



**MOBILE
MARKETING
ASSOCIATION**



Hidden River



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
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MMA Activates Mobile Coupon Ad Unit Trials

With the rise in mobile commerce and payment platforms, marketers are looking to harness the power of mobile coupons to connect with consumers across the purchase funnel and at the point of sale. However, as the mobile coupon industry evolves at a breakneck pace, there is a critical need for guidelines to measure the effectiveness of this burgeoning medium.

Earlier this year, the MMA Mobile Coupon Ad Unit Specifications Committee (MoCAUS) authored, "[The Current State and Promise of Mobile Couponing](#)," which defined the opportunities that mobile coupons offer brands. From that document, the committee created a framework of ad unit specifications to measure the effectiveness of mobile coupon campaigns with the recently released "[Mobile Coupon Ad Unit Specifications](#)".

Creating ad units was only the foundation of the MoCAUS efforts. To prove the value of the mobile coupon framework and identify best practices, the committee assembled a series of trials with marketers to test-drive the ad units. The first trial is currently underway with hardware household name, Ace Hardware.

The MoCAUS mobile coupon trials will cause a ripple effect for the entire industry. This is the first in market assessment of the consumer's coupon journey from initial engagement to point of sale redemption. From this data, marketers will understand how to activate mobile coupons and integrate the medium within their broader marketing strategy.

The mission of the MMA is to help marketers understand and execute mobile marketing tactics. These trials will arm brands with a blueprint to create mobile coupon campaigns that drive growth and yield valuable consumer data. With marketers seeking new strategies to put brands in the hands of consumers, there is nothing more powerful than mobile coupons.

Onwards,

Greg Stuart

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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
Hugo Barra	Lead of International Business Development, Xiaomi	Vice President of Product Management, Android Division, Google	Xiaomi designs, develops and sells smartphones, apps and consumer electronics.	8/30/13
Bennett Theimann	Chief Operating Officer, Mojiva	Chief Financial Officer, TargetSpot, Inc.	Mojiva is the parent company of: Mojiva Mobile the mobile ad network and Mocean Mobile the mobile ad serving platform.	8/27/13
Erika Alonso	Head of Global Marketing, Mojiva	Senior Manager, Creative Strategy+Market Development, Apple	Mojiva is the parent company of: Mojiva Mobile the mobile ad network and Mocean Mobile the mobile ad serving platform.	8/27/13
Rob Thorsen	Executive Vice President of Client Services, Big Spaceship	Executive Vice President, BBDO	Big Spaceship helps people interact with brands and businesses by connecting experiences, products and platforms.	8/27/13
Sankar Patel	Vice President of Native Advertising, Livefyre	Vice President, Carat USA	Livefyre helps brands and digital publishers in real-time conversations.	8/27/13
Justin Manfredi	Deputy Director, TBWA	Senior Integrated Account Director, David & Goliath	TBWA is an international advertising agency headquartered in New York.	8/20/13
Robby Rigano	Managing Partner, Fancy Pants Group	Managing Director of Digital Business Services, Mccarrybowen	Fancy Pants Group is an innovative technology partner for advertisers, agencies, and publishers.	8/20/13
Sebastian Gunnweg	Director of Brand Strategy and Planning, AKQA	Director of Brand Planning, TBWA/Media Arts Lab	AKQA is a company that specializes in creating digital services and products.	8/20/13
Jennifer Prince	Head of Sales Team, Twitter	Head of Media and Entertainment Ad Sales, Google	Twitter is an online social networking service and microblogging service.	8/19/13
Ott Kaukver	Vice President of Engineering, Twilio	Head of Engineering, Skype	Twilio is a cloud communications company that merges the worlds of cloud computing, web services and telecommunications together.	8/14/13
Christopher Beirne	Vice President of Agency Relations, Evidon	Senior Director, Sales and Client Service, Experian	Evidon technology gives brands, publishers, networks and other businesses around the world insight into the digital ecosystem.	8/13/13
David Thacker	Vice President of Marketing Solutions Products, LinkedIn	Vice President of Product, Groupon	LinkedIn is a fast growing business professional networking site.	8/13/13
Ed Darmanin	Chief Revenue Officer, 140 Proof	Vice President, Weather Channel	140 Proof is a scalable social advertising platform reaching 40 million social users with its Relevance Engine.	8/13/13
Manish Dugar	Vice President, Finance and Legal, InMobi	Group Chief Financial Officer, RPG Enterprises	InMobi is a mobile-first technology company and an independent mobile advertising network.	8/13/13
Andy Vogel	Senior Vice President Premium Advertising in the Americas, Smaato	Senior Vice President, Digital and Mobile, Tribune Company	Smaato is a player in global mobile RTB ad exchange.	7/30/13
Carston Ludowig	Vice-President of Sales, EMEA, Smaato	Director of Advertising and Partnerships, Xing	Smaato is a player in global mobile RTB ad exchange.	7/30/13
David Katz	Senior Vice President and General Manager of Mobile, Fanatics	Vice President and General Manager, Groupon	Fanatics is a sports apparel and gear web retailer that has also moved into mobile.	7/30/13
Gary Kovacs	Chief Executive Officer, AVG Technologies	Chief Executive Officer, Mozilla	AVG Technologies protects people around the world using the latest in cutting edge security technologies. It currently provides security on the web and mobile.	7/30/13
Kamal Brar	Asia Pacific General Manager, 10Gen	Lead of Asia Pacific Region Division, MYSQL	10Gen, the company behind MongoDB, is empowering organizations of all sizes to capitalize on the opportunities in mobile and social by enabling new use cases, accelerating time to market and improving user experience.	7/29/13
Ross Piper	Vice President, Dropbox	Senior Vice President of Enterprise Strategy and Alliances, Salesforce.com	Dropbox Inc is a file hosting firm. It provides customers access to its cloud-based services on the web as well as mobile.	7/29/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Name	New Company	Old Company	New Company Summary	Date
Laura Keeler	Senior Vice President, Creative, DigitasLBI	Creative Partner, Ogilvy & Mather	DigitasLBI a global digital agency network, partners with many marketers and brands in the world.	7/24/13
Dan Sundgren	Chief Evangelist, Add3	Chief Executive Officer, Sundgren Interactive	Add3 is a search marketing agency specializing in search engine optimization, search engine marketing, and online display advertising.	7/23/13
Jeff Hirsh	Chief Marketing Officer, CPX Interactive	Chief Executive Officer, AudienceScience	CPX Interactive is a global digital media company with over a decade of experience connecting consumers with brands.	7/23/13
Bill Nolte	Vice President, Publisher Platform Sales, Videology	Director, Publisher Development at PubMatic	Videology is an online video advertising platform that enables advertisers, agencies and publishers to eliminate waste and improve performance by connecting brands with specific audiences, while concentrating on the advertiser's objective.	7/23/13
Rachel Chalmers	Principal, Ignition Partners	Vice President of Research, 451 Group	Ignition Partners is a venture capital firm dedicated to helping the best entrepreneurs seize opportunity. With over \$2B under management, Ignition invests in communications, internet, software and services across business and consumer targets.	7/19/13
Jeff Hasen	Chief Marketing Officer, Mobivity	Chief Marketing Officer, HipCricket	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	7/16/13
Ray Ozzie	Director, Board of Directors, HP	Software Head, Microsoft	Hewlett-Packard Company or HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.	7/15/13
Jim Skinner	Director, Board of Directors, HP	Chairman, Walgreen	Hewlett-Packard Company or HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.	7/15/13
Dob Bennett	Director, Board of Directors, HP	Former Chief Executive Officer, Liberty Media	Hewlett-Packard Company or HP is an American multinational information technology corporation headquartered in Palo Alto, California, United States. It provides products, technologies, software, solutions and services to consumers, small- and medium-sized businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.	7/15/13
Keith Fenimore	Chief Marketing Officer, Yappem	Content Creator, E! Entertainment Television	Yappem is a social platform that provides users valuable, real-world rewards for expressing their opinions about their brand experiences.	7/10/13
Paul Deneve	Vice president, Apple	Chief Executive Officer, Yves St. Laurent	Apple Inc. is a company that designs, develops, and sells consumer electronics, computer software and personal computers as well as tablets.	7/3/13
Daniel Pipe	Chief Marketing Officer, MPayMe UK	Head of Marketing, Premium Credit Ltd.	MPayMe is an international business technology company that has developed ZNAP, an innovative mobile business platform.	7/2/13
Doug Aley	Vice President of Product Development, Room 77	Vice President of Product & Corporate Development, Zulily	Room 77 allows travelers to compare pricing across major online travel agencies, shop across a variety of room types, and book more than 200,000 hotel rooms worldwide.	6/27/13
Geri Suster	Chief Operating Officer, Mobivity	Chief Operating Officer, Ziplocal	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	6/27/13

