



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
MAY 2014

messaging . advertising . apps . mcommerce

www.mmaglobal.com

NEW YORK • LONDON • SINGAPORE • SÃO PAULO

The MMA Drumbeat

It's been an exciting six weeks since our re-launch at the NY Education Forum, on May 6th. Our goal since that re-launch date has been to create a steady drumbeat focused around new programs and changes that align to our new innovation and marketer first mission.

With that in mind, I thought I'd provide a quick recap of some of the changes that our MSF readers and members will have experienced and benefitted from during that period.

The Smarties™ Global Awards Program

[View Website](#)

Not only has this year's program seen the expansion of new regional and country specific programs, but in recent weeks has seen the addition of **3 new categories** to complement an already comprehensive line up of over 20 categories, including: **Native Advertising, Cross Screen Advertising** and **Wearables**. Their addition showcases the use of mobile to create rich consumer connections and contextual experiences—both key to mobile's unique value. The 2014 submission deadline is June 30th.

The Case Study Hub

[View Website](#)

Launched on May 22nd, this is a comprehensive, fully searchable database representing best in class campaigns that set new benchmarking standards for industry excellence. With 450+ mobile marketing campaign case studies from over 40 countries to review (via member login), The Hub, created through the curation of the MMA's annual Smarties™ Awards submissions, serves as an inspiration center for the creative and successful integration of mobile as core to a brand's marketing mix.

The Interactive Creative Framework

[View Website](#)

This week, the MMA team is here at the Cannes Lions Festival of Creativity where we have launched our Interactive Creative Framework. Based on the analysis of campaigns contained within the Case Study Hub. The analysis examined the innovative mobile creative approaches of successful brands across some of mobile's unique attributes, uncovering key commonalities and differences and revealing five key benchmarks to help guide marketers mobile campaign development.

The next 4 weeks will see another 3 major announcements in our continued drive to support our readers and members who are at the forefront of the biggest business transformation in 50 years.

I hope you continue to find these resources and programs valuable and as ever, please let the MMA team know if there is anything we can do to help your mobile efforts.

Onwards,

Greg Stuart

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

Table of Contents

EXECUTIVE MOVES	4
PUBLIC COMPANY ANALYSIS	7
M&A TRANSACTIONS	9
FINANCING TRANSACTIONS	13
MMA OVERVIEW	26
HIDDEN RIVER OVERVIEW	28

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

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

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Jay Gelardi	Digital Executive Creative Director, Crispin Porter + Bogusky	Digital Creative Director, The Monkeys	Crispin Porter + Bogusky is an advertising and digital agency focused on branding content in social media.	5/27/14
Jon Randazzo	Creative Director (Sprint account), Figliulo & Partners	Creative Director, Goodby, Silverstein & Partners	Figliulo & Partners is a digital brand agency headquartered in New York. It is currently working with Sprint on the Sprint Family Plan campaign that will integrate TV, video, print, OOH and digital, sound and mobile extensions.	5/27/14
Christopher Kief	Chief Technology Officer, Saatchi & Saatchi New York	Executive Technology Director, TBWA Worldwide	Saatchi & Saatchi is a global online and mobile advertising agency.	5/22/14
Steven James Burks	Senior Vice President of Products and Partnerships, Phulant Mobile	Mobile Product Management & Partnership Strategy Director, Acxiom Corporation	Phulant Mobile offers a single platform and provider of mobile advertising solutions in social media.	5/22/14
Oscar Garza	Director of Programmatic and Audience, Essence Digital Limited	Director of Acquisition, Electronic Arts	Essence is a digital agency based in London, New York, San Francisco, Seattle & Singapore that delivers strategy, media, creative and social solutions globally. They are the digital agency for clients such as Google, eBay and Expedia.	5/15/14
Spence Kramer	Global Managing Director, Crispin Porter + Bogusky	Global Account Director, Wieden + Kennedy	Crispin Porter + Bogusky is an advertising and digital agency focused on branding content in social media.	5/13/14
Ari Partinen	iPhone Camera Quality Design, Apple Inc.	Lumia Image Quality Lead, Senior Engineer, Lumia Team, Nokia	Apple is a corporation that designs, develops, and sells consumer electronics, mobile devices, computer software and personal computers.	5/9/14
Rick Dalzell	Board of Directors, Twilio	Chief Information Officer, Senior Vice President, Amazon	Twilio is a cloud communications company that merges the worlds of cloud computing, web services and telecommunications together across the web and mobile.	5/7/14
Vinny Gullotto	President/ Chief Operating Officer, Codeproof Technologies Inc.	General Manager, Microsoft Malware Protection Center	Codeproof Technologies Inc. is the provider of an integrated BYOD security and mobile device management platform.	5/7/14
Steve McKean	Vice President of Channel Sales and Programs, Viableware Inc.	Partner, Deloitte Touche Tohmatsu Limited	Viableware Inc. is a company and restaurant payment platform focused on enhancing mobile payment technology.	5/7/14
Mark Woodward	Board of Directors, Nintex	Chief Executive Officer, President, E2open Inc.	Nintex provides cross-device software, mobile and cloud services enabling organizations to automate business processes in the US.	5/6/14
Rupert Runewitsch	Head of Social and Mobile, Leo Burnett Group	Client Services Director, Holler (Leo Burnett Group)	Leo Burnett an advertising agency that has presence online and now mobile.	5/6/14
Julie Preis	Senior Vice President, Product Management, PulsePoint	Senior Vice President, Product Management, Mocean Mobile	PulsePoint is a provider of programmatic and content marketing solutions.	5/6/14
Carmen Hill	Director of Marketing, Little Bird	Content Director, Babcock & Jenkins	Little Bird is a social media search start-up company, marketing platform, and search engine for web and mobile advertisements.	5/1/14
John Domeika	Executive Vice President of Business Development, EveryMove, Inc.	Chief Executive Officer, Wellpoint China	EveryMove is a fitness mobile app company.	5/1/14
Brian Zehetener	Director of Business Development, EveryMove, Inc.	Chief Science Officer, Anytime Fitness	EveryMove is a fitness mobile app company.	5/1/14
Jeff Kaplan	Director of Multilateral and Non Governmental Organization, Socrata Inc.	Senior Consultant, World Bank	Socrata is a government data analytics startup.	5/1/14
Jim Watson	Chief Revenue Officer, Jobaline Inc.	Chief Operating Officer, SPARQ	Jobaline Inc. is a mobile-first bilingual marketplace for hourly jobs.	5/1/14
Christopher Handman	First General Counsel, Snapchat Inc.	Partner, Hogan Lovells LLP	Snapchat is a photo messaging application.	5/1/14
Jad Boutros	Director of Information Security, Snapchat Inc.	Software Engineer in Security, Google Inc.	Snapchat is a photo messaging application.	5/1/14
Adam Gillman	Vice President, Fluent	General Manager, GoLive! Mobile	Fluent is a performance marketing company on the web, mobile and in-app. It offers advertisers and media owners integrated strategies for distribution and monetization.	5/1/14
Jessica Grant	Director of Operations, Fluent	Head of Operations & Client Services, Eclipse.io	Fluent is a performance marketing company on the web, mobile and in-app. It offers advertisers and media owners integrated strategies for distribution and monetization.	5/1/14

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Gary Benedetti	Vice President, Worldwide Sales, ThreatTrack Security	Vice President, Worldwide Sales, Fidelis Security Systems	ThreatTrack Security is an internet security company for companies on the web and mobile.	4/29/14
Narayanan Iyer	Senior Director, Finance, Vdopia	Senior Director, Finance, Rocket Fuel Inc.	Vdopia is a mobile advertising company.	4/29/14
Ralph Watson	Chief Creative Officer, CP+B Boulder	Lead, Bud Light, BBDO	CP+B is a full-service advertising agency in all media platforms.	4/29/14
Jason Lee	Senior Director, Marriott International Business, MEC	Group Director, Digital, OMD Los Angeles	MEC is a global media agency network. It is a founding partner of GroupM, the WPP Group media investment management operation.	4/29/14
Peter Isaacson	Chief Marketing Officer, Demandbase	Chief Marketing Officer, Castlight Health	Demandbase is a targeting and personalization marketing platform for B2B marketers on the web and mobile.	4/29/14
Frances Webb	Creative Director, Social Content, 360i	Freelance Associate, StrawberryFrog	360i is a digital agency specializing in search engine marketing, social media, mobile marketing and web design and development.	4/15/14
Beth Steinberg	Vice President of People, BrightRoll	Vice President, Talent and Organization Development, SunRun	BrightRoll is an online video advertising platform enabling brands to reach audiences across the web, mobile and connected TV.	4/15/14
Farzad Jamal	Vice President, Europe, Vdopia	Commercial Director, EMEA, OpenX	Vdopia is a mobile advertising company.	4/15/14
Alyssa Henry	Head of Engineering, Square	Vice President of Amazon Web Services, Amazon	Square is a merchant services aggregator and mobile payment company.	4/14/14
Benoit Dupin	Director, Search Products, Apple	Vice President, Search Technology Amazon A9, Amazon	Apple Inc. is a company that designs, develops, and sells consumer electronics, computer software and personal computers as well as tablets.	4/8/14
Randy Morton	Senior Vice President, Director of Integrated Production, RAPP	Founder, Morton Productions Inc.	RAPP is a leading marketing agency on the web and mobile.	4/8/14
Dave Reed	Managing Director, EMEA, MediaMath	Founder and President, Xonos Inc.	MediaMath is a demand-side platform provider in the digital and mobile advertising space.	4/8/14
Christine Kubisztal	Lead, Midwest Enterprise Team, Tremor Video	Director, Enterprise Sales, VideoHub	Tremor Video is a video advertising company on the web and mobile.	4/8/14
Nancy Hu	Chief Financial Officer, Acer	Vice Chairwoman and President, Videoland Inc.	Acer is a hardware and electronics corporation offering a range of hardware products and e-business services.	4/3/14
Josh Berman	Head of Digital Product Development, MEC	Director, Brand Strategy Development, Kontera	MEC is a global media agency network. It is a founding partner of GroupM, the WPP Group media investment management operation.	4/1/14
Craig Erwich	Senior Vice President, Head of Content, Hulu	Executive Vice President, Warner Horizon Television	Hulu is an online video service accessible on the web and mobile that offers a selection of hit shows, clips and movies.	4/1/14
Andy Mitchell	Managing Director, European Operations, BrightRoll	Chief Operating Officer, Rightster Group plc	BrightRoll is an online video advertising platform enabling brands to reach audiences across the web, mobile and connected TV.	4/1/14
Jeff Ross	Chief Financial Officer, Cyan	Chief Financial Officer, Velti	Cyan is a company making solutions in SDN and NFV.	3/28/14
Morgan Carroll	Executive Vice President, Chicago & San Francisco, DigitasLBi	Executive Vice President/Group Creative Director, Deutsch NY	DigitasLBi is a global digital agency network, partners with many marketers and brands in the world.	3/25/14
Doug Thomas	Vice President of Sales, Midwest, Centro	Lead, Client Service Operations, Novus	Centro is a digital/mobile advertising and media management company.	3/25/14
Clare McDonald	Executive Creative Director, Europe, Rosetta	Creative Director, BskyB	Rosetta is a marketing company that helps translate customer connections into measure business growth for clients. It works with clients in a variety of industries including the telecommunications industry.	3/18/14
Eric Schaefer	Chief of Digital Strategy, Southwest Media Group	General Manager, ScreenShot Digital Inc.	Southwest Media Group is a full-service communication strategy, media buying/planning and brand activation company.	3/18/14
Erica Klein	Vice President, West Coast Sales, Collective	Consultant, Centro	Collective is a multi-screen advertising company.	3/18/14

