



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
JUNE 2014

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The Global Board

Given our continuous march toward providing marketers the tools they need to successfully leverage mobile, it's tempting to give you another week-by-week update on our DRUMBEAT. But, as busy as that's been, I'd like to focus my introduction for this month's Mobile Smart Fundamentals on the recent announcement we made regarding our Global Board.

Our May 6th announcement that we would be welcoming the first CMO in the MMA's history to take up the position of Global Chairperson was significant for many reasons, not least of which is the incredible insight and leadership that John Costello brings to the role. This was also one of our first steps to truly aligning the MMA to a new marketer-first mission.

Subsequently, on June 25th, we were pleased to announce the introduction, re-election and continuation of committed leaders to the MMA's Global Board ([read full press release here](#)). But perhaps most significantly of all, we welcomed a number of new Brand marketers and that list of Brands on the Global Board now includes The Coca-Cola Company, Colgate-Palmolive, Dunkin' Brands, General Motors, Mondelez International, Procter & Gamble, Unilever, Visa and Walmart. <http://www.mmaglobal.com/about/board-of-directors/global>

To put this into context, the board now comprises 80% CEOs and Top 100 Marketers vs. three years ago where only 19% of the board comprised CEOs and a single marketer, with the majority being mid-level managers. Very simply, this list of incredible marketing leaders is a testament to our current membership and to the incontrovertible importance mobile now plays in marketing and advertising.

I'd like to thank the entire board for their commitment and look forward to driving against our new marketer-first mission to accelerate the innovation and transformation of marketing through mobile.

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

Best,

Greg Stuart

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

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Dave Herman	Vice President of Product, Cyanogen	Head of Living Room Products, Hulu	Cyanogen Inc. maintains and manages the Cyanogenmod Android operating system. CyanogenMod is the largest third party Android OS, with over 55 million registered users across 200+ devices.	6/24/14
Tyler Carper	Vice President of Engineering, Cyanogen	Engineering Director, HTC	Cyanogen Inc. maintains and manages the Cyanogenmod Android operating system. CyanogenMod is the largest third party Android OS, with over 55 million registered users across 200+ devices.	6/24/14
Vik Natarajan	Vice President of Global Partnerships and Distribution, Cyanogen	Marketing Executive, MediaTrek	Cyanogen Inc. maintains and manages the Cyanogenmod Android operating system. CyanogenMod is the largest third party Android OS, with over 55 million registered users across 200+ devices.	6/24/14
Yang Yeo	Executive Creative Director, Wieden+Kennedy	North Asia Executive Creative Director, JWT Shanghai	Wieden+Kennedy is a full service ad agency based in Portland.	6/17/14
Gunnard Johnson	Senior Vice President, Data and Analytics, Centro	Advertising Research Director, Google	Centro is a digital/mobile advertising and media management company.	6/17/14
Peter Granat	Chief Executive Officer, Vocus	Chief Executive Officer, Cision	Vocus is the provider of cloud-based public relations and marketing software on the web and mobile.	6/17/14
Jack Pearlstein	Chief Financial Officer, Vocus	Chief Financial Officer, Six3 Systems Inc.	Vocus is the provider of cloud-based public relations and marketing software on the web and mobile.	6/17/14
Neeraj Kochhar	Head of Buy Side Platforms, Tremor Video	Managing Director, Magna Global	Tremor Video is a video advertising company on the web and mobile.	6/17/14
Marc Theermann	Executive Vice President, Business Strategy, Millennial Media	Head of Mobile Platform Sales, Google	Millennial Media is a mobile advertising and data company targeting mobile consumers, application and media developers and mobile operators.	6/17/14
Maile Krauss	Director, Client Relations and Business Development, Ansible	Account Executive, AKQA	Ansible is a full-service mobile agency of IPG Mediabrands.	6/17/14
Jason Schragger	Chief Creative Officer, Saatchi & Saatchi Los Angeles	Global Creative Director, TBWA\Chiat\Day	Saatchi & Saatchi is a global online and mobile advertising agency.	6/17/14
Heather Redman	Vice President of Business Operations & General Counsel, Indix	Principal/Senior Vice President, Summit Power Group, Inc.	Indix is a cloud based product intelligence platform for brands, retailers and developers.	6/16/14
Sheen Khoury	Chief Customer Officer, Indix	Executive in Residence, Nexus Venture Partners	Indix is a cloud based product intelligence platform for brands, retailers and developers.	6/16/14
Richard Pinder	Chief Executive Officer, UK and International, CP+B	Co-Founder, The House Worldwide	CP+B is a full-service advertising agency in all media platforms.	6/10/14
Doug Palmer	Director of Creative Technology and Digital Innovation, Innocean USA	Director of Creative Technology and Digital Innovation, Saatchi & Saatchi	Innocean USA is a full service advertising agency.	6/10/14
Mitch Bernstein	Business Development Director, Havas Media North America	Senior Partner, Director of Client Strategy, Oglivy & Mather	Havas Digital is the umbrella holding company that manages all Havas Media's interactive companies.	6/10/14
Natasha Dure	Vice President, Communications, Collective	Senior Director, Corporate Communications, Everyday Health	Collective is a multi-screen advertising company.	6/10/14
Jennifer Hanser	Senior Director, Strategy and Partnerships, Bitly	Senior Director, US Digital Business Development, Sony Music Entertainment	Bitly is a branding tool for marketers on the web and mobile.	6/10/14
Kevin Flaherty	Chief Marketing Officer, WhitePages	Vice President of Marketing, Ritani	WhitePages is the leading provider of contact information for people and businesses in the U.S.	6/10/14
Robin Bienfait	Executive Vice President, Global Enterprise Services, Samsung America	Chief Information Officer, BlackBerry	Samsung Telecommunications America is the US branch of Samsung Electronics.	6/10/14
John Pleasants	Executive Vice President, Samsung Media Solutions Center America	Co-President, Disney Interactive Media Group	Samsung Telecommunications America is the US branch of Samsung Electronics.	6/10/14
Mark Louison	Senior Vice President, Wireless Network Systems, Samsung America	Senior Advisor, Boston Consulting Group	Samsung Telecommunications America is the US branch of Samsung Electronics.	6/10/14
Cary Baker	Chief Financial Officer, NetMotion Wireless	Vice President of Finance, Clearwire	NetMotion Wireless is a mobile security software maker.	6/6/14

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2014.

Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Kat Gates	Global Creative Director, Leo Burnett Worldwide	Creative Director, Publicis New York	Leo Burnett an advertising agency that has presence online and now mobile.	6/3/14
Sean Foster	Chief Executive Officer, CrowdTap	Chief Executive Officer, dLife	CrowdTap is a SaaS-based collaborative marketing platform developer.	6/3/14
Jason Ruebel	Vice President of Operations/Strategy, LISNR	Chief Integration Officer, Northlich	LISNR helps users connect with musicians on mobile devices by unlocking exclusive contents created by musicians.	6/3/14
Kevin Gerl	Vice President of Engineering, LISNR	Director of Engineering, Dotloop	LISNR helps users connect with musicians on mobile devices by unlocking exclusive contents created by musicians.	6/3/14
Jay Gelardi	Digital Executive Creative Director, Crispin Porter + Bogusky	Digital Creative Director, The Monkeys	Crispin Porter + Bogusky is an advertising and digital agency focused on branding content in social media.	5/27/14
Jon Randazzo	Creative Director (Sprint account), Figliulo & Partners	Creative Director, Goodby, Silverstein & Partners	Figliulo & Partners is a digital brand agency headquartered in New York. It is currently working with Sprint on the Sprint Family Plan campaign that will integrate TV, video, print, OOH and digital, sound and mobile extensions.	5/27/14
Christopher Kief	Chief Technology Officer, Saatchi & Saatchi New York	Executive Technology Director, TBWA Worldwide	Saatchi & Saatchi is a global online and mobile advertising agency.	5/22/14
Steven James Burks	Senior Vice President of Products and Partnerships, Phulant Mobile	Mobile Product Management & Partnership Strategy Director, Acxiom Corporation	Phulant Mobile offers a single platform and provider of mobile advertising solutions in social media.	5/22/14
Oscar Garza	Director of Programmatic and Audience, Essence Digital Limited	Director of Acquisition, Electronic Arts	Essence is a digital agency based in London, New York, San Francisco, Seattle & Singapore that delivers strategy, media, creative and social solutions globally. They are the digital agency for clients such as Google, eBay and Expedia.	5/15/14
Spence Kramer	Global Managing Director, Crispin Porter + Bogusky	Global Account Director, Wieden + Kennedy	Crispin Porter + Bogusky is an advertising and digital agency focused on branding content in social media.	5/13/14
Ari Partinen	iPhone Camera Quality Design, Apple Inc.	Lumia Image Quality Lead, Senior Engineer, Lumia Team, Nokia	Apple is a corporation that designs, develops, and sells consumer electronics, mobile devices, computer software and personal computers.	5/9/14
Rick Dalzell	Board of Directors, Twilio	Chief Information Officer, Senior Vice President, Amazon	Twilio is a cloud communications company that merges the worlds of cloud computing, web services and telecommunications together across the web and mobile.	5/7/14
Vinny Gullotto	President/ Chief Operating Officer, Codeproof Technologies Inc.	General Manager, Microsoft Malware Protection Center	Codeproof Technologies Inc. is the provider of an integrated BYOD security and mobile device management platform.	5/7/14
Steve McKean	Vice President of Channel Sales and Programs, Viableware Inc.	Partner, Deloitte Touche Tohmatsu Limited	Viableware Inc. is a company and restaurant payment platform focused on enhancing mobile payment technology.	5/7/14
Mark Woodward	Board of Directors, Nintex	Chief Executive Officer, President, E2open Inc.	Nintex provides cross-device software, mobile and cloud services enabling organizations to automate business processes in the US.	5/6/14
Rupert Runewitsch	Head of Social and Mobile, Leo Burnett Group	Client Services Director, Holler (Leo Burnett Group)	Leo Burnett an advertising agency that has presence online and now mobile.	5/6/14
Julie Preis	Senior Vice President, Product Management, PulsePoint	Senior Vice President, Product Management, Mocean Mobile	PulsePoint is a provider of programmatic and content marketing solutions.	5/6/14
Carmen Hill	Director of Marketing, Little Bird	Content Director, Babcock & Jenkins	Little Bird is a social media search start-up company, marketing platform, and search engine for web and mobile advertisements.	5/1/14
John Domeika	Executive Vice President of Business Development, EveryMove, Inc.	Chief Executive Officer, Wellpoint China	EveryMove is a fitness mobile app company.	5/1/14
Brian Zehetener	Director of Business Development, EveryMove, Inc.	Chief Science Officer, Anytime Fitness	EveryMove is a fitness mobile app company.	5/1/14
Jeff Kaplan	Director of Multilateral and Non Governmental Organization, Socrata Inc.	Senior Consultant, World Bank	Socrata is a government data analytics startup.	5/1/14
Jim Watson	Chief Revenue Officer, Jobaline Inc.	Chief Operating Officer, SPARQ	Jobaline Inc. is a mobile-first bilingual marketplace for hourly jobs.	5/1/14

