



**MOBILE  
MARKETING  
ASSOCIATION**



**Hidden River**



# MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION  
MAY 2013

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# Every Moment is Mobile—MMA Returns to Cannes Lions

Over the past few years, mobile marketing has transformed into one of the most creative canvases for marketers to connect with consumers. There is no other platform that is as *personal*, as *pervasive*, and provides the opportunity for *proximity* to connect with consumers in the right place and time. And since mobile delivers on the promise of intimacy and immediacy, **every moment is mobile** and has the potential to move marketers closer to consumers than ever before.

To celebrate mobile and the evolution of media, the global marketer and agency community unite at one event—the **Cannes Lions International Festival of Creativity**. Cannes Lions offers a stage to recognize the growth of mobile, among other media channels, and set new benchmarks based on the campaigns that raise the bar.

For years, mobile creativity was thought to be an oxymoron. But as people rely on their mobile devices to start and end their day, innovation has been unleashed in the palm of a consumer's hand.

That is why it is vital to have festivals, such as Cannes Lions, to identify the best and brightest in mobile as the platform continues to evolve. The MMA is once again returning as an official sponsor of Cannes Lions with the objective of educating and inspiring the leaders of today (and tomorrow) to invest more in mobile. From supporting the **Young Marketers Academy**, **CMO Accelerator**, **Mobile Day Forum** and even erecting the **Mobile Smart Big Top**, the MMA is committed to providing a Cannes Lions curriculum that demonstrates the power and potential of mobile marketing. See the events section in this issue of Mobile Smart Fundamentals to learn more about the MMA in Cannes.

To reinforce the power of mobile creativity, take a look at the “Pennies For Life” campaign that was awarded a 2012 Gold Lion: <http://vimeo.com/41908291>

Mobile may not be the biggest screen or surface for ideas. But the biggest revolution of our times is happening on the smallest screen we have. **Every moment is mobile.**

Onwards,

Greg Stuart

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# Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Lars Dalgaard	Partner, Andreessen Horowitz	Founder, SuccessFactors; Executive Board Member, SAP	Andreessen Horowitz is a venture capital firm.	5/30/13
Charles Giancarlo	Board of Directors, Imperva	Managing Director, Silver Lake (current)	Imperva is a data security company that provides high-value business data protection.	5/30/13
Nick Lenaeus	Regional Director, Whitlock	Regional Sales Head, Avaya	Whitlock delivers rollout, tablet and hand-held solutions for videoconferencing and data sharing.	5/30/13
Lisa Jackson	Vice President of Environmental Initiatives, Apple	Administrator, The U.S. Environmental Protection Agency	Apple is a corporation that designs, develops, and sells consumer electronics, computer software and personal computers.	5/28/13
Kevin Merritt	Chief Executive Officer, Socrata	Executive, VeriSign	Socrata is a government data analytics startup.	5/21/13
David Elton	General Manager, Arkadium	Advisory Board Member, Canadian Video Games Awards	Arkadium is a game development studio, creator of largest library of casual games in the world.	5/15/13
Sherrie McAvoy	Board of Directors, Numerex	AERS Partner, Deloitte & Touche LLP (current)	Numerex is an enterprise machine-to-machine (M2M) technology company.	5/13/13
David O'Callaghan	Senior Vice President of Global Channels and Alliances, VMware	Channel Executive, Cisco	VMware, Inc. is an American software company that provides cloud and virtualization software and services.	5/10/13
Robert Daleo	Board of Directors, Citrix	Chief Financial Officer, Thomson Reuters Corporation	Citrix is software company that provides server and desktop virtualization, networking, SaaS, and cloud computing technologies.	5/10/13
Gary Beyer	Chief Executive Officer, Gibberin	Vice President of Business Development, CDG	Gibberin is a viral communications platform based on spoken messages.	5/8/13
Don Dodge	Board of Advisors, Jawfish Games	Google Developer Advocate (current)	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Ron Doornink	Board of Advisors, Jawfish Games	Chief Executive Officer, Activision Publishing	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Scott Greenburg	Board of Advisors, Jawfish Games	Partner, K&L Gates (current)	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Adam Gries	Board of Advisors, Jawfish Games	Founder, Smart Bites	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Martin Tobias	Board of Advisors, Jawfish Games	Venture Partner, Ignition (current)	Jawfish Games is a leader of multiplayer, real-time tournaments for mobile and web.	5/7/13
Jon Rubinstein	Board of Directors, Qualcomm	Chief Executive Officer, Palm Inc.	Qualcomm is a global semiconductor company that designs, manufactures and markets digital wireless telecommunications products and services.	5/6/13
Brian Kaminsky	Executive Vice President of Operation, Clear Channel Media and Entertainment	Chief Operating Officer, Huffington Post AOL	Clear Channel Media and Entertainment is a leading media and entertainment company, provides multi-platform advertising and marketing.	5/3/13
Christine King	Boad of Directors, Qlogic	Chief Executive Officer, Standard Microsystems Corporation (current)	QLogic is a leading provider of data center networking, data migration and storage networking infrastructure solutions.	5/3/13
Eric Raab	Chief Information Officer, Yodle	Chief Technology Officer, M5 Networks	Yodle is a leader in local online marketing, connects consumers to small businesses cost-effectively.	5/2/13
Eric Benazech	Chief Revenue Officer, nFluence Media	Business Development Director, Aimia Inc.	nFluence Media helps companies to have fast, valuable conversations with consumers, allowing for accurate advertising.	5/1/13
Doug Smith	Vice President of Global Partner Sales, Virtual Instruments	Channel Executive, VMware	Virtual Instruments is a leader in Infrastructure Performance Management for the physical, virtual, and cloud computing environments.	5/1/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout May 1-31, 2013.

# Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
<b>Chris Ovitz</b>	Vice President of Business Development, Scopely	Co-Founder, Viddy	Scopely is a next generation consumer mobile entertainment network.	4/30/13
<b>Rob von Behren</b>	Lead Software Engineer, Braintree	Square	Braintree is a payment platform for online and mobile businesses, offering all the tools merchants need to accept payments and provide consumers a frictionless experience at checkout.	4/30/13
<b>Phil Neiswender</b>	Chief Legal Officer, UIEvolution	Chief Operation Officer/General Counsel, Garagiste	UIEvolution produces mobile convergence technology, providing software products and services to global brands and service providers offering rich application experiences for mobile and embedded digital devices.	4/23/13
<b>Shawn Burke</b>	Vice President of Engineering, Buddy	Developer/Architect, Microsoft	The Buddy Platform is the first BaaS that Powers, Optimizes and Measures your Apps.	4/16/13
<b>John Doerr</b>	Board of Directors, Zynga	Partner, Kleiner Perkins Caufield & Byers (current)	Zynga's mission is connecting the world through games.	4/5/13
<b>Charlie Kindel</b>	Director, Amazon	General Manager of Phone Developer Experience, Microsoft	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	4/2/13
<b>David Bluhm</b>	Chief Marketing Officer, Medio	Entrepreneur in Residence, University of Washington	Medio is a leader in increasing the lifetime value of mobile customers. Their predictive solutions enables businesses to acquire higher value customers and improve both their retention and lifetime value by providing an optimized and personalized mobile experience.	3/21/13
<b>Mike Schroepfer</b>	Chief Technology Officer, Facebook	Vice President of Engineering, Facebook	Facebook is the world's largest social network, with over 1 billion monthly active users.	3/15/13
<b>Christian Dankl</b>	Director of Sales EMEA, Adknowledge	Director of Global Business Development (DigitalWorks), Sony DADC	Adknowledge is a leading online network that offers unique ad formats, data analysis, targeting algorithms, and creative approaches, providing advertisers with quality leads from hard to-reach places on the Web via multiple channels, including social networks, display, mobile, apps, and email.	3/12/13
<b>Eric-Alexis Fortier</b>	Country Manager (France & Benelux), Adknowledge	Managing Director (France),myThings	Adknowledge is a leading online network that offers unique ad formats, data analysis, targeting algorithms, and creative approaches, providing advertisers with quality leads from hard to-reach places on the Web via multiple channels, including social networks, display, mobile, apps, and email.	3/12/13
<b>Markus von der Luehe</b>	Country Manager (Germany), Adknowledge	Business Development Director Mobile Partnerships, tyntec	Adknowledge is a leading online network that offers unique ad formats, data analysis, targeting algorithms, and creative approaches, providing advertisers with quality leads from hard to-reach places on the Web via multiple channels, including social networks, display, mobile, apps, and email.	3/12/13
<b>Regina Sebring</b>	Vice President of Mobile, Beanstock Media	Vice President of Publisher Partnerships, Jumptap	Beanstock offers a premium supply side platform (SSP) and manages private ad exchanges for an exclusive set of high quality publishers. The Beanstock private exchange supports all forms of display advertising – standard, mobile, video and other high impact rich media.	3/12/13
<b>Michael Vos</b>	Vice President of West Coast Sales, MediaBrix	Head of Sales, Kiip	MediaBrix powers the industry's leading advertising platform for social and mobile games.	3/6/13
<b>Ric Neil</b>	Executive Director of Mobile, MediaBrix	Executive Producer / Chief Monetization Officer, Glu Mobile	MediaBrix powers the industry's leading advertising platform for social and mobile games.	3/6/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 6/1/13	Stock Price 5/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
<b>Indexes</b>		S&P 500	1,630.74	1,582.70	3.0%	1,687.18	1,266.74				
		NASDAQ Composite	3,455.91	3,299.13	4.8%	3,532.04	2,726.68				
		Russel 3000	969.98	939.45	3.2%	1,002.59	747.18				
<b>Large-Cap (&gt; \$10B)</b>											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 42.91	\$ 44.71	-4.0%	\$ 47.17	\$ 29.52	\$21,538	\$19,409	\$4,366	4.4X
Airtel	BHARTIARTL.BO	BSE	5.35	5.92	-9.6%	6.90	4.16	21,369	34,658	14,766	2.3X
America Movil	AMX	NYSE	1.00	1.08	-6.8%	1.39	0.93	49,044	79,999	60,004	1.3X
Apple Inc.	AAPL	NASDAQ	449.73	439.29	2.4%	705.07	385.10	422,143	383,006	169,104	2.3X
AT&T	T	NYSE	34.99	37.56	-6.8%	39.00	32.71	188,246	259,183	126,968	2.0X
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	50.01	49.82	0.4%	55.16	41.35	66,176	148,305	127,096	1.2X
CenturyLink	CTL	NYSE	34.15	37.19	-8.2%	43.43	32.05	20,799	41,111	18,279	2.2X
China Mobile	CHL	NYSE	51.80	54.75	-5.4%	59.73	49.37	208,233	144,173	84,978	1.7X
Fiserv, Inc.	FISV	NASDAQ	87.16	86.93	0.3%	91.16	65.64	11,606	15,299	4,526	3.4X
Google	GOOG	NASDAQ	871.22	820.43	6.2%	920.60	556.52	236,207	191,248	54,703	3.5X
Microsoft	MSFT	NASDAQ	34.90	32.72	6.7%	35.28	26.26	291,453	231,165	76,012	3.0X
Motorola Solutions	MSI	NYSE	57.96	56.37	2.8%	64.72	44.49	15,745	14,531	8,715	1.7X
Neustar, Inc.	NSR	NYSE	71.63	69.64	2.9%	74.10	43.73	15,043	14,889	8,562	1.7X
Nokia	NOK	NYSE	3.44	3.34	3.0%	4.90	1.63	12,883	9,857	37,000	0.3X
Omnicom	OMC	NYSE	62.13	59.30	4.8%	64.29	45.11	16,066	19,787	14,311	1.4X
Publicis Groupe	PUB.PA	Paris	71.63	69.64	2.9%	74.10	43.73	15,043	14,889	8,562	1.7X
Samsung	005930.KS	005930.KS	1,361.42	1,380.19	-1.4%	1,492.09	948.45	200,537	180,433	188,384	1.0X
Sprint	S	NYSE	7.30	7.06	3.4%	7.50	2.44	22,031	38,762	35,404	1.1X
Telefonica S.A.	TEF	NYSE	13.74	14.69	-6.5%	15.49	9.72	62,520	152,254	81,722	1.9X
Telenor	TELNF	OTC	21.03	22.51	-6.6%	23.05	14.26	32,813	40,182	17,585	2.3X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.37	15.37	0.0%	17.80	10.88	13,526	11,353	6,037	1.9X
Vodafone Group	VOD	NASDAQ	28.96	30.54	-5.2%	30.80	24.42	154,416	200,647	69,586	2.9X
WPP Group	WPPGY	NASDAQ	85.07	82.32	3.3%	89.64	57.13	21,541	26,939	16,578	1.6X
Yahoo!	YHOO	NASDAQ	26.30	24.30	8.2%	27.68	14.59	28,473	25,552	4,906	5.2X
					<b>Average</b>			89,477	95,735	51,590	2.2X
					<b>Median</b>			25,252	39,472	26,842	1.9X
<b>Mid-Cap (\$2B - \$10B)</b>											
Alcatel-Lucent	ALU	NYSE	\$ 1.68	\$ 1.36	23.5%	\$ 1.79	\$ 0.91	\$3,913	\$6,390	\$18,672	0.3X
BlackBerry	BBRY	NASDAQ	13.96	15.80	-11.7%	18.32	6.22	7,315	4,661	11,092	0.4X
Dentsu	4324.JP	TSE	30.95	34.93	-11.4%	38.42	22.00	8,609	9,201	23,002	0.4X
Gemalto	GTOFF	OTC	83.72	81.79	2.4%	98.17	61.22	7,369	6,937	2,910	2.4X
GFK Retail and Technology UK	GFK.DE	Xetra	48.03	57.13	-15.9%	60.11	43.51	1,753	2,391	1,971	1.2X
Interpublic Group of Companies	IPG	NYSE	14.22	13.58	4.7%	14.99	9.04	6,092	7,432	6,992	1.1X
LG	LPL	NYSE	27.84	27.20	2.4%	34.04	16.58	9,961	12,240	27,146	0.5X
Oi	OIBR	NYSE	1.86	2.48	-24.8%	4.80	1.86	2,230	15,655	13,995	1.1X
Pandora Media Inc.	P	NYSE	17.02	14.25	19.4%	19.37	7.08	2,975	2,900	472	6.1X
TIM	TSU	NYSE	19.16	20.41	-6.1%	28.14	16.39	9,264	10,074	9,371	1.1X
ValueClick	VCLK	NASDAQ	26.36	30.60	-13.9%	32.25	13.80	2,009	1,960	687	2.9X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	21.57	23.36	-7.6%	23.48	18.48	8,231	8,741	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.06	1.84	11.9%	2.41	1.22	5,786	5,786	13,518	0.4X
ZYNGA	ZNGA	NASDAQ	3.40	3.18	6.9%	6.36	2.09	2,066	898	1,224	0.7X
					<b>Average</b>			5,541	6,805	10,081	1.4X
					<b>Median</b>			5,939	6,664	9,371	1.1X

## 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 month reported to SEC except for VIV; OIBR; BGO & BNG, which are calendar 2011.

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								( in Millions )			
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		Russel 3000	969.98	939.45	3.2%	1,002.59	747.18				
<b>Small-Cap (&lt; \$2B)</b>											
<b>2Ergo Group PLC</b>	RGO	LSE	\$ 0.05	\$ 0.13	-61.3%	\$ 0.82	\$ 0.04	\$3	\$2	\$13	0.2X
<b>Acxiom Corporation</b>	ACXM	NASDAQ	21.99	19.27	14.1%	22.72	12.96	1,625	1,655	1,099	1.5X
<b>Atrinsic, Inc</b>	ATRN	OTC	0.00	0.00	0.0%	0.06	0.00	0	2	33	0.1X
<b>Augme Mobile</b>	AUGT	OTC BB	0.37	0.33	11.4%	2.29	0.27	48	44	26	1.7X
<b>Bango</b>	BGO	LSE	2.98	3.15	-5.4%	4.40	2.26	136	133	25	5.4X
<b>Blue Calypso Holdings, Inc.</b>	BCYP	OTC	0.17	0.19	-11.1%	0.98	0.09	22	22	0	N/A
<b>Boingo wireless</b>	WIFI	NASDAQ	7.25	5.98	21.2%	11.78	5.35	259	167	101	1.7X
<b>Cincinnati Bell</b>	CBB	NYSE	3.44	3.41	0.9%	5.89	2.84	715	2,974	1,437	2.1X
<b>Mobivity (Formerly CommerceTel)</b>	MFON	OTC BB	0.32	0.25	28.0%	0.69	0.14	7	7	4	1.9X
<b>Digimarc Corporation</b>	DMRC	NASDAQ	23.01	20.60	11.7%	28.05	17.68	167	134	38	3.6X
<b>Glu Mobile</b>	GLUU	NASDAQ	2.71	3.01	-10.0%	5.90	1.99	186	164	85	1.9X
<b>Internetq Plc</b>	INTQ	LSE	5.31	5.02	5.8%	5.57	2.69	186	177	95	1.9X
<b>Lenco Mobile</b>	LNCM	OTC	0.06	0.05	14.3%	0.22	0.01	5	5	15	0.3X
<b>Marchex</b>	MCHX	NASDAQ	5.79	3.98	45.5%	6.33	2.99	163	146	139	1.0X
<b>MDC Partners</b>	MDCA	NASDAQ	17.63	16.91	4.3%	18.25	9.24	552	1,387	1,104	1.3X
<b>MEDL Mobile</b>	MEDL	OTC BB	0.36	0.40	-10.0%	0.55	0.07	16	16	3	4.7X
<b>Millennial Media</b>	MM	NYSE	7.89	6.69	17.9%	16.86	5.87	628	494	194	2.5X
<b>Motricity</b>	MOTR	NASDAQ	4.46	5.60	-20.4%	9.65	3.26	21	21	90	0.2X
<b>Openwave (Now Unwired Planet)</b>	UPIP	NASDAQ	2.06	1.89	9.0%	2.65	1.17	189	161	0	N/A
<b>Opera Software ASA</b>	OPERA.OL	Oslo	7.51	6.81	10.3%	7.75	4.87	914	860	231	3.7X
<b>Poynt Corporation</b>	PYN.V	TSXV	0.02	0.02	0.0%	0.06	0.01	8	10	2	4.9X
<b>Single Touch</b>	SITO	OTC BB	0.70	0.67	3.9%	0.95	0.15	93	93	7	13.4X
<b>Smith Micro Software Inc</b>	SMSI	NASDAQ	1.29	1.36	-5.1%	2.16	1.10	48	20	45	0.4X
<b>SoundBite Communications</b>	SDBT	NASDAQ	4.97	3.02	64.6%	5.13	2.05	82	82	48	1.7X
<b>Tanla Solutions Limited</b>	TANLA	NSE	0.06	0.08	-18.4%	0.16	0.06	6	6	24	0.3X
<b>Telecom Argentina S.A.</b>	TEO	NYSE	15.16	16.73	-9.4%	16.95	9.12	1,460	1,499	4,788	0.3X
<b>TeleCommunication Systems, Inc. (TCS)</b>	TSYS	NASDAQ	2.35	1.97	19.3%	2.70	1.10	126	126	482	0.3X
<b>Velti</b>	VELT	NASDAQ	1.76	2.09	-15.8%	10.43	1.53	116	116	270	0.4X
					<b>Average</b>	4.1%		278	376	371	2.2X
					<b>Median</b>	4.1%		121	121	47	1.7X

