



# MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION  
JANUARY 2016

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# Viewability

Given our focus on building mobile capabilities within the CMOs organization, it is imperative that we keep our brand marketer audience updated on the upcoming Media Rating Council's guidance on mobile viewability measurement, in addition to all other constituents involved.

As a minimum point for determining ad success, understanding the current state of play on mobile viewability is table stakes for all marketers. Total viewable mobile impressions will be the basis against which the CMO can measure the effectiveness of their advertising, using any branding or performance KPI in the process.

To date, we've secured MRC updates at both our April 14th [MMA Mobile Automation and Programmatic Leadership Forum](#) and our May 10-11 [MMA Mobile Marketing Leadership Forum](#), both running in NYC, with sessions at additional Forums still in discussion.

At these sessions, the MRC will discuss the progress of initiatives to codify guidelines for mobile viewability measurement. This will include details related to the importance of measurement, viewability, invalid traffic filtration and audience attribution (including location) in mobile and programmatic environments.

We look forward to keeping you abreast of developments in this area.

Best,

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
<b>Mike Convertino</b>	Chief Information Security Officer, F5 Networks	Chief Information Security Officer, CrowdStrike	F5 Networks provides application delivery networking technology that optimizes the delivery of network-based applications.	1/26/16
<b>Sophie Huang</b>	Chief Technology Officer, Stylyze	Vice President of International & Enterprise Initiatives, MyWebGrocer	Stylyze is a personalized discovery platform that uses color and style to help customers create their lifestyle brand and shop it.	1/26/16
<b>Brad Dobbs</b>	Director of Publisher & Platform Partnerships, PushSpring	Mobile Games User Acquisition Manager, Amazon	PushSpring is a Seattle-based mobile app audience tracker.	1/26/16
<b>Ralph McLaughlin</b>	Chief Economist, Trulia	Housing Economist, Trulia	Trulia is an online real estate platform providing information on properties and real estate professionals for home buyers and more.	1/22/16
<b>Andy Lientz</b>	Senior Vice President of Engineering, Smartsheet	Partner Group Program Manager, Microsoft	Smartsheet is an online project management and collaboration tool with a spreadsheet-like interface and file sharing features.	1/22/16
<b>Chris Blessington</b>	Vice President of Corp. Marketing & Communications, Smartsheet	Senior Director of Marketing, ExtraHop Networks	Smartsheet is an online project management and collaboration tool with a spreadsheet-like interface and file sharing features.	1/22/16
<b>Cody Lames</b>	Director of Mid-Market Sales, TINYhr	The Active Network	TINYhr approaches managing people with the philosophy that traditional surveys can be lightweight, easy, and effective.	1/22/16
<b>Christopher Kenessey</b>	President, NetMotion Wireless	Chief Sales & Marketing Officer, The Foundry	NetMotion Wireless is a Seattle-based mobility management solution provider.	1/11/16
<b>John Wecker</b>	Interim Chief Executive Officer, Life Science Washington	President, Pacific Northwest Diabetes Research Institute (current)	Life Science Washington is a Seattle-based trade association.	1/11/16
<b>Heather Gordon Friedland</b>	Chief Product Officer, Glassdoor	Vice President of Local & Seller Experience, eBay	Glassdoor is a jobs and career marketplace that is changing how people search for jobs and how companies recruit top talent.	1/11/16
<b>Kyoo Kim</b>	Chief Revenue Officer, Mixpo	Global Product Marketing Lead—Media & Packaging, AOL	Mixpo streamlines the production of Connected Campaigns, by combining a creative studio, ad server, media buying, and campaign analytics. Display, video, and social campaigns built on the Mixpo platform are engineered to perform across devices and channels.	1/11/16
<b>Jeff Williams</b>	Chief Operating Officer, Apple	Apple	Apple is a multinational corporation that designs, manufactures, and markets consumer electronics, personal computers, and software.	12/17/15
<b>Johny Srouji</b>	Senior Vice President of Hardware Technology, Apple	Vice President, Hardware Technology, Apple	Apple is a multinational corporation that designs, manufactures, and markets consumer electronics, personal computers, and software.	12/17/15
<b>Kelly McGill</b>	Chief People Officer, Avvo	VP Talent Management, Lynda.com (acquired by LinkedIn)	Avvo is a legal marketplace, directory, and question and answer forum that connects individuals with lawyers.	12/11/15
<b>John Purrier</b>	Chief Technology Officer, Automic	Chief Technology Officer, CenturyLink ( Cloud Technology R&D group)	Automic is a comprehensive platform for automating businesses globally.	12/11/15
<b>Manik Gupta</b>	Director of Products for Maps, Uber	Director, Product Management, Google Maps, Google	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	12/1/15
<b>Bob Bowen</b>	Head of Music, Amazon Studios Division, Amazon	President of Music, Relativity Media	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	11/20/15
<b>Karla Horwitz</b>	Chief Financial Officer, 8Stem	Chief Financial Officer, PlayFab, Inc. & Spare5 (current)	8Stem is a revolutionary, interactive audio format that allows any listener to remix music like a professional DJ or sound engineer.	11/20/15
<b>Annette Jacobs</b>	President, Pacific Northwest Region, Sprint	Managing Director, Seattle, Newport Board Group	Sprint, is an American telecommunications holding company that provides wireless services and is a major global Internet carrier.	11/20/15
<b>LeeAnn Miller</b>	Area Vice President, CenturyLink	Field Sales Director-Northwest Region, CenturyLink	CenturyLink, Inc., is an American worldwide communications company headquartered in Monroe, Louisiana. It provides communications and data services to residential, business, governmental and wholesale customers in 36 states.	11/20/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2016.