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Curt Beardsley	Vice President of Industry Development, Zillow	Vice President of Industry Development, Move	Zillow is a online and mobile real estate marketplace for homeowners and real estate agents to find and share vital information on homes, real estate and mortgage.	3/17/14
Anna Baird	Chief Financial Officer, RadiumOne	Chief Financial Officer, Say Media	RadiumOne is an advertising platform which covers online, video, social and mobile advertising using real-time bidding.	3/17/14
Rob Platzer	Chief Technology Officer, Bitly	Chief Technology Officer, Patch, AOL	Bitly is a branding tool for marketers on the web and mobile.	3/11/14
Melissa Wallace	Vice President of Marketing, Bitly	Vice President of Marketing, Buddy Media	Bitly is a branding tool for marketers on the web and mobile.	3/11/14
Thomas Seifert	Chief Financial Officer, Symantec	Chief Financial Officer, Brightstar	Symantec is a global provider of security, storage and systems management solutions on the web and mobile.	3/7/14
Chad Hopenwasser	Head of Integrated Production, TBWA\Chiat\Day New York	Vice President, Director of Video Production, Crispin Porter + Bogusky	TBWA is an international advertising agency headquartered in New York.	3/4/14
Juan Carlos Pagan	Design Director, Deutsch New York	Head of Design, DDB Worldwide	Deutsch is an advertising company that offers creative development and brand marketing services.	3/4/14

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 6/1/14	Stock Price 5/1/14	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		S&P 500	1,923.57	1,883.68	2.1%	1,949.44	1,560.33				
		NASDAQ Composite	4,242.62	4,127.45	2.8%	4,371.71	3,294.95				
		Russel 3000	1,147.18	1,125.50	1.9%	1,164.96	926.62				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 64.54	\$ 62.59	3.1%	\$ 71.11	\$ 42.39	\$32,124	\$30,501	\$4,047	7.5X
Alcatel-Lucent	ALU	NYSE	4.01	3.90	2.8%	4.68	1.65	11,285	13,464	19,159	0.7X
America Movil	AMX	NYSE	19.33	20.26	-4.6%	23.75	18.39	43,778	43,778	61,114	0.7X
Apple Inc.	AAPL	NASDAQ	90.43	84.50	7.0%	92.02	55.55	545,254	520,866	176,035	3.0X
AT&T	T	NYSE	35.47	35.58	-0.3%	36.86	31.74	184,089	261,280	129,872	2.0X
Barti Airtel	BHARTIARTL.BO	BSE	5.82	5.44	7.1%	6.04	4.69	23,255	35,497	14,103	2.5X
CenturyLink	CTL	NYSE	37.67	34.96	7.8%	38.20	27.93	21,575	42,296	18,120	2.3X
China Mobile	CHL	NYSE	49.06	47.06	4.2%	57.42	41.35	198,688	130,807	100,500	1.3X
Dentsu	4324.JP	TSE	39.46	41.41	-4.7%	42.71	30.93	11,381	12,979	22,767	0.6X
Fiserv, Inc.	FISV	NASDAQ	60.11	60.91	-1.3%	62.27	42.30	14,981	18,522	4,896	3.8X
Google	GOOG	NASDAQ	559.89	607.22	-7.8%	604.83	502.80	188,484	137,451	61,276	2.2X
Microsoft	MSFT	NASDAQ	40.94	40.00	2.3%	41.66	30.84	338,181	272,700	83,347	3.3X
Motorola Solutions	MSI	NYSE	67.42	62.65	7.6%	68.33	53.62	17,139	16,524	8,524	1.9X
Neustar, Inc.	NSR	NYSE	86.35	85.13	1.4%	96.24	68.10	18,418	17,721	9,319	1.9X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	29.68	28.29	4.9%	29.81	24.60	67,474	146,375	107,753	1.4X
Nokia	NOK	NYSE	8.13	7.45	9.1%	8.20	3.42	30,446	30,446	26,960	1.1X
Omnicom	OMC	NYSE	71.15	67.03	6.1%	76.87	59.70	18,388	21,716	14,688	1.5X
Publicis Groupe	PUB.PA	Paris	86.35	85.13	1.4%	96.24	68.10	18,418	17,721	9,319	1.9X
Samsung	005930.KS	KRX	1,414.43	1,299.72	8.8%	1,382.03	1,049.23	208,344	172,513	211,888	0.8X
Sprint	S	NYSE	9.55	8.73	9.4%	11.47	5.15	37,666	64,254	34,643	1.9X
Telefonica S.A.	TEF	NYSE	16.73	16.88	-0.9%	18.05	12.49	76,139	154,008	74,531	2.1X
Telenor	TELNF	OTC	23.72	23.42	1.3%	25.18	19.45	35,977	44,270	17,512	2.5X
TIM	TSG	NYSE	27.24	27.34	-0.4%	29.12	16.85	13,171	13,832	8,880	1.6X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.50	14.69	5.5%	16.31	11.72	13,640	11,305	5,755	2.0X
Vodafone Group	VOD	NASDAQ	35.01	37.29	-6.1%	42.14	27.49	92,569	120,254	63,018	1.9X
WPP Group	WPPGY	NASDAQ	107.97	108.33	-0.3%	115.40	81.21	28,666	33,237	17,508	1.9X
Yahoo!	YHOO	NASDAQ	34.65	36.51	-5.1%	41.72	23.82	34,886	33,297	4,673	7.1X
					Average			86,090	89,541	48,526	2.3X
					Median			32,124	35,497	19,159	1.9X
Mid-Cap (\$2B - \$10B)											
BlackBerry	BBRY	NASDAQ	\$ 7.60	\$ 7.97	-4.6%	\$ 15.09	\$ 5.44	\$4,004	\$3,102	\$6,813	0.5X
Gemalto	GTOFF	OTC	108.69	111.89	-2.9%	124.74	82.45	9,566	8,961	3,203	2.8X
GFK Retail and Technology UK	GFK:DE	Xetra	55.02	51.58	6.7%	61.99	46.81	2,008	2,657	2,003	1.3X
Interpublic Group of Companies	IPG	NYSE	19.12	17.34	10.3%	19.50	13.67	8,100	9,543	7,217	1.3X
LG	034220.KS	KRX	26.61	26.57	0.2%	28.63	20.33	9,522	11,549	23,833	0.5X
Oi (Formerly Telemar)	OIBR	NYSE	0.86	0.96	-9.7%	2.35	0.79	4,950	18,790	12,494	1.5X
Pandora Media Inc.	P	NYSE	24.53	24.71	-0.7%	40.44	13.95	5,040	4,698	541	8.7X
Telecom Argentina S.A.	TEO	NYSE	21.63	20.59	5.1%	21.80	13.11	2,085	1,613	4,551	0.4X
Telefonica Brasil S.A.	VIV	NYSE	17.16	18.00	-4.6%	22.28	15.87	6,550	8,330	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.10	2.11	0.0%	2.98	1.76	5,910	9,191	12,343	0.7X
Zynga	ZNGA	NASDAQ	3.45	3.90	-11.5%	5.89	2.50	2,556	1,774	778	2.3X
					Average			5,481	7,292	7,378	2.0X
					Median			5,040	8,330	5,682	1.3X

NOTES:

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

Source: Thomson Reuters and Hidden River, LLC analysis

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

Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 6/1/14	Stock Price 5/1/14	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)	
Indexes		S&P 500	1,923.57	1,883.68	2.1%	1,949.44	1,560.33					
		NASDAQ Composite	4,242.62	4,127.45	2.8%	4,371.71	3,294.95					
		Russel 3000	1,147.18	1,125.50	1.9%	1,164.96	926.62					
Small-Cap (< \$2B)												
Axiom Corporation	ACXM	NASDAQ	\$ 22.73	\$ 28.75	-20.9%	\$ 39.30	\$ 20.30	\$1,749	\$1,648	\$1,098	1.5X	
Bango	BGO	LSE	1.85	2.20	-15.9%	3.19	1.74	85	75	18	4.1X	
Blue Calypso Inc.	BCYP	OTC	0.11	0.11	-4.4%	0.24	0.09	23	23	0	N/A	
Boingo wireless	WIFI	NASDAQ	6.82	6.59	3.5%	8.00	5.06	242	192	110	1.7X	
Cincinnati Bell	CBB	NYSE	3.95	3.35	17.9%	3.98	2.62	826	3,207	1,254	2.6X	
Digimarc Corporation	DMRC	NASDAQ	31.86	32.07	-0.7%	37.00	17.85	240	209	32	6.5X	
Glu Mobile	GLUU	NASDAQ	3.63	4.29	-15.3%	5.65	2.10	327	290	126	2.3X	
Hipcricket	HIPP	NASDAQ	0.22	0.27	-18.4%	0.67	0.16	34	34	27	1.3X	
Internetq Plc	INTQ	LSE	5.28	5.83	-9.4%	6.91	4.19	210	204	141	1.5X	
Lenco Mobile	LNCM	OTC	0.03	0.02	14.4%	0.10	0.01	2	17	15	1.1X	
Marchex	MCHX	NASDAQ	10.33	9.72	6.3%	12.84	5.29	383	345	170	2.0X	
MDC Partners	MDCA	NASDAQ	21.02	23.88	-12.0%	26.62	10.71	1,040	2,006	1,150	1.7X	
MEDL Mobile	MEDL	OTC BB	0.19	0.19	3.7%	0.48	0.12	10	9	2	3.7X	
Millennial Media	MM	NYSE	4.02	6.16	-34.7%	10.48	2.90	430	332	282	1.2X	
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.30	1.44	-9.7%	4.44	0.99	29	29	4	7.2X	
Opera Software ASA	OPERA.OL	Oslo	12.79	12.88	-0.7%	15.36	7.30	1,696	1,553	325	4.8X	
Single Touch Systems Inc.	SITO	OTC BB	0.41	0.46	-10.9%	0.73	0.29	59	59	9	6.7X	
Smith Micro Software Inc	SMSI	NASDAQ	0.80	1.63	-50.9%	2.69	0.66	31	20	40	0.5X	
Tanla Solutions Limited	TANLA	NSE	0.10	0.09	8.8%	0.12	0.04	10	10	22	0.4X	
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	3.17	2.59	22.4%	3.47	2.08	172	253	353	0.7X	
Unwired Planet	UPIP	NASDAQ	2.16	2.15	0.5%	2.44	1.26	239	212	0	N/A	
ValueClick	VCLK	NASDAQ	23.58	25.13	-6.2%	28.79	18.62	1,580	1,549	616	2.5X	
Velti	VELT	NASDAQ	0.02	0.02	5.8%	1.92	0.01	2	3	232	0.0X	
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	2.42	3.54	-31.6%	7.22	1.60	11	10	47	0.2X	
					Average	-6.6%			393	512	253	2.5X
					Median	-5.3%			191	198	79	1.7X