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Name	New Company	Old Company	New Company Summary	Date
Christopher Handman	First General Counsel, Snapchat Inc.	Partner, Hogan Lovells LLP	Snapchat is a photo messaging application.	5/1/14
Jad Boutros	Director of Information Security, Snapchat Inc.	Software Engineer in Security, Google Inc.	Snapchat is a photo messaging application.	5/1/14
Adam Gillman	Vice President, Fluent	General Manager, GoLive! Mobile	Fluent is a performance marketing company on the web, mobile and in-app. It offers advertisers and media owners integrated strategies for distribution and monetization.	5/1/14
Jessica Grant	Director of Operations, Fluent	Head of Operations & Client Services, Eclipse.io	Fluent is a performance marketing company on the web, mobile and in-app. It offers advertisers and media owners integrated strategies for distribution and monetization.	5/1/14
Gary Benedetti	Vice President, Worldwide Sales, ThreatTrack Security	Vice President, Worldwide Sales, Fidelis Security Systems	ThreatTrack Security is an internet security company for companies on the web and mobile.	4/29/14
Narayanan Iyer	Senior Director, Finance, Vdopia	Senior Director, Finance, Rocket Fuel Inc.	Vdopia is a mobile advertising company.	4/29/14
Ralph Watson	Chief Creative Officer, CP+B Boulder	Lead, Bud Light, BBDO	CP+B is a full-service advertising agency in all media platforms.	4/29/14
Jason Lee	Senior Director, Marriott International Business, MEC	Group Director, Digital, OMD Los Angeles	MEC is a global media agency network. It is a founding partner of GroupM, the WPP Group media investment management operation.	4/29/14
Peter Isaacson	Chief Marketing Officer, Demandbase	Chief Marketing Officer, Castlight Health	Demandbase is a targeting and personalization marketing platform for B2B marketers on the web and mobile.	4/29/14
Frances Webb	Creative Director, Social Content, 360i	Freelance Associate, StrawberryFrog	360i is a digital agency specializing in search engine marketing, social media, mobile marketing and web design and development.	4/15/14
Beth Steinberg	Vice President of People, BrightRoll	Vice President, Talent and Organization Development, SunRun	BrightRoll is an online video advertising platform enabling brands to reach audiences across the web, mobile and connected TV.	4/15/14
Farzad Jamal	Vice President, Europe, Vdopia	Commercial Director, EMEA, OpenX	Vdopia is a mobile advertising company.	4/15/14
Alyssa Henry	Head of Engineering, Square	Vice President of Amazon Web Services, Amazon	Square is a merchant services aggregator and mobile payment company.	4/14/14
Benoit Dupin	Director, Search Products, Apple	Vice President, Search Technology Amazon A9, Amazon	Apple Inc. is a company that designs, develops, and sells consumer electronics, computer software and personal computers as well as tablets.	4/8/14
Randy Morton	Senior Vice President, Director of Integrated Production, RAPP	Founder, Morton Productions Inc.	RAPP is a leading marketing agency on the web and mobile.	4/8/14
Dave Reed	Managing Director, EMEA, MediaMath	Founder and President, Xonos Inc.	MediaMath is a demand-side platform provider in the digital and mobile advertising space.	4/8/14
Christine Kubisztal	Lead, Midwest Enterprise Team, Tremor Video	Director, Enterprise Sales, VideoHub	Tremor Video is a video advertising company on the web and mobile.	4/8/14
Nancy Hu	Chief Financial Officer, Acer	Vice Chairwoman and President, Videoland Inc.	Acer is a hardware and electronics corporation offering a range of hardware products and e-business services.	4/3/14
Josh Berman	Head of Digital Product Development, MEC	Director, Brand Strategy Development, Kontera	MEC is a global media agency network. It is a founding partner of GroupM, the WPP Group media investment management operation.	4/1/14
Craig Erwich	Senior Vice President, Head of Content, Hulu	Executive Vice President, Warner Horizon Television	Hulu is an online video service accessible on the web and mobile that offers a selection of hit shows, clips and movies.	4/1/14
Andy Mitchell	Managing Director, European Operations, BrightRoll	Chief Operating Officer, Rightster Group plc	BrightRoll is an online video advertising platform enabling brands to reach audiences across the web, mobile and connected TV.	4/1/14

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 7/1/14	Stock Price 6/1/14	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		S&P 500	1,973.32	1,923.57	2.6%	1,985.59	1,627.47				
		NASDAQ Composite	4,458.65	4,242.62	5.1%	4,485.93	3,484.79				
		Russel 3000	1,182.43	1,147.18	3.1%	1,188.32	974.15				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 73.01	\$ 64.54	13.1%	\$ 74.69	\$ 44.70	\$36,313	\$34,489	\$4,105	8.4X
America Movil	AMX	NYSE	20.84	19.33	7.8%	23.75	19.01	47,179	80,897	60,272	1.3X
Apple Inc.	AAPL	NASDAQ	93.52	90.43	3.4%	95.05	58.50	563,895	539,507	176,035	3.1X
AT&T	T	NYSE	35.48	35.47	0.0%	36.86	31.74	184,141	261,332	129,872	2.0X
Barti Airtel	BHARTIARTLBO	BSE	5.58	5.82	-4.1%	6.04	4.10	22,299	34,540	14,103	2.4X
CenturyLink	CTL	NYSE	36.32	37.67	-3.6%	38.20	27.93	20,802	41,523	18,120	2.3X
China Mobile	CHL	NYSE	48.67	49.06	-0.8%	57.42	41.35	197,721	129,839	100,500	1.3X
Dentsu	4324:JP	TSE	41.12	39.46	4.2%	42.71	30.93	11,860	13,459	22,767	0.6X
Fiserv, Inc.	FISV	NASDAQ	61.21	60.11	1.8%	62.27	43.14	15,255	18,796	4,896	3.8X
Google	GOOG	NASDAQ	582.67	607.22	-4.0%	604.83	502.80	196,153	145,120	61,276	2.4X
LG	034220.KS	KRX	31.68	26.61	19.0%	31.83	20.33	11,336	13,363	23,833	0.6X
Microsoft	MSFT	NASDAQ	41.87	40.94	2.3%	42.29	30.84	345,863	280,382	83,347	3.4X
Motorola Solutions	MSI	NYSE	66.96	67.42	-0.7%	68.33	53.62	17,022	16,407	8,524	1.9X
Neustar, Inc.	NSR	NYSE	84.81	86.35	-1.8%	96.24	71.07	18,091	17,393	9,319	1.9X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	31.44	29.68	5.9%	31.67	24.60	71,475	150,376	107,753	1.4X
Nokia	NOK	NYSE	7.61	8.13	-6.4%	8.35	3.82	28,499	28,499	26,960	1.1X
Omnicom	OMC	NYSE	71.81	71.15	0.9%	76.87	59.70	18,559	21,886	14,688	1.5X
Publicis Groupe	PUB.PA	Paris	84.81	86.35	-1.8%	96.24	71.07	18,091	17,393	9,319	1.9X
Samsung	005930.KS	KRX	1,294.91	1,414.43	-8.4%	1,421.68	1,049.23	190,740	154,909	212,965	0.7X
Sprint	S	NYSE	8.53	9.55	-10.7%	11.47	5.15	33,649	60,237	34,643	1.7X
Telefonica S.A.	TEF	NYSE	17.23	16.73	3.0%	18.05	12.49	78,414	156,284	74,531	2.1X
Telenor	TELNF	OTC	22.82	23.72	-3.8%	25.18	19.71	34,605	42,899	17,512	2.4X
TIM	TSU	NYSE	28.28	27.24	3.8%	30.52	17.84	13,674	14,334	8,880	1.6X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.10	15.50	-2.6%	16.31	11.72	13,288	10,953	5,755	1.9X
Vodafone Group	VOD	NASDAQ	33.53	35.01	-4.2%	42.14	28.96	88,656	116,341	63,018	1.8X
WPP Group	WPPGY	NASDAQ	108.60	107.97	0.6%	115.40	85.79	28,729	33,300	17,508	1.9X
Yahoo!	YHOO	NASDAQ	35.35	34.65	2.0%	41.72	24.82	35,591	34,001	4,673	7.3X
					Average			86,737	91,424	48,710	2.3X
					Median			33,649	34,540	22,767	1.9X
Mid-Cap (\$2B - \$10B)											
Alcatel-Lucent	ALU	NYSE	\$ 3.53	\$ 4.01	-12.0%	\$ 4.68	\$ 1.71	\$9,934	\$12,113	\$19,159	0.6X
BlackBerry	BBRY	NASDAQ	10.52	7.60	38.4%	12.18	5.44	5,543	4,198	4,708	0.9X
Gemalto	GTOFF	OTC	104.53	108.69	-3.8%	124.74	88.74	9,200	8,594	3,203	2.7X
Interpublic Group of Companies	IPG	NYSE	19.49	19.12	1.9%	19.77	14.59	8,257	9,700	7,217	1.3X
Oi (Formerly Telemar)	OIBR	NYSE	0.82	0.86	-5.0%	2.35	0.79	4,701	18,541	12,494	1.5X
Pandora Media Inc.	P	NYSE	29.60	24.53	20.7%	40.44	17.54	6,078	5,737	541	10.6X
Telecom Argentina S.A.	TEO	NYSE	23.70	21.63	9.6%	24.15	13.73	2,285	1,812	4,551	0.4X
Telefonica Brasil S.A.	VIV	NYSE	17.72	17.16	3.2%	20.00	16.66	6,762	8,542	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.13	2.10	1.3%	2.98	1.95	5,990	9,270	12,343	0.8X
Zynga	ZNGA	NASDAQ	3.23	3.45	-6.4%	5.89	2.72	2,393	1,611	778	2.1X
					Average			6,114	8,012	7,221	2.3X
					Median			6,034	8,568	4,708	1.3X