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Sean Gorman	Chief Operating Officer, Panopto	Executive, Amazon	Panopto offers video capture, streaming, search and archiving solutions architected with the integration of rich content and user-driven metadata as key enablers for enterprise deployments.	6/26/13
Thomas Nielsen	Senior Vice President, Brightcove	Chief Executive Officer, RealNetworks	Brightcove Inc. (NASDAQ: BCOV), is a leading global provider of cloud content services and offers a family of products used to publish and distribute the world's professional digital media.	6/25/13
Joe Salvador	Chief Video Officer, Altitude Digital	Co-Founder and Vice President, Visualising	Altitude Digital is a leader in online display and video advertising technology.	6/25/13
Tim McMahon	Director of Operations, Altitude Digital	Head Baseball Coach, Heritage High School	Altitude Digital is a leader in online display and video advertising technology.	6/25/13
Rob Rosenthal	Vice President of Sales East, Hybris	Vice President of Worldwide Sales, Zilliant	Hybris delivers enterprise software and on-demand solutions for multi-channel commerce, master data management and order management.	6/24/13
Elena Parker	Creative Technologist, Campfire	Videographer, Food52	Campfire develops direct-to-mobile interactive rich media content, small games and custom made applications for mobile devices.	6/20/13
Shawn Kardell	User Experience Officer, Digitara	Senior User Experience Consultant, Evantage Consulting	Digitara is a pioneer in digital marketing and technology, providing unique, innovative solutions to an array of clients around the world.	6/19/13
Christine Bensen	Senior Vice President of Media Strategy, iCrossing	EVP, Media and Analytics, Moxie	iCrossing, a digital marketing company, holds its own marketing platform, which can be tailored for clients.	6/18/13
Sabine Cummins	Vice President of Media Central, iCrossing	Media, Director Razorfish	iCrossing, a digital marketing company, holds its own marketing platform, which can be tailored for clients.	6/18/13
Ryan Sousa	Senior Vice President of Engineering, Medio	Vice President of Global Business Intelligence, Expedia	Medio enables businesses to acquire higher value customers and improve both their retention and lifetime value by providing an optimized and personalized mobile experience.	6/13/13
Kirby Winfield	Chief Executive Officer, Dwellable	President/Chief Executive Officer, AdXpose	Dwellable is a vacation rental search service. Dwellable has apps for Android and iPhone that aggregates rentals from several different sources to give you a comprehensive list of availabilities.	6/11/13
David Hostetter	Senior Vice President of Engineering, Augme Technologies Subsidiary, Hipcricket	Chief Technology Officer, Fabric Worldwide	Hipcricket is the one-stop mobile marketing and advertising company that empowers brands, agencies and media properties to engage customers, drive loyalty and increase sales.	6/7/13
Tony Kippen	Vice President of Analytics, Augme Technologies Subsidiary, Hipcricket	President/Chief Executive Officer, Megode Systems	Hipcricket is the one-stop mobile marketing and advertising company that empowers brands, agencies and media properties to engage customers, drive loyalty and increase sales.	6/7/13
Jason Eglit	Chief Financial Officer, WhitePages	Principal, Bayside Capital	WhitePages is the leading provider of contact information for people and businesses in the U.S.	6/6/13
Viri Hill	Director of Business Development, Microsoft	CEO, Blade Games World	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	6/6/13
Scott Pulsipher	President, Needle	General Manager, Amazon Webstore	Needle offers the leading sales chat platform for web, social and mobile commerce.	6/4/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 9/1/13	Stock Price 8/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)	
Indexes		S&P 500	1,632.97	1,706.87	-4.3%	1,709.67	1,343.35					
		NASDAQ Composite	3,589.87	3,675.74	-2.3%	3,731.84	2,810.80					
		Russel 3000	976.83	1,020.42	-4.3%	1,022.04	792.85					
Large-Cap (> \$10B)												
Adobe Systems, Inc	ADBE	NASDAQ	\$ 45.75	\$ 47.70	-4.1%	\$ 48.63	\$ 31.01	\$22,978	\$20,638	\$4,252	4.9X	
America Movil	AMX	NYSE	0.96	1.07	-9.6%	1.29	0.93	45,707	79,841	60,621	1.3X	
Apple Inc.	AAPL	NASDAQ	487.22	456.68	6.7%	705.07	385.10	442,607	416,959	169,404	2.5X	
AT&T	T	NYSE	33.83	35.72	-5.3%	39.00	32.71	179,671	250,966	127,468	2.0X	
Barti Airtel	BHARTIARTL.BO	BSE	4.53	5.70	-20.5%	6.90	4.16	18,078	29,448	14,710	2.0X	
Buongiorno (Acquired by Nippon Telegraph & Telephone Corp)	NTT	NYSE	50.91	51.40	-1.0%	55.16	45.71	67,363	148,275	121,078	1.2X	
CenturyLink	CTL	NYSE	33.12	36.32	-8.8%	43.07	32.05	19,894	40,265	18,192	2.2X	
China Mobile	CHL	NYSE	53.97	53.68	0.5%	59.73	47.74	216,956	144,002	89,210	1.6X	
Fiserv, Inc.	FISV	NASDAQ	96.27	96.88	-0.6%	102.23	70.37	12,524	16,157	4,624	3.5X	
Gemalto	GTOFF	OTC	114.81	111.44	3.0%	117.91	74.11	10,105	9,760	3,089	3.2X	
Google	GOOG	NASDAQ	846.90	904.22	-6.3%	928.00	636.00	229,614	180,171	56,594	3.2X	
Microsoft	MSFT	NASDAQ	33.40	31.67	5.5%	36.43	26.26	278,220	217,045	77,849	2.8X	
Motorola Solutions	MSI	NYSE	56.01	55.32	1.2%	64.72	47.11	14,891	14,187	8,674	1.6X	
Neustar, Inc.	NSR	NYSE	74.26	80.71	-8.0%	83.85	51.01	15,698	16,657	9,004	1.8X	
Nokia	NOK	NYSE	3.90	3.97	-1.8%	4.90	2.27	14,605	11,938	34,831	0.3X	
Omnicom	OMC	NYSE	60.65	64.80	-6.4%	70.50	45.11	15,599	19,535	14,387	1.4X	
Publicis Groupe	PUB.PA	Paris	74.26	80.71	-8.0%	83.85	51.01	15,698	16,657	9,004	1.8X	
Samsung	005930.KS	005930.KS	1,232.38	1,139.20	8.2%	1,492.09	1,046.70	181,528	161,042	197,144	0.8X	
Sprint	S	NYSE	6.71	6.38	5.2%	7.26	5.15	26,353	26,341	N/A	N/A	
Telefonica S.A.	TEF	NYSE	13.55	14.36	-5.6%	15.49	12.52	61,660	147,295	79,581	1.9X	
Telenor	TELNF	OTC	20.76	22.13	-6.2%	22.91	18.18	31,478	38,866	17,535	2.2X	
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	13.16	14.60	-9.9%	17.80	13.01	11,581	9,371	6,154	1.5X	
Vodafone Group	VOD	NASDAQ	32.35	30.35	6.6%	32.36	24.42	156,733	202,964	69,586	2.9X	
WPP Group	WPPGY	NASDAQ	92.74	91.33	1.5%	95.65	62.66	24,725	30,122	16,578	1.8X	
Yahoo!	YHOO	NASDAQ	27.12	27.96	-3.0%	29.83	14.59	27,671	25,268	4,823	5.2X	
					Average	-2.7%			85,678	90,951	50,600	2.2X
					Median	-3.0%			26,353	30,122	17,864	1.9X
Mid-Cap (\$2B - \$10B)												
Alcatel-Lucent	ALU	NYSE	\$ 2.58	\$ 2.49	3.6%	\$ 2.82	\$ 0.91	\$6,010	\$8,927	\$7,426	0.5X	
BlackBerry	BBRY	NASDAQ	10.12	8.76	15.5%	18.32	6.22	5,304	2,480	0	0.2X	
Dentsu	4324.JP	TSE	33.48	32.20	4.0%	38.42	22.00	9,656	13,267	5,021	0.6X	
GFK Retail and Technology UK	GFK.DE	Xetra	54.87	50.25	9.2%	60.11	43.51	2,003	2,698	664	1.4X	
Interpublic Group of Companies	IPG	NYSE	15.72	16.50	-4.7%	17.43	9.38	6,636	8,025	2,259	1.1X	
LG	LPL	NYSE	26.40	25.10	5.2%	34.04	22.22	9,445	11,058	3,586	0.4X	
Pandora Media Inc.	P	NYSE	18.42	18.76	-1.8%	21.98	7.08	3,250	3,191	10	6.0X	
TIM	TSU	NYSE	19.72	19.07	3.4%	22.80	16.39	9,535	10,547	2,160	1.1X	
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	17.25	18.81	-8.3%	23.48	18.48	6,581	7,058	4,113	N/A	
ZTE	000063.SZ	Shenzhen	2.68	2.54	5.7%	2.91	1.22	7,532	11,703	6,664	0.9X	
					Average	3.2%			6,595	7,895	3,190	1.4X
					Median	3.8%			6,609	8,476	2,923	0.9X

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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		NASDAQ Composite	3,589.87	3,675.74	-2.3%	3,731.84	2,810.80				
		Russel 3000	976.83	1,020.42	-4.3%	1,022.04	792.85				
Small-Cap (< \$2B)											
2Ergo Group PLC	RGO	LSE	\$ 0.04	\$ 0.03	42.8%	\$ 0.68	\$ 0.02	\$16	\$15	\$9	1.7X
Acxiom Corporation	ACXM	NASDAQ	24.88	25.75	-3.4%	26.47	16.18	1,843	1,883	1,094	1.7X
Atrinsic, Inc	ATRNQ	OTC	0.00	0.00	-16.7%	0.02	0.00	0	2	33	0.1X
Augme Technologies Inc.	AUGT	OTC BB	10.55	10.55	0.0%	N/A	N/A	193	164	82	2.0X
Bango	BGO	LSE	2.79	2.77	0.9%	4.40	2.47	127	124	25	5.1X
Blue Calypso Inc.	BCYP	OTC	0.17	0.14	20.7%	0.90	0.09	26	27	0	N/A
Boingo wireless	WIFI	NASDAQ	7.15	7.01	2.0%	8.39	5.35	254	168	103	1.6X
Cincinnati Bell	CBB	NYSE	2.99	3.48	-14.1%	5.89	2.83	622	2,936	1,381	2.1X
Digimarc Corporation	DMRC	NASDAQ	19.01	20.84	-8.8%	26.79	17.68	138	104	39	2.7X
Glu Mobile	GLUU	NASDAQ	2.42	2.75	-12.0%	5.40	1.99	171	152	97	1.6X
Internetq Plc	INTQ	LSE	4.90	4.95	-0.9%	5.57	2.69	189	181	95	1.9X
Lenco Mobile	LNCM	OTC	0.05	0.05	0.0%	0.22	0.01	4	16	15	1.0X
Marchex	MCHX	NASDAQ	6.85	6.07	12.9%	7.50	3.33	206	187	144	1.3X
MDC Partners	MDCA	NASDAQ	22.38	24.91	-10.2%	25.05	9.35	703	1,519	1,118	1.4X
MEDL Mobile	MEDL	OTC BB	0.32	0.29	12.1%	0.51	0.07	14	14	3	5.3X
Millennial Media	MM	NYSE	6.55	9.34	-29.9%	16.86	5.87	533	410	212	1.9X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.60	0.60	0.2%	0.74	0.14	58	58	4	14.5X
Motricity (Voltari Corporation)	MOTR	NASDAQ	5.40	4.94	9.3%	9.65	3.26	25	22	67	0.3X
Oi	OIBR	NYSE	1.49	1.81	-17.7%	4.42	1.47	1,784	15,472	13,774	1.1X
Opera Software ASA	OPERA.OL	Oslo	9.30	8.06	15.4%	9.59	4.87	1,137	1,080	252	4.3X
Poynt Corporation	PYN.V	TSXV	0.02	0.02	0.0%	0.05	0.01	8	10	2	4.9X
Single Touch Systems Inc.	SITO	OTC BB	0.62	0.64	-2.4%	0.95	0.22	84	87	7	11.9X
Smith Micro Software Inc	SMSI	NASDAQ	0.89	1.02	-12.7%	1.89	0.88	33	10	45	0.2X
SoundBite Communications	SDBT	NASDAQ	4.99	4.99	0.0%	5.13	2.16	82	66	48	1.4X
Tanla Solutions Limited	TANLA	NSE	0.04	0.04	-1.9%	0.16	0.04	4	4	22	0.2X
Telecom Argentina S.A.	TEO	NYSE	18.83	16.35	15.2%	20.41	9.12	1,815	952	4,862	0.2X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.58	2.84	-9.2%	3.21	1.69	138	232	460	0.5X
Unwired Planet	UPIP	NASDAQ	1.85	2.01	-8.0%	2.47	1.17	199	163	0	N/A
ValueClick	VCLK	NASDAQ	21.16	25.10	-15.7%	32.25	15.88	1,572	1,548	686	2.3X
Velti	VELT	NASDAQ	0.35	1.11	-68.5%	10.43	0.33	23	24	232	0.1X
Zynga	ZNGA	NASDAQ	2.83	3.03	-6.6%	4.03	2.09	1,757	642	1,122	0.6X
					Average			444	912	840	2.5X
					Median			138	152	82	1.6X