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# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
05/29/2013	HarvestMark	ShopWell	Developer of a personalized nutrition app.	
05/28/2013	Refinery29	SocialBomb	Connects mobile phones, blu-ray players, and computers.	
05/23/2013	Yahoo	PlayerScale	Developer of software infrastructure for cross-platform gaming.	
05/22/2013	LinkedIn	Maybe	Social polling startup.	
05/22/2013	GiftCards.com	Giftly	Developer of native mobile applications.	
05/22/2013	Adobe	Thumb Labs	Bootstrapped mobile app design agency.	
05/22/2013	Betaworks	Piictu	Talk and play with friends via mobile pictures.	
05/22/2013	Net Element International	Aptito	Hospitality software: menus, reservation, ordering.	
05/21/2013	Mobivity	Front Door Insights	Offers mobile marketing services.	
05/20/2013	Sprint	Handmark	Mobile app developer and advertising.	
05/20/2013	Payvia	Mogreet	Delivers campaigns via text, video, and picture messaging.	
05/20/2013	Yahoo	Tumblr	Microblogging platform and social networking website.	\$1,100.0
05/19/2013	Accenture	Acquity Group	Brand eCommerce™ and digital marketing company.	\$316.0
05/17/2013	GrubHub	Seamless	Web and mobile online food delivery.	
05/16/2013	TELUS	Mobilicity	Unlimited talk, text, and data plans.	
05/16/2013	Aruba Networks	Meridian	Enterprise mobile software for location-based businesses.	
05/15/2013	DocuSign	Cartavi	Cloud-based document sharing.	
05/15/2013	lotum	Freeconference.com	Offers conference call.	
05/14/2013	Barracuda Networks	SignNow	Offers tools to e-sign digital files.	
05/13/2013	Dyn	Trendslide	Dashboard solution for SaaS, e-commerce, and Media sites.	
05/12/2013	Yahoo	Loki Studios	Location-based mobile gaming company.	
05/09/2013	Yahoo	GoPollGo	A real-time polling tool.	
05/09/2013	Yahoo	MileWise	App for airline miles as well as hotel and credit card points.	
05/01/2013	Yahoo	Astrid	A social to-do list app.	
04/30/2013	Mimvi Inc	FanAppic	Provider of mobile application information and review services.	
04/30/2013	Jawbone	BodyMedia	Provider of wearable health tracking devices.	

\* Note: Activity was actually a merger.

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# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
04/28/2013	<b>Aepona</b>	Intel	Provides application-led products and services.	\$120.0
04/25/2013	<b>Facebook</b>	Parse	Provider of paid tools & services for developing apps.	\$85.0
04/24/2013	<b>OneUp Games LLC</b>	Lucid Appeal LLC	Developer of mobile software.	
04/23/2013	<b>Facebook</b>	Spaceport.io	Developer of an HTML5, mobile game creation platform.	
04/22/2013	<b>IBM Corporation</b>	UrbanCode	Software provider that helps automate the production & delivery of new applications.	
04/13/2013	<b>LinkedIn</b>	Pulse	Developer of a news reading application.	\$90.0
04/12/2013	<b>Mandalay Digital Group</b>	Mia	Provider of mobile solution services.	
04/11/2013	<b>Masonic Aging Services Corp</b>	EDO Mobile Health Inc	Developer of mobile application software.	
04/11/2013	<b>Twitter</b>	We Are Hunted	Developer of mobile music applications.	
04/10/2013	<b>Facebook</b>	Osmeta	Mobile software start-up.	
04/08/2013	<b>Adknowledge</b>	Montipay	Developer of mobile application software.	
03/28/2013	<b>Mobiquity Inc</b>	Vertical Performance Partners	Developer of mobile solutions software.	
03/25/2013	<b>Oracle Corporation</b>	Tekelec	Telecommunications company.	\$780.0
03/25/2013	<b>Yahoo!</b>	Summly	Gathering and delivery startup.	\$30.0
03/25/2013	<b>Apple</b>	WiFiSlam	Developer of mapping applications for mobile devices.	
03/25/2013	<b>Babble</b>	PlaySay	Developer of mobile apps that allow users to learn languages via games.	
03/21/2013	<b>Coupons.com</b>	KitchMe	Web and mobile application.	
03/20/2013	<b>ShareThis Inc</b>	Socialize Inc	Developer of social applications.	
03/13/2013	<b>Paypal Inc</b>	Duff Research LLC	Developer of mobile application software.	
03/12/2013	<b>Telenor</b>	Liquid Barcodes	Provider of mobile marketing services.	
03/12/2013	<b>Reliance Big Entertainment</b>	Bluesom*	Provider of mobile gaming services.	
03/11/2013	<b>Reliance Big Entertainment</b>	Funnel Japan-Gaming Division	Developer of mobile games.	
03/11/2013	<b>Concur Technologies Inc</b>	conTgo Ltd	Provider of information technology services for mobile communication.	
03/11/2013	<b>Stripe</b>	Kickoff	Provider of a chat and task-management app for teams.	
03/08/2013	<b>JDS Uniphase Corp</b>	Arieso	Provider of location aware solutions.	\$85.0
03/07/2013	<b>Ace Marketing &amp; Promotions</b>	Futurlink SA	Developer of Mobile Proximity Marketing software.	
03/07/2013	<b>Spindle</b>	MeNetwork	Developer of mobile marketing software.	\$5.0

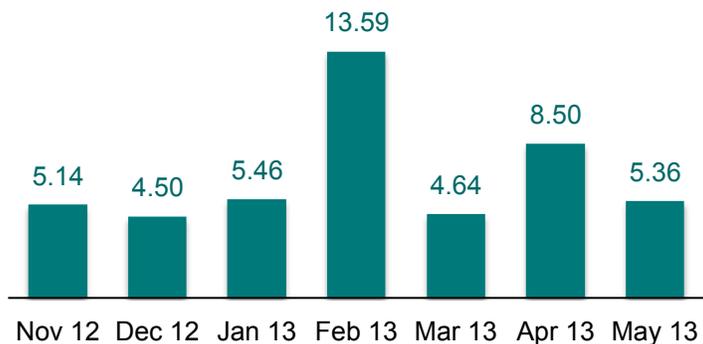
\* Note: Reliance Big Entertainment acquired a 51% interest in Bluesom.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

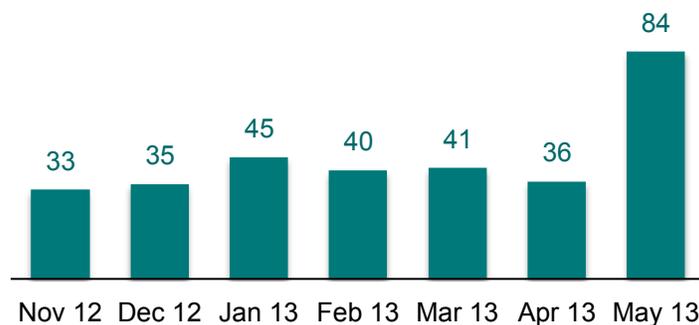
\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout May 1-31, 2013.

# Financing Transactions Overview

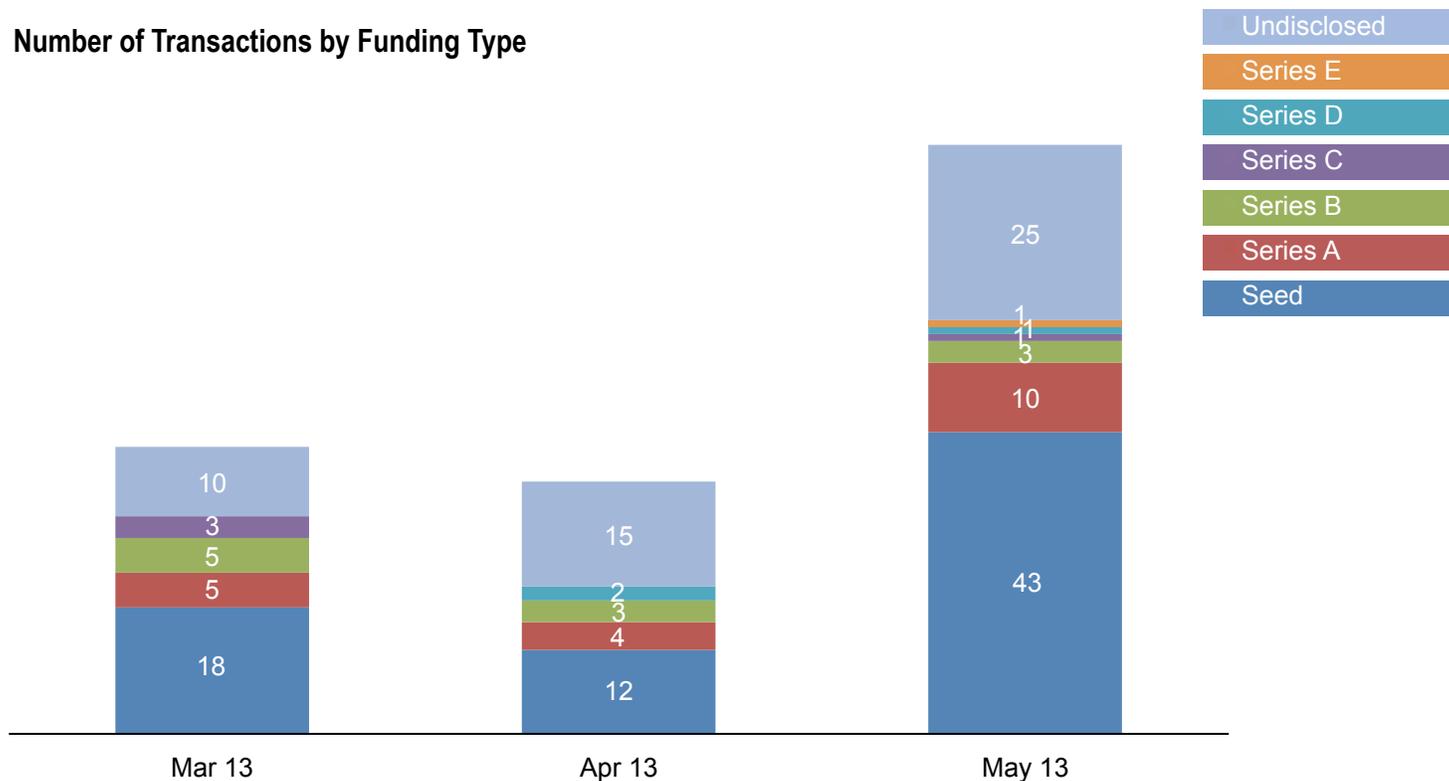
Average Value of Transactions (\$MM)