NOTES:

(1) Market Capitalization is calculated using month end stock price and fully diluted shares.

(2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.

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

Source: Thomson Reuters and Hidden River, LLC analysis

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
05/30/2014	Morningstar	HelloWallet*	HelloWallet is a web and mobile application that allows consumers to keep track of personal finances.	\$52.5
05/29/2014	Kramer Electronics	WOW Vision*	WOW Vision is a Singapore-based manufacturer of enabling wireless connection of large screen displays from laptops and mobile devices.	
05/29/2014	Back9Network	Swing by Swing	Swing by Swing golf is a mobile GPS and scorecard application for golf enthusiasts.	
05/28/2014	UST-Global	Xpansion	Xpansion is a global software services company for the web and mobile.	
05/28/2014	Symantec	NitroDesk	NitroDesk is a mobile security firm that offers the TouchDown email mobile application for the Android and iOS.	
05/28/2014	One Public	Telephony Media	Telephony Media is a mobile application design and development studio.	
05/28/2014	Microsoft Corp	Capptain	Capptain is a France-based mobile applications management platform.	
05/28/2014	App Annie	Distimo	Distimo is a marketing analytics mobile application that keeps track of competitors' marketing data.	
05/28/2014	Apple	Beats Electronics	Beats Electronics offers premium consumer headphones, earphones and speakers, software technology and streaming music subscription services.	\$3,000.0
05/27/2014	Intuit, Inc.	Check	Check is a mobile banking application.	\$3.6
05/27/2014	RealBiz Media Group, Inc.	Reach Factor, Inc.	Reach Factor is a social media and marketing platform that assists real estate agents and brokerages increase visibility.	
05/22/2014	AOL	Precision Demand	Precision Demand is a small start-up focused on refining "linear" TV advertising inventory.	
05/22/2014	Microchip Technology Inc.	ISSC	ISSC is a leading provider of low power mobile Bluetooth and wireless solutions for the Internet of Things market.	
05/20/2014	SAP	SeeWhy	SeeWhy is a Boston-based provider of cloud-based marketing applications.	
05/19/2014	Google, Inc.	Divide	Divide is mobile services software provider.	
05/19/2014	Google, Inc.	Quest Visual	Quest Visual is a translation software company that developed Word Lens, a mobile translation app.	
05/19/2014	PubMatic	Mocean Mobile	Mocean Mobile is a mobile advertising server for publishers.	\$15.5
05/18/2014	AT&T	DirecTV	DirecTV is a satellite television operator.	\$48,500.0
05/13/2014	Softway Solutions	Parabox Creative	Parabox Creative is a Houston-based video production studio that specializes in animated videos for social media and mobile applications like Vine and Instagram.	
05/13/2014	Yahoo	Blink	Blink is a set-destructing messaging mobile application.	

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
05/13/2014	Zettics	Velocent Systems	Velocent assists mobile operators in delivering superior quality service by identifying and helping resolve hidden problems that hinder mobile network performance and degrade customer experience.	
05/12/2014	Kirusa Inc.	Cooltok (Plusray)	Cooltok is an India-based provider of mobile messaging applications for smartphone platforms.	
05/08/2014	Appnext	AppHome	AppHome is a social and mobile applications developer.	\$2.5
05/06/2014	Jack Morton	Genuine Interactive	Genuine Interactive is a digital agency and digital strategy, web design and development, mobile, social media, analytics, and technology services provider.	
05/06/2014	Blinkx	Lyfe Mobile	Lyfe Mobile brings local search marketing and mobile advertising.	
05/06/2014	LogMeIn	Ionia Corporation	Ionia Corp. is a Boston-based software integrator that helps businesses tie Internet-connected devices into their back-office sales and planning software systems.	\$12.0
05/05/2014	Skout	Nixter	Nixter is a social mobile integrated platform that provides information on upcoming nightlife events in the city.	
05/01/2014	Glu Mobile Inc.	PlayFirst	PlayFirst is a game developer for web and mobile applications.	
05/01/2014	TA Associates	Bomgar	Bomgar provides remote support solutions for easily and securely supporting computing systems and mobile devices.	
05/01/2014	Yello Mobile	PriceArea	PriceArea is a price comparison site in Indonesia.	
04/30/2014	Yext Inc.	Citrus LLC	Citrus LLC is a Vienna-based developer of mobile consulting and development applications.	
04/30/2014	Opera Software	Apprupt	Apprupt is a mobile ad startup.	
04/29/2014	Zinio	Audience Media	Audience Media is a developer of mobile app solutions translating converting printed publications into mobile friendly apps for mobile viewing.	
04/29/2014	Zettics	Velocent Systems	Velocent Systems provides service assurance and service quality management solutions for mobile data and VoLTE.	
04/25/2014	Hearst	CareInSync	CareInSync is a health communications company that improves patient care through a real-time, mobile collaboration platform.	
04/25/2014	Facebook	Moves	Moves is an iPhone app that lets users create an "activity diary" comparable to fitness tracking apps.	
04/24/2014	Facebook	ProtoGeo Oy	ProtoGeo Oy is a Helsinki-based developer of software for smartphones.	
04/24/2014	MediaMath	Tactads	Tactads is a France-based firm which owns cookieless and cross-device targeting technology.	
04/21/2014	Total Defense Inc.	Untangle Inc.	Untangle Inc. is a Sunnyvale-based developer of network security software on the web and mobile.	
04/17/2014	Chegg Inc.	The Campus Special LLC	The Campus Special LLC is a Duluth-based developer of mobile software.	\$17.0

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
04/17/2014	Nuance	Accelerand	Accelerand is a mobile-focused image sharing company.	
04/17/2014	Dropbox	Loom	Loom is a provider of cloud photo storage and sync service.	
04/17/2014	Dropbox	Hackpad	Hackpad is a lightweight, document collaboration web and mobile application.	
04/15/2014	RetailMeNot Inc.	Pickie Inc.	Pickie Inc. is a New York-based developer of mobile applications software.	
04/10/2014	ArmorText	Uppidy	Uppidy provides mobile message sharing services.	
04/10/2014	SilverTech Inc.	Poised Solutions	Poised Solutions is a Manchester-based developer of mobile application software.	
04/10/2014	IBM Corporation	Silverpop	Silverpop is a marketing software company on the web and mobile.	
04/07/2014	Twitter	Cover	Cover is a small startup focused on smart suggestions of Android apps for users.	
04/07/2014	Inside Secure	Metaforic	Metaforic is a maker of mobile security software.	\$11.6
04/04/2014	Seatwave	Timbre	Timbre is an app that helps music fans find live shows.	
04/03/2014	HitFox GmbH	Datamonk GmbH	Datamonk GmbH is a Berlin-based developer of mobile analytics software.	
04/03/2014	HitFox GmbH	apploop GmbH	apploop GmbH is a Berlin-based developer of mobile application software.	
04/02/2014	RentPath Inc.	Lovely Inc.	Lovely Inc. is a developer of mobile application software.	\$13.0
04/02/2014	Verint Systems	UTX	UTX is a mobile device tracking solutions developer.	\$83.0
03/28/2014	Dropbox	Readmill Berlin	Readmill Berlin is a developer of mobile applications software.	
03/28/2014	Insert SA	Kawet SAS	Kawet SAS is a Paris-based developer of mobile applications software.	
03/27/2014	Yahoo! Japan	eAccess*	eAccess is a mobile network operator in Japan.	\$3,170.0
03/26/2014	Digital Management Inc.	KnowledgePath	KnowledgePath is a mobile commerce provider.	
03/25/2014	Intel	Basis Science	Basis Science is a smartwatch maker.	\$100.0
03/24/2014	Media Ventures GmbH	Hoccer Betriebs GmbH	Hoccer Betriebs GmbH is a Berlin-based developer of mobile messaging software.	
03/21/2014	Ping Identity Corp.	Accells Technologies Ltd.	Accells Technologies Ltd is a developer of mobile applications software.	
03/20/2014	Welltok	Mindbloom	Mindbloom is a Seattle-based mobile health app developer.	