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Name	New Company	Old Company	New Company Summary	Date
<b>Bob Stutz</b>	Chief Analytics Officer, Salesforce	Vice President, Dynamics CRM, Microsoft	Salesforce.com is an enterprise cloud computing company that provides business software on a subscription basis.	11/17/15
<b>Jujhar Singh</b>	Vice President, Dynamics CRM, Microsoft	General Manager, Microsoft Dynamics CRM, Microsoft	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	11/17/15
<b>John Koetsier</b>	Mobile Economist, Tune	Columnist, VentureBeat (current)	TUNE is an Enterprise Platform for Mobile Marketing.	11/17/15
<b>Sean O'Connor</b>	Chief Revenue Officer, C-STATS	Global Director of Customer Training & Area Director of Sales, Intuitive Surgical	Seattle-based C-SATS, Inc. is a venture-backed healthcare technology company on a mission to empower the nation's 16 million healthcare workers and institutions to assess and improve their performance continuously, accurately and objectively.	11/17/15
<b>Ruben Ortega</b>	Chief Technology Officer, Allen Institute for Artificial Intelligence	Chief Technology Officer, A9 (Amazon)	The Allen Institute for Artificial Intelligence (AI2) aims to construct AI systems in order to support AI research and engineering.	11/10/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 2/1/16	Stock Price 1/4/16	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
<b>Indexes</b>		Russel 3000	1,136.46	1,187.13	-4.3%	1,275.89	1,079.87				
		S&P 500	1,939.38	2,012.66	-3.6%	2,134.72	1,820.66				
		NASDAQ Composite	4,620.37	4,903.09	-5.8%	5,231.94	4,116.60				
<b>Large-Cap (&gt; \$10B)</b>											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 89.61	\$ 91.97	-2.6%	\$ 96.42	\$ 71.27	\$44,655	\$42,575	\$4,350	9.8X
America Movil	AMX	NYSE	14.13	13.84	2.1%	22.38	11.87	46,629	80,829	63,255	1.3X
Apple Inc.	AAPL	NASDAQ	96.43	105.35	-8.5%	134.54	92.00	534,222	550,252	224,337	2.5X
AT&T	T	NYSE	36.18	34.35	5.3%	37.36	30.97	222,507	333,487	132,987	2.5X
Barti Airtel	BHARTIARTL.BO	BSE	4.35	4.93	-11.8%	6.66	4.15	17,396	29,369	14,163	2.1X
CenturyLink	CTL	NYSE	25.90	25.11	3.1%	38.33	21.94	14,219	34,513	17,944	1.9X
China Mobile	CHL	NYSE	54.57	55.08	-0.9%	75.52	50.12	223,737	154,352	100,500	1.5X
Fiserv, Inc.	FISV	NASDAQ	94.37	89.50	5.4%	98.89	76.34	21,039	25,004	5,152	4.9X
Google	GOOG	NASDAQ	752.00	741.84	1.4%	789.87	515.18	259,846	195,846	69,611	2.8X
Microsoft	MSFT	NASDAQ	54.71	54.80	-0.2%	56.85	39.72	432,756	365,846	93,580	3.9X
Motorola Solutions	MSI	NYSE	66.85	67.13	-0.4%	73.79	56.40	11,635	12,835	5,850	2.2X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	44.26	39.17	13.0%	45.78	29.82	92,946	126,036	92,980	1.4X
Nokia	NOK	NYSE	6.34	7.18	-11.7%	8.37	5.71	24,980	17,040	15,140	1.1X
Omnicom	OMC	NYSE	73.95	73.57	0.5%	80.98	64.12	17,718	19,668	15,220	1.3X
Publicis Groupe	PUB.PA	Paris	59.71	64.72	-7.7%	85.98	54.09	14,305	16,833	9,173	1.8X
Samsung	005930.KS	KRX	943.31	997.86	-5.5%	1,224.76	837.87	136,846	89,494	165,678	0.5X
Sprint	S	NYSE	3.07	3.52	-12.8%	5.45	2.18	2,000	33,910	33,770	1.0X
Telefonica Brasil S.A.	VIV	NYSE	8.76	8.92	-1.8%	18.81	7.72	14,804	16,124	9,200	1.8X
Telefonica S.A.	TEF	NYSE	10.43	10.81	-3.5%	15.66	9.47	51,003	114,373	60,330	1.9X
Telenor	TELNF	OTC	16.18	16.40	-1.3%	24.67	13.81	24,270	30,700	14,100	2.2X
Vodafone Group	VOD	NASDAQ	32.72	32.19	1.6%	39.46	28.83	86,708	132,578	65,470	2.0X
WPP Group	WPPGY	NASDAQ	109.55	112.57	-2.7%	123.33	95.67	28,365	33,765	18,450	1.8X
Yahoo!	YHOO	NASDAQ	29.57	31.40	-5.8%	46.17	26.15	27,925	23,305	4,870	4.8X
					<b>Average</b>			102,196	107,771	53,744	2.5X
					<b>Median</b>			28,365	34,513	18,450	1.9X
<b>Mid-Cap (\$2B - \$10B)</b>											
Bango	BGO.L	LSE	\$ 101.81	\$ 153.26	-33.6%	\$ 182.61	\$ 73.76	\$6,559	\$6,554	\$6	NA
BlackBerry	BBRY	NASDAQ	7.07	9.14	-22.6%	11.45	5.96	3,719	2,969	3,030	1.0X
Gemalto	GTOFF	OTC	60.15	57.95	3.8%	94.00	54.66	5,295	5,845	3,170	1.8X
Internetq Plc	INTQ	LSE	116.40	91.37	27.4%	531.10	62.65	4,671	4,677	223	21.0X
Interpublic Group of Companies	IPG	NYSE	22.47	22.82	-1.5%	23.80	18.16	9,131	10,032	7,600	1.3X
LG	034220.KS	KRX	18.29	19.79	-7.6%	28.27	16.63	2,653	NA	24,205	NA
Pandora Media Inc.	P	NYSE	9.69	12.25	-20.9%	22.60	7.10	2,206	1,836	1,024	1.8X
Telecom Argentina S.A.	TEO	NYSE	15.82	15.68	0.9%	26.39	13.36	1,361	1,587	3,870	0.4X
TIM	TSU	NYSE	8.12	8.42	-3.6%	21.29	7.08	3,930	4,300	4,740	0.9X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	8.95	8.31	7.7%	13.75	7.71	7,746	7,636	5,220	1.5X
ZTE	000063.SZ	Shenzhen	0.33	0.39	-17.3%	0.67	0.33	376	4,818	13,132	0.4X
Zynga	ZNGA	NASDAQ	2.44	2.58	-5.4%	3.13	1.78	1,949	962	752	1.3X
					<b>Average</b>			4,133	4,656	5,581	3.1X
					<b>Median</b>			3,825	4,677	3,520	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.

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			2/1/16	1/4/16	Change	High	Low				
Indexes								( in Millions )			
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		S&P 500	1,939.38	2,012.66	-3.6%	2,134.72	1,820.66				
		NASDAQ Composite	4,620.37	4,903.09	-5.8%	5,231.94	4,116.60				
<b>Small-Cap ( &lt; \$2B )</b>											
Axiom Corporation	ACXM	NASDAQ	\$ 18.50	\$ 20.10	-8.0%	\$ 23.42	\$ 15.78	\$1,438	\$1,524	\$1,030	1.5X
Blue Calypso Inc	BCYP	OTC	1.64	1.25	31.2%	9.20	0.96	9	8	1	10.9X
Boingo wireless	WIFI	NASDAQ	6.13	6.65	-7.8%	10.42	5.40	228	236	128	1.8X
Cincinnati Bell	CBB	NYSE	3.16	3.42	-7.6%	4.16	2.80	663	2,028	1,290	1.6X
Digimarc Corporation	DMRC	NASDAQ	34.67	34.03	1.9%	49.25	20.90	309	266	25	10.8X
Glu Mobile	GLUU	NASDAQ	2.20	2.42	-9.1%	7.03	1.98	289	108	263	0.4X
Oi (Formerly Telemar)	OIBR	NYSE	0.40	0.42	-4.8%	2.29	0.32	56	NA	7,210	0.0X
Marchex	MCHX	NASDAQ	3.72	3.75	-0.8%	5.32	3.51	136	27	159	0.2X
MDC Partners	MDCA	NASDAQ	18.92	20.92	-9.6%	28.65	16.15	961	1,642	1,290	1.3X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.69	0.79	-12.7%	1.49	0.35	20	18	4	4.5X
Neustar, Inc.	NSR	NYSE	24.19	23.10	4.7%	32.66	20.00	1,296	1,994	1,000	2.0X
Opera Software ASA	OPERA.OL	Oslo	4.93	5.64	-12.6%	8.97	4.67	716	723	7	NA
Single Touch Systems Inc.	SITO	OTC BB	2.51	2.07	21.3%	6.15	1.55	43	49	14	3.4X
Smith Micro Software Inc	SMSI	NASDAQ	0.60	0.73	-17.8%	1.63	0.45	28	15	40	0.4X
Tanla Solutions Limited	TANLA.NS	NSE	0.65	0.71	-9.1%	0.77	0.20	66	63	5	12.2X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	4.94	4.97	-0.6%	5.06	3.03	286	368	357	1.0X
Unwired Planet	UPIP	NASDAQ	9.70	0.91	965.9%	13.20	6.48	91	53	10	5.3X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	3.55	4.91	-27.7%	21.75	0.71	32	29	10	3.0X
				<b>Average</b>	<b>49.8%</b>			370	538	713	3.5X
				<b>Median</b>	<b>-7.7%</b>			182	108	84	1.8X

