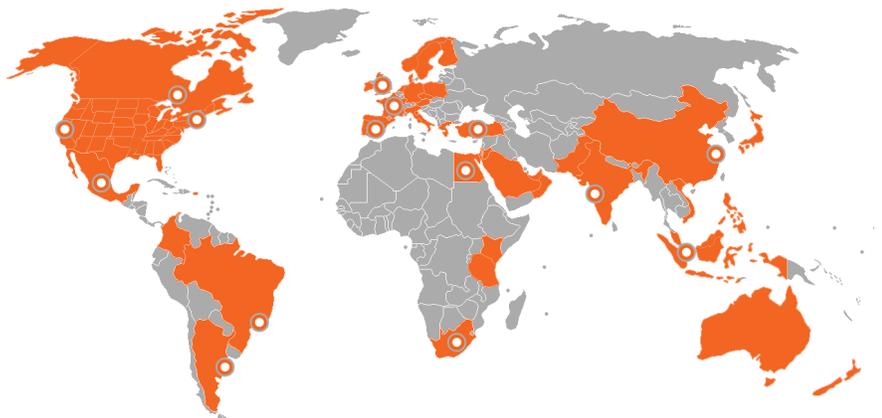
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Mobile Marketing Association

Calendar of Events

SEPTEMBER 28–29, 2015

SM2 Innovation Summit

New York, NY, USA

<http://www.mmaglobal.com/sm22015>

SEPTEMBER 28, 2015

Global Smarties Awards Gala & Dinner

New York, NY, USA

<http://mmaglobal.com/smarties>

Global Events Calendar

<http://mmaglobal.com/calendar/monthly>

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

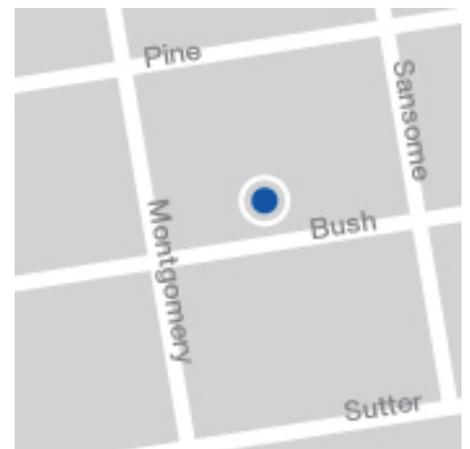
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 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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