* Note: eAccess is a Softbank subsidiary.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
03/18/2014	Trustwave Holdings Inc.	Cenzic Inc.	Cenzic Inc. is a developer of web and mobile application security software.	
03/18/2014	Vimeo LLC	Fast Society Inc.	Fast Society Inc. is a developer of mobile application software.	
03/18/2014	Lotame Solutions	AdMobius	AdMobius is a San Mateo-based provider of mobile Audience Management Platform services.	
03/17/2014	Aparca*Go SL	Parked Inside Solutions SL	Parked Inside Solutions SL is a Barcelona-based developer of mobile applications software for parking solutions.	
03/14/2014	Hello Vino Inc.	Corkbin	Corkbin is a San Francisco-based developer of mobile and social platform for wine enthusiasts.	
03/13/2014	Unity Technologies	Applifier Oy	Applifier Oy is a Helsinki-based game development tools developer.	
03/13/2014	Cupcake Digital Inc.	Zuuka Inc.	Zuuka Inc. is a Santa Barbara based developer of digital children media software for mobile devices.	
03/10/2014	Kabam Inc	Phoenix Age Inc.	Phoenix Age Inc. is a San Francisco-based developer of social and mobile game software.	
03/07/2014	Ticketea SL	Telemaco Sistemas SL	Telemaco Sistemas SL is a Vilena-based developer of online mobile apps software.	
03/06/2014	Mobile Technologies Inc.	ArmorActive	ArmorActive is a tablet security company.	
03/05/2014	HomeAway Inc.	Glad to Have You Inc.	Glad to Have You Inc. is a Santa Rosa Beach-based developer of mobile application software for property managers and homeowners.	
03/05/2014	Flipboard	Zite*	Zite is a news-recommendation and content-sharing app.	
03/05/2014	KPMG	Cynergy	Cynergy is a mobile and web development firm.	
03/04/2014	Enghouse Systems	IT Sonix AG	IT Sonix AG is a Leipzig-based developer of telecommunication software.	\$9.6
03/04/2014	Jack Henry & Associates	Banno	Banno is the developer of mobile products for financial institutions.	
03/03/2014	Walmart	Yumprint	Yumprint is a mobile recipes start-up.	
03/03/2014	Perion	Airpush	Airpush is a mobile ad platform developer.	\$170.0

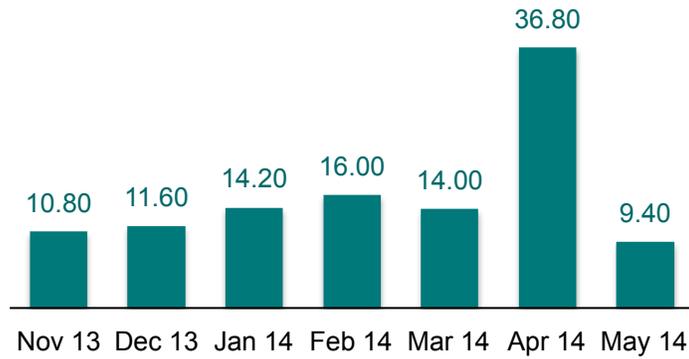
* Note: Zite was owned by CNN.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

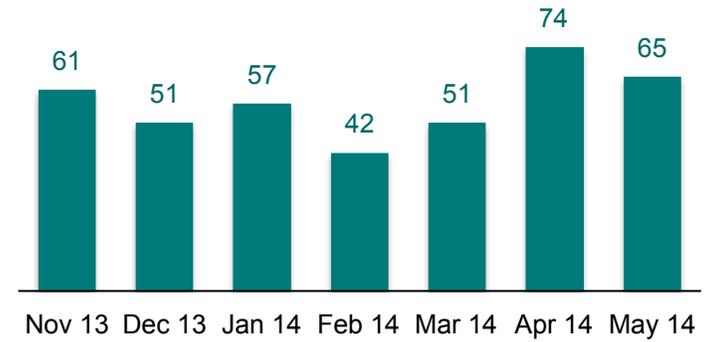
* Data collected in this issue of Mobile Smart Fundamentals was collected throughout May 1-31, 2014.

Financing Transactions Overview

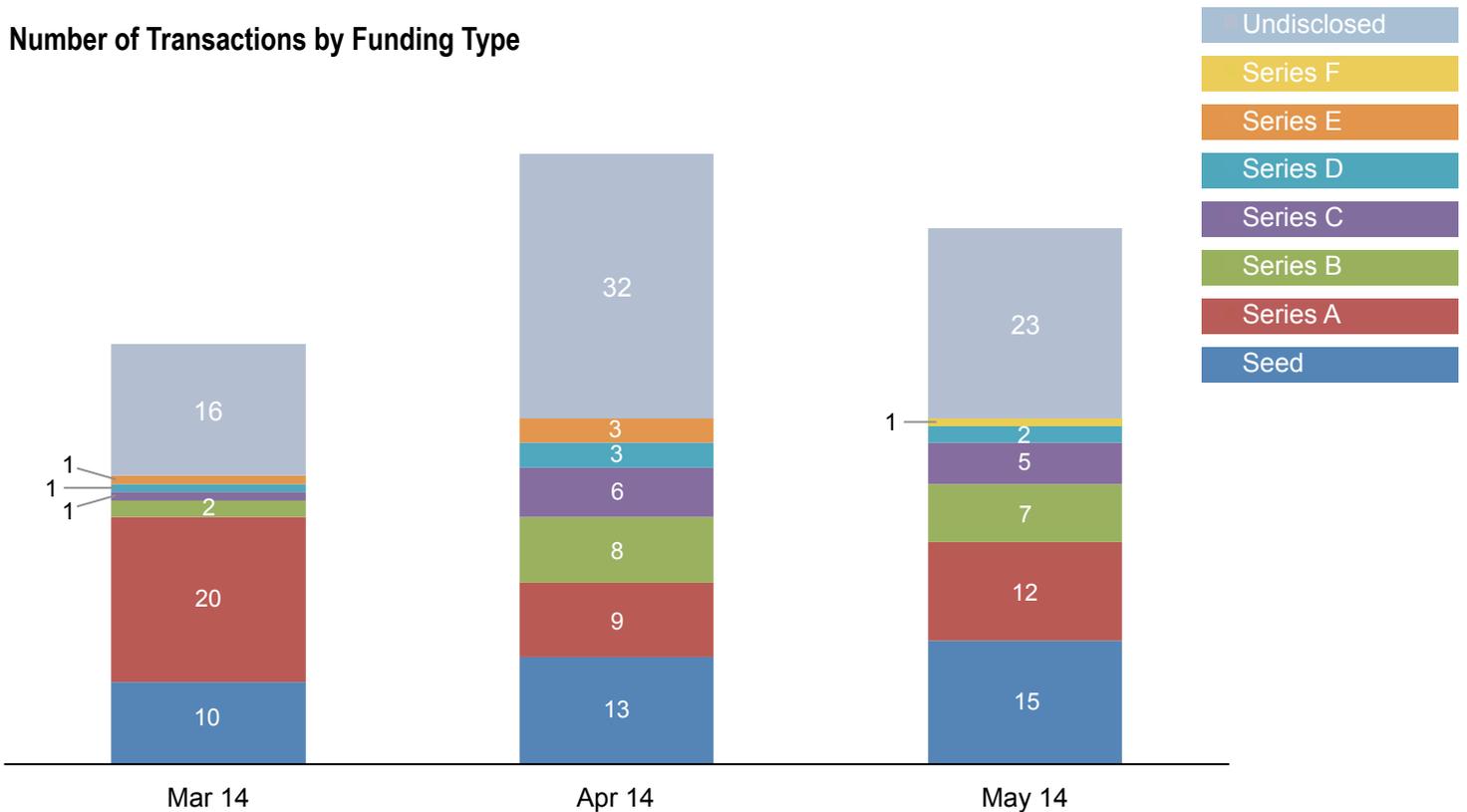
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Hipmunk	Private	Hipmunk is a mobile application and an online travel planning company that provides information on hotel bookings, rental property, train routes, and car rental.	5/30/14	\$20.2	Series C	Oak Investment Partners, Institutional Venture Partners, Ignition Partners
1Lay	Private	1Lay is a security token for protecting your confidential information on the mobile device without a radio interface.	5/30/14	\$0.2	Seed	Undisclosed
SceneDoc	Private	SceneDoc is a leader in mobile investigation and field documentation software.	5/30/14	\$1.3	Seed	MaRS Investment Accelerator Fund, Brice Scheschuk, Tim Lett
Directr	Private	Directr is a mobile application company that provides users with the ability to create movies on their phones in minutes.	5/29/14	\$0.6*	Undisclosed	Undisclosed
Fyusion	Private	Fyusion develops advanced 3D image processing technologies for consumer applications.	5/29/14	\$3.4	Series A	New Enterprise Associates, UTEC, Andreas Bechtolsheim, James Joaquin, Lior Susan
Bindo	Private	Bindo is a mobile application and retail platform to bring local stores online, index inventory, and facilitate sales via seamless POS integration.	5/28/14	\$1.8	Seed	Gary Vaynerchuk, East Ventures, Metamorphic Ventures
Mustbin	Private	Mustbin is a mobile application that allows its customers to store photos and confidential documents securely in the cloud.	5/28/14	\$1.5	Series B	DAG Ventures, General Catalyst Partners, Mohr Davidow, Northgate Capital
Datalogix	Private	Datalogix provides marketing infrastructure by connecting digital advertising to offline sales and has products that span video, mobile, social, and display.	5/28/14	\$45.0	Undisclosed	Wellington Management Company, Institutional Venture Partners
Swipely	Private	Swipely is a provider of payments, analytics, and marketing tools to local businesses. It is an online software provider for online and mobile.	5/28/14	\$20.0	Series C	Pritzker Group, Shasta Ventures, First Round Capital
51fanli	Private	51fanli is a Chinese online rebate and consumer directory website.	5/28/14	\$20.0	Series B	SIG China Investment
Jobaline	Private	Jobaline is a bilingual, mobile-first jobs marketplace enabling the more than 74 million hourly workers in the United States to find and apply for jobs from any computer, tablet or phone.	5/28/14	\$7.0	Series B	Trilogy Equity Partners, Madrona Venture Group, Founder's Co-op
Lua Technologies	Private	Lua is a simplest way for mobile workforces to effectively communicate, coordinate, and stay accountable. Using Lua, teams on-the-go remain agile, connected, and up to speed.	5/28/14	\$1.7*	Undisclosed	Undisclosed
MegaBits	Private	MegaBits is a creator of massively multiplayer mobile games based on real-world physical locations. Based on the wildly popular monster training genre, MegaBits allows users to catch, train and battle monsters found in the real world.	5/28/14	\$0.2	Undisclosed	Undisclosed
Skaffl	Private	Skaffl is the creator of Braket, a mobile-first teaching and learning platform for the 1:1 K-12 classroom.	5/28/14	\$0.0*	Seed	LearnLaunchX
UnboundID	Private	UnboundID is a leading platform provider for identity services, enabling companies to dynamically manage, protect, and share customer data in real-time across cloud, mobile and social applications.	5/28/14	\$2.5	Series B	Undisclosed
Vizalytics Technology	Private	Vizalytics Technology is the creator of Mind My Business, a mobile platform for small businesses.	5/28/14	\$1.8	Undisclosed	Undisclosed
Zagster	Private	Zagster provides bikes where people live, work and visit; giving them access using their mobile phone.	5/28/14	\$1.2	Undisclosed	Fontinalis Partners
App Annie	Private	App Annie is an industry leader in app store analytics and market intelligence for the global app economy.	5/28/14	\$17.0	Undisclosed	IDG Technology Venture Investment, Sequoia Capital, Greycroft Partners
Quick Key	Private	Quick Key is a quiz scanning and grading mobile application for teachers across the US.	5/27/14	\$0.3	Undisclosed	Arc Capital
Acquia	Private	Acquia is a software provider of products, services, and technical support for the open source Drupal social publishing system.	5/27/14	\$50.0	Series F	New Enterprise Associates, Split Rock Partners, Sigma Partners, Investor Growth Capital, Tenaya Capital
NotaryAct	Private	NotaryAct provides a mobile cloud-based notary journal application.	5/27/14	Undisclosed	Series A	Wheatley Partners