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
08/28/2013	Apple	AlgoTrim AB	AlgoTrim develops advanced solutions for mobile devices within the fields of data compression, mobile imaging and video as well as computer graphics.	
08/28/2013	Imperial Holdings	ForeFront Africa*	Forefront Africa focuses on assisting companies in the mobile and communications sector to expand into Africa.	
08/26/2013	Pricegrabber	Snapette	Snapette is a company that allows users to see images of fashion items and accessories uploaded to the Snapette site.	
08/26/2013	Instagram	Luma	Luma is a video app maker.	
08/26/2013	NTT DoCoMo	Fine Trade	Fine trade is an Austrian e-commerce and payment solution provider.	
08/26/2013	High Co SA	FMK Developpement SAS	FMK Developpement SAS is a Paris-based developer of mobile applications for promotional offers under Promoland brand.	
08/23/2013	Yahoo!	IQ Engines	IQ Engines is an image recognition startup.	
08/22/2013	Apple	Embark	Embark builds mobile software that makes it simple to get around on mass transit.	
08/22/2013	Appcelerator	Singly	Singly is the developer of a platform that integrates third-party services on both web and mobile applications.	
08/20/2013	Groupon	Plumfare	Plumfare is a mobile discovery app that helps people find local restaurants.	
08/20/2013	Core-apps LLC	GoExpo LLC	GoExpo LLC is a Las Vegas-based developer and provider of mobile software.	
08/19/2013	GoDaddy	Locu	Locu helps businesses get unstructured data into more structured formats so that companies can then promote and share it with other services.	
08/19/2013	INCIPIO Technologies Inc.	BRAVEN	BRAVEN is a manufacturer of portable Bluetooth speakers.	
08/16/2013	Cliq Digital AG	Grumbl Media Holding BV*	Grumbl Media Holding BV is an Amsterdam-based developer of mobile software.	
08/15/2013	The Occasions Group	Red Stamp	Red Stamp is a social commerce company best known for its mobile greeting cards app.	
08/15/2013	Apple	Matcha.tv	Matcha.tv is a video discovery and recommendation service company.	\$10.0
08/14/2013	Millennial Media	JumpTap*	Jumtap is a mobile ad network and the leader in targeted mobile advertising.	\$225.0
08/13/2013	Intel Corp.	Fujitsu Semiconductor Wireless Products	Fujitsu develops advanced multimode LTE RF transceivers.	
08/12/2013	Appurify	Cisimple	Cisimple is the developer of a mobile development platform that automates build, testing and deployment.	
08/12/2013	Facebook	Jibbig	Jibbig is a speech recognition and machine translation startup.	

* Note: Imperial Holdings acquires a controlling stake in ForeFront Africa.

* Note: Cliq Digital AG acquired the entire share capital of Grumbl Media Holding BV.

* Note: JumpTap shareholders will receive 24.6 million shares of Millennial Media, corresponding to about 22.5% pro forma ownership post transaction.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
08/12/2013	NBC	Stringwire	Stringwire is a start-up that develops real-time mobile video-sharing software.	
08/08/2013	One97 Communications	Plustxt	Plustxt is a multi-lingual texting platform that allows text messaging in any Indian language.	
08/05/2013	Yahoo!	Rockmelt*	Rockmelt is a social browsing startup.	\$70.0
08/01/2013	Vibes	Lumata Inc.	Lumata Inc. is an international provider of mobile marketing software.	
08/01/2013	Times Internet Ltd.	Gawbl	Gawbl is a developer of mobile applications.	
07/31/2013	Myriad Interactive	MyMobiPoints (from Brazo Technologies, LLC)	MyMobiPoints is a global interactive media & development company.	
07/30/2013	Gozoop	Red Digital	Red Digital is a Mumbai-based social agency.	\$1.1
07/29/2013	DropBox	Endorse	Endorse is a mobile coupon company.	
07/29/2013	Cisco	Sourcefire	Sourcefire, Inc develops network security hardware and software.	\$2,700.0
07/29/2013	AT&T	Long Lines Wireless Carrier	Long Lines is a Wireless Carrier in Iowa.	
07/29/2013	Sunrise Communications AG	Ortel Mobile Switzerland GmbH	Ortel is a Bern-based provider of prepaid telecommunications services.	
07/26/2013	Kaseya	Rover Apps	Rover Apps is a software maker that specializes in mobile device management for BYOD users.	
07/25/2013	AHALife.com	Kaptur	Kaptur is a fast growing NYC-based startup that enables you to collect everyone's photos from any event.	
07/24/2013	Bullhorn Inc	Easy Software Solutions LLC	Easy Software Solutions LLC helps small to medium sized staffing firms to replace paper timesheets and the inherently inefficient process associated with live signatures and paper faxes.	
07/23/2013	To The New	Techsailor	Techsailor is a Singapore-based company offering social, location and mobile media services.	
07/19/2013	Apple Inc.	Locationary Inc.	Locationary is the creator of Saturn, the management and exchange platform for local business places data.	
07/19/2013	NHN Corp.	Dancing Anchovy Ent*	Dancing Anchovy Ent develops mobile gaming for the iOS and Android.	
07/19/2013	Apple Inc.	Hopstop	Hopstop is a Transit-navigation appmaker that specializes in Mass transit directions.	
07/18/2013	Shopzilla	Zappli	Zappli is a Mobile Commerce Company.	
07/17/2013	[x+1] Inc	Wireless Developer Agency	Wireless Developer Agency, is an East Lansing-based developer of mobile marketing technology software.	
07/17/2013	Yahoo!	AdMovate	AdMovate is a mobile advertising startup.	

* Note: Rockmelt acquisition amount of \$70 million is not official yet.

* Note: NHN acquired 50.1% of Dancing Anchovy Ent.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/16/2013	Baidu	NetDragon	Netdragon Websoft Inc. is a Chinese company that develops and operates massively multiplayer online games in addition to making mobile applications.	\$1,900.0
07/16/2013	Media6Degrees	EveryScreen Media	EveryScreen Media is a mobile media buying and targeting platform.	
07/16/2013	Yahoo!	Astrid	Astrid is an app developer.	
07/15/2013	txtNation Ltd.	24gmedia Ltd	24gmedia Ltd is a developer of mobile application software.	
07/15/2013	Matomy Media Group	MobAff LLC	MobAff taps into mobile result driven distribution network for its services.	
07/12/2013	AT&T	Leap Wireless	Leap Wireless is the operator of Cricket's prepaid mobile service.	\$1,200.0
07/10/2013	Softbank Corp.	Sprint Nextel	Sprint Nextel is a U.S. mobile carrier.	\$21,600.0
07/03/2013	GreatApps.com Inc	Greatebooks.com	Greatebooks.com is a Jericho-based multi-media company.	
07/02/2013	Yahoo!	Bignoggins Productions Inc.	Bignoggins is a San Jose-based developer of applications software. It has created apps in iTunes for Fantasy sports.	
07/01/2013	Sunrise Communications AG	Lebara GmbH	Lebara is a Zurich based provider of telecommunications services, from Lebara Mobile.	
06/28/2013	T-Mobile	Spectrum from US Cellular*	Please see notes.	\$308.0
06/28/2013	Reputation.com	PaperKarma	Mobile app built to help users identify and then stop spammy snail mail.	
06/27/2013	Reputation.com	Readabl Inc	Developer of mobile software.	
06/26/2013	Youth Pulse	Thumb Inc	Developer of mobile software.	
06/26/2013	EMN8	Snapfinger	Restaurant search and remote ordering site for take-out, delivery and catering.	
06/20/2013	Fixmo Inc	Perlego Systems	Provider of end-to-end mobile device management software.	
06/19/2013	Zynga	Spooky Cool Labs	Developer of social-game software.	
06/19/2013	TripAdvisor	GateGuru	Mobile application providing real-time travel information.	
06/17/2013	Automattic	Poster	Poster is a mobile app provider.	
06/14/2013	OpenTable	JustChalo	JustChalo is a Silicon Valley-based mobile payments startup.	\$11.0
06/14/2013	Plum District	Spotivate	Spotivate help parents discover the best local family experiences.	

* Note: T-Mobile announced that it is planning to acquire \$308 million worth of spectrum from US Cellular to expand its 4G LTE network.

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Source: Thomson Reuters, VentureDeal and Hidden River, LLC

M&A Transactions

TRANSACTION DATA

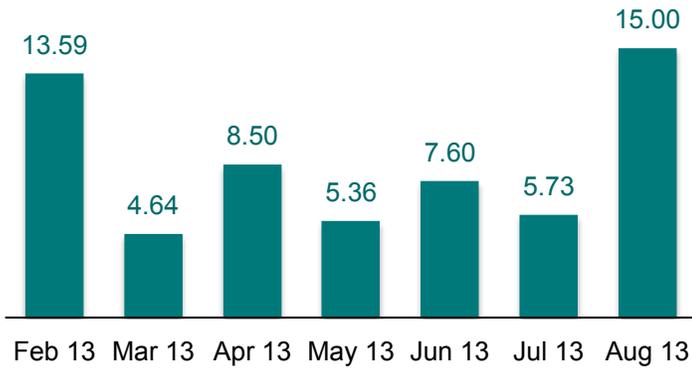
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
06/13/2013	Lumi Mobile	Interactive Meetings Limited	Technology company that provides market leading and proprietary audience engagement solutions.	
06/11/2013	Google	Waze	Social mapping start-up.	\$1,100.0
06/07/2013	Thomvest Seed Capital & Cartesian Capital	Public Mobile	Toronto-based wireless carrier.	
06/05/2013	PlayHaven	Staq	//staq is a game management platform.	
06/04/2013	OnMobile	Livewire Mobile	Provider of end-to-end managed mobile entertainment solutions.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