NOTES:

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

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

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

Source: Thomson Reuters and Hidden River, LLC analysis

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		NASDAQ Composite	4,458.65	4,242.62	5.1%	4,485.93	3,484.79				
		Russel 3000	1,182.43	1,147.18	3.1%	1,188.32	974.15				
Small-Cap (< \$2B)											
Axiom Corporation	ACXM	NASDAQ	\$ 22.06	\$ 22.73	-2.9%	\$ 39.30	\$ 20.30	\$1,700	\$1,599	\$1,098	1.5X
Bango	BGO	LSE	1.93	1.85	4.0%	3.17	1.74	88	80	14	5.8X
Blue Calypso Inc.	BCYP	OTC	0.10	0.11	-9.3%	0.24	0.09	21	19	0	N/A
Boingo wireless	WIFI	NASDAQ	6.85	6.82	0.4%	8.00	5.06	243	193	110	1.8X
Cincinnati Bell	CBB	NYSE	4.06	3.95	2.8%	4.11	2.62	849	3,230	1,254	2.6X
Digimarc Corporation	DMRC	NASDAQ	34.01	31.86	6.7%	37.00	17.85	256	225	32	7.0X
GFK Retail and Technology UK	GFK.DE	Xetra	52.26	55.02	-5.0%	61.99	47.37	1,908	2,556	2,003	1.3X
Glu Mobile	GLUU	NASDAQ	4.93	3.63	35.6%	5.65	2.10	449	413	126	3.3X
Hipcricket	HIPP	NASDAQ	0.14	0.22	-38.6%	0.67	0.11	21	20	27	0.8X
Internetq Plc	INTQ	LSE	4.82	5.28	-8.7%	6.91	3.66	192	186	141	1.3X
Lenco Mobile	LNCM	OTC	0.01	0.03	-51.9%	0.06	0.01	1	16	15	1.1X
Marchex	MCHX	NASDAQ	12.12	10.33	17.3%	12.84	5.43	450	411	170	2.4X
MDC Partners	MDCA	NASDAQ	21.69	21.02	3.2%	26.62	12.35	1,073	2,286	1,176	1.9X
MEDL Mobile	MEDL	OTC BB	0.20	0.19	3.1%	0.48	0.12	10	9	2	3.5X
Millennial Media	MM	NYSE	4.55	4.02	13.2%	10.48	2.90	487	389	282	1.4X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.20	1.30	-7.7%	4.44	0.90	27	27	4	6.7X
Opera Software ASA	OPERA.OL	Oslo	13.24	12.79	3.5%	15.36	7.27	1,755	1,612	325	5.0X
Single Touch Systems Inc.	SITO	OTC BB	0.39	0.41	-4.9%	0.70	0.29	56	57	9	6.6X
Smith Micro Software Inc	SMSI	NASDAQ	1.02	0.80	27.5%	2.69	0.66	39	28	40	0.7X
Tanla Solutions Limited	TANLA	NSE	0.19	0.10	102.8%	0.19	0.04	20	16	17	0.9X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	3.47	3.17	9.5%	3.50	2.08	189	269	353	0.8X
Unwired Planet	UPIP	NASDAQ	2.19	2.16	1.4%	2.44	1.26	242	216	0	N/A
ValueClick	VCLK	NASDAQ	25.31	23.58	7.3%	28.79	18.62	1,696	1,665	616	2.7X
Velti	VELT	NASDAQ	0.04	0.02	111.0%	1.41	0.01	4	5	232	0.0X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	2.02	2.42	-16.5%	7.22	1.60	9	8	47	0.2X
				Average	8.2%			471	621	324	2.6X
				Median	3.1%			192	193	110	1.8X

NOTES:

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

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

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

Source: Thomson Reuters and Hidden River, LLC analysis

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2014.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
06/30/2014	Perion Network	Grow Mobile		\$42.0
06/30/2014	Twitter	TapCommerce		
06/30/2014	Rdio	TastemakerX		
06/27/2014	The Search Agency	MoFuse	MoFuse is a mobile web content management platform that provides a mobile CMS platform and related services for businesses.	
06/26/2014	Ubiquity	Monkeybars	Monkeybars is a music platform that combines cloud content storage, sharing applications, and social networking search technology.	\$2.3
06/24/2014	Oculus	Carbon Design Studio	Carbon Design was the product development studio that built the Xbox 360 controller for Microsoft.	
06/24/2014	Opera Software	AdColony	AdColony is a Norwegian Mobile Phone software maker.	\$3.5
06/24/2014	Audience	Sensor Platforms	Sensor Platforms develops algorithms and software enabling consumer applications to better understand user contexts and intent.	\$41.0
06/20/2014	Nest	Dropcam	Dropcam develops a Wi-Fi camera with easy setup and continuous cloud recording.	\$555.0
06/20/2014	Google	Alpental Technologies	Alpental Technologies, a Seattle-area startup looking to build wireless technologies that may some day become part of our 5G networks	
06/20/2014	Oracle	LiveLOOK	LiveLOOK co-browsing technology is used to resolve customer issues through the web and mobile channels.	
06/20/2014	Path	TalkTo	Path is a mobile photo-sharing and messaging service for building personal social networks.	
06/19/2014	Google	mDialog	mDialog is a video advertising technology startup.	
06/19/2014	Twitter	SnappyTV	SnappyTV is a cloud-based, live video platform that makes TV and live web streams Social, Mobile and Viral.	
06/19/2014	EXPO	Aito Technologies	Aito Technologies is a provider of customer experience analytics for mobile network operators.	
06/19/2014	GigOptix	Tahoe RF Semiconductor	Tahoe RF is a provider of innovative, leading-edge RF/analog RFICs, IPs, and fully integrated systems and subsystems on a chip.	
06/19/2014	TE Connectivity	Measurement Specialties	Measurement Specialties is a global designer and manufacturer of sensors and sensor-based systems.	\$1,700.0
06/19/2014	CloudFlare	CryptoSeal	CryptoSeal is a provider of virtual private network (VPN) services to businesses.	
06/19/2014	Kaiser China Holding Co Ltd	KuniuGame	KuniuGame is a mobile games developer.	\$120.7
06/18/2014	Blippar	Layar	Layar is an augmented reality application for iPhone and Android mobiles.	

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)
06/18/2014	Foodpanda	Delivery Club	Delivery Club is a Russian leading food delivery service.	
06/18/2014	InternetQ	UpMobile	UpMobile is a mobile marketing, television and radio content provider.	
06/17/2014	Cisco	Tail-f	Tail-f is a telecom company that focuses on OSS.	\$175.0
06/17/2014	WalmartLabs	Stylr	Stylr is a location-based mobile app that allows shoppers to find clothes in nearby stores.	
06/16/2014	Box	Stream	Stream is a cloud storage based startup.	
06/16/2014	WalmartLabs	Stylr	Stylr is a location based shopping app helping shoppers find the fashion they love in the stores around them.	
06/16/2014	Vodafone	Cobra Automotive	Cobra Automotive provides vehicle manufacturers, dealerships and aftermarket customers with a range of products and services, including telematics, usage-based insurance, and vehicle tracking.	\$197.0
06/16/2014	Groupon	SnapSaves	SnapSaves offers our users cash back on the grocery products they love.	
06/13/2014	Priceline	OpenTable	OpenTable is a restaurant reservation portal.	\$2,600.0
06/13/2014	Canon	Milestone Systems	Milestone is a leading provider of open platform video management software.	
06/12/2014	CLX Networks	Voltari North America	Voltari is a mobile advertising platform.	
06/12/2014	Here	Medio Systems	Medio Systems helps carriers and content providers large and small to realize their content revenue goals through efficient, effective search.	
06/11/2014	C Spire	MegaGate Broadband	MegaGate is a Hattiesburg, Miss.-based regional provider of IP voice, data and business telecommunications.	
06/11/2014	Amobee, Inc. [acquired by SingTel]	Adconion	Adconion provides digital advertising tools across multiple marketing channels including display, video, e-mail and social, across multiple devices.	\$235.0
06/11/2014	Amobee, Inc. [acquired by SingTel]	Kontera	Kontera specializes in digital data intelligence and marketing technology, which enables real-time content analysis across mobile, web, and social networks.	\$150.0
06/11/2014	Dropbox	MobileSpan	MobileSpan helps enterprises transition from a desktop-centric system to a bring-your-own-device (BYOD) world.	
06/11/2014	Cheetah Mobile	Zoom Interactive*	Zoom Interactive is a mobile advertising agency, providing a unique digital advertising experience for mobile campaign planning, management, and performance evaluation for global clients.	\$30.0
06/10/2014	Google	Skybox	Skybox is a Mountain View, California-based private sector satellite maker.	\$500.0
06/09/2014	Hewlett-Packard	SimpliVity	SimpliVity is known for its flagship Omnicube product, a federated and converged infrastructure platform that combines compute, storage, networking, backup, WAN optimisation, and cloud integration.	

* Note: Cheetah Mobile acquired Zoom Interactive for a total consideration payable of up to US\$30 million, which includes US\$20 million in cash and approximately US\$4 million in Cheetah restricted Class A ordinary shares.