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

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Priori Data	Private	Priori Data has one of the largest independent databases of mobile app information and the proprietary technology for its sourcing, processing and indexing.	5/26/14	\$1.0	Seed	Undisclosed
Bellabeat	Private	Bellabeat is a mobile application that assist moms-to-be track their pregnancies.	5/23/14	\$4.5	Seed	SVAngel, Crunchfund, Nicolas Berggruen, Paul Buchheit, Justin Kan, Michael Seibel, Universal Music Group, Cherubic Ventures, Promus Ventures, Yi Pin NG, Boon Hwee Koh, Adrian Aoun
Tinybop	Private	Tinybop is children's educational iOS application developer.	5/23/14	\$5.0	Series A	RRE Ventures, Two Sigma Ventures, KEC Ventures
Dejero	Private	Dejero offers bonded wireless uplink solutions for mobile newsgathering.	5/23/14	\$4.5	Undisclosed	BEST Funds
Malauzai Software	Private	Malauzai Software Inc. was formed in 2009 to participate in the mobile banking revolution. They build mobile banking SmartApps for community banks and credit unions for use by their customers and members.	5/23/14	\$6.5	Series C	Wellington Management Company
MartMobi	Private	MartMobi is a complete Mobile Commerce Platform.	5/23/14	\$0.1*	Seed	TechStars Chicago
Mallzee	Private	Mallzee is a personal shopper in users pocket that searches over 2million items of clothing.	5/22/14	\$0.8	Seed	Gareth Williams, Par Equity, Scottish Investment Bank, Laurence Marlor, Rob Dobson
Drizly	Private	Drizly is a company and mobile application developer for alcohol and liquor recommendations, payment, and delivery for wine enthusiasts.	5/21/14	\$2.5	Seed	Continental Investors of Chicago, Vayner RSE ventures, Suffolk Equity
Silent Circle	Private	Silent Circle is an encrypted communications firm providing secure multiplatform communication services for mobile devices, desktop and email.	5/21/14	\$30.0	Undisclosed	Ross Perot Jr., Cain Capital LLC
Mango Health	Private	Mango Health is a developer of mobile applications that enable users to better manage their health.	5/21/14	\$5.3	Series A	Kleiner Perkins Caufield & Byers
Polkast	Private	Polkast creates a fast, secure, direct connection between computers and mobile devices, for anytime access to virtually unlimited storage.	5/21/14	\$0.8	Seed	Undisclosed
Rallyware	Private	Rallyware is a mobile and web enterprise software platform built to engage and motivate non-captive workforces.	5/21/14	\$0.1	Seed	Undisclosed
SEE Forge	Private	SEE Forge is a cloud-based enterprise mobility reporting platform for companies to take their existing paperwork onto any mobile device.	5/21/14	\$0.0*	Seed	SURGE Accelerator
NoWait	Private	NoWait provides restaurants with wait list management and mobile marketing.	5/20/14	\$10.0	Series B	Drive Capital
LuckyDiem	Private	LuckyDiem is a mobile marketing platform.	5/19/14	Undisclosed*	Undisclosed	Undisclosed
Pangea	Private	Pangea is a software company enabling consumers a way to send money to anyone from anywhere at any time using the web, mobile and retail.	5/19/14	Undisclosed	Undisclosed	KGC Capital, Chicago Ventures, Jump Capital, OCA Ventures, BW Capital Partners
GoldRun	Private	Goldrun Corporation provides a photo driven ad-platform that transforms traditional digital media placements into shareable GPS-linked virtual photobooths.	5/16/14	\$3.1	Undisclosed	Undisclosed
Zerista	Private	Zerista is a mobile community platform.	5/16/14	\$0.3*	Undisclosed	Undisclosed
Soldsie	Private	Soldsie is a social commerce platform.	5/15/14	\$4.0	Series A	First Round Capital, SoftTech VC, Lerer Ventures, Correlation Ventures, Great Oaks Venture Capital, e.ventures, 500 Startups
Sinch	Private	Sinch provides marketing and communication tools to mobile developers, including voice and messaging.	5/14/14	\$12.0	Undisclosed	Rebtel

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

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

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
BlazeMeter	Private	BlazeMeter is a self-service, web and mobile load testing platform providing developers an enterprise grade, out-of-the-box performance testing solution.	5/14/14	\$6.5	Series A	YL Ventures, Gillot Capital Partners
Marxent Labs	Private	Marxent is a leading Augmented Reality custom apps developer for Android and iOS. AR for retail, live events and 3D products.	5/14/14	\$0.5*	Undisclosed	Undisclosed
TransferWise	Private	TransferWise is a UK-based peer-to-peer international currency exchange mobile application.	5/13/14	\$6.0	Series A	Index Ventures, IA Ventures, SV Angel, Valar Ventures, Kima Ventures
Boxed	Private	Boxed is a service that sells products and everyday goods in bulk through its mobile application and delivers right to the customer's door.	5/13/14	\$6.5	Series A	Greycroft Partners, First Round Capital, Signia Venture Partners
Instart Logic	Private	Instart Logic accelerates cloud application delivery for the world's most performance-obsessed organizations.	5/13/14	\$26.0	Series C	Kleiner Perkins Caufield & Byers, Andreessen Horowitz, Tenaya Capital, Sutter Hill Ventures, Greylock Partners
Mobiquity	Private	Mobiquity is a strategy-led, implementation driven Mobile Computing professional services firm focused on architecting, developing and deploying custom mobile solutions for the Global 2000.	5/13/14	\$3.0	Undisclosed	Undisclosed
Talkspace	Private	Talkspace offers therapy for how we live today – affordable anonymous therapy with professional licensed therapists, anytime and anyplace, through a mobile device or on the Web.	5/13/14	\$2.5	Undisclosed	Spark Capital, SoftBank Capital
iZettle	Private	iZettle creates services for person-to-person and business-to-consumer commerce. The first service includes a free iPhone app and a mini chip card reader that lets anyone take card payments anytime, anywhere.	5/9/14	\$55.5	Series C	Zouk Capital, Dawn Capital, Intel Capital, Creandum, Greylock, Partners, Index Ventures, Northzone, SEB Private Equity
3nder	Private	3nder is an online and mobile social dating application.	5/9/14	Undisclosed	Seed	Undisclosed
MobileHelp	Private	MobileHelp is one of America's leading provider of M-PERS (Mobile-Personal Emergency Response System) technology.	5/9/14	Undisclosed	Undisclosed	Stonehenge Capital
ViziApps	Private	ViziApps is an online mobile app development platform enabling users to create hybrid web and mobile applications without coding.	5/8/14	\$0.2	Undisclosed	Undisclosed
Perfecto Mobile	Private	Perfecto Mobile provides cloud-based testing, automation and monitoring solutions for mobile applications and websites, utilizing a wide selection of REAL mobile devices accessible via the web.	5/7/14	\$20.0	Series D	FTV Capital, Carmel, Vertex, Globespan Capital Partners
Fever	Private	Fever is an event discovery platform and mobile application that provides a list of upcoming events in the city, specifically New York.	5/7/14	\$3.0	Seed	Undisclosed
Layer	Private	Layer is the open communications layer for the Internet, enabling the power of messaging, voice and video calling in any mobile or web product.	5/7/14	\$14.0	Series A	Homebrew Ventures, AME Cloud Ventures, CrunchFund, FUEL Capital
Wandera	Private	Wandera is a leading provider of MDO (Mobile Data Optimization), providing businesses with savings, control and visibility of their mobile data usage.	5/7/14	\$3.0	Undisclosed	Undisclosed
VSCO	Private	VSCO is a social platform for photographers and designers to shared quality work on the web and mobile.	5/6/14	\$40.0	Series A	Accel Partners
Adcade	Private	Adcade makes digital ads for brands, agencies, publishers and consumer.	5/6/14	\$5.0	Series A	Polaris Partners, ff Venture Capital, Quotidian Ventures
Top Hat	Private	Top Hat is a web and mobile-based classroom response system that provides professors with real-time feedback.	5/6/14	\$10.0	Series B	Georgian Partners, Emergence Capital Partners, iNovia Capital, SoftTech VC, Version One Ventures, Golden Venture Partners, Felicis Ventures
YaSabe	Private	YaSabe is a mobile and online platform providing information on local businesses, jobs, and coupons, specifically for the Latino community.	5/6/14	\$1.4*	Undisclosed	Undisclosed
UberMedia	Private	UberMedia is a cross-screen mobile advertising platform that leverage social signals, and location history to identify consumer decision-making.	5/5/14	\$8.0	Undisclosed	Blue Chip Ventures, Gordon Crawford