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 May 1-31, 2013.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Qriously</b>	Private	Qriously taps the value of opinions for research and advertising. It works by replacing ads with questions in smartphone apps, leveraging the existing mobile ad infrastructure.	5/31/13	\$3.5	Series A	Spark Capital, Accel Partners
<b>Fanatix</b>	Private	Fanatix is a social platform for sports with mobile applications. The platform makes it easy to discover relevant content and share it with friends and other fans.	5/31/13	\$1.0	Undisclosed	Undisclosed
<b>Roximity</b>	Private	Roximity is a location based alert and deals platform. Roximity enables merchants to send targeted messages to potential customers as they pass by their stores.	5/31/13	\$0.02*	Seed	Undisclosed
<b>Payfirma</b>	Private	Payfirma develops payment processing applications to enable businesses to accept credit & debit cards in their stores, online and on their mobile devices.	5/30/13	\$1.0	Seed	Undisclosed
<b>Zoobe</b>	Private	Zoobe helps people express themselves creatively to enhance their online and mobile relationships.	5/30/13	\$1.3*	Seed	Christophe Maire Dario Suter Udo Schloemer Lars Dittrich
<b>RadPad</b>	Private	RadPad is a mobile-focused rental marketplace that makes it incredibly easy for landlords and property managers to easily list their pad, vet prospective renters and schedule appointments.	5/30/13	\$0.2	Seed	Tom McInerney Chris Ovitz Amplify LA
<b>Weotta</b>	Private	Weotta cleans, classifies, and connects the real world around us, turning unstructured place and event data into contextually relevant results.	5/30/13	Undisclosed	Undisclosed	Google Ventures Slow Ventures TenOneTen Ventures
<b>Clip</b>	Private	Clip enables businesses and consumers to make transactions by turning their mobile device into a card terminal.	5/29/13	\$1.5	Undisclosed	Alta Ventures Mexico, Accion International, 500 Startups, Karl Mehta
<b>CoTap</b>	Private	CoTap's mission is to help people work together better by simplifying mobile communication in the workplace.	5/29/13	\$5.5	Series A	Charles River Ventures, Emergence Capital Partners
<b>lotum</b>	Private	lotum is a mobile conference calling company. Their flagship product, Calliflower, is a presence-driven conferencing service that combines text chat, document sharing and audio conferencing with rich, visual features to deliver an engaging and easy to use experience, mobile or web.	5/29/13	\$2.7*	Undisclosed	Undisclosed
<b>SOLOMO Tech</b>	Private	SOLOMO Technology is a B2B mobile software company that provides professional services, custom mobile development, and a proprietary SaaS called SOLOMO Exchange.	5/29/13	\$1.7	Seed	Don Layden Wisconsin Investment Partners
<b>Wongnai</b>	Private	Wongnai.com is a Thailand-based restaurant review website and mobile application, much like Yelp in the US.	5/29/13	Undisclosed	Series A	Recruit Strategic Partners
<b>DoYouRemember</b>	Private	DoYouRemember is the first social website and series of mobile apps created to bring together people who are passionate about nostalgia.	5/28/13	\$1.0	Seed	Undisclosed
<b>Appurify</b>	Private	Appurify provides the most powerful continuous integration platform on real mobile devices.	5/28/13	\$4.5	Series A	Google Ventures Foundation Capital Webb Investment Network Felicis Ventures Jay Jamison Raymond Tonsing Abraham Elias
<b>SamEnrico</b>	Private	SamEnrico is a self-publishing suite and Newsstand which allows authors, publishers, bloggers and writers to create and distribute newspapers, magazines and books in a variety of formats for sale on digital newsstands and on the leading portable content devices.	5/28/13	Undisclosed	Seed	SEW Capital
<b>Fandium</b>	Private	Fandium is an all-inclusive social game-day destination for sports fans, available as an iOS and Facebook app.	5/24/13	\$1.3	Seed	Undisclosed
<b>Glyphr</b>	Private	Glyphr is developing a 3D augmented reality application that turns mobile advertisements into "meaningful engagement" and enables brands to give their audience an "immersive interactive experience."	5/24/13	\$0.0*	Seed	StartFast Venture Accelerator
<b>Runscope</b>	Private	Runscope was started with the idea that depending on a web service API in a mobile or web application should be as easy as depending on code running locally.	5/24/13	\$1.1	Undisclosed	Undisclosed

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

\* Note: Zoobe transaction amount rounded, actual amount received totaled \$1,290,000.

\* Note: lotum transaction amount rounded, actual amount received totaled \$2,650,000.

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

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
<b>WinkApp</b>	Private	WinkApp, a Tel Aviv, Israel-based developer of a mobile app that links printed content to digital content.	5/24/13	Undisclosed	Undisclosed	Wadi Ventures
<b>Cubic Telecom</b>	Private	Cubic Telecom is a global leader in the mobile communications industry, whose success is driven by our unique platform architecture and our partnerships with strategic providers and brands right across the globe.	5/24/13	\$5.2	Series B	ACT Venture Capital Enterprise Ireland Qualcomm Inc
<b>Fieldwire</b>	Private	Fieldwire is a mobile first, geo-tagged task management platform for the field.	5/23/13	Undisclosed	Seed	AngelPad
<b>SensorTower</b>	Private	Sensor Tower helps mobile companies acquire more users organically.	5/23/13	Undisclosed	Seed	AngelPad
<b>Gamgee</b>	Private	Gamgee is a stealthy mobile health care startup.	5/22/13	\$2.0	Undisclosed	Khosla Ventures
<b>Orchestrate.io</b>	Private	Orchestrate.io provides an API service that eliminates the need to deploy databases when building new applications or adding new features to existing applications.	5/22/13	\$3.0	Seed	True Ventures, Frontline Ventures, Resonant Venture Partners
<b>Wanderful Media</b>	Private	Wanderful Media is a company that is reinventing local discovery shopping. Providing reach into more than 80 percent of U.S. markets, Wanderful Media helps retailers bring consumers into local stores and gives consumers the most convenient way to discover local merchandise.	5/22/13	\$9.0	Undisclosed	Undisclosed
<b>Swivi</b>	Private	Swivi makes hardware with connected apps and services for instructors to create media rich video from anywhere with a mobile device.	5/22/13	\$0.5	Seed	Grishin Robotics
<b>WedPics</b>	Private	WedPics is a mobile & web-based photosharing app created specifically to capture the entire wedding experience.	5/21/13	\$1.1	Seed	Jed Carlson
<b>App.io</b>	Private	App.io, previously Kickfolio, allows developers to test drive their iOS apps in any browser, on any device.	5/21/13	\$1.1*	Seed	Quest Venture Partners 500 Startups PALgenesis Ankur Pansari Maneesh Arora Scrum Ventures
<b>Sensopia</b>	Private	Sensopia MagicPlan, the first application that can automatically measure, draw and publish a floor plan, just by taking pictures with an iOS device.	5/20/13	\$1.2	Series A	Partech International Tekton Ventures Normandy Ventures
<b>iVengo</b>	Private	i-Vengo-new solution for the mobile advertising market, with a global network of major advertising agencies and advertisers.	5/20/13	\$0.3*	Seed	Moscow Seed Fund
<b>GetMyRx</b>	Private	GetMyRx helps streamline medication purchase and eliminate prescription leakage by enabling patients to order medications through a mobile app directly from the doctor's office.	5/19/13	\$0.7	Seed	Undisclosed
<b>Gliph</b>	Private	Gliph helps people complete transactions on Craigslist and throughout the web using privacy services and secure communication tools.	5/18/13	\$0.0*	Seed	Undisclosed
<b>CrowdOptic</b>	Private	CrowdOptic is a revolutionary new mobile phone app that lets fans point their phone at the action during a live event and see up to the moment highlights, messages to the fanbase, real-time player stats and much more.	5/17/13	\$1.0	Undisclosed	Silicon Valley Bank Ray Lane
<b>Argus Labs</b>	Private	Argus Labs is a mobile sensing and machine learning start-up that is building Jini.	5/17/13	\$0.6	Seed	Young Sohn
<b>Nexx Studio</b>	Private	Nexx Studio is an independent iOS game development and publishing company. The company is currently focusing on game development for the platform but will be moving into other application categories in the near future.	5/17/13	\$0.3	Seed	Tan Swee Yeong
<b>AirWatch</b>	Private	AirWatch is a leading provider of enterprise-wide Mobile Device and WLAN Management solutions.	5/16/13	\$25.0	Undisclosed	Accel Partners

\* Note: App.io transaction amount rounded, actual amount received totaled \$1,080,000.

\* Note: i-Vengo transaction amount rounded, actual amount received totaled \$250,000.