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)
06/09/2014	Accenture	PureApps	PureApps' technology targets CFOs by offering reporting and analytical tools to measure enterprise performance and forecast business results.	
06/09/2014	Michelin	Sascar Tecnologia	Sascar Tecnologia is a Brazilian supplier of digital fleet management and freight security services	\$720.0
06/06/2014	Nokia	Mesaplexx	Mesaplexx's filter product, xCube, helps radio equipment vendors deal with heat, output and multi-band capability challenges faced by base station deployments in the field.	
06/06/2014	Apple	Spotsetter	Spotsetter is a social search engine that makes personalized recommendations for places to visit and things to try.	
06/05/2014	Twitter	Namo Media	Namo Media is working on ad formats that integrate with your stream of content instead of interrupting your users or blocking your user interface.	
06/05/2014	Bally Technologies	Dragonplay	Dragonplay is a developer and a publisher of social games for smartphones and social networks.	\$51.0
06/04/2014	Fleetmatics	Routist	Routist is a SaaS-based intelligent vehicle routing software.	
06/04/2014	Facebook	Pryte	Pryte, a Finnish startup that aims to deliver cheaper internet access in growing economies by offering users time-capped access to particular apps.	
06/03/2014	One Public	Telephony Media	Telephony Media is a mobile application design and development studio.	
06/03/2014	Good Technology	Fixmo Security	Fixmo is a mobile risk management company that helps organizations identify, mitigate and manage risks associated with mobile deployment.	
06/02/2014	MPI Corporation	RF Technologies	RF Technologies is a provider of radio frequency identification (RFID) and real-time locationing system (RTLS) safety and security solutions	
06/02/2014	QEOS (Quantum Electro Opto Systems)	Centric Technologies	Centric is provider of gigabit wireless and wireline solutions, and a world leader in single chip mmW CMOS for gigabit wireless	
05/30/2014	Morningstar	HelloWallet*	HelloWallet is a web and mobile application that allows consumers to keep track of personal finances.	\$52.5
05/29/2014	Kramer Electronics	WOW Vision*	WOW Vision is a Singapore-based manufacturer of enabling wireless connection of large screen displays from laptops and mobile devices.	
05/29/2014	Back9Network	Swing by Swing	Swing by Swing golf is a mobile GPS and scorecard application for golf enthusiasts.	
05/28/2014	UST-Global	Xpansion	Xpansion is a global software services company for the web and mobile.	
05/28/2014	Symantec	NitroDesk	NitroDesk is a mobile security firm that offers the TouchDown email mobile application for the Android and iOS.	
05/28/2014	One Public	Telephony Media	Telephony Media is a mobile application design and development studio.	
05/28/2014	Microsoft Corp	Capptain	Capptain is a France-based mobile applications management platform.	

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2014.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
05/28/2014	App Annie	Distimo	Distimo is a marketing analytics mobile application that keeps track of competitors' marketing data.	
05/28/2014	Apple	Beats Electronics	Beats Electronics offers premium consumer headphones, earphones and speakers, software technology and streaming music subscription services.	\$3,000.0
05/27/2014	Intuit, Inc.	Check	Check is a mobile banking application.	\$3.6
05/27/2014	RealBiz Media Group, Inc.	Reach Factor, Inc.	Reach Factor is a social media and marketing platform that assists real estate agents and brokerages increase visibility.	
05/22/2014	AOL	Precision Demand	Precision Demand is a small start-up focused on refining "linear" TV advertising inventory.	
05/22/2014	Microchip Technology Inc.	ISSC	ISSC is a leading provider of low power mobile Bluetooth and wireless solutions for the Internet of Things market.	
05/20/2014	SAP	SeeWhy	SeeWhy is a Boston-based provider of cloud-based marketing applications.	
05/19/2014	Google, Inc.	Divide	Divide is mobile services software provider.	
05/19/2014	Google, Inc.	Quest Visual	Quest Visual is a translation software company that developed Word Lens, a mobile translation app.	
05/19/2014	PubMatic	Mocean Mobile	Mocean Mobile is a mobile advertising server for publishers.	\$15.5
05/18/2014	AT&T	DirectTV	DirectTV is a satellite television operator.	\$48,500.0
05/13/2014	Softway Solutions	Parabox Creative	Parabox Creative is a Houston-based video production studio that specializes in animated videos for social media and mobile applications like Vine and Instagram.	
05/13/2014	Yahoo	Blink	Blink is a set-destructing messaging mobile application.	
05/13/2014	Zettics	Velocent Systems	Velocent assists mobile operators in delivering superior quality service by identifying and helping resolve hidden problems that hinder mobile network performance and degrade customer experience.	
05/12/2014	Kirusa Inc.	Cooltok (Plusray)	Cooltok is an India-based provider of mobile messaging applications for smartphone platforms.	
05/08/2014	Appnext	AppHome	AppHome is a social and mobile applications developer.	\$2.5
05/06/2014	Jack Morton	Genuine Interactive	Genuine Interactive is a digital agency and digital strategy, web design and development, mobile, social media, analytics, and technology services provider.	
05/06/2014	Blinkx	Lyfe Mobile	Lyfe Mobile brings local search marketing and mobile advertising.	
05/06/2014	LogMeIn	Ionia Corporation	Ionia Corp. is a Boston-based software integrator that helps businesses tie Internet-connected devices into their back-office sales and planning software systems.	\$12.0
05/05/2014	Skout	Nixter	Nixter is a social mobile integrated platform that provides information on upcoming nightlife events in the city.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
05/01/2014	Glu Mobile Inc.	PlayFirst	PlayFirst is a game developer for web and mobile applications.	
05/01/2014	TA Associates	Bomgar	Bomgar provides remote support solutions for easily and securely supporting computing systems and mobile devices.	
05/01/2014	Yello Mobile	PriceArea	PriceArea is a price comparison site in Indonesia.	
04/30/2014	Yext Inc.	Citrus LLC	Citrus LLC is a Vienna-based developer of mobile consulting and development applications.	
04/30/2014	Opera Software	Apprupt	Apprupt is a mobile ad startup.	
04/29/2014	Zinio	Audience Media	Audience Media is a developer of mobile app solutions translating converting printed publications into mobile friendly apps for mobile viewing.	
04/29/2014	Zettics	Velocent Systems	Velocent Systems provides service assurance and service quality management solutions for mobile data and VoLTE.	
04/25/2014	Hearst	CareInSync	CareInSync is a health communications company that improves patient care through a real-time, mobile collaboration platform.	
04/25/2014	Facebook	Moves	Moves is an iPhone app that lets users create an "activity diary" comparable to fitness tracking apps.	
04/24/2014	Facebook	ProtoGeo Oy	ProtoGeo Oy is a Helsinki-based developer of software for smartphones.	
04/24/2014	MediaMath	Tactads	Tactads is a France-based firm which owns cookieless and cross-device targeting technology.	
04/21/2014	Total Defense Inc.	Untangle Inc.	Untangle Inc. is a Sunnyvale-based developer of network security software on the web and mobile.	
04/17/2014	Chegg Inc.	The Campus Special LLC	The Campus Special LLC is a Duluth-based developer of mobile software.	\$17.0
04/17/2014	Nuance	Accelerand	Accelerand is a mobile-focused image sharing company.	
04/17/2014	Dropbox	Loom	Loom is a provider of cloud photo storage and sync service.	
04/17/2014	Dropbox	Hackpad	Hackpad is a lightweight, document collaboration web and mobile application.	
04/15/2014	RetailMeNot Inc.	Pickie Inc.	Pickie Inc. is a New York-based developer of mobile applications software.	
04/10/2014	ArmorText	Uppidy	Uppidy provides mobile message sharing services.	
04/10/2014	SilverTech Inc.	Poised Solutions	Poised Solutions is a Manchester-based developer of mobile application software.	
04/10/2014	IBM Corporation	Silverpop	Silverpop is a marketing software company on the web and mobile.	
04/07/2014	Twitter	Cover	Cover is a small startup focused on smart suggestions of Android apps for users.	
04/07/2014	Inside Secure	Metaforic	Metaforic is a maker of mobile security software.	\$11.6

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2014.

M&A Transactions

TRANSACTION DATA

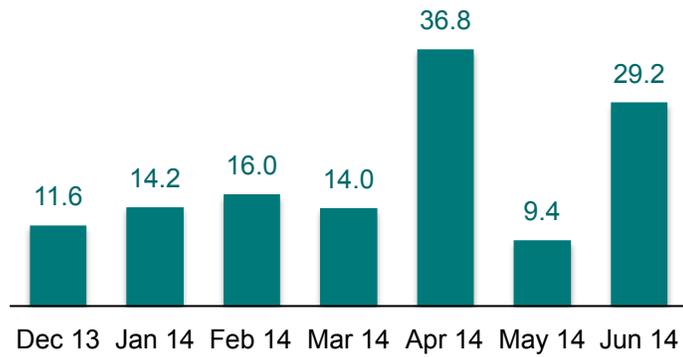
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
04/04/2014	Seatwave	Timbre	Timbre is an app that helps music fans find live shows.	
04/03/2014	HitFox GmbH	Datamonk GmbH	Datamonk GmbH is a Berlin-based developer of mobile analytics software.	
04/03/2014	HitFox GmbH	apploop GmbH	apploop GmbH is a Berlin-based developer of mobile application software.	
04/02/2014	RentPath Inc.	Lovely Inc.	Lovely Inc. is a developer of mobile application software.	\$13.0
04/02/2014	Verint Systems	UTX	UTX is a mobile device tracking solutions developer.	\$83.0

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

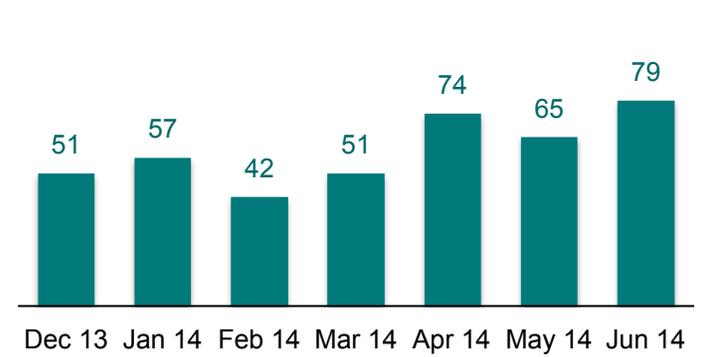
* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2014.