## NOTES:

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# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
01/28/2016	Upsight	Fuse Powered	Fuse Powered is a mobile monetization and ad mediation platform.	
01/27/2016	Big Viking Games	Gallop Labs	Gallop Labs is a mobile marketin startup.	
01/27/2016	Grey (owned by WPP)	ArcTouch	ArcTouch is a leading full-service mobile app development company.	
01/27/2016	SSI	Instantly	Instantly is a provider of online and mobile audiences and insights technology tools.	
01/26/2016	Sony Electronics	Altair Semiconductor	Altair is a fabless semiconductor company based in Israel that is developing state of the art, ultra low power mobile WiMAX silicon solutions optimized for handsets and handheld devices.	\$212.0
01/26/2016	Rambus	Bell ID	Bell ID is a tokenization and mobile payments specialist.	
01/17/2016	Axway	Appcelerator	Appcelerator is a mobile app development platform.	
01/13/2016	NanoPay	MintChip		
01/12/2016	Orange	Orange Côte d'Ivoire (Cellcom Liberia)	Orange Côte d'Ivoire, Cellcom's Liberia subsidiary, is a leading mobile operator in Liberia.	
01/11/2016	KakaoTalk	MelOn	MelOn is a South Korean music subscription service.	
01/11/2016	GAEA Mobile	Kabam Inc.* (Classic MMMG titles)	Kabam is a developer of massively multi-player mobile games (MMMG)	
12/30/2015	Credit Karma	Snowball	Snowball is a mobile notifications startup.	
12/29/2015	PositiveID Corporation	E-N-G Mobile Systems, Inc.	E-N-G is a specialty vehicle manufacturer of TV news vans and trucks, emergency response trailers, mobile command centers, & mobile labs.	
12/22/2015	Microsoft	Talko	Talko is a mobile messaging startup.	
12/22/2015	Kik Interactive	Blynk	Blynk is a mobile fashion service.	
12/17/2015	Purch	ShopSavvy	ShopSavvy is a mobile app that allows users to scan in a barcode, do a product lookup and find comparable deals on products nearby or online.	
12/16/2015	Shaw Communications	WIND Mobile	WIND is Canada's fourth-largest wireless services provider.	\$1,600.0
12/16/2015	Symphony Technology Group	Simmons	Simmons is a consumer research company.	
12/14/2015	Perk	Viggle	Viggle Inc. (NASDAQ: VGGL), is a mobile and web-based entertainment marketing platform.	
12/11/2015	SGN	Kiwi	Kiwi is a mobile entertainment company that builds industry leading games.	
12/11/2015	SimilarWeb	Quetra	Quetra is a mobile intelligence company focusing on personalizing mobile experiences and monetization.	\$10.0

\*Note: Kablam has announced to the world that it is selling its classic titles to GAEA Mobile from China.

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# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
12/09/2015	<b>Optimus Infracom</b>	UniverCell	UniverCell is a brick & mortar mobile seller.	
12/08/2015	<b>Morpho</b>	AirTag	AirTag is a mobile payments company.	
12/08/2015	<b>IBM</b>	Clearleap	Clearleap is a cloud video firm.	
12/07/2015	<b>Sinclair Broadcast Group, Inc.</b>	Circa	Circa is a mobile new site.	
12/04/2015	<b>Mobify</b>	Jeapie	Jeapie is a Ukrainian startup offering an advanced mobile notification service.	
12/03/2015	<b>Way to Blue</b>	The Project Factory	The Project Factory is a digital agency.	
12/01/2015	<b>Perion</b>	Undertone	Undertone is a digital ad company.	\$180.0
11/30/2015	<b>Perk.com</b>	Corona Labs	Corona Labs is a venture-backed mobile software company based in Palo Alto, CA, and founded by two Adobe veterans who previously led the Flash Lite engineering team.	\$2.3
11/30/2015	<b>Mobify</b>	Donde	Dónde (formerly Brandtree) offers mobile product & store locators for brands and chains looking to increase local retail sales and gain real-time marketing insights.	
11/27/2015	<b>China Mobile</b>	CM TieTong (Telecom Unit)	CM TieTong is China Mobile's, China's largest wireless carrier, sister company.	\$4,990.0
11/25/2015	<b>Apple</b>	Faceshift	Faceshift is a visual effects firm.	
11/24/2015	<b>Mad Mobile</b>	KidoZen	KidoZen enterprise mobile platform as a service focus on providing the foundation for the mobile-first enterprise by enabling cloud and on-premise backend to enterprise mobile apps and a sophisticated and secure management experience through an enterprise application store.	
11/18/2015	<b>Gravity4</b>	Pixels	Pixels is a Hong Kong based online advertising company.	
11/11/2015	<b>Group M</b>	Yonder Media	Yonder Media is a mobile marketing specialist.	
11/10/2015	<b>Blue Coat Systems</b>	Elastica	Elastic Enterprise is now about flexibility in how employees are enabled to use most efficient cloud services and mobile, to stay agile and competitive. Security is often the deterrent to such flexibility. Elastica solves the cloud security problem to enable your Elastic Enterprise.	\$280.0
11/10/2015	<b>Helios</b>	Telkom Kenya*	Telkom Kenya is a mobile operator.	
11/09/2015	<b>Anoto Group AB</b>	LiveScribe	LiveScribe has developed a new low-cost mobile computing platform that enhances productivity, learning, communication and self expression for anyone that uses pen and paper. The Pulse smartpen revolutionizes the act of writing by recording and linking audio to handwriting, so users never miss a word.	
11/09/2015	<b>Microsoft</b>	Secure Islands	Secure Islands is an Israeli company that focuses on protecting companies' data.	

\*Note: Helios acquired France Telecom's (Orange) 70% stake at Telkom Kenya.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# M&A Transactions

## TRANSACTION DATA

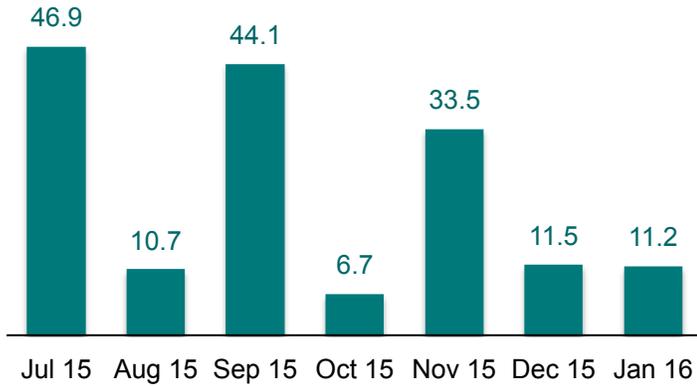
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
11/05/2015	Microsoft	Mobile Data Labs	Mobile Data Labs is the developer of MileIQ, an app used by mobile professionals to track mileage.	
11/04/2015	Software Paradigms International Group LLC.	BestFit Mobile Corp.	BestFit Mobile is an Austin-base tech consulting firm.	
11/03/2015	Activision Blizzard	King	King is the maker of Candy Crush.	\$5,900.0
11/02/2015	Quality Systems	HealthFusion	HealthFusion is the maker of MediTouch mobile EHR for small practices.	\$165.0
11/02/2015	Intellectsoft	Mobile Roadie	Mobile Roadie is a mobile app development and marketing platform.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