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
10Sec	Private	10Sec is a Japan-based mobile flea market application that allows users to sell their products online.	5/5/14	\$1.6	Seed	CyberAgent
CliqStart	Private	CliqStart is about empowering communities thanks to a dedicated mobile space where members can communicate, get involved and raise funds straight from their mobile.	5/3/14	Undisclosed*	Undisclosed	Undisclosed
Orbotix	Private	Orbotix is a gaming device with products, like Sphero, that can be controlled from smartphones.	5/2/14	\$20.0	Series D	Undisclosed
TeleSign	Private	TeleSign protects the world's largest Internet and Cloud properties by establishing and verifying Mobile Identity.	5/1/14	\$40.0	Series B	Adams Street Partners, Summit Partners, March Capital Partners
Kamcord	Private	Kamcord is the developer of a program that allows users to unlock their mobile gaming moments and share it with other users.	5/1/14	\$7.1	Series A	Translink Capital, SV Angel, DeNA, Klab, M&Y Growth Partners, Innovation Works, XG Ventures, Mark Williamson
Liquid	Private	Liquid is a mobile-analytics company that helps developers track app data as well as adjust and change how the app works without making changes to the code.	4/30/14	\$1.0	Seed	Faber Ventures, Portugal Ventures
ZeroFox	Private	ZeroFox enables companies to identify, manage and mitigate social media based cyber threats on the web and mobile.	4/30/14	\$10.1	Undisclosed	Undisclosed
Sprinklr	Private	Sprinklr develops infrastructure software for enterprises on the web and mobile to manage users' social media experiences.	4/29/14	\$40.0	Series D	Iconiq Capital, Battery Ventures, Intel Capital
Tidemark	Private	Tidemark is the developer of a cloud-based financial-planning software accessible on mobile.	4/29/14	\$32.0	Series E	Silicon Valley Bank, Greylock Partners, Andreessen Horowitz, Redpoint Ventures, Tenaya Capital
Doximity	Private	Doximity is a physician professional network accessible on the web and mobile.	4/29/14	\$54.0	Series C	Draper Fisher Jurvetson (DFJ), T. Rowe Price, Morgan Stanley
Apigee	Private	Apigee is a digital business platform for enterprises helping companies build and scale apps, APIs and data on the web and mobile.	4/29/14	\$60.0	Undisclosed	Norwest Venture Partners, Bay Partners, Third Point Ventures, SAP Ventures, Focus Ventures, BlackRock, Pine River Capital Management, Wellington Management
URX	Private	URX is building the buy button between apps. It will enable advertisers to showcase the products they sell, not just their apps.	4/28/14	\$12.0	Undisclosed	Accel Partners, Google Ventures, SV Angel, First Round Capital
Youku Tudou	Private	Yukou Tudou is a Chinese video service provider on the web and mobile.	4/28/14	\$1,220.0	Undisclosed	Alibaba Group, Yunfeng Capital
New Relic	Private	New Relic is a SaaS-based software analytics platform offering app performance management and mobile monitoring solutions.	4/28/14	\$100.0	Undisclosed	BlackRock, Passport Capital, T.Row Price, Wellington Management
Wanderful Media	Private	Wanderful Media is a Silicon Valley company reinventing local discovery shopping.	4/28/14	\$14.5	Undisclosed	Advance Digital, Community Newspaper Holdings, Cox Media Group, Gannett, GateHouse Media Inc., Graham, Hearst Corp., Lee Enterprises, MediaNews Group, The McClatchy Company
Bonfyre	Private	Bonfyre is a free mobile app that allows users to message, share photos and moments with close friends in private.	4/25/14	\$2.0	Undisclosed	Undisclosed
Stitch	Private	Stitch is a mobile email app made for salespeople.	4/25/14	\$3.3	Seed	Google Ventures, SoftTech VC, Freestyle Capital, Foundation Capital, Eniac Ventures
Slack	Private	Slack offers a real-time messaging, archiving and search tool for the web and mobile to facilitate communication within a team.	4/25/14	\$42.8	Series C	The Social+Capital Partnership, Accel Partners, Andreessen Horowitz
Enswers	Private	Enswers develops audio and video identification technology on mobile with computer vision, clustering, signaling processing and audiovisual fingerprinting.	4/25/14	\$2.0	Series C	Samsung Ventures

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
2Checkout	Private	2Checkout is a payment services company on the web and mobile.	4/24/14	\$60.0	Undisclosed	Chicago Growth Partners, Trident Capital
ShopKeep	Private	ShopKeep is a cloud-based iPad point of sales (POS) or checkout system for retailers.	4/24/14	\$25.0	Series C	Thayer Street Partners, Tribeca Venture Partners, TTV Capital, Contour Venture Partners, Canaan Partners, Tom Glocer, Matt Coffin
XAPPmedia	Private	XAPPmedia provides interactive audio advertising for Internet radio stations that can be accessed by users on mobile devices.	4/24/14	\$3.0	Seed	Frank Raines
CorvisaCloud	Private	CorvisaCloud is a cloud-based communications provider. The company provides inbound and outbound contact center software, business phone systems (VoIP PB) and a hosted developer platform.	4/23/14	\$30.0	Undisclosed	Undisclosed
Talixo	Private	Talixo is a booking platform for taxis and limousines.	4/23/14	Undisclosed	Undisclosed	Investment Bank of Berlin, Matthew Witt
Ondot Systems	Private	Ondot is a provider for financial institutions in bringing a management suite to manage operational and customer support aspects of mobile card services.	4/23/14	\$18.0	Undisclosed	Undisclosed
Yik Yak	Private	Yik Yak is an app that shows recent posts from other users around the user's area.	4/23/14	\$1.5	Seed	Vaizra Investments, DCM, Azure Capital Partners
Sentinel	Private	Sentinel offers malware detection and protection for workstations, mobile devices and servers across an organization.	4/23/14	\$12.0	Series A	Tiger Global Management
Codasip	Private	Codasip is the developer of a leading-edge software and IP platforms that enable apps ranging from the Internet of Things to next generation super computers to leverage the power of Application Specific Instruction-set Processors.	4/23/14	\$2.8	Series A	Credo Ventures
InVisage Technologies	Private	InVisage Technologies is the developer of smartphone camera solutions for higher quality photos and performance.	4/22/14	\$18.0	Series E	GGV Capital, Nokia Growth Partners, RockPort Capital Partners, InterWest Partners, Intel Capital, OnPoint Technologies
Electric Cloud	Private	Electric Cloud provides software production management solutions to companies that deliver software as part of their products and services across a variety of industries including semiconductors, enterprise and mobile devices.	4/22/14	\$4.0	Series E	Siemens Venture Capital, US Venture Partners, Mayfield Fund, RRE Ventures, Rembrandt Venture Partners
Avaz	Private	Avaz is an app that provides speech therapy for children with autism.	4/21/14	\$0.6	Seed	Inventus Capital Partners, Rajan Anandan, Raju Reddy
Netology	Private	Netology is a major Russian online education platform accessible on the web and mobile.	4/21/14	\$5.6	Series A	InVenture Partners
MenuMeet	Private	MenuMeet is a mobile restaurant menu App that addresses the needs of various dietary choices/concerns.	4/19/14	\$0.3*	Undisclosed	Undisclosed
Urgent.ly	Private	Urgent.ly is an app for roadside assistance.	4/18/14	Undisclosed	Undisclosed	CIT GAP Funds, Peter Jobse
Airbnb	Private	Airbnb is a community marketplace for people to list, discover and book unique spaces around the world through mobile phones or the internet.	4/18/14	\$450.0	Series D	Dragoneer Investment Group, T.Row Price, TPG Growth
Huninn Mesh Networks	Private	Huninn Mesh Networks is a startup building hardware to hook sensors and connected devices in a home to the internet.	4/18/14	\$0.3	Undisclosed	Undisclosed
LISNR	Private	LISNR helps artists connect with their fans through exclusive contents on mobile devices.	4/17/14	\$1.5	Undisclosed	Undisclosed
Citymapper	Private	Citymapper is the developer of a transportation tracker on the iOS and Android.	4/17/14	\$10.0	Undisclosed	Connect Ventures, Index Ventures, Greylock Partners
Work4	Private	Work4 is a social and mobile recruiting company.	4/17/14	\$7.0	Series B	Matrix Partners, Serena Capital
Stitcher	Private	Stitcher is a streaming radio startup.	4/17/14	\$3.0	Undisclosed	Undisclosed
M87	Private	M87 is the developer of a wireless network infrastructure software.	4/16/14	\$3.0	Series A	Qualcomm, 21viaNet

* Note: MenuMeet had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Fitnet	Private	Fitnet is a virtual network studio that provides video workouts all available on mobile devices.	4/15/14	\$1.4	Undisclosed	Valley Ventures, CIT GAP Fund
Gusto	Private	Gusto is an app for users to send emails, files and photos.	4/15/14	\$1.3	Undisclosed	Elevate Ventures
Learnvest	Private	Learnvest is the developer of a money management on mobile and a network for financial advisors.	4/15/14	\$27.0	Series D	Accel Partners, American Express Ventures, Northwestern Mutual
Appota	Private	Appota is a mobile content distribution platform in Vietnam.	4/14/14	Undisclosed	Series B	Undisclosed
Lifesum	Private	Lifesum is the developer of a mobile health app.	4/14/14	\$6.7	Series A	Bauer Media, SparkLabs Global Ventures
AppDirect	Private	AppDirect is the developer of an application marketplace for businesses.	4/10/14	\$35.0	Series C	Mithril Capital Management, Ajay Royan, iNovia Capital, Foundry Group
appsFreedom	Private	appsFreedom is a leading provider of Enterprise Mobile Cloud Software for SAP that enables companies and their employees to achieve Workplace Freedom.	4/10/14	\$2.5*	Undisclosed	Undisclosed
Canvsly	Private	Canvsly is a platform that helps users capture children's artworks.	4/10/14	\$0.5*	Undisclosed	Undisclosed
Scoutmob	Private	Scoutmob is a location-based group deal mobile & web service to consumers.	4/10/14	\$3.0	Series B	AOL Ventures, Capitol Broadcasting, Cox Media Group, New Atlantic Ventures, Benjamin Lerer
Smule	Private	Smule is an app that lets users discover, love and enjoy music.	4/10/14	\$16.6	Undisclosed	ROTH Capital
Runscope	Private	Runscope is the developer of tools to support modern app development lifecycle on the web and mobile.	4/10/14	\$6.0	Series A	General Catalyst Partners, Lerer Ventures, True Ventures,
Slidely	Private	Slidely is an image-based social network that allows users to create video slideshows on their iPhones.	4/10/14	\$7.3	Undisclosed	Benson Oak Capital
Snupps	Private	Snupps is a developer of an organization and socialization app on the iOS.	4/10/14	\$5.0	Seed	Amr Zedan
Crittercism	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.	4/9/14	\$30.0	Series C	Scale Venture Partners, Andrew Vitus, InterWest Partners, VMWare
Drync	Private	Drync is a mobile software application that enables consumers to purchase wine at the moment it is most relevant to them.	4/9/14	\$2.1	Undisclosed	Crosslink Capital, Great Oaks Venture Capital, KEC Holdings, Foundry Group
ItsOn, Inc	Private	ItsOn, Inc is a developer of smart mobile services.	4/8/14	\$12.9	Series C	Tenaya Capital, Stewart Gollmer, Andreessen Horowitz, Marc Andreessen
Neura	Private	Neura is a network intelligence provider of connected devices.	4/8/14	\$2.0	Undisclosed	Greenhouse Capital Partners, Peter Henig, SingTel Innov8, Pitango Venture Capital, Eitan Bek, TriplePoint Capital
NoteVault	Private	NoteVault was founded to develop innovative service solutions for construction.	4/8/14	Undisclosed	Undisclosed	West Capital Partners, Dennis O'Brien
Wattpad	Private	Wattpad is an online community that allows users to read, write and share stories on the web and mobile.	4/8/14	\$46.0	Series C	August Capital, OMERS Ventures, Northleaf Capital Partners, Raine Ventures, W Media Ventures, Union Square Ventures, Khosla Ventures, Golden Venture Partners
Closely	Private	Closely helps small businesses keep track of their competition through its iOS and Android social monitoring app, Perch.	4/8/14	\$3.0	Series A	Steadfast Venture Capital, Grotech Ventures, CNF Investments
Egomotion	Private	Egomotion is a consumer app that makes smartphones smarter by helping users get through their day.	4/7/14	\$0.8	Seed	Google Ventures, Initialized Capital, Atiq Raza, Hooman Borghel, Bee Partners

* Note: appsFreedom is still seeking \$1,833,332 in funding.