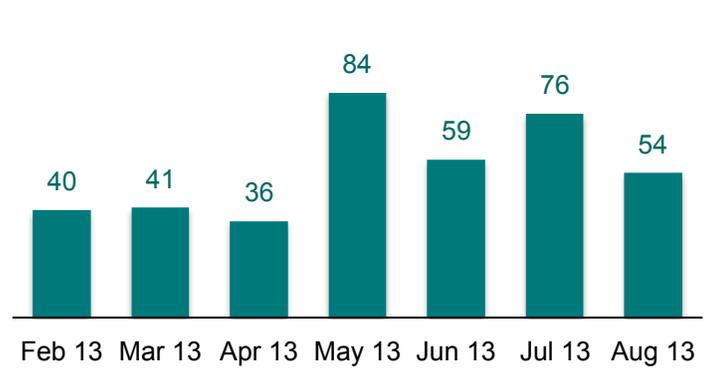
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Financing Transactions Overview

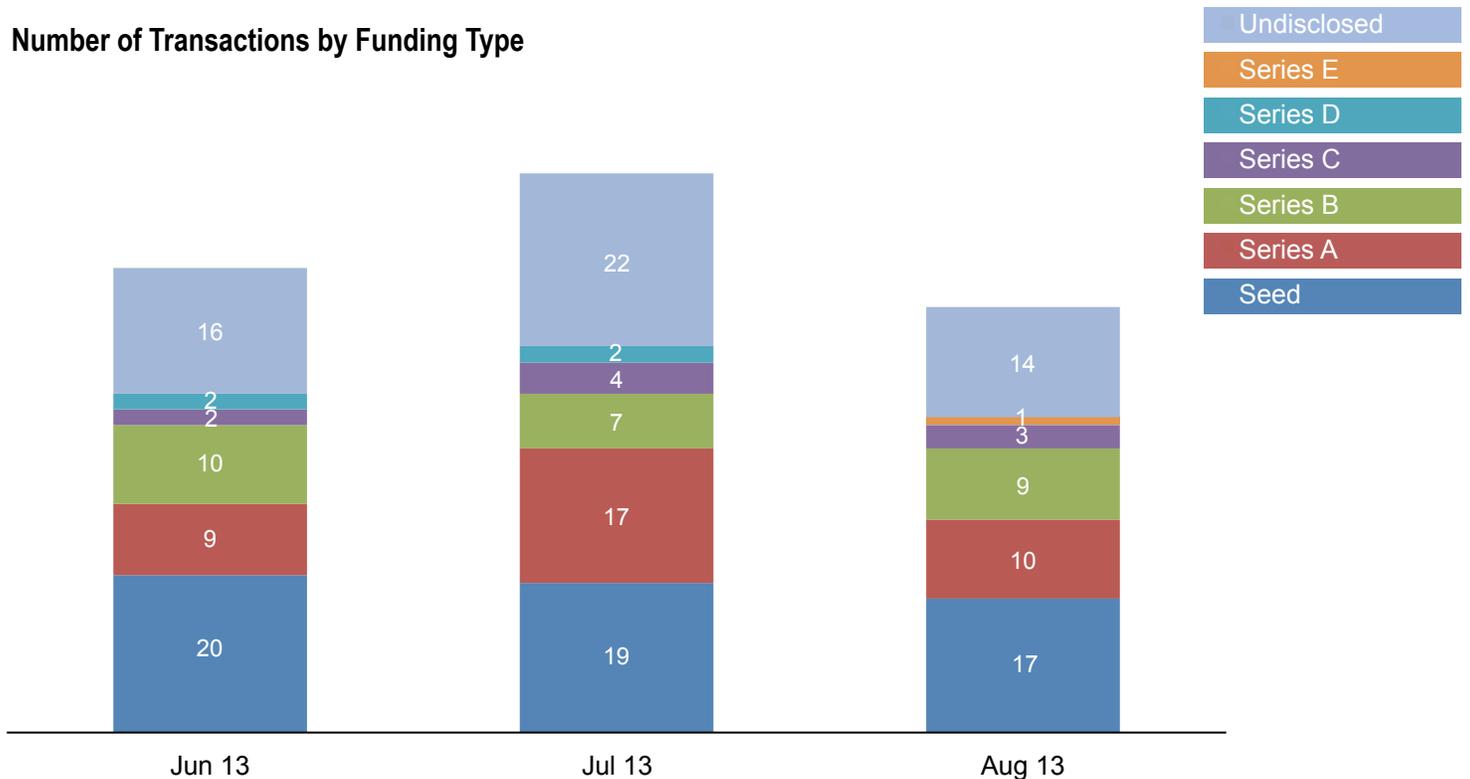
Average Value of Transactions (\$MM)



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 August 1-31, 2013.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Ingogo	Private	Ingogo is an Australian startup that develops mobile payment apps for taxis.	8/29/13	\$3.7	Seed	Undisclosed
Zendrive	Private	Zendrive is a startup that aims to make driving better by using data from smartphone sensors.	8/29/13	\$1.5	Seed	First Round Capital, Max Levchin, Jerry Yang, Tim Ferriss
Carnival Labs	Private	Carnival Labs builds custom apps and designs them specifically for brands and advertising agencies.	8/28/13	\$2.4	Seed	Lerer Ventures, Eric Hippeau, Gary Vaynerchuk, Flybridge Capital Partners, Bowery Capital, Google Ventures, David Tisch, Jos White, Michael Lazerow
Speakaboos	Private	Speakaboos is an award-winning subscription service that is changing the way children read globally.	8/27/13	\$6.2	Series A	[212]Media, Advancit Capital, Kyowon Group, Gerald Hughes, Rick Segal, OpenBox Ventures
Brow.si	Private	Brow.si is a dynamic web layer that brings advanced functionality to any website on mobile.	8/27/13	\$1.0	Undisclosed	thetime*
DisruptiveApps	Private	DisruptiveApps is the creator of the iJukebox smartphone app that lets you request songs wherever you eat, drink, shop or hangout.	8/26/13	\$0.4*	Seed	Undisclosed
Altistar Networks	Private	Altistar Networks is a company that enhances the communication experience in wireless broadband.	8/26/13	\$50.0	Undisclosed	Undisclosed
YellowPepper	Private	YellowPepper provides mobile banking and payment solutions in the South Florida region.	8/25/13	\$15.0	Series C	Latin Idea Ventures
Boxed	Private	Boxed is the developer of a mobile app that allows users to have wholesale goods delivered to one's door.	8/23/13	\$1.1	Seed	ENIAC Ventures, Social Starts, Bessemer Venture Partners
Cluster	Private	Cluster is the developer of an app that lets friends and family collect each other's photos from a shared experience.	8/23/13	\$1.6	Seed	Baselines Ventures, Steve Anderson, Freestyle Capital, First Round Capital, Google Ventures, Sherpa Ventures
SocialChorus	Private	SocialChorus is an advocate marketing solution company which helps clients by inspiring advocates to deliver social endorsements across all social channels.	8/23/13	\$2.5	Series A	Kohlberg Ventures, Windforce Ventures
SmartRecruiters	Private	SmartRecruiters is a hiring platform for mobile and the web using the latest cloud technology.	8/23/13	\$10.0	Series B	Rembrandt Venture Partners, Mayfield Fund
Uber	Private	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	8/23/13	\$258.0	Series C	Google Ventures, TPG Growth
Kamcord	Private	Kamcord is the developer of a program that allows users to unlock their mobile gaming moments and share it with other users.	8/22/13	\$1.0	Seed	Tencent Holdings, Innovation Works
PicCollage	Private	PicCollage is a top photo app for the iOS and Android that allows users to edit their photos by adding stickers and text.	8/22/13	\$2.3	Seed	500 Startups, Dave McClure, Floodgate, Ann Miura-Ko, Freestyle Capital, Dave Samuel, Quest Venture Partners, Sand Hill Angels, XG-Ventures, Neil Young, Robert Stevenson
NakedWines.com	Private	NakedWines.com is a wine retailer on the web and mobile.	8/22/13	\$10.0	Series C	WIV Wein International AG
Drivewyze	Private	Drivewyze is a company that makes mobile products to increase road safety.	8/22/13	\$7.5	Series A	Emergence Capital Partners, iNova Capital
Realscout	Private	Realscout provides full-featured web and mobile platform that allows Realtors to collaborate with their clients in searching for the perfect home.	8/22/13	\$1.1	Seed	A-Fund, Formation 8, Ken DeLeon
Green Mountain Digital	Private	Green Mountain Digital is an innovative digital media publisher and a mobile apps market leader in nature and wildlife.	8/21/13	\$3.8	Series B	Monster Worldwide, Sal Ianzuzzi, VCET Capital

* Note: Brow.si's other investors include a number of U.S./Israel-based angels.

* Note: DisruptiveApps still seeking \$99,492.

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
Betterfly	Private	Betterfly is the developer of a tool that connects teachers and students in real life for music lessons, relationship coaching as well as others.	8/21/13	\$1.0	Seed	LightBank
Powa	Private	Powa Technologies is a mobile payments startup in the UK.	8/20/13	\$76.0	Series A	Wellington Management
Punchh	Private	Punchh is a mobile solutions provider in the restaurant industry through campaigns, games, gift cards, online ordering, payments, referrals and surveys.	8/19/13	\$3.0	Undisclosed	Cervin Ventures, Preetish Nijhawan, Sandhill Group, Green Span Ventures, VKRM Ventures, Garnett Ventures
ShopAdvisor	Private	ShopAdvisor is the creator of the deferred purchasing platform that generates revenue for media publishers, bloggers, retailers & brands by helping consumers remember and follow through on their shopping interests.	8/19/13	\$5.0	Undisclosed	Pittco Capital Partners, Rationalwave Capital Partners, Seavest Capital Partners, Rob Soni, Robert Davoli
WallMob	Private	Wallmob is the creator of the new mobile point-of-sale specific iPad stand.	8/19/13	\$1.2	Seed	Undisclosed
Jama Software	Private	Jama creates tools that are designed for teams to deliver projects on time and offer a collaborative environment in which employees can easily exchange information and ideas.	8/19/13	\$13.0	Series B	Trinity Venture Partners, Madrona Venture Group
Kiip	Private	Kiip designs mobile gaming advertising technologies.	8/16/13	Undisclosed	Undisclosed	American Express Ventures
Restorando	Private	Restorando is a startup offering reservations tools for restaurants in Latin America.	8/16/13	\$13.3	Series B	Flybridge Capital Partners, Emergence Capital Partners, Kaszek Ventures, Atomico and Storm Ventures
Gramble World BV	Private	Gramble World BV is a Dutch company that develops cross platform social gaming experience where developers can utilize the value-adding tools and publish only quality games in a clutter-free 'blue ocean' environment.	8/16/13	\$2.0	Seed	Undisclosed
Drync	Private	Drync is a mobile software application that enables consumers to purchase wine at the moment it is most relevant to them.	8/15/13	\$0.9	Undisclosed	Mark Hastings, Jack Remondi, Andrew Moss
KYCK	Private	KYCK is a digital media platform that discovers, curates, and delivers personalized and highly relevant soccer content to users.	8/15/13	\$1.5	Seed	Undisclosed
ThirdLove	Private	ThirdLove is building a next generation e-commerce technology platform and a suite of vertically integrated apparel brands.	8/15/13	\$5.6	Seed	New Enterprise Associates, Andreessen Horowitz, Felicis Ventures, Novel TMT Ventures, Yuri Milner, Keith Rabois
Vungle	Private	Vungle is a marketing platform for mobile apps that helps mobile developers market their apps through video "trailers."	8/15/13	\$6.5	Series A	Crosslink Capital
Apsalar	Private	Apsalar offers mobile ad buying and targeting tools.	8/15/13	\$9.0	Series B	DCM, Correlation Ventures, Thomvest Ventures, DN Capital
App.net	Private	App.net is a platform for the distribution and monetization of iOS and Android mobile apps.	8/14/13	\$2.5	Series A	Andreessen Horowitz
MyFitnessPal	Private	MyFitnessPal helps more than 40 million people achieve and maintain a healthier lifestyle through its database of 3 million foods, hundreds of exercises, top fitness technology partners and community insights.	8/13/13	\$18.0	Series A	Kleiner Perkins Caufield & Byers, John Doerr, Accel Partners, Andrew Braccia
StyleSeek	Private	StyleSeek helps women find their fashion needs on the web and on mobile.	8/13/13	\$0.8*	Seed	Cedar St. Capital, Jumpstart Ventures, Padova Investments, Trebuchet Fund, Jeff Cantalupo, Dave Hoover, Hunter Hillenmeyer, Sam Guren, Own Shapiro
VeliQ	Private	VeliQ is a creator of the mobility Platform as a Service (mPaaS™). This includes offering industry leading cross-platform mobile device management, application management, content management and security in one unified console.	8/13/13	\$9.0	Series B	NorthCap, T-Venture