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

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
<b>StepLeader</b>	Private	StepLeader builds innovative digital solutions to help publishers and advertisers create new revenue opportunities in an ever-changing environment of mobile technology, Smart TV applications and more.	5/15/13	\$4.4	Undisclosed	River Cities Capital Funds, Bull City Venture Partners
<b>GLIIF, LLC</b>	Private	GLIIF, LLC has developed a patent pending technology that allows for branded print to web interface for advertising and marketing purposes and provides a secure interface for eCommerce and mCommerce financial transactions.	5/15/13	\$0.3	Seed	Debt Funded
<b>Numbrs AG</b>	Private	Numbrs provides worldwide access to people accounts. Anywhere, any time.	5/15/13	\$7.7	Series A	Undisclosed
<b>Atlantis</b>	Private	Atlantis Co. Ltd. provides a free ad server and ad market place for both the PC and mobile market in Japan.	5/15/13	\$20.0	Series D	Adams Street Partners, El Dorado Ventures, Partech International, Cisco Systems
<b>NewsBreak Media Networks</b>	Private	NewsBreak targets mobile, hard-to-reach consumers who are ready to take action.	5/14/13	\$0.0*	Seed	JumpStartFoundry
<b>5o9</b>	Private	3PMobile® 5o9 builds software targeted to businesses who want to extend their Web services to mobile users. Our solution is designed to balance the need for user data privacy and control, with the need for enterprise commerce and convenience.	5/14/13	\$0.1	Seed	Undisclosed
<b>Rightware Oy</b>	Private	Rightware® is the market leader in 3D User Interface technology, serving mobile, automotive and other embedded industries with its Kanzi® solution for rapid 3D user interface design and deployment.	5/14/13	\$5.2	Series B	InVenture, Nexit Ventures
<b>EyeVerify</b>	Private	EyeVerify has created the patented Eyeprint Verification System, a simple, safe replacement for entering passwords on smartphones.	5/13/13	\$2.3	Series A	Undisclosed
<b>Lua Technologies</b>	Private	Lua is the simplest way for mobile workforces to effectively communicate, coordinate, and stay accountable.	5/13/13	\$1.6*	Seed	Undisclosed
<b>SnowShoe</b>	Private	SnowShoe develops innovative technology solutions for mobile platforms.	5/13/13	\$0.1*	Seed	TechStars Boulder
<b>Zoove</b>	Private	Zoove operates a national directory of vanity mobile phone numbers, called StarStar Numbers, that lets brands easily connect with people – anytime, anywhere, on any mobile phone.	5/13/13	\$15.3	Series E	Rogers Ventures, Panorama Capital, Worldview Technology Partners, Highland Capital Partners
<b>Wochit</b>	Private	Wochit produces ever-fresh, studio-quality news video content about any topic as it happens. Web sites, mobile applications, news services, blogs and other publishing entities can utilize this platform for new revenue opportunities and better audience engagement.	5/13/13	\$4.8	Series A	Redpoint Ventures, Cedar Fund, Greycroft Partners
<b>Any.DO</b>	Private	Any.DO is a free to-do list that helps you get things done with your friends in a simple and elegant way.	5/13/13	\$3.5	Seed	Genesis Partners, Innovation Endeavors, Joe Lonsdale, Blumberg Capital, Joe Greenstein
<b>OwnerListens</b>	Private	OwnerListens is a mobile application that empowers business owners to collect and respond to customer feedback in real-time.	5/13/13	\$1.1	Seed	Promus Ventures, Menlo Ventures, Commerce Ventures
<b>ubitus</b>	Private	ubitus Inc. provides a software platform for fixed-mobile convergence applications.	5/13/13	\$15.0	Undisclosed	Samsung Ventures
<b>Akimbo Financial</b>	Private	Akimbo has created technology and is focusing marketing efforts on the new adopters of prepaid, especially those between the ages of 18-30.	5/13/13	\$0.9*	Seed	Graham Weston, Tom O. Turner
<b>Butucu</b>	Private	Butucu allows businesses to interact with their in-store customers via mobile web by allowing them to push custom content, like coupons and incentivized surveys, and providing a live chat/help desk.	5/10/13	\$0.0*	Seed	Summer@Highland
<b>Instrumagic</b>	Private	instruMagic develops music-playing apps for non-musicians.	5/10/13	\$0.0*	Seed	DreamIt Ventures New York

\* Note: NewsBreak transaction amount rounded, actual amount received totaled \$15,000.

\* Note: Lua Technologies still seeking \$365,417 in funding.

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

\* Note: Akimbo transaction amount rounded, actual amount received totaled \$850,000.

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

\* Note: instruMagic transaction amount rounded, actual amount received totaled \$25,000.

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
<b>Miner</b>	Private	Miner is a location-based mobile marketing & commerce platform.	5/10/13	\$0.0*	Seed	Dreamit Ventures New York
<b>WeDidIt</b>	Private	WeDidIt is a web platform and mobile app for nonprofit fundraising.	5/10/13	\$0.0*	Seed	Dreamit Ventures New York
<b>Cover</b>	Private	Cover provides mobile payment solutions to restaurants.	5/9/13	\$1.5	Seed	O'Reilly AlphaTech Ventures, Josh Spear, Dave Eisenberg, Ben Leventhal, Naval Ravikant, Andrew Kortina, James Altucher, Mike Greenfield, John McDonald, Chris Muscarella, Ed Zimmerman, Scott Belsky
<b>Dekko</b>	Private	Dekko was founded on the belief that society is entering an amazing transition in how we experience our technology.	5/9/13	\$1.3	Undisclosed	Bessemer Venture Partners, EchoVC Partners, Undisclosed
<b>Extreme Reach</b>	Private	Extreme Reach enables advertisers and agencies to manage, execute, and track advertising campaigns across all video mediums (broadcast, cable, website, mobile, VOD).	5/9/13	\$50.0	Undisclosed	Spectrum Equity
<b>LiquidSpace</b>	Private	LiquidSpace is a real-time trusted-sharing marketplace for people to confidently choose a better space to work or meet by the hour or day – online or from an iPhone, iPad or Android.	5/9/13	\$1.3	Series B	Steelcase, CBRE Group
<b>RingDNA</b>	Private	RingDNA offers intelligent telephony for companies interested in improving sales, marketing and support performance through access to real-time consumer data.	5/9/13	\$1.9	Seed	Undisclosed
<b>Chromatik</b>	Private	Chromatik is a digital learning platform redefining how people practice, perform, and learn music.	5/8/13	\$5.7*	Undisclosed	Undisclosed
<b>Industry Dive</b>	Private	Industry Dive was formed in January 2012 to provide industry-specific mobile apps and websites for executives.	5/8/13	\$0.5	Seed	Undisclosed
<b>Velti PLC</b>	Private	Velti PLC is the leading global provider of mobile marketing and advertising technology, working to reinvent marketing for the mobile era.	5/8/13	\$24.8	Seed	Undisclosed
<b>NowThisNews</b>	Private	NowThis News is a digital video news outlet that provides original news content for mobile devices and social platforms.	5/8/13	\$4.8	Undisclosed	Bedrocket Media Ventures, Oak Investment Partners, Lerer Ventures, SoftBank Capital
<b>Fastback Networks</b>	Private	Fastback Networks was founded with a vision to deliver innovative technology for the mobile infrastructure of the future, enabling network operators to deliver new services, tap new markets and monetize a new generation of mobile applications.	5/7/13	\$15.0	Undisclosed	Matrix Partners, Foundation Venture Capital Group, Granite Ventures, Juniper Networks
<b>TheScore</b>	Private	TheScore's mission is to provide a full digital service to sports fans, delivering a personalized user experience across all major mobile platforms through our mobile apps and website.	5/7/13	\$16.0	Undisclosed	Relay Ventures, Levam Holdings, Rogers Ventures
<b>QuickMobile</b>	Private	QuickMobile is transforming meetings and events around the world.	5/7/13	\$3.2	Undisclosed	BDC Venture Capital
<b>Adtile</b>	Private	Adtile creates visually appealing mobile advertising solutions.	5/7/13	\$2.7	Seed	Undisclosed
<b>FTBpro</b>	Private	FTBpro is the largest fan-generated media platform in online football, enabling millions of fans across destination sites, mobile apps and social networks to contribute, participate, write and share their opinions.	5/7/13	\$5.8	Undisclosed	Battery Ventures, Gemini Israel Funds
<b>Coda Payments</b>	Private	Coda Payments offers a convenient way for customers to make purchases online using their pre- or post-paid mobile accounts, while helping mobile operators manage a sophisticated margin differentiation program.	5/7/13	Undisclosed	Undisclosed	Venture Lab

\* Note: Miner transaction amount rounded, actual amount received totaled \$25,000.

\* Note: WeDidIt transaction amount rounded, actual amount received totaled \$25,000.

\* Note: Chromatik still seeking \$3,099,999 in funding.

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>FeedHenry</b>	Private	FeedHenry provides a cloud Mobile Application Platform that simplifies the development, integration, deployment and management of secure mobile apps for business.	5/3/13	\$9.0	Undisclosed	Intel Capital, Marcos Battisti, ACT Venture Capital, VMWare, Enterprise Ireland, Kernel Capital
<b>Canvas</b>	Private	Canvas subscribers will be able to use their mobile devices to collect data in a simple form or survey fashion but will do so in a manner in which takes full advantage of the unique data collection capabilities that are available on today's modern handsets.	5/3/13	\$4.0	Series C	Osage Venture Partners Motorola Solutions Venture Capital
<b>GripeO</b>	Private	GripeO is a website and mobile application available to both consumers and businesses. Consumers can quickly submit product or service complaints in one consolidated location.	5/2/13	\$0.1	Seed	Z80 Labs Technology Incubator
<b>Leap2</b>	Private	Leap2 is a software developer that is revolutionizing mobile search by combining instant web with social media content.	5/1/13	\$1.6	Undisclosed	Dundee Venture Capital, OpenAir Ventures, Linseed Capital, Wichita Technology Corporation
<b>BuzzTable</b>	Private	BuzzTable hopes to bring you closer to the restaurants you love, just like the food that brings friends and family together at the table.	5/1/13	Undisclosed	Seed	Bing Fund
<b>Truly Wireless</b>	Private	TrulyWireless has built an enterprise phone system that's cheaper than traditional systems and runs entirely on smartphones.	5/1/13	Undisclosed	Seed	AngelPad
<b>SnakkMedia</b>	Private	Snakk is an Auckland, New Zealand-based company specialising in smartphone & tablet advertising, mobile rich media ad serving, mobile site and app monetisation.	5/1/13	\$5.3	Series A	Undisclosed
<b>Vivify</b>	Private	Vivify Health delivers, through common and non-proprietary consumer mobile electronics, a cloud-based, device-agnostic, and ecosystem-connected Remote Care Management platform.	5/1/13	Undisclosed	Undisclosed	Ascension Health Ventures
<b>GetOne Rewards</b>	Private	GetOne Rewards LLC develops software and mobile applications for retail sectors.	5/1/13	\$0.5*	Seed	Undisclosed
<b>NowThis News</b>	Private	NowThis News is a digital video news outlet that provides original news content for mobile devices and social platforms.	5/1/13	\$4.8	Undisclosed	Undisclosed
<b>Pogoseat</b>	Private	Pogoseat is an enterprise solution for sports teams and concert venues that enables their fans to upgrade their seats and purchase unique experiences during events.	5/1/13	Undisclosed	Seed	AngelPad
<b>Roobiq</b>	Private	Roobiq is a mobile CRM using natural language voice interaction and providing sales reps with location and context aware reminders.	5/1/13	Undisclosed	Seed	AngelPad
<b>Proteus</b>	Private	Proteus is pioneering Intelligent Medicine: personalizing therapy by connecting it to your mobile phone via the Internet.	5/1/13	\$62.5	Series F	Oracle, Novartis
<b>LoyalBlocks</b>	Private	LoyalBlocks is a startup that makes a mobile-focused technology platform for brick-and-mortar businesses looking to encourage customer loyalty.	5/1/13	\$9.0	Series A	General Catalyst Partners Founder Collective Gemini Israel Ventures
<b>Alpha Payments Cloud</b>	Private	Alpha Payments Cloud (APC) is a payments-focused IT firm and tech startup that provides merchants, banks and payments product providers with access to the global payments ecosystem via one simple integration platform. Alpha Payments Cloud developed the industry's first enterprise app store for payments.	4/30/13	\$12.0	Seed	Undisclosed
<b>Viddy</b>	Private	Viddy is a simple way for anyone to capture, beautify, and share amazing videos with the world.	4/30/13	\$2.8	Undisclosed	New Enterprise Associates
<b>Leap2</b>	Private	Leap2 is a software developer that is revolutionizing mobile search by combining instant web with social media content.	4/30/13	\$1.6	Undisclosed	Dundee Venture Capital, OPENAIR Equity Partners, Linseed Capital
<b>EyeVerify</b>	Private	EyeVerify has created the patented Eyeprint Verification System, a simple, safe replacement for entering passwords on smartphones.	4/29/13	\$0.5*	Undisclosed	Undisclosed
<b>Strikingly</b>	Private	Strikingly is an easy way to build a mobile-optimized website. No code or design needed.	4/29/13	\$1.5	Seed	Y Combinator, Index Ventures, Infinity Venture Partners, SV Angel, Innovation Works, TEEC Angel Fund, ZenShin Capital, Kevin Hale