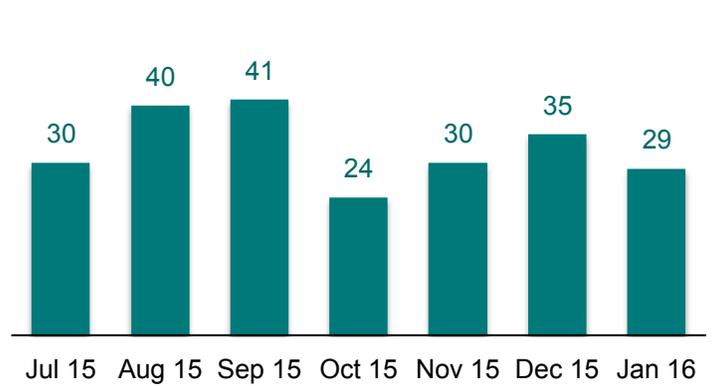
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# Financing Transactions Overview

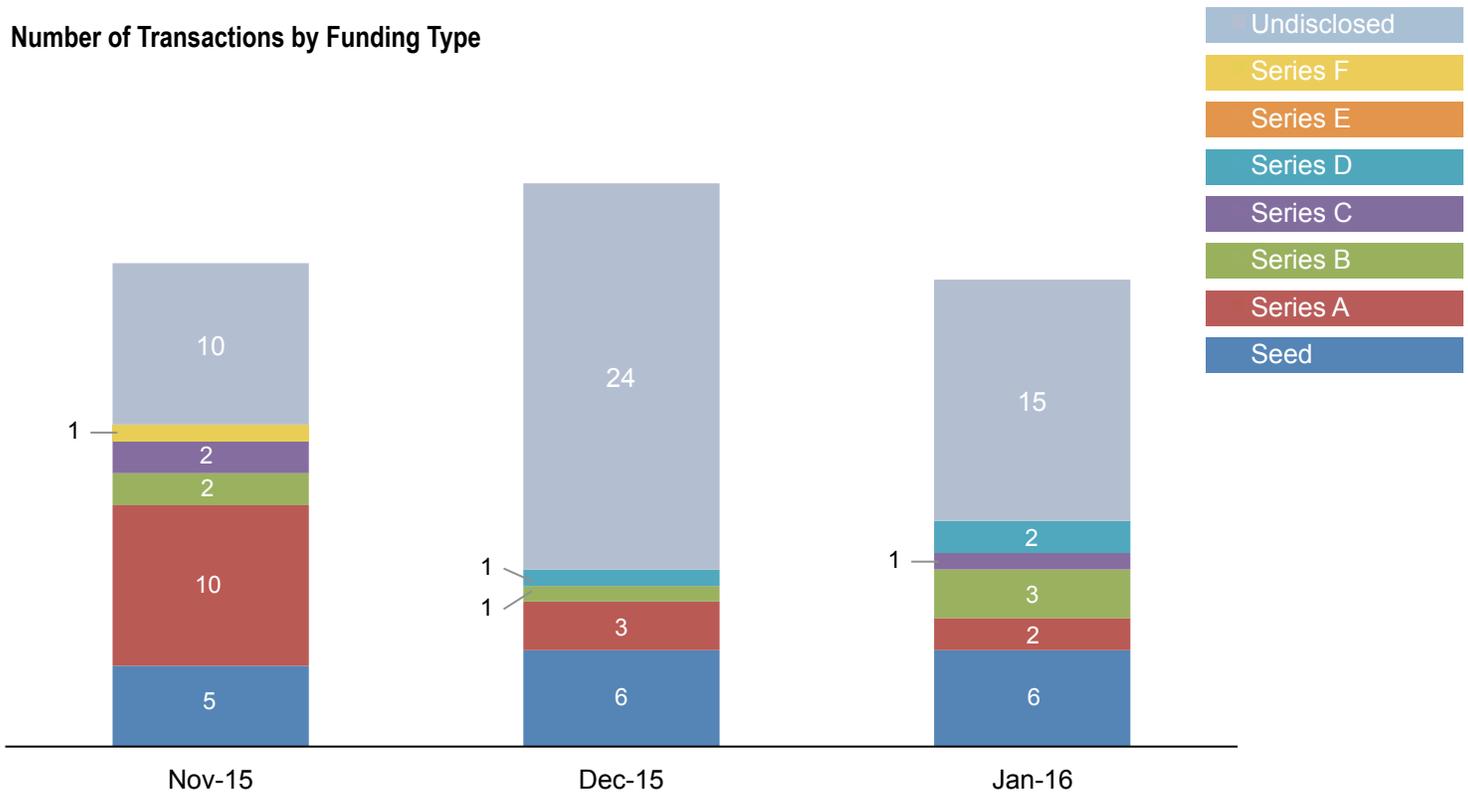
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>nuTonomy</b>	Private	nuTonomy develops and distributes software and algorithms for self-driving cars and autonomous mobile robots.	1/29/16	\$3.6	Seed	Signal Ventures, Samsung Ventures, Fontinalis Partners, Steven LaValle
<b>Emberlight</b>	Private	Emberlight turns any light bulb into a smart bulb that can be controlled through their elegantly designed mobile app.	1/28/16	\$0.9	Seed	Ashwin Navin, Orange Ventures, Orange County Capital Development Corp, Flextronics, Rahul Advani, James Lin, Steve Ghanayem, Nick Gopalani
<b>icejam games</b>	Private	Icejam games is playable data driven Mobile Games Publisher.	1/27/16	\$2.1	Seed	Build Ventures, Undisclosed
<b>Jitterbit</b>	Private	Jitterbit cloud integration solutions help professionals connect the applications, data and systems that help them do their jobs.	1/27/16	\$20.0	Series B	KKR, Salesforce Ventures, Primera Capital
<b>SecureAuth</b>	Private	SecureAuth Corporation, formerly MultiFactor Corporation was founded in October 2005 with a mission to help customers establish secure, simple access to every application over the Internet and via VPNs to conduct business.	1/27/16	\$10.0	Undisclosed	Undisclosed
<b>Sure</b>	Private	Sure is a mobile app that allows you to purchase insurance when you want it, and where you want it. Sure is the future of personal insurance with Episodic Insurance.	1/27/16	\$2.6	Undisclosed	Undisclosed
<b>mShopper</b>	Private	mShopper.com is the leading provider of cloud-based mobile commerce and mobile marketing solutions. mStore offers a faster, better, and cheaper alternative to any mobile optimized site.	1/26/16	\$0.0*	Seed	Undisclosed
<b>ParkWhiz</b>	Private	ParkWhiz is the number one place to find and reserve a guaranteed parking space before you reach your destination.	1/26/16	\$24.0	Series C	Baird Capital, Beringea, Jump Capital
<b>Happy Inspector</b>	Private	Happy Inspector develops software for companies that have operation teams who rely on paper forms (such as inspections/ checklist/audits) and help to re-imagine the way they work.	1/25/16	\$0.1*	Seed	500 Startups, Undisclosed
<b>BluDiagnostics</b>	Private	bluDiagnostics is developing Fertility Finder, a device aimed at helping women struggling with infertility.	1/21/16	\$0.6	Seed	Undisclosed
<b>Citymapper</b>	Private	Citymapper is building an app with routing & data about cities, everywhere in the world where they can make a difference.	1/21/16	\$40.0	Series B	Index Ventures, Benchmark Capital
<b>Indus OS</b>	Private	Indus has revolutionized the mobile industry by introducing the world's first Regional Smartphone Operating System.	1/21/16	\$5.0	Undisclosed	Omidyar Network, Undisclosed
<b>OLO</b>	Private	OLO empowers restaurants to accept orders and payments from everywhere, so that customers can Skip the Line. OLO provides online and mobile ordering, payment and delivery capabilities for thousands of restaurants nationwide.	1/21/16	\$40.0	Undisclosed	The Raine Group
<b>Freeform</b>	Private	Freeform makes it easy for artists to create engaging mobile apps. Those apps attract the most fans by leading with free music. And those fans can become a source of recurring revenue.	1/20/16	\$0.3*	Undisclosed	Accelerator Ventures, CrunchFund, Crowdfunder, IDG Ventures
<b>Instart Logic</b>	Private	Instart Logic have built disruptive technology that radically changes the way the internet gets delivered.	1/20/16	\$45.0	Series D	Geodesic Partners, StartX, Hermes GPE, Andreessen Horowitz, Four Rivers Partners, Kleiner Perkins Caufield & Byers, Tenaya Capital, Telstra
<b>Social Bicycles</b>	Private	Social Bicycles can be found in cities and at universities, corporate campuses and residential properties. Find and reserve a bicycle from a web browser or mobile device.	1/20/16	\$0.0*	Undisclosed	OurCrowd
<b>ALICE</b>	Private	ALICE (AliceApp.com) has created the first mobile service-on-demand platform for the hospitality industry that empowers hotels and their staff to drive deeper, sustainable connections with guests using mobile technology, while increasing operational efficiency through a robust back-end task management and analytics platform.	1/19/16	\$9.5	Series A	Expedia, Laconia Ventures, 645 Ventures, NeueHouse
<b>RIPL</b>	Private	RIPL has developed a mobile application that enables users to animate their social media posts.	1/18/16	\$2.5*	Undisclosed	Undisclosed