* Note: Canvsly had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Wellframe	Private	Wellframe is the developer of a mobile "health GPS" that guides patients with chronic disease to their health potential.	4/7/14	\$1.5	Seed	Jonathan Bush, Timothy Draper, Carl Byers, James Nahimy
Mobile Reactor	Private	Mobile Reactor is a stealthy startup creating a new interactive television experience.	4/7/14	\$1.2	Undisclosed	Undisclosed
GrabTaxi	Private	GrabTaxi is a taxi service app.	4/7/14	\$10.0	Series A	Vertex Venture Holdings
EatStreet	Private	EatStreet is an online and mobile food ordering service.	4/6/14	\$6.0	Series B	Silicon Valley Bank, Great Oak Venture Capital, Cornerstone Angels, Independence Equity, CSA Partners LLC
Downtown	Private	Downtown is a mobile payments app.	4/5/14	Undisclosed	Seed	Archimedes Ventures, Keith Teare
XpressRoam	Private	XpressRoam provides BYOD mobile IP services for businesses.	4/5/14	\$0.5*	Undisclosed	Fred Rucker, Steve Williams, Jonathan Bloom, Brad Boehmler
Fonemine	Private	Fonemine is a Silicon Valley-based enterprise cloud and mobility software company.	4/4/14	\$4.5	Series B	Michigan eLab, Rick Bolander
GemShare	Private	GemShare is a personal recommendations app to help users manage their daily life.	4/4/14	\$1.2	Seed	Greylock Partners, Second Avenue Partners, Rich Barton, Mika Salmi, Ellen Levy
Appiterate	Private	Appiterate is a WYSIWYG A/B testing platform for native mobile apps.	4/3/14	\$0.5	Undisclosed	SAIF Partners, Greg Badros, Prashant Malik
July Systems	Private	July Systems provides cross-platform mobile solutions to businesses worldwide	4/3/14	\$2.9	Undisclosed	Undisclosed
Triggerfox	Private	Triggerfox is a mobile address book for professionals.	4/3/14	\$1.8	Seed	Dharmesh Shah, Wayne Chang
Predicative	Private	Predicative is a provider of mobile consumer behavior intelligence.	4/3/14	\$0.8*	Undisclosed	Ben Critchfield
Imgur	Private	Imgur is a simple image sharer accessible on the web and mobile.	4/3/14	\$40.0	Series A	Reddit, Andreessen Horowitz
PayStand	Private	PayStand is a mobile payments developer.	4/2/14	\$1.0	Seed	TIE LaunchPad, Serra Ventures, Central Coast Angels, Cervin Ventures
Agora Mobile	Private	Agora Mobile is the developer of a social network designed for mobile app discovery, development and deployment.	4/1/14	\$1.0	Undisclosed	New Brunswick Innovation Foundation, East Valley Ventures
iFit	Private	iFit is a multi-screen, fitness startup.	4/1/14	\$0.9	Seed	Cherubic Ventures
2can	Private	2can is a mobile payments company based in Moscow.	4/1/14	\$5.0	Series B	Almaz Capital, ESN Group, InVenture Partners
AppGyver	Private	AppGyver is a HTML5 mobile app developer.	3/28/14	\$2.5	Seed	Initial Capital, Open Ocean Capital
Split	Private	Split is a social media app that allows users to avoid certain people by suggesting escape routes.	3/28/14	\$1.0	Seed	Christopher Burch, Jorg Mohaupt, Dodo Bar
TouchBistro	Private	TouchBistro provides a mobile order management platform for restaurants.	3/26/14	\$1.5	Seed	Walden International, Kensington Capital Partners
Scandit	Private	Scandit is a mobile bar code scanning and data-capture software for smartphones.	3/25/14	\$5.5	Undisclosed	Ariel Luedi
Nuji	Private	Nuji is a mobile shopping startup based in the United Kingdom.	3/24/14	\$2.0	Seed	TAG, Samos, Seedcamp
Testbirds	Private	Testbirds specializes in testing apps for mobile devices by using the concept of crowdsourcing.	3/21/14	\$2.7	Series A	Seventure Partners

* Note: XpressRoam had a crowdfunding round.

* Note: Predicative had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Aislelabs	Private	Aislelabs is a mobile analytics company that help clients understand customer traffic patterns and behavior in physical stores.	3/20/14	\$1.5	Undisclosed	Mars, Rho Ventures, Salesforce.com
Gigwalk	Private	Gigwalk connects businesses to an on-demand, tech-savvy mobile workforce who gets paid to use their iPhone to collect, capture and report real-world data while going about their everyday activities.	3/20/14	\$10.0	Series B	Nokia Growth Partners, August Capital, Harrison Metal Capital, SoftTech VC
Tango	Private	Tango is a mobile messaging company based in Mountain View.	3/20/14	\$280.0	Undisclosed	Alibaba Group, Joseph Tsai
iBuildApp	Private	iBuildApp is a mobile content management platform developer developing solutions for businesses to build and optimize their mobile presence.	3/19/14	\$0.5	Undisclosed	Undisclosed
Ziploop	Private	Ziploop is a mobile retail space app developer.	3/19/14	\$2.2	Seed	James Morris, James Peters, Ted Breck, Andrew Rudd, Grant Inman, William Elmore, John Balen
Augmedix	Private	Augmedix is a service provider for physicians on the Google Glass.	3/19/14	\$3.2	Undisclosed	Emergence Capital Partners, DCM, Great Oaks Venture Capital, Lifeforce Ventures, Oyo Fund, Sami Inkinen, Lyle Dennis, Rock Health
Cloud4Wi	Private	Cloud4Wi is a provider of wi-fi solutions partnering with local telecoms in Italy.	3/19/14	\$4.0	Series A	United Ventures
Chatwala	Private	Chatwala is a video messaging app.	3/19/14	\$0.6	Seed	Undisclosed
FunPlus	Private	FunPlus is a mobile gaming company based in China.	3/18/14	\$74.0	Series B	Orchid Asia Group Management, GSR Ventures, Steamboat Ventures
Drync	Private	Drync is a mobile software application that enables consumers to purchase wine at the moment it is most relevant to them.	3/17/14	\$0.2*	Undisclosed	AngelList
i.Sec	Private	i.Sec is a mobile financial security startup.	3/15/14	\$10.0	Undisclosed	Synergy Capital
Klutch	Private	Klutch is a social messaging developer that adds specific times and locations to chats.	3/14/14	\$1.5	Undisclosed	Launchpad LA, FreshTracks Capital
Mobio Technologies	Private	Mobio Technologies helps consumers and brands interact with each other and develop beneficial relationships.	3/14/14	\$1.2*	Undisclosed	Undisclosed
EveryPost	Private	EveryPost is a mobile app that allows users to create multimedia content and post it simultaneously to preferred social networks.	3/13/14	\$0.5*	Undisclosed	Carlos Garcia, Pablo Orlando
FOLUP	Private	FOLUP is a B2B mobile platform that patients use to track their health progress between consultations.	3/13/14	\$2.0	Series A	Undisclosed
Tipbit	Private	Tipbit combines email, social and search together in the smartphone helping workers become more productive.	3/13/14	\$4.0	Series A	Ignition Partners
Validic	Private	Validic is the developer of a mhealth API that is setting the standard for mobile health interoperability.	3/12/14	\$1.3	Undisclosed	SJF Ventures
Omnia	Private	Omnia provides analytics and engagement information to mobile gaming companies like Rovio and Grand Cru.	3/12/14	\$5.2	Series A	Creandum, Sigma West
Beats Music	Private	Beats Music is an online and mobile music streaming company.	3/12/14	\$60.0	Undisclosed	Undisclosed
Breezy	Private	Breezy is a company that provides Blackberry users the ability to print documents via their mobile devices.	3/11/14	\$3.3*	Undisclosed	Undisclosed
iRxReminder	Private	iRxReminder is a real time mobile data analytics company for clinical trials.	3/11/14	\$0.3	Seed	Undisclosed

* Note: Drync had a crowdfunding round.

* Note: Mobio Technologies still seeking \$249,999 in funding.

* Note: EveryPost had a crowdfunding round.