* Note: StyleSeek funding listed as pre-Series A funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Builders Cloud	Private	BuildersCloud helps users keep construction projects, teams, and blueprints in sync.	8/9/13	\$1.1	Undisclosed	500 Startups, Dave McClure, Rudy Gadre, TA Venture, Sujal Patel, True Ventures, Denny Hill Capital, McKinistry
Spotsetter	Private	Spotsetter is a social search engine tackling a big data problem in the online to offline space.	8/9/13	\$1.3	Seed	Javelin Venture Partners, 2020 Ventures, Rahul Prakesh
Videolicious	Private	Videolicious allows users to create hi-quality videos on smartphones.	8/9/13	\$2.3	Undisclosed	Venture51, Social Leverage, Trestle Ventures, Quotidian Ventures, Washington Post Company, Amazon.com, Knight Foundation
WillCall	Private	Willcall brings targeted search terms designed specifically to enhance the users overall online search experience.	8/8/13	\$1.2	Undisclosed	Sean Parker, Coran Capshaw, John Frankenheimer, SV Angel, Joseph Gebbia, Oliver Jung, Bruce Flohr
SOASTA	Private	SOASTA is a cloud company that does web and mobile app testing.	8/8/13	\$30.0	Series E	Canaan Partners, Formative Ventures, Pelion Venture Partners, Macquarie Capital, ROTH Capital
500px	Private	500px is a Toronto-based photo sharing service aimed at enthusiasts and professional photographers.	8/7/13	\$8.8	Series A	Andreessen Horowitz, Harrison Metal, Creative Artists Agency, Rugged Ventures, Dustin Plett, FF Venture Capital
Foap	Private	Foap is a Swedish start-up that helps users sell their iPhone photos. Users can snap or upload a photo via Foaps iPhone App and, if approved, it will be published on Foaps website for editorial/commercial sale for companies which are looking for marketing material.	8/7/13	\$1.5	Seed	Industrifonden, Maxwell Ventures
Clutch	Private	Clutch provides a mobile platform that unites shopping, loyalty programs and gifting to deliver relevant offers to consumers.	8/6/13	\$5.3	Series B	Safeguard Scientifics, Erik Rasmussen, Ben Franklin Technology Partners
Mojiva	Private	Mojiva is the parent company of: Mojiva Mobile the mobile ad network and Mocean Mobile the mobile ad serving platform.	8/6/13	\$3.5	Undisclosed	Undisclosed
Thrill	Private	Thrill is the creator of the android mobile dating app.	8/6/13	Undisclosed	Undisclosed	Samir Bangara, Rajesh Kamat
Sensor Tower	Private	Sensor Tower helps mobile companies acquire more users organically.	8/6/13	\$1.0	Undisclosed	Rembrandt Venture Partners, Merus Capital, Maneesh Arora, Ariel Poler, Mar Hershenson, Pejman Nozad, Bertelsmann Digital Media Investments
Catavolt	Private	Catavolt makes the power of cloud applications accessible to the business world. Their unique Hybrid Cloud approach uses patent pending technology to enable enterprises to gain worldwide access to their data from smart phones, widgets, tablets and desktop.	8/5/13	\$5.0	Series B	Toba Capital, Vinny Smith, Clayton Associates, Geor Salem
Citymaps	Private	Citymaps is a global social map company. It uses proprietary, vector-based mapping platform from the ground up by a small team.	8/3/13	\$1.5	Series A	Steve Papa, A Grade Investments, Guy Oseary
Dealdrive	Private	Dealdrive develops mobile business software applications that enhance the productivity, efficiency, and decision making abilities of investment firm professionals.	8/2/13	\$1.1*	Undisclosed	Undisclosed
Run	Private	Run is a leader in mobile-focused programmatic advertising technology.	8/2/13	\$1.5	Undisclosed	Verizon Ventures
HootSuite	Private	HootSuite is a social media management system that allows businesses and organizations to collaboratively execute campaigns across multiple social networks from one secure, web-based dashboard.	8/1/13	\$165.0	Series B	Insight Venture Partners, Accel Partners, OMERS Ventures, Derek Smyth
CityMaps	Private	Citymaps is a proprietary, vector-based mapping platform.	8/1/13	\$1.5	Series A	A-Grade Investments, Steve Papa

* Note: Dealdrive is still seeking \$750,000.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
4Info	Private	4Info is a mobile advertising technology company that makes mobile measurable.	7/31/13	\$8.0	Series E	Draper Fisher Jurvetson (DFJ), Vulcan Capital, Gannett, Mezzanine Capital, US Venture Partners
ChoreMonster	Private	ChoreMonster combines digital gaming with web-services through a suite of mobile and web applications that allows parents and children ages 6-12 to collaborate interactively to complete household tasks.	7/31/13	\$1.5	Seed	Detroit Venture Partners, CincyTech
Flywheel	Private	Flywheel is the developer of a taxi cab application for the mobile phone.	7/31/13	\$14.8	Series B	Craton Equity Partners, Shasta Ventures, RockPort Capital
GrandCru	Private	GrandCru is a startup game developer based in Helsinki creating social and mobile games.	7/29/13	\$8.5	Undisclosed	IDInvest Partner, Qualcomm Ventures, Nokia Growth Partners
Kiwi	Private	Kiwi is an Android focused gaming company.	7/29/13	\$9.0	Undisclosed	Sequoia Capital
Jifiti	Private	Jifiti is a startup trying to reintroduce thoughtful gifting on the web and mobile.	7/29/13	\$2.5	Seed	Simon Property Group, Schottenstein Stores, Jesselson Capital
Smile Family	Private	Smile Family develops mobile social networking app for moms which provides smart babybooks to track the development stage of your child.	7/29/13	\$1.2	Series A	Undisclosed
Trover	Private	Trover allows users to explore places through photos with its mobile only On-to-go Discovery Access.	7/26/13	\$2.5	Series A	General Catalyst Partners, Benchmark Capital, Individual Investors
Seworks	Private	Seworks is a mobile security specialist company.	7/26/13	\$2.0	Series A	Undisclosed
MobileSpaces	Private	MobileSpaces helps enterprises mobilize their applications, govern their data, and respect the privacy of their employees. MobileSpaces offers a BYOD policy management solution that protects mobile enterprise data against loss and leakage.	7/24/13	\$8.6	Series B	Marker, Accel Partners
Easy Taxi	Private	Easy Taxi is a leading mobile Taxi apps company based in Brazil. Present in 11 countries, Easy Taxi connect drivers and passengers in a smooth, easy and safe way.	7/24/13	\$10.0	Series B	Undisclosed
QWASI Technology	Private	Qwasi focuses on building the technology that powers So.Lo.Mo giving brands the tools to interact with their consumers in meaningful ways, by optimizing social, local, and mobile touch points.	7/24/13	\$2.5	Seed	Undisclosed
Dash	Private	Dash creates apps that integrate with bar and restaurant payment systems.	7/22/13	\$0.7	Seed	Caerus Ventures, Brooklyn Incubatee
Yapta	Private	Yapta is a travel website and browser add-on that lets on track flight prices as they change and alerts you when the price for a particular flight drops. With its app, customers can see discounts on particular routes that have been purchased.	7/22/13	\$4.2	Series D	Undisclosed
Smartsy	Private	Smartsy looks into ways publishers can create and amplify consumer engagement which includes QR codes and watermarks.	7/22/13	\$0.6	Seed	Undisclosed
Ohlalapps	Private	Ohlalapps helps developers create mobile applications to better connect with customers.	7/22/13	\$0.4	Undisclosed	Undisclosed
Yapert	Private	Yapert is a new interactive mobile magazine built for fans to engage with musicians, celebrities, athletes, fitness stars and designers.	7/19/13	\$1.2	Seed	Tech Coast Angels, Desert Angels, Pasadena Angels
KLab	Private	KLab, based in Japan, focuses on social interaction via the gaming platform on mobile.	7/19/13	\$9.3	Undisclosed	Oak Capital, HakuHodo
Apportable	Private	Apportable has created a platform that converts iOS games to Android automatically, without extensive changes to the original Objective-C or C++ code.	7/18/13	\$2.4	Seed	Google Ventures
Weathermob	Private	Weathermob lets users share, discover, and discuss the weather with people from around the world using smartphones.	7/18/13	\$0.7	Seed	Mark Hastings, Victoria Hackett, Lord Waheed Alli, Drew Volpe