\*Note: mShopper received a total of \$29,000 USD in funding.

\*Note: Happy Inspector is still seeking \$124,800 USD in funding.

\*Note: Freeform is still seeking \$165,000 USD in funding.

\*Note: Social Bicycles received \$44,900 USD in funding.

\*Note: RIPL is still seeking \$41,087 USD in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2016.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>The Wireless Registry</b>	Private	The Wireless Registry values privacy and consumer choice. In collaboration with the Future of Privacy Forum and as part of our registry, we have built a centralized mobile location analytics opt-out (i.e., the Do-Not-Call for the IoT) for wireless signal hardware identifiers (MAC addresses).	1/15/16	\$1.7	Undisclosed	American Family Ventures, New Atlantic Ventures, Point Judith Capital Partners
<b>Appthority</b>	Private	Appthority is The Authority in App Security. The Appthority Platform helps businesses identify the risks hidden inside mobile apps & provide app reputation services to quantify the enterprise risk of mobile apps.	1/14/16	\$10.0	Series B	U.S. Venture Partners, Venrock, Blue Coat Systems, Knollwood Investment Advisory
<b>mPulse Mobile</b>	Private	mPulse Mobile is a mobile engagement solutions provider focused on consumer health and wellness.	1/13/16	\$10.0	Series A	HLM Venture Partners, OCA Ventures, Merrick Capital, JumpStart Foundry
<b>MyTaskit</b>	Private	MyTaskit was founded to help customers better maintain and operate the things they love by improving task management and coordination between product owners and service professionals.	1/13/16	\$1.7	Undisclosed	Undisclosed
<b>Unwired Nation</b>	Private	Unwired Nation enables you to create, deliver, and manage a limitless number of individually branded native mobile application instances as a super affordable, simple, service.	1/13/16	\$4.8*	Undisclosed	Undisclosed
<b>Kymeta</b>	Private	Kymeta's mTenna products will simplify the connection between mobile users and high capacity Ka-band communications satellites, allowing passengers on planes, trains, boats, automobiles and other vehicles to enjoy the same kind of broadband experience that they already have at home or in the office.	1/11/16	\$62.0	Series D	Cascade Investment, Lux Capital, The Kresge Foundation, Osage Partners
<b>Tracxn</b>	Private	Tracxn is the research partner for Venture Capitalists and Corporate Development offices powered by the largest Startup Data platform tracking over 10m companies globally.	1/6/16	Undisclosed	Undisclosed	Ratan Tata
<b>Front Desk</b>	Private	Front Desk makes mobile client management software that frees business owners from behind their desk, gives them back time, and powers them do what they really love—run and grow their business.	1/4/16	\$2.5*	Undisclosed	Undisclosed
<b>LTG Exam Prep Platform</b>	Private	LTG Exam Prep Platform is a tech-education company developing a robust self-learning mobile platform to enable students and others to study for standardized tests.	1/4/16	\$0.8*	Undisclosed	Undisclosed
<b>Axios Mobile Assets</b>	Private	Axios Mobile Assets Corp. is a logistics enabler featuring a next generation, bio-based pallet technology, which can be bundled with its proprietary cross-platform tracking and information system that helps improve the value chain in the logistics market.	12/23/15	\$13.4	Undisclosed	Relay Ventures
<b>Uber</b>	Private	Uber has created a mobile application that allows users to request car service to pick them up wherever they are located.	12/23/15	Undisclosed	Undisclosed	GAC Group
<b>SpiderCloud Wireless</b>	Private	SpiderCloud Wireless has created enterprise radio access network (E-RAN) technologies that enables direct integration between enterprise IT networks and mobile devices through small cell technologies.	12/22/15	\$15.2*	Undisclosed	Undisclosed
<b>Kount</b>	Private	Kount helps businesses boost sales by reducing fraud. The company's all-in-one, SaaS platform simplifies fraud detection and helps online and mobile businesses accept more orders.	12/17/15	\$80.0	Undisclosed	CVC Capital Partners
<b>LoopMe</b>	Private	LoopMe is the world's largest mobile video platform, reaching over 1.25 billion consumers worldwide via integration with programmatic ad exchanges and direct publishers.	12/17/15	\$7.0	Undisclosed	Holtzbrinck Ventures, Open Ocean Capital
<b>mParticle</b>	Private	mParticle is the only end-to-end customer data platform built for native apps across all devices. To win in mobile requires data infrastructure purpose built to address the complexities core to running an app business.	12/17/15	\$15.1	Series A	Social Capital, Bowery Capital, Eniac Ventures, Golden Venture Partners
<b>Tastemade</b>	Private	Tastemade is an online food network for discovering places to buy food, creating new dishes, and sharing them.	12/17/15	\$40.0	Series D	Goldman Sachs, Redpoint Ventures, Raine Ventures, Comcast Ventures, Liberty Global, Scripps Networks Interactive, Tohokushinsha Film
<b>Trustlook</b>	Private	Trustlook is a global leader in next-generation mobile security solutions. Trustlook pioneers and provides the first APT (advanced persistent threat) mobile security solutions to detect and address zero-day and advanced malware.	12/17/15	\$17.0	Series A	Trustbridge Partners, Sparkland Ventures, Linear Capital Partners, Danhua Capital

\*Note: Unwired Nation is still seeking \$3,195,019 USD in funding.