Financing Transactions Overview

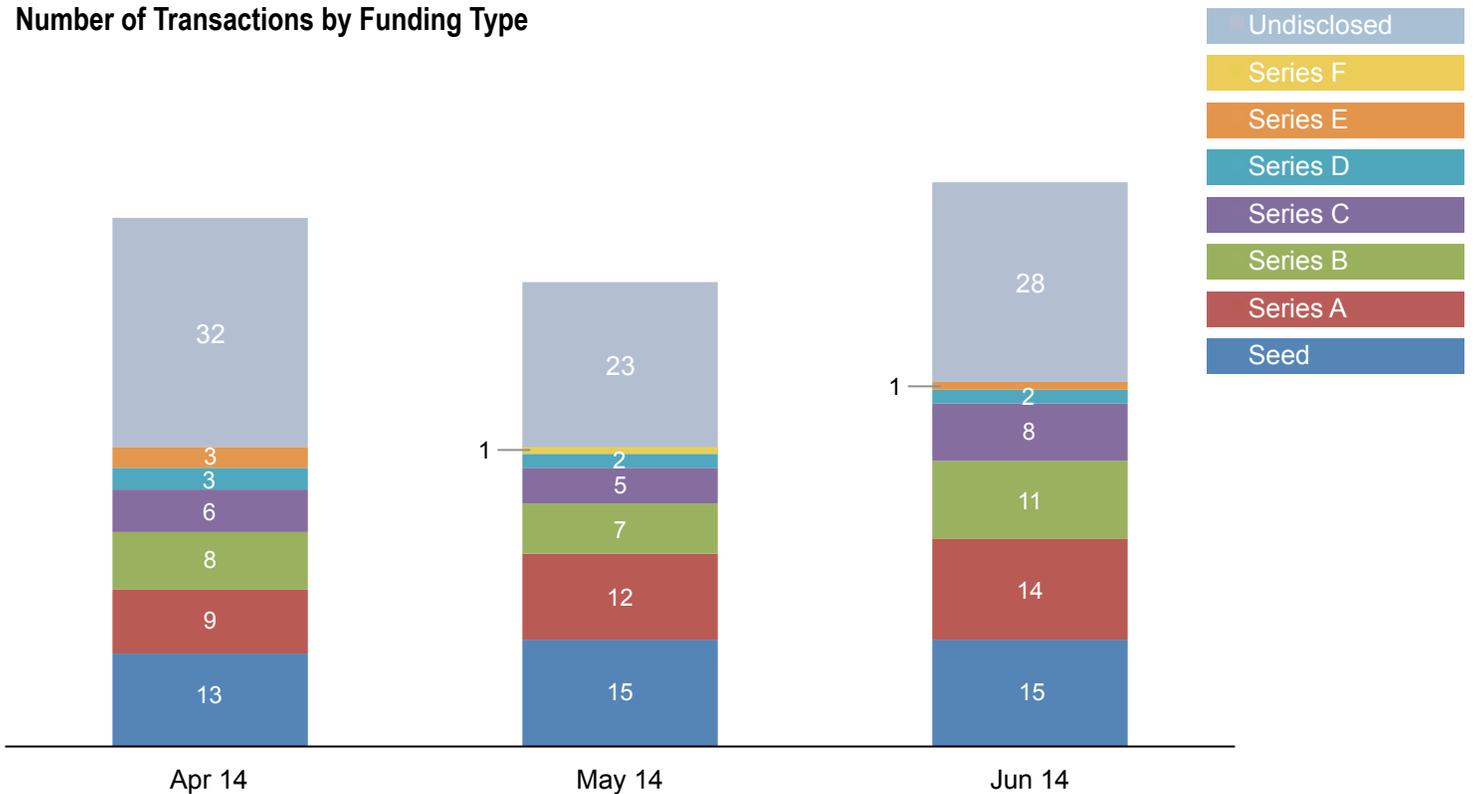
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Kamcord	Private	Kamcord is the developer of a program that allows users to unlock their mobile gaming moments and share it with other users.	6/27/14	\$3.2	Undisclosed	Undisclosed
Seriously	Private	Seriously builds mobile games designed to be developed into entertainment properties.	6/27/14	\$2.6	Undisclosed	Sunstone Capital, Upfront Ventures, Daher Capital
MobileRQ	Private	MobileRQ helps travel suppliers and their partners automatically send smart, relevant content to their mobile audience.	6/26/14	\$1.3	Undisclosed	Verizon Ventures, Coremix Capital, Rogue Ventures, Thomas Sperry, TIE Oregon
Nugg	Private	Nugg is a Vancouver-based software company building platform for a suite of web and mobile apps for building, managing, and tracking high-performance teams.	6/26/14	\$0.3*	Seed	Undisclosed
Sapho	Private	Sapho is a mobile app which uses software APIs to pull from a company's various enterprise applications and provide relevant updates for each user.	6/26/14	\$3.0	Undisclosed	SoftTech VC, Bloomberg Beta, Redpoint Ventures, Raymond Tonsing, Brad Jones, Andy Rankin
Tastemade	Private	Tastemade is an online food network for discovering places to buy food, creating new dishes, and sharing them.	6/26/14	\$25.0	Series C	Scripps Networks Interactive, Liberty Global, Redpoint Ventures, Raine Ventures, Comcast Ventures
Phunware	Private	Phunware is a MaaS-based integrated services platform that enables brands to engage, manage and monetize users on mobile phones.	6/26/14	Undisclosed	Series E	Samsung Ventures
TapZen	Private	TapZen creates unforgettable games for iOS and Android tablets.	6/26/14	\$8.0	Undisclosed	Tencent
Helpshift	Private	Helpshift is a mobile help desk and CRM for hundreds of mobile applications.	6/24/14	\$10.0	Series A	Intel Capital, Visionaire Ventures, True Ventures, Nexus Venture Partners
RelayRides	Private	RelayRides is a peer-to-peer car sharing marketplace connecting people in need of a car with vehicle owners from any mobile device.	6/24/14	\$25.0	Series B	Google Ventures, Canaan Partners, Shasta Ventures, August Capital
Meet You	Private	Meet You is a period tracking mobile application.	6/24/14	\$35.0	Series C	Matrix Partners China, K2 Ventures, SIG
Slyce	Private	Slyce offers a platform on the web and mobile devices for retailers and publishers to capture products they see and make an instant purchase.	6/24/14	\$12.0	Series B	Beacon Securities, Canaccord Genuity Corp., Cormark Securities Inc., Salman Partners.
CloudPhysics	Private	CloudPhysics is a SaaS-based data management platform that supports an organization's data center's decision-making.	6/24/14	\$15.0	Series C	Jafco Ventures
Tasktop Technologies	Private	Tasktop Technologies is a provider of software lifecycle infrastructure in task management and synchroniization.	6/24/14	\$11.0	Series A	Austin Ventures, Yaletown Venture Partners
White Ops	Private	White Ops is a provider in online fraud detection.	6/24/14	\$7.0	Series A	Paladin Capital Group, Grotech Ventures
Cargomatic	Private	Cargomatic is a real-time on demand network for Local Truck Availability. Shippers that submit loads and find nearby trucks to service their needs through the mobile application.	6/24/14	\$2.6	Seed	Morado Venture Partners, SV Angel, Sherpa Ventures
Transifex	Private	Transifex is a SaaS continuous localization platform powering the process of launching products into multiple languages for companies with rapid development cycles.	6/24/14	\$2.5	Seed	New Enterprise Associates, Toba Capital, Arapura Ventures
AdExpresso	Private	AdExpresso offers services for advertiser and media agencies to create, analyze, and optimize their Facebook advertisements.	6/24/14	\$1.3	Seed	SierraMaya Ventures, VegasTechFund, 500 Startups
Epoxy	Private	Epoxy is a social-focused video tool with applications that help online video creators control their content and connect with fans on social media from their tablets and mobile devices.	6/24/14	\$6.5	Series A	Upfront Ventures, Time Warner Investments, Bertelsmann Digital Media Investments, Advant capital, Greysoft Partners, Downey Ventures
SmashFly Technologies	Private	Smashfly is a recruitment marketing platform.	6/24/14	\$9.0	Series A	OpenView Venture Partners
FTL Global Solutions	Private	FTL is a leading provider of scalable, sustainable and secure solutions for humanity.	6/24/14	Undisclosed	Series C	Terra Firma Capital Group

* Note: Nugg transaction amount rounded, amount received totaled \$350,000.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Omsignal	Private	Omsignal has developed a revolutionary line of bio-sensing clothing that connect seamlessly with mobile devices.	6/24/14	\$10.0	Series A	Primera Capital, David Cohen, Golden Venture Partners, Mistral Venture Partners, Real Ventures, Bessemer Venture Partners
Soundhawk	Private	Soundhawk is the developer of a device that greatly enhances the wearer's ability to hear the world around them. It combines its device with its smartphone app to improve hearing in even the loudest environments.	6/24/14	\$5.5	Undisclosed	Foxconn, True Ventures
SpinGo	Private	SpinGo is an online and a mobile event search engine that connects event specialists with users.	6/20/14	\$2.0	Series A	Josh James, Rick Alden, Todd Pedersen, Alan Hall, Greg Warnock
Housing.com	Private	Housing.com is an India-based real estate portal.	6/20/14	\$19.0	Series D	Helion Venture Partners, Nexus Venture Partners, Qualcomm Ventures.
SavvyCard	Private	SavvyCard empowers anyone to easily build webcards – sharable, mobile optimized websites that can be tailored for any use.	6/20/14	\$0.1*	Series A	Florida Growth Fund
Spotlight Ticket Management	Private	Spotlight Ticket Management provides access to company tickets online and on mobile devices.	6/19/14	\$6.0	Series A	Point Judith Capital, Coyote Ridge Ventures, City National
ProjectManager.com	Private	ProjectManager.com is a project management software that comes with social, video, mobile, and content tools already built into its platform based in New Zealand.	6/19/14	\$3.5	Undisclosed	Undisclosed
TouchOfModern	Private	TouchOfModern is an online and mobile shopping spot that offers designer lifestyle products from furniture to fashion.	6/19/14	\$17.0	Series B	Partch Ventures, Great Oaks VC, Lucas Venture Group, Silicon Valley Bank, Hillsven, and Floodgate
Arbel	Private	Arbel is a creator of the mobile application "Yo," an application that sends the word "Yo" to a user's contacts.	6/19/14	\$1.0	Seed	Moshe Hogege
Meditation Resource Calm	Private	Meditation Resource Calm is a company that provides an online and mobile relaxation resources to users.	6/18/14	\$0.6	Undisclosed	Jason Calacanis's Launch, Matt Mullenweg, Matt Cheng
Mantis Vision	Private	Mantis Vision develops technologies products that bring 3D to mobile devices.	6/18/14	\$12.5	Undisclosed	Qualcomm Ventures, Lab IX, Sunny Optical Technology Co., Samsung
ClearCare	Private	ClearCare is a San Francisco web-based software solution company and provider for private duty home care agencies.	6/18/14	\$11.0	Series B	Bessemer Venture Partners, Cambia Health Solutions, Voyager Capital, Qualcomm Ventures, Harbor Pacific Capital, City National Bank
sigSense	Private	Sigsense replaces single purpose stand-alone test instruments with interchangeable sensing modules that connect to a smart phone running the Sigsense mobile application.	6/18/14	Undisclosed	Seed	Highway1
SwitchEmbassy	Private	Switch Embassy, formally Agent of Presence, is a fashion technology company developing a disruptive and exciting line of context-aware and responsive fashion and accessories.	6/18/14	Undisclosed	Seed	Highway1
Clari	Private	Clari is the mobile-first sales tool that uses data science and predictive analysis to help sales people do their jobs.	6/17/14	\$20.0	Series B	Bain Capital Ventures, Sequoia, Northgate Capital
Contrib	Private	Contrib is a web-based management platform focused on crowdsourcing, equity, compensation and virtual modelling.	6/17/14	\$0.3	Seed	Undisclosed
SIM Partners	Private	SIM Partners is a provider of local and social marketing automation SaaS technology, helping keep thousands of locations visible and accessible in top search engine results, mobile devices, and social networks.	6/17/14	\$8.0	Series A	River Cities Capital Funds, Jump Capital
Kony, Inc.	Private	Kony, Inc. is a cloud-based mobile application development platform (MADP).	6/17/14	\$50.0	Undisclosed	SoftBank Capital, Insight Venture Partners, Telstra Ventures, Georgian Partners, Delta-V, Hamilton Lane
Ucloud	Private	Ucloud is a Shanghai-based cloud computing service provider.	6/17/14	\$50.0	Series B	Bertelsmann Asia Investments, Legend Capital, Doll Capital Management
Wayin	Private	Wayin is a mobile and web engagement platform that enables conversations between individuals, brands, and enterprises with their fans, customers and employees.	6/17/14	\$12.1*	Undisclosed	Undisclosed

* Note: SavvyCard transaction amount rounded, amount received totaled \$80,000.