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Resultly	Private	Resultly is a website and mobile app for streaming results. Resultly allows you to follow virtually any interest you have from across the internet and be notified in realtime of new information or changes about your interest.	7/18/13	\$0.5	Seed	Undisclosed
Concept.io	Private	Concept.io is the creator of Swell, a mobile app that streams personalized audio news and information. Swell helps you discover new content and expand your mind on the go.	7/18/13	\$5.4	Series A	Google Ventures, Interwest Partners, Correlation Ventures and Draper Nexus Ventures
Mavenir Systems	Private	Mavenir Systems, Inc. is an innovator of mobile infrastructure solutions for use by mobile operators to offer LTE and cloud-based communications services.	7/18/13	\$0.7	Series F	Austin Ventures, North Bridge Venture, Partners
Xamarin	Private	Xamarin produces software development tools that allows developers to build mobile apps.	7/17/13	\$16.0	Series B	Charles River Ventures, Ignition Partners, Floodgate
Inkling Systems	Private	Inkling brings interactive learning content to tablet devices like the iPad.	7/17/13	\$16.0	Series C	Sequoia Capital, Felicis Ventures, Tenaya Capital, Jafco Ventures
On-Ramp Wireless	Private	On-Ramp Wireless is a global player in wide-area machine-to-machine connectivity.	7/17/13	\$31.0	Series C	Enbridge, GE Ventures, NRG Energy, ConocoPhillips
Proven	Private	Proven is an exclusive staffing partner to progressive businesses.	7/17/13	\$1.0	Undisclosed	Undisclosed
Vivino	Private	Vivino is the producer of a free app that allows users to track tasted wine and discover new ones with ease.	7/17/13	\$10.3	Series A	Balderton Capital, Creandum, Seed Capital, Janus Friis
Withings	Private	Withings is the maker of digital health tracking devices.	7/17/13	\$30.0	Undisclosed	Undisclosed
Jana	Private	Jana helps global organizations learn, educate and grow in emerging economies by leveraging the power of the mobile phone through its product txeagle.	7/16/13	\$15.0	Series B	Orange-Publicis Venture Fund
KeepSafe	Private	KeepSafe is responsible for creating a password-locked photo gallery on people's phones.	7/16/13	\$3.4	Series A	FLOODGATE, Strive Capital, Asset Management Ventures
Together Mobile	Private	Together is a mobile based company that focuses on attention economy.	7/16/13	\$5.0*	Undisclosed	National Securities Corporation
Appcelerator	Private	Appcelerator offers enterprise SaaS platform built from the ground up for mobile. The Appcelerator Platform enables enterprises to create, deliver and analyze their entire mobile application portfolio.	7/16/13	\$12.1	Undisclosed	EDB Investments, The Social Internet Fund, Translink Capital, Sierra Ventures, Mayfield Fund, Storm Ventures, Relay Ventures, eBay, RedHat
Scoopshot	Private	Scoopshot allows users to connect mobile photographers and news media worldwide.	7/16/13	\$1.2	Undisclosed	Yuri Arcurs
Medl Mobile	Private	MEDL Mobile Inc. is an American mobile application developer and mobile marketing firm. The company designs, develops and markets mobile applications for iPhone/iPod Touch, iPad and Android.	7/16/13	\$2.0	Series A	Mishaal Alireza
AdBrain	Private	Adbrain created the Adbrain Engine that builds a customer's profile looking at their PC, mobile, and tablet usage, bringing all of that information into one place.	7/16/13	\$1.5	Seed	Nick Hynes, Notion Capital, Anil Hansjee, Sacha Carton, Tobin Ireland, Chris Mairs, Ivan Mazour
Sauce Labs	Private	Sauce Labs specializes in cloud-based testing platform which allows developers to automatically or interactively test mobile and web applications on more than 150 browsers / OS combinations including iOS, Android & Mac OS X.	7/16/13	\$5.0	Series C	Undisclosed
Taxi Beat	Private	Taxibeat is a smartphone application that transforms the taxi-hailing process into a direct marketplace between taxi drivers and passengers.	7/15/13	\$2.0	Undisclosed	Undisclosed

* Note: Together Mobile received \$3,365,000. Still Seeking \$1,630,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Waygo	Private	Waygo is a simple, mobile translation service that would help travelers order food, interpret signs, get directions, and easily navigate around another country without knowing the language.	7/15/13	\$0.9	Seed	Undisclosed
Judo Payments	Private	Judo Payments provides mobile payment solutions to thousands of businesses across the UK.	7/15/13	\$5.0	Seed	Undisclosed
Symptify	Private	Symptify LLC is the creator of the Symptify symptom algorithm and its mobile application, Symptify.	7/13/13	\$0.3	Seed	Code Particle
GroundCntrl	Private	GroundCntrl is a task management platform for the mobile workforce.	7/12/13	\$0.5*	Undisclosed	Undisclosed
SoThree	Private	SoThree is the creator of the mobile platform Umano. Umano takes insightful content found online and then has professional voice actors tell the story.	7/12/13	\$1.0	Seed	Birchmere Ventures, Digital Garage
UpTo	Private	UpTo shares what you're going to be up to, see what friends are up to and discover new events. UpTo integrates with your calendar to make sharing simple.	7/12/13	\$0.5	Series A	Venture Investors
Pet Hub	Private	PetHub helps lost pets get home faster and safer with digital ID pet tags.	7/12/13	\$1.7	Series A	Undisclosed
Axwave	Private	Axwave is the creator of GSOUND, a mobile app that brings people closer to the movies, music and TV shows they love.	7/11/13	\$0.8	Seed	Undisclosed
Just.me	Private	Just.me is a company developing technologies in the social and mobile spaces.	7/11/13	\$0.5	Undisclosed	Undisclosed
Mind Pirate	Private	Mind Pirate creates games beyond touchscreen-only design and tap into the full range of mobile sensing capabilities that are compatible with smartphones and tablets.	7/11/13	\$2.5	Seed	Bessemer Venture Partners, Signia Venture Partners
FreedomPop	Private	FreedomPop delivers high-speed Internet and offers the flexibility of wireless Internet.	7/11/13	\$5.0	Series A	Undisclosed
Instacart	Private	Instacart (YC S12) is a same-day grocery delivery startup offering delivery in as little as 1 hour. Focused on delivering groceries and home essentials, the company is looking to expand to other verticals very soon.	7/10/13	\$8.5	Series A	Khosla Ventures, Canaan Partners, SV Angel, Paul Buchheit, Sequoia Capital, Haystack
SilverCar	Private	SilverCar is a startup looking to improve the rental car experience at airports.	7/10/13	\$5.0	Undisclosed	Undisclosed
Life360	Private	Life360, is a mobile family locator utility.	7/10/13	\$10.0	Series B	Bessemer, BMW, Seraph Group, Fontinalis Partners (Bill Ford's fund) and 500 Startups
MovidiuS	Private	MovidiuS focuses on mobile imaging, video and vision experiences.	7/10/13	\$16.0	Series D	Draper Fisher Jurvetson, Atlantic Bridge, Capital-E, AIB Seed Capital Fund
Yottaa	Private	Yottaa helps businesses speed up and monitor their web and mobile experience for optimum performance.	7/10/13	\$16.0	Series C	Intel Capital, Stata Venture Partners, General Catalyst Partners
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.	7/9/13	Undisclosed	Seed	AlphaLab
Wing Ma'am	Private	Wing Ma'am is the developer of a mobile app that safely connects users with other LGBT women and notifies them of related events going on in their city.	7/9/13	Undisclosed	Seed	AlphaLab
NQ Mobile Inc.	Private	NQ Mobile Inc. (NYSE: NQ) is a leading global provider of mobile Internet services focusing on security, privacy and productivity.	7/9/13	\$10.0	Undisclosed	Undisclosed

* Note: GroundCntrl received \$499,999 still seeking \$194,051.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Nestio	Private	Nestio is a real-time real estate platform for renters and agents.	7/9/13	\$1.5	Seed	David Tisch, Jerry Colona, David Cohen, Rick Webb, Greg Barton, Stuart Litwin, Lazerow Ventures, Quotidian Ventures, Ludlow Ventures, Scout Ventures, Meridian Development Partners, and Narbona Hill Corporation.
Rallyhood	Private	Rallyhood is an Austin-based startup making a mobile app to help groups create personalized social sites.	7/8/13	\$1.7	Series A	Undisclosed
Shazam	Private	Shazam is a leader in media engagement through its mobile app which allows users to discover, explore, buy and share music.	7/8/13	\$40.0	Undisclosed	America Movil
Greencar	Private	Greencar is a company that connects people's interactions by seamlessly connecting their mobile devices.	7/5/13	Undisclosed	Seed	500 Startups
Empowered Careers	Private	Empowered Careers develops and implements mobile technology products to accommodate evolving academic trends and student needs.	7/5/13	\$4.4	Series A	Undisclosed
Touchbase Technologies	Private	TouchBase's technology enables a way for unique codes on physical objects to be read by any touchscreen device without the use of the camera or NFC technology.	7/5/13	\$5.5*	Undisclosed	Undisclosed
Pixate	Private	Pixate enables designers and developers alike to quickly and easily create native mobile interfaces.	7/3/13	\$3.8	Series A	Accel Partners
Kongregate	Private	Kongregate is a casual gaming social network where gamers can gain ranking and earn awards.	7/2/13	\$10.0	Series C	Undisclosed
Justin.tv	Private	Justin.tv is an online community for live streaming service. Users can share events, classes, parties, ideas, to anyone in over 250 countries while chatting in real-broadcast with others.	7/2/13	\$8.3	Undisclosed	Bessemer Venture, Alsop Louie Partners, Thrive Capital
Aegis Mobility	Private	Aegis Mobility develops solutions that enable people to manage their mobile communications based on activity, location and time putting people in control of their lives while enhancing their mobile experience and ensuring their personal privacy.	7/2/13	\$1.3	Series B	Undisclosed
Fotopedia	Private	Fotopedia is media company that concentrates on mobile.	7/1/13	\$5.3	Series A	Undisclosed
Outbox	Private	Outbox digitizes your postal mail then puts it online for access via web, iPhone, Android or iPad.	7/1/13	\$5.0	Series A	Founders Fund, Correlation Ventures, TDF Ventures, WTI, Expansion VC, and Peterson Ventures
RollApp	Private	RollApp virtualizes apps on its servers, and allows users to access them without installing any special browser plugins.	7/1/13	\$1.0	Series A	Leta Capital, TMT Investments
Gramble World BV	Private	Gramble World BV is a Dutch company that develops cross platform social gaming experience where developers can utilize the value-adding tools and publish only quality games in a clutter-free 'blue ocean' environment.	7/1/13	\$1.4	Seed	Undisclosed
Notegrphy	Private	Notegrphy is a web and mobile application that rethinks the way people write and share text online through design.	7/1/13	\$0.3	Seed	Kibo Ventures
Smadex	Private	Smadex is a mobile demand side platform that allows advertisers and agencies to create and distribute rich media advertising on smartphones or tablets.	7/1/13	\$0.8	Series A	Cabiedes & Partners, Trovit, 101 Startups
Brit + Co.	Private	Brit Morin, Brit + Co. is an online community and e-commerce platform that provides tools to teach, inspire and simplify everyday life.	6/27/13	\$6.3	Series A	Oak Investment Partners, Index Ventures, Lerer Ventures, Cowboy Capital, Marissa Mayer, Aileen Lee