\* Note: GetOne Rewards LLC transaction amount rounded, actual amount received totaled \$515,000.

\* Note: EyeVerify still seeking \$1,870,000 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
<b>Mobile Labs</b>	Private	Mobile Labs, a certified HP Gold Business Partner, provides end-to-end mobile application testing solutions for the enterprise.	4/29/13	\$3.0	Series A	Undisclosed
<b>Mascot Secret</b>	Private	Mascot Secret is a mobile app-based company that connects with sports stadiums to allow fans to automatically upgrade their seats during a game.	4/28/13	\$0.0*	Seed	Bizdom
<b>Apigee</b>	Private	Apigee is for a new internet of APIs - where billions of mobile, tablets, and set-top apps connect in a web that has moved beyond the browser.	4/25/13	Undisclosed	Undisclosed	In-Q-Tel
<b>Fiz</b>	Private	Fiz is an entirely free service that helps users discover, locate, rate, share and plan to visit places that match their leisure needs, so they can focus on their precious time.	4/25/13	\$0.3	Seed	David Hughes, Sarah Hughes
<b>Bluetrain Mobile</b>	Private	Bluetrain Mobile offers a cloud-based web marketing platform that enables professional marketers and their agencies to build brilliant and engaging mobile websites across a variety of consumer verticals.	4/24/13	\$1.5	Seed	Polaris Partners, Atlas Venture, Boston Seed Capital, LaunchCapital
<b>Tower Cloud</b>	Private	Tower Cloud provides telecom backhaul services to wireless carriers. The company builds and operates fiber optic and wireless networks to connect cellular towers to the wireless carriers mobile switching centers.	4/24/13	\$18.0	Undisclosed	Undisclosed
<b>ZooZ</b>	Private	Zooz is a unique checkout platform that offers a complete and secure payment solution for e-commerce websites and apps.	4/23/13	\$2.0	Series A	XSeed Capital, lool ventures, Rhodium
<b>Gizmoz</b>	Private	Gizmoz, a Tel Aviv, Israel-based developer of a visual web, cloud and mobile delivery platform.	4/23/13	\$7.5	Series B	Citrix Systems, IVC Venture Capital, Consolidated Investment Group
<b>Drifty</b>	Private	Drifty's products make it easy for anyone to build mobile apps, mobile websites, and responsive websites.	4/20/13	\$0.1	Seed	TechStars Cloud
<b>LSN Mobile</b>	Private	LSN Mobile is a mobile media and advertising company that connects local mobile media with consumers and advertisers in uniquely valuable ways.	4/20/13	\$5.0	Undisclosed	Fulcrum Equity Partners
<b>Bitbar</b>	Private	Bitbar is a technology and services company with ambition to help its customers to get most of their R&D by offering high-performance automated software Build and Test solutions.	4/18/13	\$3.0	Seed	Creathor Venture, DFJ Esprit Secondaries, Finnvera Venture Capital, Qualcomm, TEKES financing
<b>Brandcast</b>	Private	Brandcast can help you achieve Total Web Coverage™ with publishing, messaging and analytics across websites, mobile, social and other channels.	4/18/13	Undisclosed	Seed	Marc Benioff
<b>Celebrity Webchefs</b>	Private	Founded by successful entertainment, mobile technology and media veterans Foodie Media Network develops digital and mobile media brands connecting consumers to numerous foodie media channels that detail the Art of Cooking with the help by noted celebrities and established gourmet chefs.	4/18/13	\$0.4	Seed	Fundable
<b>Supercell</b>	Private	Supercell reimagines games with a Tablet First strategy.	4/18/13	\$130.0	Undisclosed	Index Ventures, Atomico, Institutional Venture Partners
<b>Instart Logic</b>	Private	Instart Logic have built disruptive technology that radically changes the way the internet gets delivered.	4/17/13	\$17.0	Series B	Andreessen Horowitz, Peter Levine, Greylock Partners, Sutter Hill Ventures, Tenaya Capital
<b>PrePlay</b>	Private	PrePlay is a leading predictive game studio. They create mobile and tablet games designed and engineered to enhance the experience of watching sports, reality, talent, and award shows on TV.	4/15/13	\$4.7	Series B	Trilogy Equity Partners, RSE Ventures
<b>Songza</b>	Private	Songza is a free streaming music service that has expert-made playlists for every occasion and makes it easy to find the right one, at the right time.	4/14/13	\$3.8	Undisclosed	Undisclosed
<b>DudaMobile</b>	Private	DudaMobile makes websites mobile. The platform makes it easy to convert existing websites into mobile friendly sites with just a few clicks.	4/12/13	\$10.3	Undisclosed	Pitango Venture Capital, Orens Capital, Primera Capital, Figtree Partners, Danial Rose, Donald Katz, Zohar Gilon

\* Note: Transaction amount rounded, actual amount received totaled \$25,000

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout May 1-31, 2013.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Quantance</b>	Private	Quantance is a fabless semiconductor company enabling a major breakthrough in data speed and battery life in mobile devices.	4/11/13	\$12.0	Series D	TDF Telecommunications Development Fund, Granite Ventures, InterWest Partners, DoCoMo Capital
<b>Wandera</b>	Private	Wandera is the pioneer and leading provider of MDO (Mobile Data Optimization), providing businesses with savings, control and visibility of their mobile data usage.	4/11/13	\$7.0	Series A	Bessemer Venture Partners
<b>Bypass</b>	Private	Bypass simplifies commerce for sports and entertainment properties.	4/10/13	\$3.5	Undisclosed	eBay, AEG
<b>AirCare</b>	Private	AirCare is a mobile and web video app that helps hospitals prevent readmissions and improve patient outcomes through tele-nursing and patient specific analytics.	4/9/13	\$0.1	Seed	DreamIt Health
<b>MobileRealtyApps.com</b>	Private	MobileRealtyApps.com produces custom branded MLS home search apps for real estate agencies. On smartphone platforms including iPhone, Android, and BlackBerry, the apps provide a way for real estate agencies to connect with new buyers.	4/9/13	Undisclosed	Undisclosed	Brightstone Venture Capital
<b>appsFreedom</b>	Private	appsFreedomTM is a leading provider of Enterprise Mobile Cloud Software for SAP that enables companies and their employees to achieve Workplace Freedom.	4/9/13	Undisclosed	Series A	Grayhawk Venture Partners
<b>SavingStar</b>	Private	SavingStar is the first national, fully digital, grocery eCoupon service, available for free on their website and on iPhone and Android mobile apps.	4/5/13	\$9.1	Series D	Edenred, American Express, DCM, Flybridge Capital Partners, First Round Capital
<b>Breaktime Studios</b>	Private	Breaktime Studios develops engaging social games for mobile platforms.	4/4/13	\$4.3	Undisclosed	Undisclosed
<b>MokiMobility</b>	Private	MokiMobility provides security, pci compliance, management, and monitoring on mobile devices used with purposed applications.	4/4/13	\$2.0	Seed	EPIC Ventures, Spencer Tall, Tyler Smith
<b>BusyLife Software</b>	Private	BusyLife Software is a provider of mobile commerce solutions. BusyLife Software powers the success of merchants by providing "best in class" mobile commerce solutions which drive sales and enhance the lives of their customers.	4/3/13	\$1.2	Seed	Point B Capital, David Cohen
<b>Iddiction</b>	Private	Iddiction is named after a slang term to describe dependency on mobile devices — particularly iPhones and iPads. The company is looking to improve "the experience of discovering apps for the user" in a way that "benefits the user, the app developer, and the App Store."	4/3/13	\$5.5	Undisclosed	Undisclosed
<b>Urban Airship</b>	Private	Urban Airship enables brands to build relationships with their always-connected customers through services that streamline delivering highly targeted, cross-platform mobile push messages and Apple Passbook passes.	4/3/13	\$0.2	Undisclosed	Undisclosed
<b>Malauzai Software</b>	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.	4/2/13	\$3.0	Undisclosed	Undisclosed
<b>Moovweb</b>	Private	Moovweb offers products and services that help our customers quickly take advantage of the mobile revolution. Their cloud-based platform uses a patent-pending site virtualization and transformation approach that offers the flexibility and power to deliver incredible mobile customer experiences while at the same time leveraging 100% of existing Web investments.	3/28/13	\$16.0	Undisclosed	JAFCO Ventures, Trinity Ventures, Andrew Bechtolsheim
<b>Q2eBanking</b>	Private	Q2eBanking is a technology company that provides a comprehensive electronic banking platform consisting of high quality technology solutions that enable financial institutions and their customers to securely communicate and transact – anytime anywhere.	3/28/13	\$20.0	Series C	Battery Ventures, Adams Street Partners, C&B Capital
<b>GroundCntrl</b>	Private	GroundCntrl is a task management platform for the mobile workforce. They make it simple for you to launch programs that distribute tasks and gather real-time data for real-time management by engaging and connecting with your field staff.	3/27/13	\$1.0*	Undisclosed	Undisclosed

\* Note: Breaktime Studios still seeking \$3,347,397 in funding.