\*Note: Front Desk is still seeking \$1,499,782 USD in funding.

\*Note: LTG Exam Prep Platform is still seeking \$7,187,072 USD in funding.

\*Note: SpiderCloud Wireless is still seeking \$8,173,200 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2016.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Omadi</b>	Private	Omadi develops cloud-based CRM software for targeted service industries to track, analyze, and increase employee production, enhance communication within companies and between clients, and replace the need for multiple software solutions.	12/16/15	\$5.0	Undisclosed	Undisclosed
<b>Pickup</b>	Private	Pickup provides consumers and businesses with the capability to get what they want, when they want it.	12/16/15	Undisclosed	Undisclosed	Perot Jain, Wetzler Capital
<b>Limelight Health</b>	Private	Limelight Health was founded by health insurance industry experts who see an opportunity to lead the transformation for how we shop and select our health insurance and employee benefits.	12/15/15	\$2.7*	Undisclosed	Undisclosed
<b>Yello Mobile</b>	Private	Yello Mobile is a mobile business platform operating in shopping, media content, marketing & advertising, travel, and O2O business.	12/15/15	\$47.0	Undisclosed	Formation 8, undisclosed
<b>Oncam</b>	Private	Oncam is a group platform designed for Wi-Fi free mobile use, allowing simple and easy video calling of unlimited friends, or millions of fans, with the tap of a button.	12/14/15	\$7.0	Undisclosed	Tonn Investments, Undisclosed
<b>Streamroot</b>	Private	Steamroom provides smart video streaming solutions.	12/14/15	\$2.5	Seed	Partech Ventures, Walnut Venture Associates, Cherrystone Angel Group, Jean-David Blanc, Undisclosed
<b>TOK.tv</b>	Private	TOK.tv has developed a number of mobile and social functionalities around sports events and networks.	12/14/15	\$3.9*	Undisclosed	Undisclosed
<b>Perk.com</b>	Private	Perk provides a rewards platform targeting consumers primarily by rewards for people's every day mobile and internet activities.	12/11/15	\$0.6	Undisclosed	Undisclosed
<b>Server Density</b>	Private	Server Density is a SaaS-based product that helps users manage and monitor their infrastructure.	12/11/15	\$1.5	Undisclosed	SP Ventures, Undisclosed
<b>Savonix</b>	Private	Savonix is building a clinically valid and reliable, neuro-cognitive assessment and brain health platform.	12/9/15	\$1.5	Seed	RoundGlass Partners, Kickstart Seed Fund, Bandel Carano, Ed Glassmeyer
<b>BlueLine Grid</b>	Private	BlueLine Grid connects law enforcement, fire, EMT, first responders and security teams with the simplest, most comprehensive, and affordable mobile solutions available.	12/8/15	\$5.1	Undisclosed	Motorola Solutions Venture Capital
<b>Clip</b>	Private	Clip enables businesses and consumers to make transactions by turning their mobile device into a card terminal.	12/8/15	\$8.0	Undisclosed	Atlas Ventures, American Express Ventures, Sierra Ventures, Mexico Ventures, Angels Ventures Mexico, Endeavor Catalyst
<b>Gemr</b>	Private	Gemr is a mobile native application that allows users to easily find, collect, trade or sell an item simply by snapping a picture and sharing it with a community of interested peers.	12/8/15	\$2.5	Undisclosed	Undisclosed
<b>Streamroot</b>	Private	Steamroom provides smart video streaming solutions.	12/8/15	\$2.1	Seed	Undisclosed
<b>Masabi</b>	Private	Masabi is the transit mobile ticketing pioneer, delivering end-to-end systems to agencies that bring significant cost savings and enhanced customer experience.	12/7/15	\$12.0	Undisclosed	MasterCard, MMC Ventures, Keolis, Lepe Partners
<b>Bridgit</b>	Private	Bridgit builds cloud-based mobile and web construction software that lets general contractors, engineering consultants, architects, owners, and subcontractors collaborate to manage all project work in real-time.	12/4/15	Undisclosed	Undisclosed	Dan Debow, Jevon MacDonald, John Harris, Katherine Hague
<b>Ouchie</b>	Private	Ouchie is a mobile and web app that provides a community for pain sufferers around the world.	12/4/15	\$0.1	Seed	Undisclosed
<b>SeamlessDocs</b>	Private	SeamlessDocs is a modern replacement to the PDF. The current PDF is a dumb document that needs to be downloaded, is not mobile friendly and has no validation or workflow built in.	12/4/15	\$5.0	Undisclosed	Govtech Fund, Undisclosed
<b>Shareable Apps</b>	Private	Shareable Apps powered by Adaptr, is a mobile app development and distribution platform that allows users to build and share their own apps to all devices, across all platforms, within minutes and mitigates the need for complex development and long lead cycles.	12/4/15	\$3.5	Undisclosed	Thorney Group, Gleneagles Securities

\*Note: Limelight Health is still seeking \$310,000 in funding.