* Note: Touchbase Technologies received \$4,999,672 but still seeking \$599,956.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Contentful	Private	Contentful is a flexible and future-friendly content platform that helps editors to manage and developers to serve content into mobile or web applications.	6/27/13	Undisclosed	Seed	Balderton Capital, Point Nine Capital, Alexander Bruehl, Francesco Cesarini, Daniel Heaf, Karen McGrane, Todd Tran, Michael Wolfe
ChupaMobile	Private	ChupaMobile is a community marketplace for Mobile App Components.	6/27/13	\$0.4	Seed	Semyon Dukach
Clinkle	Private	Clinkle's goal is to modernize the way people transact, by creating a next generation payment platform that will change the way people pay for things.	6/27/13	\$25.0	Seed	Peter Thiel, Diane Greene, Jim Breyer, Marc Benioff, Owen Van Natta, Ross Perot, Jr.
Appington	Private	Appington helps game companies sell more in-app purchases and increase gamer retention.	6/26/13	\$1.2	Seed	Tandem Capital, Matthew Welty
Artisan Mobile	Private	Artisan's patent-pending Mobile Experience Management platform brings all the power of customer experience management and website optimization to the world of mobile apps.	6/26/13	\$5.5	Series A	FirstMark Capital, Amish Jani
Biba Systems	Private	Biba is a free, mobile-first business app that helps people get in touch instantly.	6/26/13	\$15.0	Series B	InterWest Partners, Bruce Cleveland, Benchmark Capital, Kevin Harvey, Trinity Ventures, Enrique Salem, Gary Griffiths
LocalVox	Private	LocalVox is a local, social & mobile marketing platform that helps local businesses market themselves online, across a network of publishers, social media, search, mobile, email newsletters & even their own website.	6/26/13	\$1.3*	Undisclosed	Undisclosed
SPARQCode	Private	SPARQCode's mission is to create and develop the best tools and services for mobile sales lead generation.	6/26/13	\$0.7	Series A	Undisclosed
TopLine Game Labs	Private	TopLine Game Labs will help the company grow the team, launch new products and applications, and develop the business.	6/26/13	\$25.0	Undisclosed	Cantor Ventures
Revel Systems	Private	Revel Systems provides an iPad point of sale solution that is mobile, cloud-based, and secure.	6/26/13	\$10.1	Series B	Tim Tighe, Sean Tomlinson
access mobile	Private	access.mobile (AM) is a global mobile technology business based in Denver, Colorado (USA) with a local presence in Uganda, Rwanda and Tanzania.	6/26/13	\$0.1*	Undisclosed	Undisclosed
Ludei	Private	Ludei is a development platform that provides developers with the tools, APIs and services to deliver and monetize HTML5 apps and games via the various native app stores throughout the world from a single code base.	6/26/13	\$1.5	Seed	Kibo Ventures, VitaminaK
Soundwave	Private	Soundwave is a music discovery app that shows you what music people are listening to and where in real-time.	6/26/13	\$1.3	Seed	ACT Venture Capital, Matthew Le Merle, Enterprise Ireland
Kony Solutions	Private	Kony is a leading mobile enterprise application development platform (MADP) provider, with more than 70 of the Fortune 500 among its customers.	6/25/13	\$18.3	Series D	Telstra, Mark Sherman
LISNR	Private	Lisnr is a mobile application that gives users a new way to connect with their favorite artists.	6/25/13	\$0.5	Seed	TAR Angel Network
StrikeAd	Private	StrikeAd is a mobile demand side platform, a single point where agencies and advertisers can plan, execute and evaluate all their mobile advertising.	6/25/13	\$1.9*	Series A	Undisclosed
Invi	Private	invi is a Next Generation Instant Messenger.	6/25/13	\$6.0	Seed	Alpha Investment, UpWest Labs, A-Grade Investments, Ashton Kutcher, Horizons Ventures, Atlantic Bridge

* Note: LocalVox still seeking \$1,185,564 in funding.

* Note: access mobile funding listed as partial close.

* Note: StrikeAd still seeking \$2,725,100 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Snapchat	Private	Snapchat is a photo messaging application.	6/24/13	\$60.0	Series B	Institutional Venture Partners, General Catalyst Partners, Benchmark Capital, Lightspeed Venture Partners, SV Angel, Mitchell Lasky
Apptive	Private	Apptive enables SMBs with mobile apps that increase accessibility, loyalty and revenue via its dead-simple EasyApp platform.	6/24/13	\$0.4	Seed	Undisclosed
Sway Medical Technologies	Private	Sway Medical Technologies is mobile software company focused on the development of medical grade mobile applications.	6/21/13	\$0.8	Series A	OKAngel Sidecar Fund
Tempo AI	Private	Tempo AI is a mobile productivity application that helps organize your day and prepare you for what's next.	6/21/13	\$10.0	Series A	Relay Ventures, Sierra Ventures, Mayfield Fund, Horizon Ventures, Qualcomm, SingTel Innov8, Miramar Venture Partners, SRI International, Golden Venture Partners, Seavest Capital Partners, ENIAC Ventures
Skillz	Private	Skillz is the world's only cash tournament platform for mobile games of skill.	6/20/13	\$5.5	Series A	Atlas Venture, Jeffrey Fagnan
SocialRadar	Private	SocialRadar is building technology that makes people aware of the people and connections around them.	6/20/13	\$12.8	Series A	New Enterprise Associates, Grotech Ventures, SWaN Venture, Legend Ventures, Dave Morin, Steve Case, Ted Leonsis, Kevin Coleran
adeven	Private	adeven is the leading mobile analytics and business intelligence company.	6/20/13	\$4.3	Series B	Iris Capital, Target Partners, Capnamic Ventures
AppGeek	Private	AppGeek is a crowd-sourced app discovery engine based on two fundamental beliefs. The first – Smartphone users can improve their individual performance by using apps best suited to their personality and interests. The second belief- the best app recommendations come from people who share your specific personality and goals.	6/20/13	\$0.0*	Seed	Incubes
APPCityLife	Private	APPCityLife provides a mobile and cloud platform to the city IT stack that rewards people in the community for participating in everyday activities such as transit, bike trails, museums, parks and everything else a community has to offer.	6/20/13	\$0.4	Seed	Undisclosed
Mobivity	Public	Mobivity provides patented mobile marketing tools for local advertisers and custom audience engagement solutions for sports and media producers.	6/20/13	\$10.9	Undisclosed	Undisclosed
Aloomba	Private	Aloomba is a leading provider of turn-key, best-in-class mobile applications for music, food, conference and community focused events in the U.S. and abroad.	6/19/13	\$0.5	Undisclosed	Undisclosed
Graphite Software	Private	Graphite Software is working to re-define mobile device security.	6/19/13	\$4.4	Undisclosed	Celtic House Venture Partners, Brian Antonen
Personetics	Private	Personetics offers a predictive interaction solution designed specifically for the financial services industry. The company is dedicated to helping all types of financial institutions deliver a more personalized customer experience across all service channels, especially online, mobile and tablet.	6/19/13	\$11.5	Series B	Lightspeed Venture Partners, Yoni Cheifetz, Sequoia Capital, Shmli Levy, Carmel Ventures
PokitDok	Private	PokitDok Mobile saves users money on healthcare expenses by securing the price for a service in advance, whether you pay with insurance, HSA or out of pocket.	6/19/13	\$4.0	Undisclosed	New Atlantic Ventures, Rogers Ventures, Subtraction Capital, FFP Holdings
Epion Health	Private	Epion Health is leveraging the power of mobile devices at the point of care to deliver interactive solutions to both patients and providers.	6/18/13	Undisclosed	Seed	Healthbox Boston
Muzy	Private	Muzy is a new kind of blog for creative and visual people, where you can post, enhance, create, and share photos, thoughts, drawings, animations, collages, and all kinds of creative stuff.	6/18/13	\$4.4	Undisclosed	WPP Ventures, Thomas Bedecarre

* Note: AppGeek Transaction amount rounded, actual amount received \$15,000.

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
PlayPowerLabs	Private	Playpower Labs, a Carnegie Mellon educational research initiative, is developing an online platform of web and mobile applications for students in grades K-8.	6/18/13	\$0.0*	Seed	Kaplan EdTech Accelerator
Donde	Private	Dónde (formerly Brandtree) offers mobile product & store locators for brands and chains looking to increase local retail sales and gain real-time marketing insights.	6/15/13	\$0.0*	Seed	Brandery
WorldDesk	Private	WorldDesk lets you to carry your entire workspace around on any device, in the cloud or served over your company network.	6/13/13	\$1.3	Undisclosed	Lough Shore Investments
CopiaMobile	Private	CopiaMobile, Inc. is the leading provider of shopper engagement solutions featuring new mobile technologies for the retail industry.	6/13/13	\$14.0	Undisclosed	Undisclosed
Wrapp	Private	Wrapp is a social gifting service for celebrating friends' occasions with free and paid gifts from attractive brands.	6/13/13	\$15.0	Series B	Qualcomm Ventures, American Express Greylock Partners, Atomico, Creandum, SEB Private Equity
Scondoo	Private	Scondoo is a mobile shopping app that helps users discover deals and sale items for their groceries.	6/13/13	\$1.3	Seed	Point Nine Capital, Heilemann Ventures
Encap	Private	Encap AS, a technology company, provides solutions for online user security. The company provides mobile phone based products for user security services. It develops security services for the telecom, bank, and finance industries.	6/13/13	\$2.0	Seed	ProVenture Seed
TapCommerce	Private	TapCommerce is the leader in mobile retargeting. We're trusted by the most successful mobile brands to deliver customers, revenue, and return on investment across mobile platforms.	6/12/13	\$1.2	Undisclosed	RRE Ventures, ENIAC Ventures, NextView Ventures, Metamorphic Ventures
LOC-AID Technologies	Private	LOC-AID Technologies, Inc. is a mobile location data gateway, manages multi-carrier complexity for mobile brands and operates the most secure, privacy-protected location aggregation platform for wireless providers.	6/11/13	\$4.1	Undisclosed	Undisclosed
Tow Choice	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.	6/11/13	\$0.0	Seed	Blue Startups
iZettle	Private	iZettle, the social payments company, creates services for person-to-person and business-to-consumer commerce.	6/10/13	\$6.6	Series C	Banco Santander
Ballparc	Private	Ballparc develops cloud-based, mobile-enabled software solutions for the parking management industry.	6/7/13	Undisclosed	Undisclosed	Bullpen Capital, Stuart McWhorter, ParkIT Ventures, Ted Sanft, Michael Thompson
ChowNow	Private	ChowNow is a next-generation meal ordering platform that utilizes the latest web, mobile and social networking technologies to expand restaurant's online ordering capabilities and customer reach.	6/7/13	\$1.2	Undisclosed	Undisclosed
JiWire	Private	Jiwire is a leader in connecting advertisers to today's On-The-Go Mobile Audience.	6/7/13	\$4.0	Undisclosed	Undisclosed
Twilio	Private	Twilio, the cloud communications company, is reinventing telecom by merging the worlds of cloud computing, web services and telecommunications.	6/7/13	\$70.0	Series D	Redpoint Ventures, Draper Fisher Jurvetson (DFJ), Bessemer Venture Partners
Fastly	Private	Fastly delivers the world's only real-time content delivery network. Fastly enables a next-generation of businesses to give their users the best online and mobile experience.	6/6/13	\$10.0	Series B	August Capital, David Hornik
Omsignal	Private	Omsignal has developed a revolutionary line of bio-sensing clothing that connect seamlessly with mobile devices.	6/6/13	\$1.0	Seed	Real Ventures, Golden Venture Partners, David Cohen
Shopgate	Private	Shopgate is a powerful and innovative mobile commerce platform for online retailer.	6/6/13	\$7.0	Series B	Northcap Partners, Creathor Venture Management

* Note: PlayPowerLabs transaction amount rounded, actual amount received totaled \$20,000.