\* Note: Transaction amount rounded, actual amount received totaled \$1,010,950.  
GroundCntrl is still seeking \$325,002 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
<b>Showpad</b>	Private	Showpad is a Mobile Sales Enablement application aimed at drastically improving Sales Effectiveness of any company with a sales team.	3/26/13	\$2.0	Series A	Hummingbird Ventures
<b>Babbel</b>	Private	The online learning system for adults, with over 15 million users, is one of the leading online and mobile language learning tool of its kind.	3/26/13	\$10.0	Series B	Reed Elsevier Ventures, Nokia Growth Partners, IBB Beteiligungsgesellschaft mbH, KIZOO
<b>Captio</b>	Private	Captio lets you capture your receipts wherever you are, using your Smartphone. Automatically extract the important data and store for analysis and to generate expense claims.	3/25/13	\$0.4	Seed	Venturcap
<b>Sherpa App</b>	Private	Sherpa is a predictive intelligence iOS app and platform that gets you the information you need so you can stay one step ahead every day.	3/25/13	\$1.1	Seed	Google Ventures, Andreesen Horowitz, InterWest Partners, AngelPad
<b>Joyride App</b>	Private	Joyride is a hands-free mobile entertainment app platform for the car.	3/25/13	\$1.0	Seed	Seth Goldstein, Freestyle Capital, Cowboy Ventures
<b>Red e App</b>	Private	Red e Key provides its enterprise customers with a unique code to access a private mobile network for their customers and users.	3/22/13	\$0.8	Series A	Yearling Fund
<b>Human Demand</b>	Private	Human Demand has managed more than 200 mobile acquisition campaigns so far and believes that mobile advertising should be a great experience - even "Magical".	3/21/13	Undisclosed	Series A	Digital Entertainment Ventures, ARC Angel Fund, Empire Angel Group, Blackgate Ventures, TJNS Capital, Howie Schwartz
<b>Masabi</b>	Private	Masabi is the leading developer of mobile ticketing technology for the transport sector.	3/21/13	\$2.8	Undisclosed	Fontinalis Partners, MMC Ventures, m8 Capital
<b>TapAd</b>	Private	Tapad Inc., is an ad technology firm renowned for its breakthrough, unified, cross-device advertising solutions.	3/21/13	\$6.5	Series B	Firsthand Capital Management, FirstMark Capital, Avalon Ventures, Metamorphic Ventures, Lerer Ventures
<b>Incoming Media</b>	Private	Incoming Media is fixing mobile video. Incoming is building machine-learning technology, based on patent-pending intellectual property from NICTA (a research lab in Australia, birthplace of software that is deployed in 1.5bn mobile devices), to learn and predict the video content you will watch later.	3/20/13	\$1.1	Seed	OneVentures, Citrix Systems, Nicta
<b>ShareThis</b>	Private	Nextumi's ShareThis products are reshaping the way people interact with each other online and across their mobile devices by providing a quick new way to share digital stuff - including photos, videos, text, Web pages and music - in one simple step.	3/20/13	\$23.0	Series C	T-Venture Funds, Blue Chip Venture Company, Draper Fisher Jurvetson, Illinois VENTURES, Mercury Fund, RPM Ventures, Harbourton
<b>AdzCentral</b>	Private	AdzCentral is a Scientific Media Buying Platform. AdzCentral uses advertising technology tools and expertise to improve their clients' digital media spending. Whether you're a direct marketer, brand marketer, advertising agency or media company.	3/20/13	\$3.2	Series A	Electric Sheep Capital, Digital Media Partners
<b>Masabi</b>	Private	Masabi is the leading developer of mobile ticketing technology for the transport sector.	3/20/13	\$2.8	Undisclosed	Fontinalis Partners, MMC Ventures, m8 Capital
<b>AgreeYa Mobility</b>	Private	AgreeYa Mobility is a leading provider of Mobile Software Technology and Solutions with its offshore development centers based out of Canada, Poland, India, China, and South Korea. The company caters to the requirements of Telecom Operators, Handset Manufacturers, Chipset Manufacturers and Business Enterprises.	3/19/13	Undisclosed	Undisclosed	Saama Capital
<b>Namo Media</b>	Private	Namo Media is working on more elegant and less interruptive ad formats that integrate with your stream of content.	3/19/13	\$1.9	Seed	Google Ventures, Andreesen Horowitz, Betaworks, Trinity Ventures
<b>Vasona Networks</b>	Private	Vasona Networks works with global mobile network operators to deliver better subscriber experiences.	3/19/13	\$12.0	Series B	Bessemer Venture Partners, New Venture Partners
<b>YaSabe</b>	Private	YaSabe is committed to connecting businesses, Latino culture, and community allowing users to be "in the know" and confidently make choices about how and where to spend their time and money. They aim to have the best information about local businesses, jobs, and coupons with the right details to help people searching online or on mobile.	3/19/13	\$2.7	Seed	Militello Capital, 500 Startups, CIT GAP Fund, Frank Bonsal, Sol Trujillo

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
<b>Nonstop Games</b>	Private	Nonstop Games makes games for gamers across tablet and mobile platforms.	3/19/13	\$2.9	Seed	Creandum, Lifeline Ventures
<b>AppNeta</b>	Private	AppNeta is the first company to unify full-stack application insight, comprehensive end-user monitoring and 360-degree network performance insight to assure exceptional end-user experience and the successful delivery of business-critical applications.	3/18/13	\$16.0	Series C	Bain Capital Ventures, Egan-Managed Capital, JMI Equity, BDC Venture Capital
<b>ChupaMobile</b>	Private	ChupaMobile is a community marketplace for Mobile App Components. A place where Mobile Developers can sell, discover and purchase cutting edge source code packages and components for Mobile development.	3/18/13	\$0.3	Seed	SiamoSoci
<b>Arkadium</b>	Private	Arkadium creates games for social networks, mobile devices, destination websites, consumer brands, ad agencies, and online gamers.	3/16/13	\$5.0	Undisclosed	Edison Ventures
<b>Artist Growth</b>	Private	Artist Growth, LLC is a groundbreaking mobile software platform that gives both amateurs and professional management companies the tools to manage and track daily tasks, coordinate multi-dimensional projects, and grow a business steadily.	3/16/13	\$2.0	Seed	Harry Jacobson, Joe Glaser, Joe Galante, John Curtis
<b>Celly</b>	Private	With Celly, anyone can create public or private social networks instantly. Send polls, reminders, alerts, and group texts to any number of people. Celly is used by schools, businesses, families, communities, and social movements.	3/15/13	\$0.3	Seed	Portland Seed Fund
<b>Indie Vinos</b>	Private	The company is developing a mobile app for wine tastings.	3/15/13	\$0.3	Seed	Portland Seed Fund
<b>iRule</b>	Private	iRule is an app that transforms your iPhone, iPad, or iPod touch into a universal remote control. It uses your home's existing WIFI network to send commands from your mobile device to a network gateway.	3/15/13	Undisclosed	Undisclosed	Detroit Venture Partners
<b>RallyCause</b>	Private	Mobile local commerce company with low user acquisition cost and low cost of sale.	3/15/13	\$0.3	Seed	Portland Seed Fund
<b>Shizzlr</b>	Private	Shizzlr is a mobile application development company focused on private group sharing between friends.	3/15/13	\$0.2	Seed	Connecticut Innovations
<b>Pressly</b>	Private	Pressly is an HTML5 publishing platform that automatically transforms online content, such as RSS feeds and social content, into interactive, cleanly-designed web apps for tablet web browsers. Pressly is currently optimized for the iPad.	3/13/13	\$1.5	Undisclosed	iNova Capital, OMERS Ventures
<b>Crittercism</b>	Private	Crittercism is a mobile app performance management (APM) solution. It offers a real-time global view of crash reporting and error analysis across iOS, Android, Windows Phone 8 and HTML5 on over 450 million unique devices and 50 billion app loads.	3/12/13	\$12.0	Series B	Google Ventures, Shasta Ventures, Opus Capital
<b>Dobleas</b>	Private	Dobleas, a spin-off of FreakOut, Inc, the Tokyo-based digital marketing technology company, offers a global mobile DSP that enables marketers and advertisers to buy real-time impressions across the leading mobile Ad Exchanges (AdXs) and Supply Side Platforms (SSPs).	3/12/13	\$5.4	Series B	FreakOut
<b>Noddix</b>	Private	Noddix provides performance and privacy driven modern web and mobile apps.	3/12/13	Undisclosed	Seed	Triangle Startup Factory
<b>TabSprint</b>	Private	TabSprint is a mobile application, which streamlines the payment process at bars, clubs, and restaurants.	3/12/13	Undisclosed	Seed	Triangle Startup Factory
<b>Tow Choice</b>	Private	Tow Choice uses is an instant bidding platform that is designed to eliminate the costs and inefficiencies of tow truck dispatch centers using mobile and instant bidding technologies.	3/12/13	\$0.2	Seed	Blue Startups
<b>Adcade</b>	Private	Adcade is creating a suite of rich media ad puzzles and games to drive consumer engagement with brands and increase revenue for publishers.	3/7/13	\$1.5	Seed	ff Venture Capital
<b>TastemakerX</b>	Private	TastemakerX is social gaming platform that allows users to build portfolios of personal tastes and share it to their social graph.	3/7/13	\$1.3	Undisclosed	Baseline Ventures, True Ventures, Guggenheim Partners, AOL
<b>Marxent Labs</b>	Private	Marxent Labs is a mobile development company that specializes in creative engineering for Android and iOS.	3/2/13	\$0.8	Undisclosed	Stage 1 Ventures
<b>Sonar</b>	Private	Sonar is a mobile app that tells you when your friends and friends' friends are nearby, revealing the hidden connections and small world moments you might have otherwise missed.	3/2/13	Undisclosed	Undisclosed	Bing Fund
<b>uVest</b>	Private	uVest sync's with your existing brokerage accounts and allows you to enter, exit, and monitor trades on a user friendly mobile platform.	3/1/13	Undisclosed	Seed	Hatch

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout May 1-31, 2013.