* Note: Breezy still seeking \$624,797 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Whisper	Private	Whisper lets users share secrets via its mobile apps. Its users can add text to images and post it anonymously on the site. Users can upload their own photos or find one within the app.	3/11/14	\$30.0	Undisclosed	Shasta Ventures, Thrive Capital, Tencent Holdings, Lightspeed Venture Partners, Jeremy Liew, Sequoia Capital, Roelof Botha
Adbrain	Private	Adbrain is an artificial intelligence startup that allows advertisers to better target consumers across mobile, desktop and tablet platforms.	3/11/14	\$7.5	Series A	Octopus, Notion Capital
Next Games	Private	Next Games is a mobile gaming company based in Finland.	3/11/14	\$6.0	Series A	IDG Ventures USA, Jari Ovaskainen, Lowercase Capital, IDG Capital Partners, AMC Networks, York Ventures
Trulioo	Private	Trulioo is a software for companies to weed out fake users on websites and mobile apps.	3/11/14	\$6.0	Series A	BDC Venture Capital, Blumberg Capital, Tenfore Holdings
Cloud 9	Private	Cloud 9 is a social app connecting counselors with users.	3/10/14	\$0.8*	Undisclosed	Christopher Camillo, Brett Stacy, JC Adams
Secret	Private	Secret is a way to share what one feels about friends anonymously on mobile.	3/10/14	\$8.6	Series A	Initialized Capital, FUEL, Google Ventures, Kleiner Perkins Caufield & Byers, Vivo Nevo, SV Angel
TVSmiles	Private	TVSmiles offers a mobile loyalty app that rewards viewers for watching TV ads.	3/10/14	\$7.0	Series A	German Startups Group, Ventech, e.Ventures, Brandenburg Ventures, Magix AG
Workable	Private	Workable is a recruiting software developer on the web and mobile	3/10/14	\$1.5	Seed	Openfund, Greylock Partners
Drifty	Private	Drifty is a mobile app and website tool developer.	3/10/14	\$1.0	Seed	Arthur Ventures
Lyft	Private	Lyft is a ride-sharing app.	3/8/14	Undisclosed	Series D	Coatue Management
Zumper	Private	Zumper is a mobile-centric real estate app.	3/7/14	\$6.5	Series A	Kleiner Perkins Caufield & Byers, New Enterprise Associates, Dawn Capital, DeWilde family trust
Trusper	Private	Trusper is a social app that enables users to post tips and recommendations to share with friends.	3/7/14	\$6.2	Series A	DCM
Appsflyer	Private	AppsFlyer is a mobile apps measurement platform.	3/6/14	\$7.1	Series A	Pitango Venture Capital, Magma Venture Partners
Blend	Private	Blend helps brands target college students through its collection of products on its mobile channel.	3/6/14	\$2.7	Seed	New Enterprise Associates, Trinity Ventures, Foundation Capital, Lerer Ventures, Maveron, Box Group, XG-Ventures, SparkLabs Global Ventures
Zoove	Private	Zoove is a tech company that gives brands the power to deliver info to consumers using a variety of mobile data technologies.	3/6/14	\$2.0	Undisclosed	Undisclosed
Omnidrone	Private	Omnidrone is a mobile gaming startup.	3/6/14	\$2.0	Series A	Nokia Growth Partners, London Venture Partners, Kibo Ventures
Quipper	Private	Quipper is a London-based mobile learning company.	3/6/14	\$5.8	Series A	Atomico, Benesse
TreSensa	Private	TreSensa is a mobile gaming company.	3/5/14	\$2.0	Series A	Caribou Asset Management, Jason Glickman, Andrew Reis, Michael Elkins, David Pecker, Benjamin Barokas
Cloubees	Private	Cloubees is a platform as a service (PaaS) focused on simplifying and accelerating the entire application lifecycle, on the web and mobile.	3/5/14	\$11.2	Series C	Verizon Ventures, Matrix Partners, Lightspeed Venture Partners, Blue Cloud Ventures

* Note: Cloud 9 had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
TripleLift	Private	TripleLift is an ad-tech startup on the web and mobile.	3/5/14	\$4.0	Series A	True Ventures, iNovia Capital, NextView Ventures, Social Starts, Laconia Ventures, The Social Internet Fund
Wickr	Private	Wickr is a secure mobile messaging company that helps users stay anonymous with their communications.	3/4/14	\$9.0	Series A	Alsop Louie Partners
ServiceMax	Private	ServiceMax hosts a suite of mobile apps to help field service technicians do their jobs more efficiently and reliably.	3/4/14	\$71.0	Series E	Meritech Capital Partners, Kleiner Perkins Caufield & Byers, Cross Creek Advisors, QuestMark Partners, Sozo Ventures, Emergence Capital Partners, Mayfield Fund, Trinity Ventures, Crosslink Capital, Adams Street Partners, Salesforce
Slyce	Private	Slyce helps users identify objects for purchase on their mobile devices through QR and barcode scanning and NFC.	3/4/14	\$10.8	Series A	Beacon Securities, Salman Partners, Harrington Global, PI Financial
ClassDojo	Private	ClassDojo is a mobile behavior feedback platform used by teachers and students to build specific positive behaviors at school.	3/3/14	\$8.5	Series A	Shasta Ventures, General Catalyst Partners, SoftTech VC, SV Angel, Felicis Ventures, Kapor Capital, Matt Ocko, Lerer Ventures

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Mobilewalla	Private	Mobilewalla is the neutral data destination for consumers and the mobile industry insiders seeking insights into the app market.	5/28/14	\$1.0	Debt	Undisclosed
GlobeSherpa	Private	GlobeSherpa provides a secure, mobile ticketing platform for transit systems.	4/24/14	\$1.0	Debt	Undisclosed
MobileRQ	Private	MobileRQ helps travel suppliers and their partners automatically send smart, relevant content to their mobile audience.	4/14/14	\$0.5	Debt	Undisclosed
Drchrono	Private	Drchrono is a startup that helps users view health records on mobile devices.	4/10/14	\$2.6	Debt	Runa Capital, Maxfield Capital, Bruno Bowden, Silicon Valley Bank, Box
Q1Media	Private	Q1Media is a publisher-focused adtech company on the web and mobile.	4/1/14	\$8.0	Debt	Silicon Valley Bank, Partners for Growth
Tapcentive	Private	Tapcentive is a stealthy startup in mobile advertising.	3/21/14	\$0.4	Debt	Undisclosed
SnoopWall	Private	SnoopWall develops consumer and business "counter surveillance" privacy tools for the desktop and mobile devices.	3/5/14	\$1.5	Debt	Undisclosed

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Moko Social Media Ltd.	5/19/14	Moko Social Media Ltd., headquartered in New York, engages in the development of proprietary mobile social community platforms and mobile content sales in Australia.
Adeptpros, Inc.	5/15/14	Adeptpros is an app developer for new businesses and provides a road map to develop its own enterprise mobile applications to cater to various industries.
Good Technology Corp.	5/14/14	Good Technology Corp., headquartered in the Sunnyvale, secures access to applications and data from any online and mobile device.
Pazoo, Inc.	5/14/14	Pazoo, Inc is a provider of health and wellness products and services for healthy everyday living through online and mobile.
Internet Media Services, Inc.	5/13/14	Internet Media Services is a digital and mobile marketing company enabling businesses that address the Latin American audience.
Sajan, Inc.	5/8/14	Sajan provides on-demand language translation solutions to customers selling products in global markets online and most recently, mobile.
Alibaba Group Holding Ltd.	5/6/14	Alibaba Group Holding Ltd., headquartered in China, is a group of Internet-based e-commerce businesses, including online web portals and cloud computing services for online and mobile.
Readaboo, Inc.	5/6/14	Readaboo is a development stage company and provider of e-book subscriptions and marketing services for independently published books accessible from your tablet or mobile.
Big Clix Corporation	5/5/14	Big Clix is a development stage company that intends to develop software and systems for mobile advertising.
Zoosk	4/16/14	Zoosk is an online dating site accessible on desktops, mobile and tablets.
Toucan Interactive Corp.	4/15/14	Toucan is an interactive advertising agency on the web and mobile.
Mobile Iron	4/7/14	Mobile Iron is the developer of a mobile IT platform for enterprises to secure and manage mobile applications, content and devices.
Cheetah Mobile	4/2/14	Cheetah mobile is a security software maker based in China.
Arista Networks	3/31/14	Arista Networks is a leading supplier of cloud and mobile networking solutions for enterprises.
Weibo	3/14/14	Weibo is a Chinese micro-blogging platform similar to a Facebook-Twitter hybrid.
Tableau Software	3/14/14	Tableau Software is a developer of business intelligence solutions on the web and mobile.

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

Mobile Marketing Association

About the Mobile Marketing Association (MMA)

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

The MMA's mission is **to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.**

Anchoring the MMA's mission are four core pillars: to cultivate inspiration by driving the innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for the marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and advocacy.

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

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

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

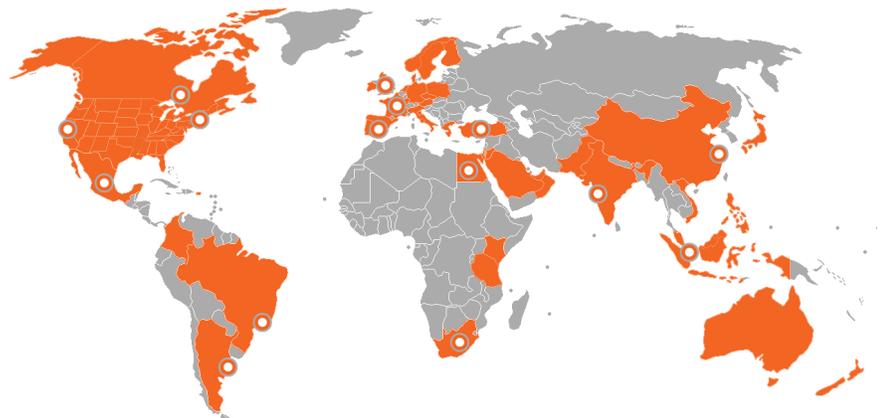
Executive Contacts

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

Global Headquarters

Mobile Marketing Association
 770 Broadway
 New York, NY 10003

NY+1 646 257 4515
mma@mmaglobal.com



Mobile Marketing Association

Calendar of Events

JULY 13–15, 2014

Mobile CEO & CMO Summit

Omni Hilton Head Oceanfront Resort, Hilton Head, S.C.

<http://www.mmaglobal.com/events/ceosummit/2014/overview>

SEPTEMBER 30 – OCTOBER 1, 2014

SM2 Innovation

New York, NY, USA

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

PREMIER GLOBAL
NON-PROFIT TRADE
ASSOCIATION

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

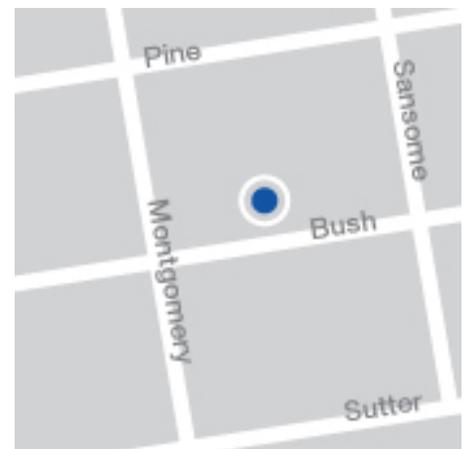
Todd Parker
Managing Director, Hidden River
 tparker@hiddenriverllc.com
 + 1 415 317 2121

DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

San Francisco Office

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

info@hiddenriverllc.com





STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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

www.mmaglobal.com

www.hiddenriverllc.com