* Note: Wayin still seeking \$999,998 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Moment.me	Private	Private.me is a platform that scans social media websites and presents associated photos and videos relevant to a user's shared experience.	6/16/14	\$1.7	Undisclosed	Sintel Innov8, Blumberg Capital
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.	6/16/14	\$44.0	Series B	Andreessen Horowitz, Aaron Levie (Box CEO), Sam Altman (Y Combinator president)
Valencell	Private	Valencell is a developer performance biometric data sensors and licenses to consumer electronics manufacturers, mobile devices, and accessort makers.	6/16/14	\$7.0	Series C	WSJ Joshua Fund, TDF Ventures, True Ventures, Best Buy Capital
ShoppinPal	Private	ShoppinPal allows users to instantly have a mobile storefront without an online store.	6/14/14	Undisclosed*	Undisclosed	Undisclosed
WHOM	Private	WHOM is a social mobile game that makes getting to know your friends - fun and easy. The goal of WHOM is to compare yourselves with your friends - learn fun insights, see what you have in common and win sweet swag.	6/14/14	Undisclosed*	Undisclosed	Undisclosed
Glympse	Private	Glympse is a mobile service that allows GPS-enabled mobile phone users to share their location via a Web-based map for a pre-set period of time with anyone they choose.	6/13/14	\$12.0	Series C	UMC Capital, Verizon Ventures, Ignition Partners, Menlo Ventures, Naya Ventures
Nuzzel	Private	Nuzzel provide a social-real-time platform that allows users to see news that their friends share online and on mobile devices.	6/12/14	\$1.7	Series A	Homebrew's Hunter Walk, Sacca, Matt Mazzeo
Procore Technologies Inc.	Private	Procore Technologies, Inc. is a cloud-based construction management software.	6/12/14	\$15.0	Series D	Bessemer Venture Partners
SourceClear	Private	SourceClear enables teams to visualize vulnerabilities across all their development projects in real time.	6/12/14	\$1.5	Seed	Kinzer Capital, Realise Capital Partners, Mary Cirillo, Amos Michelson, Frank J. Marshall, Justin Somaini
Blue Tiger Labs	Private	Blue Tiger Labs is transforming the way consumers and businesses shop, and how brands reach their buyers.	6/12/14	\$4.0	Undisclosed	Dave Baggett, Eniac Ventures, Haroon Mokhtarzada
Zula	Private	Zula is a mobile application designed to enable work communication on the go.	6/11/14	\$3.0	Series A	2M, Ourcrowd, Microsoft Ventures, Nathan Low, Doug Pauly
Repsly	Private	Repsly provides mobile software solutions for enhancing field activity management.	6/11/14	\$1.2	Seed	K5 Ventures, First Beverage Group, LaunchPad Venture Group
Placed	Private	Placed is a location-driven insights and mobile ad intelligence platform providing reports on consumers' offline behaviors.	6/10/14	\$10.0	Series B	Two Sigma Ventures, Madrona Venture Group
InfoScout	Private	InfoScout provides real-world analytics for marketers by using mobile technology to capture purchase behavior in the offline world.	6/10/14	\$16.0	Series B	Bain Capital Ventures, Horizon Partners, MHS Capital
Visier	Private	Visier is a cloud-based analytics and workforce platform enabling HR professionals to answer critical workforce strategy questions.	6/10/14	\$25.5	Series C	Summit Partners, Foundation Capital, Adams Street Partners
Plex Systems	Private	Plex Systems is a Michigan-based software and cloud-computing company.	6/10/14	\$50.0	Undisclosed	T. Rowe Price, Accel Partners
Dwellable	Private	Dwellable is a mobile application for vacation rentals.	6/10/14	\$2.0	Seed	Version One Ventures, Maveron, Rob Solomon, Spencer Rascoff, Glenn Kelman, Oren Etzioni
MobileMajority (PaeDae)	Private	MobileMajority is a Los Angeles-based mobile advertising startup.	6/10/14	\$8.0	Undisclosed	Undisclosed
Zaius, Inc.	Private	Zaius, Inc. is a provider of connecting marketers to real-time channels like e-commerce, web, and mobile.	6/10/14	\$6.3	Series A	Matrix Partners
RebelMail (EngageInbox, Inc.)	Private	RebelMail is a provider of an in-email checkout product that powers secure activity inside of emails for e-commerce and SaaS companies.	6/10/14	\$2.0	Seed	Vaizra, Boldstart, Lerer Ventures, Box Group, Vayner RSE

* Note: ShoppinPal still seeking \$600,000 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Zula	Private	Zula provides a mobile solution for initiating, managing and maintaining mobile team communications.	6/10/14	\$3.0*	Undisclosed	Undisclosed
Spitforce	Private	Spitforce is a provider of A/B testing for mobile devices and applications.	6/9/14	\$0.2	Seed	SOS Ventures, Angel investors (Simon Newstead, Steven Ho, Jaime Lin, Guillaume Luccisano)
Marbella Technologies	Private	Marbella's Smart Rounding solution empowers healthcare providers to capture perception-of-care data on all patients, in real time.	6/9/14	Undisclosed*	Undisclosed	Undisclosed
Uber	Private	Uber is a mobile application connecting passengers with drivers for hire.	6/6/14	\$1,200.0	Undisclosed	Fidelity Investments, Wellington Management, Blackrock Inc., Summit
Altair Semiconductor	Private	Altair is a fabless semiconductor that is developing state of the art, ultra low power mobile WIMAX silicon solutions optimized for handsets and handheld devices.	6/6/14	\$25.0	Undisclosed	JVP, Undisclosed
Neon Mobile	Private	Neon Mobile is a developer of mobile applications, landing pages, and metadata clouds for small businesses and startups.	6/6/14	\$0.1*	Undisclosed	Undisclosed
DewMobile	Private	DewMobile designed an application that allows users to transfer files between devices without being connected to the Web.	6/6/14	\$20.0	Series B	Innovation Works, Northern Light Venture Capital, IDG Capital Partners
Octro	Private	Octro is a provider of creating digital productivity applications for mobile devices.	6/4/14	\$15.0	Series A	Sequoia Capital
PerBlue	Private	PerBlue is a mobile and social gaming software company that developed Parallel Kingdom, a location-based, multi-player role playing game.	6/4/14	\$3.0	Undisclosed	Lightbank
Offerpop	Private	Offerpop is a digital marketing platform that helps brands transform marketing channels into social experiences.	6/3/14	\$15.0	Series C	Edison Ventures, Hearst Ventures, salesforce.com, Windcrest Partners, CommonAngels, Mesco Ltd.
RichRelevance	Private	RichRelevance is an omni-channel personalization platform that assists retailers and brands to deliver content and offers to shoppers.	6/2/14	\$20.0	Undisclosed	Centerview Capital Technology, Draper Fisher Jurvetson, Greylock Partners, Crosslink Capital, Shea Ventures
Proteus Digital Health, Inc.	Private	Proteus Digital Health develops digital products that collect and aggregate various behavioral, physiological, and therapeutic metrics.	6/2/14	\$120.0	Undisclosed	Undisclosed
Fortscale	Private	Fortscale is a cybersecurity data platform.	6/2/14	\$10.0	Series B	Intel Capital, Blumberg Capital, Swarth Group
BitFury	Private	BitFury is a Bitcoin infrastructure provider.	6/2/14	\$20.0	Undisclosed	Binary Financial, Crypto Currency Partners, Georgian Co-Investment Fund, Queensbridge Venture Partners, ZAD Investment Company
NantHealth	Private	NantHealth is a healthcare company converging science and technology through an integrated clinical platform.	6/2/14	\$25.0	Undisclosed	Celgene
Bubbl	Private	Bubbl is a mobile app that lets friends capture their favorite parts of online videos. With so many video links shared daily, no one has time to watch everything or to wade through the litter blasted on social networks to find what really matters.	6/2/14	\$0.0*	Seed	Entrepreneurs Roundtable Accelerator
MobileSuites	Private	MobileSuites is a mobile platform for hotels that gives travelers on-demand access to frequently used hotel services, allowing any hotel to instantly modernize its guest offerings.	6/2/14	\$0.0*	Seed	Entrepreneurs Roundtable Accelerator
Mozido	Private	Mozido provides a platform of cloud-based, white-label, mobile payment, shopping and marketing solutions with real-time customer analytics.	6/2/14	\$10.0	Undisclosed	Undisclosed
Keecker	Private	Keecker is a smartphone-controllable robot that projects videos and browses the Web.	5/31/14	Undisclosed	Undisclosed	Kima Ventures

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

* Note: Marbella Technologies is still seeking \$2,000,000 in funding.

* Note: Neon Mobile Transaction amount rounded, amount received totaled \$450,000.

* Note: Bubbl transaction amount rounded, amount totaled \$40,000.

* Note: MobileSuites transaction amount rounded, amount totaled \$40,000.