\*Note: TOK.tv is still seeking \$1,319,045 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2016.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Staffly</b>	Private	Staffly is a better way to cover a shift in a pinch and find your next superstar to join your team. Use your mobile device to connect with Staffly Staffers in real-time. Select the Staffer with the skills and style that match your job. Our Staffer will confirm from their mobile device and arrive on time—ready to work.	12/4/15	\$1.3	Seed	ff Venture Capital, LionBird, WS Investment
<b>Burple</b>	Private	Burple is a smart and beautiful way to remember, organize and explore food moments with your friends around the world.	12/2/15	\$6.0	Series A	Tembusu Partners, SPH Media Fund, Undisclosed
<b>Rooster</b>	Private	Rooster is an app that was created by Plympton. Every month, Rooster sends two novels to your phone, a classic and a contemporary tale.	12/2/15	\$0.6	Seed	Charles Hudson, DeNA, Sundeep Ahuja, Nadav Elyath, Pejman Mar Ventures
<b>Sensoro</b>	Private	Sensoro, founded at the Microsoft Ventures' accelerator, is committed to the construction of a large aware- mobile Internet data network, integrating intelligent sensor and the mobile Internet.	12/2/15	\$10.0	Undisclosed	NGP, New World Angels, Undisclosed
<b>Atzuche</b>	Private	Atzuche provides a mobile application called Atzuche.com that allows people to rent out their luxury vehicles.	12/1/15	\$47.0	Series B	China Pacific Insurance, Ivy Capital Partners, Hearst Ventures, Matrix Partners, Ceyuan Ventures
<b>AlayaCare</b>	Private	AlayaCare provides intuitive software patients can engage in their own care, Nurses and PSWs can be truly mobile and efficient and Care Coordinators can manage both their patients and staff with ease.	11/30/15	\$3.6	Undisclosed	Maple Leaf Partners
<b>Early Salary</b>	Private	EarlySalary.com is a new FinTech start-up in Pune. We are promising to create ripples in the way lending will happen in the country.	11/30/15	\$1.5	Seed	Ashok Agarwal
<b>Grofers</b>	Private	Grofers is a local e-commerce mobile platform that is transforming the shopping experience of consumers like you, by connecting them to local stores	11/27/15	\$120.0	Series C	SoftBank Ventures Korea
<b>Clarisite</b>	Private	Clarisite answers the what, how and why of web and mobile customer behavior. This enables organizations to maximize conversions, streamline support, and increase customer satisfaction – without raising overhead.	11/25/15	\$5.5	Series A	Lazarus Israel Opportunities Fund
<b>Klipboard</b>	Private	Klipboard simplifies task scheduling, location mapping, messaging, viewing and capturing data using mobile workflows.	11/24/15	\$0.9	Seed	Undisclosed
<b>SchoolMint</b>	Private	SchoolMint is an enrollment and communications platform for K-12 public, private and charter Schools enabling all the manual admissions and enrollment processes as well as communications with parents on mobile/online - saving them tens of thousands of dollars.	11/24/15	\$6.2*	Series A	Undisclosed
<b>HealthCrowd</b>	Private	HealthCrowd engages, motivates and drives improved self-care. Their product suite encompasses outreach, self-monitoring of health status, and transition to home, all via the mobile phone.	11/23/15	\$2.3	Seed	37 Angels, Band of Angels, Berkeley Angel Network, Startup Capital Ventures, Healthy Ventures, Herlitz Capital
<b>Airbnb</b>	Private	Airbnb is a community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone.	11/20/15	\$100.0	Undisclosed	Undisclosed
<b>SaltDNA</b>	Private	SaltDNA is the first company to provide a solution for encrypted communications between mobile devices with full, centralized control for the enterprise. We enable private voice and text conversations between executives, customers and partners using the highest grade open-source encryption protocols.	11/20/15	\$3.0	Undisclosed	Accomplice
<b>Tubi TV</b>	Private	Tubi TV is the largest and fastest-growing -- free and legal -- video app on Connected TV devices, Mobile, and the Web. With over 40,000 TV and Movie titles from our partners, including Paramount Pictures and Starz, Tubi TV has SEVEN TIMES more free content than any other Connected TV app. And it's all legal!	11/20/15	\$6.0	Series B	Cota Capital, Foundation Capital
<b>SafeDK</b>	Private	SafeDK offers an infrastructure solution, which improves mobile apps' security, stability and QoS, by monitoring and controlling 3rd party tools integrated in the apps.	11/19/15	\$2.3	Undisclosed	StageOne Ventures, Kaedan Capital
<b>Huuuge</b>	Private	Huuuge develops and publishes free-to-play games, focusing on the fast growing mobile social casino gaming market worldwide.	11/17/15	\$4.0	Series A	Korea Investment Partners
<b>Ola</b>	Private	Ola is India's most popular mobile application for booking your cab, changing the way you travel in your city, forever! We bring together cab drivers and customers using technology to make transportation hassle free for everyone.	11/17/15	\$500.0	Series F	Baillie Gifford, Falcon Partners, Tiger Global Management, SoftBank Ventures Korea, DST Global, Didi Kuaidi

\*Note: SchoolMint is still seeking \$1,147,059 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2016.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>AppDome</b>	Private	AppDome's dynamic wrapping SaaS technology provides an essential shield that secures enterprise and consumer-facing apps from advanced cyber threats, mobile fraud, and data theft.	11/16/15	\$13.0	Series A	Menlo Ventures, OurCrowd, Draper Nexus
<b>Bango</b>	Private	Bango (AIM: BGO) powers payment and analytics on the mobile web, providing users with a massively smooth payment experience.	11/16/15	\$17.0	Undisclosed	Undisclosed
<b>Cola</b>	Private	Cola is a mobile app that lets you instantly coordinate, collaborate, and chat with friends, family and co-workers. It drastically reduces the time you'll spend making plans and keeping track of people. If you know how to text, you already know how to use Cola.	11/13/15	\$1.3	Seed	Tribeca Angels
<b>ScrollMotion</b>	Private	ScrollMotion makes it easy for businesses to create the same engaging mobile content, distribute it globally, and track it securely. We can help transform the way your employees work, sell and communicate in today's mobile era.	11/12/15	\$11.4	Undisclosed	Undisclosed
<b>Perfecto Mobile</b>	Private	Perfecto Mobile is a global leading provider of cloud-based testing, automation and monitoring solutions for mobile applications and websites, utilizing a wide selection of REAL mobile devices accessible via the web.	11/11/15	\$35.0	Undisclosed	Technology Crossover Ventures, FTV Capital, Globespan Capital Partners, Carmel Ventures, Vertex Venture Capital
<b>VideoAmp</b>	Private	A video advertising platform built from the ground up to buy, optimize and measure video ads across television, mobile and desktop.	11/11/15	\$15.0	Series A	RTL Group, Anthem Venture Partners, Simon Equity Partners, Third Wave Ventures, Wavemaker Partners, ZenShin Capital Partners, Startup Capital Ventures
<b>POPIn</b>	Private	POPIn is a SaaS mobile and web solution that facilitates the Crowdsourcing of ideas that the team "votes" to the top. Selected initiatives are then CrowdSolved with specific discussions to deliver timely and innovative impact to relevant corporate objectives.	11/10/15	\$6.0	Series A	Nexus Venture Partners, Greylock Partners
<b>Shelfbucks</b>	Private	Shelfbucks aims to level the playing field between physical and online retail. We will revolutionize the brand to consumer channel through mobile.	11/10/15	\$6.5	Series A	Undisclosed
<b>17 Media</b>	Private	17 Media is a live video streaming and real-time content sharing mobile application for celebrities, entertainers, and influencers that allows users to create and share live streaming video and photos, and earn royalties for personal content shared.	11/6/15	\$10.0	Series A	Undisclosed
<b>Hivemapper</b>	Private	Hivemapper is a mapping and navigation tool for drone fliers to plan better, explore further, and fly safer. We are mapping the entire earth for drone fliers and making the information easily accessible for all to use and contribute to across the web, mobile, and drones.	11/6/15	\$2.9	Seed	Spark Capital, Founder Collective, GV, Harrison Metal Capital, Homebrew Ventures, Undisclosed
<b>Sirqul</b>	Private	Sirqul was founded by Robert Frederick, one of the original technical founders of Amazon Anywhere (Amazon's first foray into Secure Mobile Commerce) and Amazon Web Services (AWS). The Sirqul app suite includes games, utilities, social challenges and missions, and can be integrated with rewards and content from nearby venues.	11/5/15	\$5.0	Series A	Rudy Gadre, Owen Natta, Ray Chen, Tripp Blair, Xiang Gao, Rick Daizell
<b>WakingApp</b>	Private	WakingApp's vision is to enable anyone with the ability to effortlessly create AR/VR content that is published within minutes and integrated with any mobile device/smart glasses.	11/5/15	\$4.3	Series C	Youzu Interactive, Inimiti VC, Globis Capital
<b>iboss Cybersecurity</b>	Private	iboss Cybersecurity is a leading provider of innovative APT Defense, Web Security and Mobile Security Solutions. Founded in 2003, iboss was created to provide cutting-edge security for today's complex network environments.	11/4/15	\$35.0	Series A	Goldman Sachs
<b>Confer</b>	Private	Confer secures laptops, servers and mobile devices against advanced persistent threats (APTs).	11/2/15	\$17.0	Series B	Foundation Capital, Matrix Partners, North Bridge Venture Partners
<b>Recsolu</b>	Private	Recsolu mobile recruiting apps, candidate and events management system, and interview scheduling tools provide HR teams with modern capabilities for attracting and hiring top talent.	11/2/15	\$3.0	Undisclosed	Undisclosed

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2016.