* Note: Donde's transaction amount rounded, actual amount received totaled \$20,000.

* Note: Tow Choice transaction amount rounded, actual amount received totaled \$20,000.

* Note: ChowNow still seeking \$805,099 in funding.

* Note: JiWire still seeking \$1,998,988 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
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.	6/5/13	\$12.0	Series B	NewSpring Capital, Michael DiPiano, Longworth Venture Partners, Paul Margolis, Sigma Prime Ventures, Robert Davoli
Opanga Networks	Private	Opanga Networks is the leading innovator of pragmatic video optimization solutions that convert surplus network capacity in real time to efficiently pre-position high-quality content to any device.	6/5/13	\$0.1	Undisclosed	Undisclosed
YouAppi	Private	youAPPi, Connecting People With Apps - develops an engagement, acquisition and retention solution for publishers and mobile apps.	6/5/13	\$1.0	Seed	Gillot Capital Partners
Handshake	Private	Handshake is a sales order management platform that lets your team write and receive orders on the iPad, iPhone and Web. Handshake is used globally by sales reps and teams selling B2B, to present their catalog, manage their customers and streamline their order fulfillment process.	6/4/13	\$1.5	Seed	Undisclosed
Canvas Solutions	Private	Canvas makes it easy to publish data collection apps on wireless Smartphones and other mobile devices such as laptops, tablets, bar code scanning devices, and Netbooks.	6/3/13	\$4.0	Series C	Osage Ventures, Motorola Solutions Venture Capital
Shopmium	Private	Shopmium is a France-based, mobile shopping service that enables large consumer brands to engage directly with users through special offers and coupons pushed to their smartphones.	6/3/13	\$5.6	Series B	Ventech
AppLift	Private	AppLift is a mobile games marketing platform.	6/2/13	\$13.0	Series A	Prime Ventures

* Note: Opanga Networks still seeing \$2,000,879 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Qstream	Private	Qstream provides learning tools for the mobile generation.	8/9/13	\$0.8*	Debt	Undisclosed
Intelligent Mechatronic Systems	Private	Intelligent Mechatronic Systems is a leader in telematics and infotainment technologies, including the convergence of both technologies in delivering the ultimate Connected Car™ experience.	7/29/13	\$4.0	Debt	BEST Funds
CrowdOptic	Private	CrowdOptic lets enterprises and photographers collaborate in real time by simply using an image.	7/18/13	\$1.5	Debt	Undisclosed
Appconomy	Private	Appconomy designs, develops and sells mobile apps and app components, and AppCommerce capabilities that power the economies of people, businesses and enterprises.	7/9/13	\$3.0	Debt	Undisclosed
Perlego Systems	Private	Perlego is a provider of end-to-end mobile device management software.	6/28/13	\$0.6	Debt	Undisclosed
AppTap	Private	AppTap is the leading provider of mobile app discovery and advertising solutions for web publishers, mobile operators, and app developers.	6/19/13	\$0.8	Debt	Undisclosed
Elastic Path	Private	Elastic Path builds commerce software that powers the next generation of digital experiences, helping businesses generate more revenue from their goods, services, and content.	6/15/13	\$8.0	Debt	Wellington Financial
Mobilligy	Private	Mobilligy helps consumers get control of their bills. Our free mobile payment solution provides consumers a unified hub from which to manage and pay all of their bills, with no third party fees or agreements necessary.	6/11/13	\$0.4	Debt	Undisclosed
Solavei	Private	Solavei, LLC operates a social networking and commerce platform that enables users to connect, share, and capitalize on social networks. It creates an economic linkage between mobile service, social commerce, and social-networking technology.	6/3/13	\$10.9	Debt	Undisclosed

* Note: Qstream is still seeking \$245,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Rocket Fuel, Inc.	8/16/13	Rocket Fuel delivers programmatic media-buying platform that optimizes ad campaigns and helps media teams focus on strategy not spreadsheets.
Mobivity	8/16/13	Mobivity provides mobile marketing tools for local advertisers.
QurApps, Inc.	8/7/13	QurApps, Inc is a development stage company focused on the development of mobile software application..
800 Commerce Inc.	8/6/13	800 Commerce Inc. engages in the development and distribution of wireless applications through mobile marketing platforms.
Yume Inc.*	8/2/13	Yume Inc is a leading independent provider of digital video brand advertising solutions.
Zoom Telephonics*	7/10/13	Zoom Telephonics, Inc. designs, produces, markets, sells, and supports Internet-related communication products in North America and the United Kingdom.
Mobile Vault*	7/3/13	Mobile Vault plans to provide consumers the ability to instantly check where files have come from, securely back up the smartphone, check social networks for bad links and other threats like unsafe websites, and will monitor suspicious behavior to quickly detect attacks and malware.
Mobile Lads Corp*	7/1/13	Mobile Lads Corp is involved in the advertising of products and services using SMS technology.
XG Technology, Inc.*	6/19/13	XG Technology, Inc. is developer of technology for wireless communications.

* Note: Yume Inc filed form S-1/A on 8/2/2013.

* Note: Zoom Telephonics filed the S-1 on 5/29/2013.

* Note: Mobile Vault submitted S-1/A on 8/26/2013.

* Note: Mobile Lads Corp submitted form S-1/A on 8/1/2013.

* Note: XG Technology, Inc submitted a S-1/A on 3/7/2013 but S-1/A was filed on 6/19/2013.

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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.

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

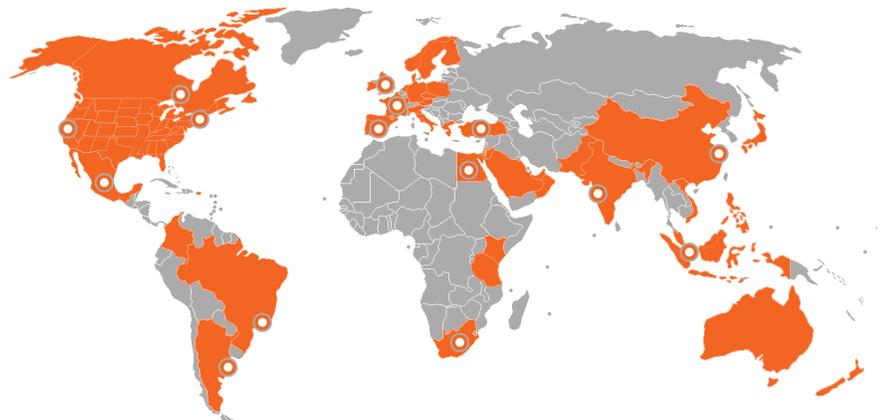
Greg Stuart
Global Chief Executive Officer
greg@mmaglobal.com
 +1 631 702 0682

PREMIER GLOBAL NON-PROFIT TRADE ASSOCIATION

Global Headquarters

Mobile Marketing Association
 770 Broadway
 New York, NY 10003

NY+1 646 257 4515
[mma@mmaglobal.com](mailto:mmaglobal.com)



Mobile Marketing Association

Calendar of Events

SEPTEMBER 24–25, 2013

SM2: Smarter Mobile Marketing New York City

Every Moment is Mobile is official theme of the MMA's annual Advertising Week conference. Mobile has sparked a new world of media in which every object is a medium and every place an opportunity for a message. SM2 will provide marketers the knowledge to effectively allocate resources and establish the right infrastructure to leverage mobile.

Join us at the Highline to learn how Every Moment is Mobile.

www.mmaglobal.com/events/sm2/2013/overview

OCTOBER 21–23, 2013

GMIC Silicon Valley Conference San Francisco, CA

The Mobile Marketing Association recently signed on to sponsor a half-day "mMarketing" track at the upcoming GMIC conference in San Francisco. Named one of the largest mobile conference and expo across the globe, GMIC attracts mobile executives, entrepreneurs, marketers and developers to build partnerships, learn from industry thought leaders, better understand mobile technology trends and shed light on mobile's transformational powers. To get involved with the MMA at GMIC, reach out to Rebecca.laming@mmaglobal.com.

<http://sv.thegmic.com/#home>

NOVEMBER 11–12, 2013

MMA EMEA Forum London, UK

Nothing brings you closer to the consumer than mobile. And nothing brings you closer to understanding how to influence mobile moments like the MMA's London Forum. By breaking this conversation down to mobile's role within the path to purchase, this year's EMEA Forum offers attendees learning, insight and inspiration to do more in mobile.

The content will follow the customer journey from awareness through to advocacy. The industry will discuss how mobile is changing the path to purchase by extending other media channels or disrupting and replacing them.

www.mmaglobal.com/events/forums/london2013/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

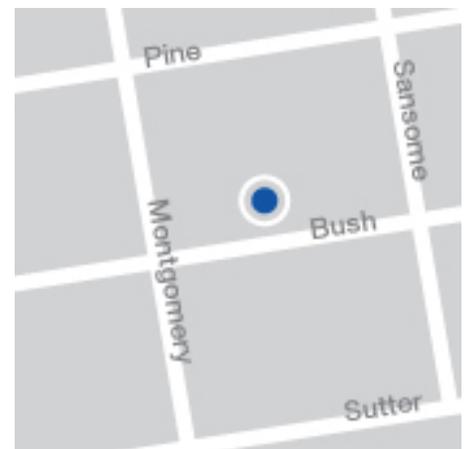
Todd Parker
Managing Director, Hidden River
 tparker@hiddenriverllc.com
 + 1 415 317 2121

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

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