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Financing Transactions

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

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

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

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

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Financing Transactions

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

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

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

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

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
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Sinch	Private	Sinch provides marketing and communication tools to mobile developers, including voice and messaging.	5/14/14	\$12.0	Undisclosed	Rebtel
BlazeMeter	Private	BlazeMeter is a self-service, web and mobile load testing platform providing developers an enterprise grade, out-of-the-box performance testing solution.	5/14/14	\$6.5	Series A	YL Ventures, Gillot Capital Partners
Marxent Labs	Private	Marxent is a leading Augmented Reality custom apps developer for Android and iOS. AR for retail, live events and 3D products.	5/14/14	\$0.5*	Undisclosed	Undisclosed
TransferWise	Private	TransferWise is a UK-based peer-to-peer international currency exchange mobile application.	5/13/14	\$6.0	Series A	Index Ventures, IA Ventures, SV Angel, Valar Ventures, Kima Ventures
Boxed	Private	Boxed is a service that sells products and everyday goods in bulk through its mobile application and delivers right to the customer's door.	5/13/14	\$6.5	Series A	Greycroft Partners, First Round Capital, Signia Venture Partners
Instart Logic	Private	Instart Logic accelerates cloud application delivery for the world's most performance-obsessed organizations.	5/13/14	\$26.0	Series C	Kleiner Perkins Caufield & Byers, Andreessen Horowitz, Tenaya Capital, Sutter Hill Ventures, Greylock Partners
Mobiquity	Private	Mobiquity is a strategy-led, implementation driven Mobile Computing professional services firm focused on architecting, developing and deploying custom mobile solutions for the Global 2000.	5/13/14	\$3.0	Undisclosed	Undisclosed
Talkspace	Private	Talkspace offers therapy for how we live today – affordable anonymous therapy with professional licensed therapists, anytime and anyplace, through a mobile device or on the Web.	5/13/14	\$2.5	Undisclosed	Spark Capital, SoftBank Capital
iZettle	Private	iZettle creates services for person-to-person and business-to-consumer commerce. The first service includes a free iPhone app and a mini chip card reader that lets anyone take card payments anytime, anywhere.	5/9/14	\$55.5	Series C	Zouk Capital, Dawn Capital, Intel Capital, Creandum, Greylock, Partners, Index Ventures, Northzone, SEB Private Equity
3nder	Private	3nder is an online and mobile social dating application.	5/9/14	Undisclosed	Seed	Undisclosed
MobileHelp	Private	MobileHelp is one of America's leading provider of M-PERS (Mobile-Personal Emergency Response System) technology.	5/9/14	Undisclosed	Undisclosed	Stonehenge Capital
ViziApps	Private	ViziApps is an online mobile app development platform enabling users to create hybrid web and mobile applications without coding.	5/8/14	\$0.2	Undisclosed	Undisclosed
Perfecto Mobile	Private	Perfecto Mobile provides cloud-based testing, automation and monitoring solutions for mobile applications and websites, utilizing a wide selection of REAL mobile devices accessible via the web.	5/7/14	\$20.0	Series D	FTV Capital, Carmel, Vertex, Globespan Capital Partners
Fever	Private	Fever is an event discovery platform and mobile application that provides a list of upcoming events in the city, specifically New York.	5/7/14	\$3.0	Seed	Undisclosed
Layer	Private	Layer is the open communications layer for the Internet, enabling the power of messaging, voice and video calling in any mobile or web product.	5/7/14	\$14.0	Series A	Homebrew Ventures, AME Cloud Ventures, CrunchFund, FUEL Capital
Wandera	Private	Wandera is a leading provider of MDO (Mobile Data Optimization), providing businesses with savings, control and visibility of their mobile data usage.	5/7/14	\$3.0	Undisclosed	Undisclosed
VSCO	Private	VSCO is a social platform for photographers and designers to share quality work on the web and mobile.	5/6/14	\$40.0	Series A	Accel Partners
Adcade	Private	Adcade makes digital ads for brands, agencies, publishers and consumer.	5/6/14	\$5.0	Series A	Polaris Partners, ff Venture Capital, Quotidian Ventures
Top Hat	Private	Top Hat is a web and mobile-based classroom response system that provides professors with real-time feedback.	5/6/14	\$10.0	Series B	Georgian Partners, Emergence Capital Partners, iNovia Capital, SoftTech VC, Version One Ventures, Golden Venture Partners, Felicis Ventures
YaSabe	Private	YaSabe is a mobile and online platform providing information on local businesses, jobs, and coupons, specifically for the Latino community.	5/6/14	\$1.4*	Undisclosed	Undisclosed

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

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

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Financing Transactions

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UberMedia	Private	UberMedia is a cross-screen mobile advertising platform that leverage social signals, and location history to identify consumer decision-making.	5/5/14	\$8.0	Undisclosed	Blue Chip Ventures, Gordon Crawford
10Sec	Private	10Sec is a Japan-based mobile flea market application that allows users to sell their products online.	5/5/14	\$1.6	Seed	CyberAgent
CliqStart	Private	CliqStart is about empowering communities thanks to a dedicated mobile space where members can communicate, get involved and raise funds straight from their mobile.	5/3/14	Undisclosed*	Undisclosed	Undisclosed
Orbotix	Private	Orbotix is a gaming device with products, like Sphero, that can be controlled from smartphones.	5/2/14	\$20.0	Series D	Undisclosed
TeleSign	Private	TeleSign protects the world's largest Internet and Cloud properties by establishing and verifying Mobile Identity.	5/1/14	\$40.0	Series B	Adams Street Partners, Summit Partners, March Capital Partners
Kamcord	Private	Kamcord is the developer of a program that allows users to unlock their mobile gaming moments and share it with other users.	5/1/14	\$7.1	Series A	Translink Capital, SV Angel, DeNA, Klab, M&Y Growth Partners, Innovation Works, XG Ventures, Mark Williamson
Liquid	Private	Liquid is a mobile-analytics company that helps developers track app data as well as adjust and change how the app works without making changes to the code.	4/30/14	\$1.0	Seed	Faber Ventures, Portugal Ventures
ZeroFox	Private	ZeroFox enables companies to identify, manage and mitigate social media based cyber threats on the web and mobile.	4/30/14	\$10.1	Undisclosed	Undisclosed
Sprinklr	Private	Sprinklr develops infrastructure software for enterprises on the web and mobile to manage users' social media experiences.	4/29/14	\$40.0	Series D	Iconiq Capital, Battery Ventures, Intel Capital
Tidemark	Private	Tidemark is the developer of a cloud-based financial-planning software accessible on mobile.	4/29/14	\$32.0	Series E	Silicon Valley Bank, Greylock Partners, Andreessen Horowitz, Redpoint Ventures, Tenaya Capital
Doximity	Private	Doximity is a physician professional network accessible on the web and mobile.	4/29/14	\$54.0	Series C	Draper Fisher Jurvetson (DFJ), T. Rowe Price, Morgan Stanley
Apigee	Private	Apigee is a digital business platform for enterprises helping companies build and scale apps, APIs and data on the web and mobile.	4/29/14	\$60.0	Undisclosed	Norwest Venture Partners, Bay Partners, Third Point Ventures, SAP Ventures, Focus Ventures, BlackRock, Pine River Capital Management, Wellington Management
URX	Private	URX is building the buy button between apps. It will enable advertisers to showcase the products they sell, not just their apps.	4/28/14	\$12.0	Undisclosed	Accel Partners, Google Ventures, SV Angel, First Round Capital
Youku Tudou	Private	Yukou Tudou is a Chinese video service provider on the web and mobile.	4/28/14	\$1,220.0	Undisclosed	Alibaba Group, Yunfeng Capital
New Relic	Private	New Relic is a SaaS-based software analytics platform offering app performance management and mobile monitoring solutions.	4/28/14	\$100.0	Undisclosed	BlackRock, Passport Capital, T.Row Price, Wellington Management
Wanderful Media	Private	Wanderful Media is a Silicon Valley company reinventing local discovery shopping.	4/28/14	\$14.5	Undisclosed	Advance Digital, Community Newspaper Holdings, Cox Media Group, Gannett, GateHouse Media Inc., Graham, Hearst Corp., Lee Enterprises, MediaNews Group, The McClatchy Company
Bonfyre	Private	Bonfyre is a free mobile app that allows users to message, share photos and moments with close friends in private.	4/25/14	\$2.0	Undisclosed	Undisclosed
Stitch	Private	Stitch is a mobile email app made for salespeople.	4/25/14	\$3.3	Seed	Google Ventures, SoftTech VC, Freestyle Capital, Foundation Capital, Eniac Ventures
Slack	Private	Slack offers a real-time messaging, archiving and search tool for the web and mobile to facilitate communication within a team.	4/25/14	\$42.8	Series C	The Social+Capital Partnership, Accel Partners, Andreessen Horowitz