# Financing Transactions

## DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
<b>CloudMine</b>	Private	CloudMine is a platform that eliminates the need for mobile app developers to build custom backend solutions for their mobile apps.	1/6/16	\$2.3*	Debt	Undisclosed
<b>LittleThings</b>	Private	LittleThings is a lifestyle destination for inspiring, uplifting, and engaging stories. Launched in September 2014, LittleThings has experienced explosive growth, becoming the 3rd largest Facebook publisher, 4th largest mobile site, 7th ranked Lifestyles site, and 63rd largest website in the U.S.	1/5/16	Undisclosed	Debt	Undisclosed
<b>Lootsie</b>	Private	Lootsie is reimagining the way that brands and developers engage and monetize their audience - through loyalty and rewards.	12/22/15	\$2.1	Debt	Undisclosed
<b>uSens</b>	Private	uSens provides 3D interactive solutions for virtual reality and augmented reality. An innovative start-up, uSens is the first to offer 3D gesture recognition on mobile platforms and first to combine virtual and augmented reality.	12/16/15	\$3.2	Debt	Undisclosed
<b>uSens</b>	Private	uSens provides 3D interactive solutions for virtual reality and augmented reality. An innovative start-up, uSens is the first to offer 3D gesture recognition on mobile platforms and first to combine virtual and augmented reality.	12/16/15	\$1.3	Debt	Undisclosed
<b>Opanga Networks</b>	Private	Opanga Networks, Inc is a leading innovator of pragmatic video optimization solutions. Opanga overhauls the mobile video experience for consumers while substantially improving network utilization for wireless operators through the reclamation of surplus capacity.	11/19/15	\$2.8	Debt	Undisclosed
<b>Qvivr</b>	Private	Qvivr created a wallet that brings the advancements in the world of online and mobile payments to the real world, all without changing the way people are used to paying.	11/10/15	\$0.8	Debt	Undisclosed

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2016.

# S-1 Filings

## S-1 FILINGS: FILED

Company	Date Filed	Description
Square	10/14/15	Square operates as a mobile payment service company.
PointClickCare Corp.	9/3/15	PointClickCare Corp. is a leading provider of comprehensive cloud-based software solutions for the North American senior care industry.

\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout January 1-31, 2016.

# 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, AT&T, Colgate-Palmolive, Dunkin' Brands, Facebook, Ford Motor Company, Foursquare, Google, Group M, Hewlett Packard, Hilton Worldwide, iHeartMedia, Johnson & Johnson, Kellogg Co., MasterCard, McDonalds, Mondelez International, Inc. Pandora Media, Pinterest, Procter & Gamble, Razorfish, R/GA, Starcom Worldwide, The Coca-Cola Company, The Weather Company, Unilever, Visa, VEVO, Vodafone, Walmart, xAd and many more.

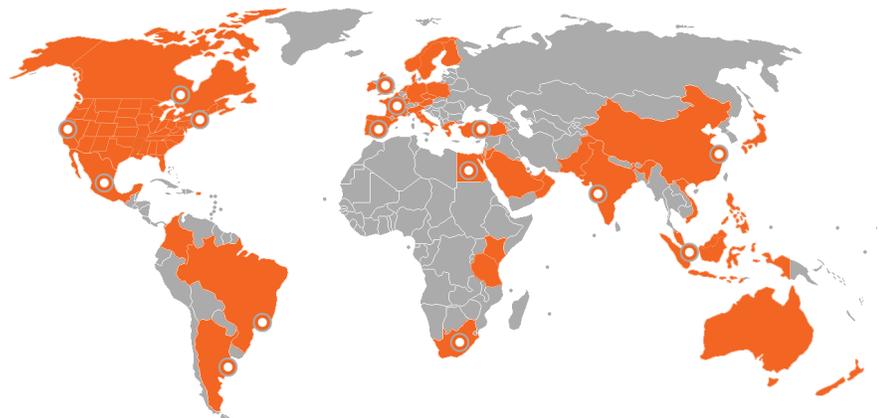
The MMA's global headquarters are located in New York with regional operations in Europe/ Middle East/Africa (EMEA), Latin American (LATAM) and Asia Pacific (APAC). For information about the MMA please visit [www.mmaglobal.com](http://www.mmaglobal.com).

## Executive Contacts

Greg Stuart  
*Global Chief Executive Officer*  
[greg@mmaglobal.com](mailto:greg@mmaglobal.com)  
 +1 631 702 0682

### Global Headquarters

Mobile Marketing Association  
 41 E. 11th Street  
 11th Floor  
 New York, NY 10003  
  
 NY+1 646 257 4515  
[mma@mmaglobal.com](mailto:mma@mmaglobal.com)



# Mobile Marketing Association

## Calendar of Events

**MARCH 24, 2016**

### **MMA Mobile Location Leadership Summit**

New York, NY, USA

[www.mmaglobal.com/mobile-location-leadership-forum](http://www.mmaglobal.com/mobile-location-leadership-forum)

**APRIL 14, 2016**

### **MMA Mobile Programmatic Leadership Summit**

New York, NY, USA

[www.mmaglobal.com/mobile-programmatic-leadership-forum](http://www.mmaglobal.com/mobile-programmatic-leadership-forum)

**MAY 10–11, 2016**

### **MMA Mobile Marketing Leadership Summit**

*(Formerly MMA Forum New York)*

New York, NY, USA

[www.mmaglobal.com/mobile-marketing-leadership-forum](http://www.mmaglobal.com/mobile-marketing-leadership-forum)

**JUNE 6, 2016**

### **MMA Forum London**

London, UK

[www.mmaglobal.com/forumlondon2016](http://www.mmaglobal.com/forumlondon2016)

**JULY 24–26, 2016**

### **MMA CEO & CMO Summit**

Sonoma, CA, USA

[www.mmaglobal.com/ceosummit2016](http://www.mmaglobal.com/ceosummit2016)

The MMA 2016 Global Calendar of Events is now available online.

### **Global Events Calendar**

[www.mmaglobal.com/calendar/monthly](http://www.mmaglobal.com/calendar/monthly)

PREMIER GLOBAL  
NON-PROFIT TRADE  
ASSOCIATION

# Hidden River

## About Hidden River

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

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

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

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

## Executive Contacts

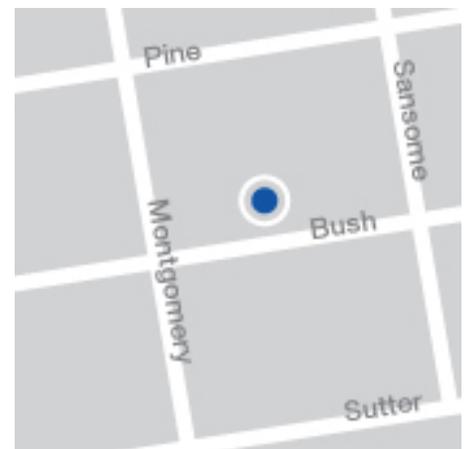
Todd Parker  
*Managing Director, Hidden River*  
 tparker@hiddenriverllc.com  
 + 1 415 317 2121

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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Hidden River