# Financing Transactions

## DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
<b>ChatID</b>	Private	ChatID is a universal platform that powers chat communication between brands and consumers anywhere around the web, and from any mobile device.	5/31/13	\$1.3*	Debt	Undisclosed
<b>Mimvi</b>	Public	Mimvi, Inc. is a mobile-first technology company that leverages proprietary and patented search, discovery, and recommendation technology.	5/28/13	\$0.4*	Debt	Undisclosed
<b>Pontiflex</b>	Private	Pontiflex powers a new kind of mobile advertising platform: Signup Ads.	5/21/13	\$1.5	Debt	Undisclosed
<b>Axial Exchange</b>	Private	Axial Exchange builds mobile software that help patients, physicians and other health professionals engage jointly in the recovery plan and stay well between encounters.	5/16/13	\$1.0*	Debt	Undisclosed
<b>MoBeam</b>	Private	Mobeam, inc. is transforming mobile commerce with its unique and patented light based communications technology.	5/15/13	\$2.0*	Debt	Undisclosed
<b>iMemories</b>	Private	iMemories brings families and friends together by providing a single Web destination to enjoy, share and celebrate their most treasured moments captured via videos and photos.	5/15/13	\$1.9	Debt	Undisclosed
<b>Blue Skies Networks</b>	Private	Blue Sky Network is a satellite tracking and communications solutions provider: hardware, software, service, and support for aviation, land mobile, and marine—a true one-stop shop.	5/14/13	\$1.0	Debt	Undisclosed
<b>Comcast</b>	Public	Comcast is one of the leading providers of cable, entertainment and communications products and services in the United States.	5/8/13	\$725.0	Debt	Undisclosed
<b>Inkling Systems</b>	Private	Inkling is the world's first end-to-end platform for mobile learning content. Inkling makes it easy to bring rich, interactive learning content to tablet devices like iPad.	5/6/13	\$0.0	Debt	Undisclosed
<b>Warp 9</b>	Private	Warp 9, Inc. is the premier provider of e-commerce services for midsize online sellers.	5/1/13	\$0.1*	Debt	Undisclosed
<b>UniKey Technologies</b>	Private	The UniKey powered Kwikset solution is the only true touch-to-open keyless entry system, requiring no interaction with your phone, providing hassle-free entry.	4/30/13	\$0.6*	Debt	Undisclosed
<b>PlayFirst</b>	Private	PlayFirst is a global leader in mobile games for family and friends.	4/26/13	\$2.0	Debt	Undisclosed
<b>mBlox</b>	Private	Specializing in the commercial and technical complexities of mobile payment and message transmission, mBlox is in the business of connecting companies with customers.	4/18/13	\$14.0	Debt	NXT Capital
<b>Appia</b>	Private	Appia is the world's largest open app marketplace and white label storefront platform, supporting all operating systems and handsets.	4/17/13	\$5.0	Debt	North Atlantic Capital, Silicon Valley Bank
<b>CloudMine</b>	Private	CloudMine automates back-end development for mobile developers so they have more time to focus on making their apps shine.	3/20/13	0.5*	Debt	Undisclosed
<b>LIA</b>	Private	LIA is a mobile platform for distribution of rich, real-time content between marketing and sales teams at Global 2000 companies.	3/7/13	\$0.4	Debt	Analytics Ventures, La Costa Investment Group
<b>DeviceFidelity</b>	Private	DeviceFidelity, Inc. develops plug-and-play technologies that empower a variety of institutions to deploy their services and applications on millions of mobile phones worldwide.	3/5/13	\$0.5*	Debt	Undisclosed

\* Note: ChatID. Transaction amount rounded, actual amount received totaled \$1,250,000.

\* Note: Mimvi. Transaction amount rounded, actual amount received totaled \$425,000.

\* Note: Axial Exchange. Transaction amount rounded, actual amount received totaled \$1,040,000.

\* Note: MoBeam. Transaction amount rounded, actual amount received totaled \$1,980,000.

\* Note: Warp 9. Transaction amount rounded, actual amount received totaled \$70,000.

\* Note: UniKey Technologies is still seeking \$1,650,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Mobile Marketing Association

## About Mobile Marketing Association

The Mobile Marketing Association (MMA) is the premier global non-profit trade association representing all players in the mobile marketing value chain. With more than 700 member companies, the MMA is an action-oriented organization with global focus, regional actions and local relevance. The MMA's primary focus is to establish mobile as an indispensable part of the marketing mix. The MMA works to promote, educate, measure, guide and protect the mobile marketing industry worldwide. The MMA's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe, Middle East and Africa (EMEA), Latin America (LATAM), and Asia Pacific (APAC) branches. For more information, please visit [www.mmaglobal.com](http://www.mmaglobal.com).

MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.

## Executive Contacts

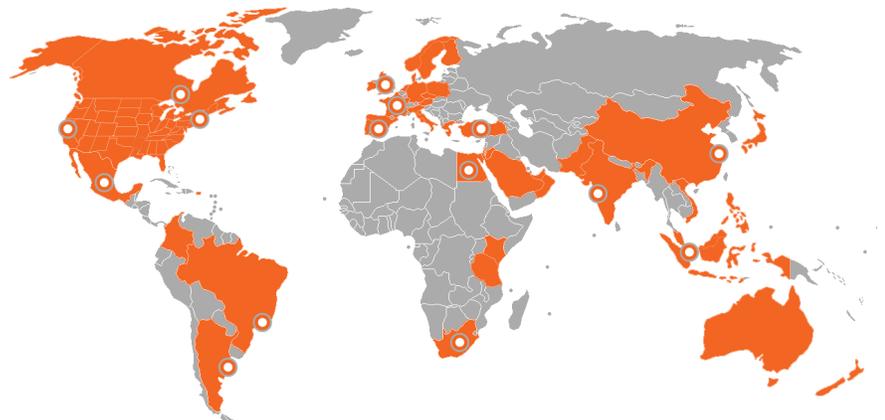
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# PREMIER GLOBAL NON-PROFIT TRADE ASSOCIATION

## Global Headquarters

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[mma@mmaglobal.com](mailto:mma@mmaglobal.com)



# Mobile Marketing Association

## Calendar of Events

**JUNE 16–22, 2013**

**Cannes International Festival of Creativity:  
Mobile Circus Comes to Town  
Cannes, France**

Cannes Lions is celebrating its 60th Anniversary and this year, at Cannes, the MMA is going BIGGER and BOLDER with “The Mobile Circus Coming to Town.”

**Meet Under the Big Top:** Network and recharge both your mind and mobile device at a centralized MMA hub for Cannes attendees and MMA members.

**Hop the Circus Train:** Travel the entire span of the Festival to explore Cannes Lions’ happenings and events.

**Mobile Day:** The MMA is moderating a Forum dedicated to “Creativity in Mobile Advertising”. On Tuesday, June 18th, mobile visionaries will discuss the most innovative and inspiring mobile advertising and marketing efforts.

**CMO Accelerator:** June 21-22 join the MMA and Jim Stengel to educate senior marketing leaders on how to deliver sustainable and enduring brand value.

**Young Marketers Academy:** Six-day course sponsored by the MMA and led by Jim Stengel to inspire young professionals in the marketing space to embrace creativity and risk.

[www.mmaglobal.com/events/cannes/2013/overview](http://www.mmaglobal.com/events/cannes/2013/overview)

**JULY 11, 2013**

**MMA Forum 2013 Beijing:  
The Power of Mobile in the Marketing Mix  
Beijing, China**

As a channel, mobile has sparked a new age of connectedness and an infinite world of highly personal marketing engagement. When more than 90% of consumers have their mobile phone within arm’s reach 24/7, it’s abundantly apparent that mobile’s “power of the personal” must be at the heart of the connected experience, supporting and strengthening all channels in a successful marketing mix. Join us at the Beijing Forum to hear from leading marketing pioneers who are blazing the trails with mobile at the center of their broader marketing strategies.

<http://www.mmaglobal.com/events/forums/beijing2013/overview>

**JULY 21–23, 2013**

**Mobile CEO and CMO Summit  
Park City, Utah**

Join the top 200 mobile leaders at the critical 2013 MMA CEO and CMO Summit at the exclusive Chateaux Resort. This invitation-only 2 1/2 day summit for business leaders is the only global conference focused on the growth of the mobile marketing industry.

By diving into the most pressing and evolving areas of mobile marketing, attendees will gain valuable insights on how to harness the power and potential of mobile. So get ready to be inspired, network with top mobile visionaries and walk away with a strategy to get “brand ready” for mobile.

[www.mmaglobal.com/events/ceosummit/2013/overview](http://www.mmaglobal.com/events/ceosummit/2013/overview)

**SEPTEMBER 24–25, 2013**

**SM2: Smarter Mobile Marketing  
New York City**

MMA’s annual Advertising Week conference. Details forthcoming.

[www.mmaglobal.com/events/sm2/2012/overview](http://www.mmaglobal.com/events/sm2/2012/overview)

# 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

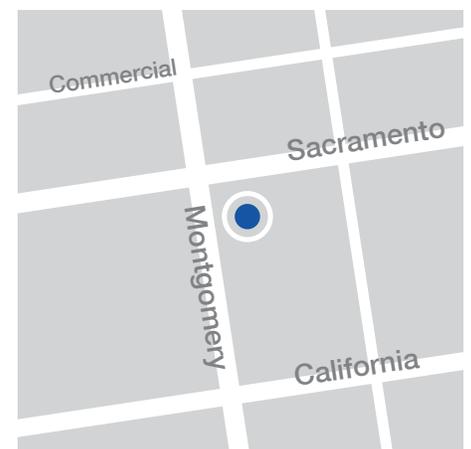
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DEDICATED  
 EXCLUSIVELY TO THE  
 MOBILE ECOSYSTEM

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# STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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