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

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Enswers	Private	Enswers develops audio and video identification technology on mobile with computer vision, clustering, signaling processing and audiovisual fingerprinting.	4/25/14	\$2.0	Series C	Samsung Ventures
2Checkout	Private	2Checkout is a payment services company on the web and mobile.	4/24/14	\$60.0	Undisclosed	Chicago Growth Partners, Trident Capital
ShopKeep	Private	ShopKeep is a cloud-based iPad point of sales (POS) or checkout system for retailers.	4/24/14	\$25.0	Series C	Thayer Street Partners, Tribeca Venture Partners, TTV Capital, Contour Venture Partners, Canaan Partners, Tom Glocer, Matt Coffin
XAPPmedia	Private	XAPPmedia provides interactive audio advertising for Internet radio stations that can be accessed by users on mobile devices.	4/24/14	\$3.0	Seed	Frank Raines
CorvisaCloud	Private	CorvisaCloud is a cloud-based communications provider. The company provides inbound and outbound contact center software, business phone systems (VoIP PB) and a hosted developer platform.	4/23/14	\$30.0	Undisclosed	Undisclosed
Talixo	Private	Talixo is a booking platform for taxis and limousines.	4/23/14	Undisclosed	Undisclosed	Investment Bank of Berlin, Matthew Witt
Ondot Systems	Private	Ondot is a provider for financial institutions in bringing a management suite to manage operational and customer support aspects of mobile card services.	4/23/14	\$18.0	Undisclosed	Undisclosed
Yik Yak	Private	Yik Yak is an app that shows recent posts from other users around the user's area.	4/23/14	\$1.5	Seed	Vaizra Investments, DCM, Azure Capital Partners
Sentinel	Private	Sentinel offers malware detection and protection for workstations, mobile devices and servers across an organization.	4/23/14	\$12.0	Series A	Tiger Global Management
Codasip	Private	Codasip is the developer of a leading-edge software and IP platforms that enable apps ranging from the Internet of Things to next generation super computers to leverage the power of Application Specific Instruction-set Processors.	4/23/14	\$2.8	Series A	Credo Ventures
InVisage Technologies	Private	InVisage Technologies is the developer of smartphone camera solutions for higher quality photos and performance.	4/22/14	\$18.0	Series E	GGV Capital, Nokia Growth Partners, RockPort Capital Partners, InterWest Partners, Intel Capital, OnPoint Technologies
Electric Cloud	Private	Electric Cloud provides software production management solutions to companies that deliver software as part of their products and services across a variety of industries including semiconductors, enterprise and mobile devices.	4/22/14	\$4.0	Series E	Siemens Venture Capital, US Venture Partners, Mayfield Fund, RRE Ventures, Rembrandt Venture Partners
Avaz	Private	Avaz is an app that provides speech therapy for children with autism.	4/21/14	\$0.6	Seed	Inventus Capital Partners, Rajan Anandan, Raju Reddy
Netology	Private	Netology is a major Russian online education platform accessible on the web and mobile.	4/21/14	\$5.6	Series A	InVenture Partners
MenuMeet	Private	MenuMeet is a mobile restaurant menu App that addresses the needs of various dietary choices/concerns.	4/19/14	\$0.3*	Undisclosed	Undisclosed
Urgent.ly	Private	Urgent.ly is an app for roadside assistance.	4/18/14	Undisclosed	Undisclosed	CIT GAP Funds, Peter Jobse
Airbnb	Private	Airbnb is a community marketplace for people to list, discover and book unique spaces around the world through mobile phones or the internet.	4/18/14	\$450.0	Series D	Dragoneer Investment Group, T.Row Price, TPG Growth
Huninn Mesh Networks	Private	Huninn Mesh Networks is a startup building hardware to hook sensors and connected devices in a home to the internet.	4/18/14	\$0.3	Undisclosed	Undisclosed
LISNR	Private	LISNR helps artists connect with their fans through exclusive contents on mobile devices.	4/17/14	\$1.5	Undisclosed	Undisclosed
Citymapper	Private	Citymapper is the developer of a transportation tracker on the iOS and Android.	4/17/14	\$10.0	Undisclosed	Connect Ventures, Index Ventures, Greylock Partners
Work4	Private	Work4 is a social and mobile recruiting company.	4/17/14	\$7.0	Series B	Matrix Partners, Serena Capital
Stitcher	Private	Stitcher is a streaming radio startup.	4/17/14	\$3.0	Undisclosed	Undisclosed

* Note: MenuMeet had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
M87	Private	M87 is the developer of a wireless network infrastructure software.	4/16/14	\$3.0	Series A	Qualcomm, 21viaNet
Fitnet	Private	Fitnet is a virtual network studio that provides video workouts all available on mobile devices.	4/15/14	\$1.4	Undisclosed	Valley Ventures, CIT GAP Fund
Gusto	Private	Gusto is an app for users to send emails, files and photos.	4/15/14	\$1.3	Undisclosed	Elevate Ventures
Learnvest	Private	Learnvest is the developer of a money management on mobile and a network for financial advisors.	4/15/14	\$27.0	Series D	Accel Partners, American Express Ventures, Northwestern Mutual
Appota	Private	Appota is a mobile content distribution platform in Vietnam.	4/14/14	Undisclosed	Series B	Undisclosed
Lifesum	Private	Lifesum is the developer of a mobile health app.	4/14/14	\$6.7	Series A	Bauer Media, SparkLabs Global Ventures
AppDirect	Private	AppDirect is the developer of an application marketplace for businesses.	4/10/14	\$35.0	Series C	Mithril Capital Management, Ajay Royan, iNovia Capital, Foundry Group
appsFreedom	Private	appsFreedom is a leading provider of Enterprise Mobile Cloud Software for SAP that enables companies and their employees to achieve Workplace Freedom.	4/10/14	\$2.5*	Undisclosed	Undisclosed
Canvsly	Private	Canvsly is a platform that helps users capture children's artworks.	4/10/14	\$0.5*	Undisclosed	Undisclosed
Scoutmob	Private	Scoutmob is a location-based group deal mobile & web service to consumers.	4/10/14	\$3.0	Series B	AOL Ventures, Capitol Broadcasting, Cox Media Group, New Atlantic Ventures, Benjamin Lerer
Smule	Private	Smule is an app that lets users discover, love and enjoy music.	4/10/14	\$16.6	Undisclosed	ROTH Capital
Runscope	Private	Runscope is the developer of tools to support modern app development lifecycle on the web and mobile.	4/10/14	\$6.0	Series A	General Catalyst Partners, Lerer Ventures, True Ventures,
Slidely	Private	Slidely is an image-based social network that allows users to create video slideshows on their iPhones.	4/10/14	\$7.3	Undisclosed	Benson Oak Capital
Snupps	Private	Snupps is a developer of an organization and socialization app on the iOS.	4/10/14	\$5.0	Seed	Amr Zedan
Crittercism	Private	Crittercism is a mobile app performance management (APM) solution. It offers a real-time global view of crash reporting and error analysis across iOS, Android, Windows Phone 8 and HTML5.	4/9/14	\$30.0	Series C	Scale Venture Partners, Andrew Vitus, InterWest Partners, VMWare
Drync	Private	Drync is a mobile software application that enables consumers to purchase wine at the moment it is most relevant to them.	4/9/14	\$2.1	Undisclosed	Crosslink Capital, Great Oaks Venture Capital, KEC Holdings, Foundry Group
ItsOn, Inc	Private	ItsOn, Inc is a developer of smart mobile services.	4/8/14	\$12.9	Series C	Tenaya Capital, Stewart Gollmer, Andreessen Horowitz, Marc Andreessen
Neura	Private	Neura is a network intelligence provider of connected devices.	4/8/14	\$2.0	Undisclosed	Greenhouse Capital Partners, Peter Henig, SingTel Innov8, Pitango Venture Capital, Eitan Bek, TriplePoint Capital
NoteVault	Private	NoteVault was founded to develop innovative service solutions for construction.	4/8/14	Undisclosed	Undisclosed	West Capital Partners, Dennis O'Brien
Wattpad	Private	Wattpad is an online community that allows users to read, write and share stories on the web and mobile.	4/8/14	\$46.0	Series C	August Capital, OMERS Ventures, Northleaf Capital Partners, Raine Ventures, W Media Ventures, Union Square Ventures, Khosla Ventures, Golden Venture Partners
Closely	Private	Closely helps small businesses keep track of their competition through its iOS and Android social monitoring app, Perch.	4/8/14	\$3.0	Series A	Steadfast Venture Capital, Grotech Ventures, CNF Investments

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

* Note: Canvsly had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2014.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Egomotion	Private	Egomotion is a consumer app that makes smartphones smarter by helping users get through their day.	4/7/14	\$0.8	Seed	Google Ventures, Initialized Capital, Atiq Raza, Hooman Borghai, Bee Partners
Wellframe	Private	Wellframe is the developer of a mobile "health GPS" that guides patients with chronic disease to their health potential.	4/7/14	\$1.5	Seed	Jonathan Bush, Timothy Draper, Carl Byers, James Nahirny
Mobile Reactor	Private	Mobile Reactor is a stealthy startup creating a new interactive television experience.	4/7/14	\$1.2	Undisclosed	Undisclosed
GrabTaxi	Private	GrabTaxi is a taxi service app.	4/7/14	\$10.0	Series A	Vertex Venture Holdings
EatStreet	Private	EatStreet is an online and mobile food ordering service.	4/6/14	\$6.0	Series B	Silicon Valley Bank, Great Oak Venture Capital, Cornerstone Angels, Independence Equity, CSA Partners LLC
Downtown	Private	Downtown is a mobile payments app.	4/5/14	Undisclosed	Seed	Archimedes Ventures, Keith Teare
XpressRoam	Private	XpressRoam provides BYOD mobile IP services for businesses.	4/5/14	\$0.5*	Undisclosed	Fred Rucker, Steve Williams, Jonathan Bloom, Brad Boehmler
Fonemine	Private	Fonemine is a Silicon Valley-based enterprise cloud and mobility software company.	4/4/14	\$4.5	Series B	Michigan eLab, Rick Bolander
GemShare	Private	GemShare is a personal recommendations app to help users manage their daily life.	4/4/14	\$1.2	Seed	Greylock Partners, Second Avenue Partners, Rich Barton, Mika Salmi, Ellen Levy
Appiterate	Private	Appiterate is a WYSIWYG A/B testing platform for native mobile apps.	4/3/14	\$0.5	Undisclosed	SAIF Partners, Greg Badros, Prashant Malik
July Systems	Private	July Systems provides cross-platform mobile solutions to businesses worldwide	4/3/14	\$2.9	Undisclosed	Undisclosed
Triggerfox	Private	Triggerfox is a mobile address book for professionals.	4/3/14	\$1.8	Seed	Dharmesh Shah, Wayne Chang
Predicative	Private	Predicative is a provider of mobile consumer behavior intelligence.	4/3/14	\$0.8*	Undisclosed	Ben Critchfield
Imgur	Private	Imgur is a simple image sharer accessible on the web and mobile.	4/3/14	\$40.0	Series A	Reddit, Andreessen Horowitz
PayStand	Private	PayStand is a mobile payments developer.	4/2/14	\$1.0	Seed	TiE LaunchPad, Serra Ventures, Central Coast Angels, Cervin Ventures
Agora Mobile	Private	Agora Mobile is the developer of a social network designed for mobile app discovery, development and deployment.	4/1/14	\$1.0	Undisclosed	New Brunswick Innovation Foundation, East Valley Ventures
iFit	Private	iFit is a multi-screen, fitness startup.	4/1/14	\$0.9	Seed	Cherubic Ventures
2can	Private	2can is a mobile payments company based in Moscow.	4/1/14	\$5.0	Series B	Almaz Capital, ESN Group, InVenture Partners

* Note: XpressRoam had a crowdfunding round. *Note: Predicative had a crowdfunding round.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2014.

Financing Transactions

DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Pontiflex	Private	Pontiflex powers a new kind of mobile advertising platform: Signup Ads.	6/6/14	\$1.3	Debt	Undisclosed
Flurry	Private	Flurry, inc. is a leader in developing next-generation mobile applications.	6/4/14	\$9.9	Debt	Undisclosed
Mobilewalla	Private	Mobilewalla is the neutral data destination for consumers and the mobile industry insiders seeking insights into the app market.	5/28/14	\$1.0*	Debt	Undisclosed
GlobeSherpa	Private	GlobeSherpa provides a secure, mobile ticketing platform for transit systems.	4/24/14	\$1.0*	Debt	Undisclosed
MobileRQ	Private	MobileRQ helps travel suppliers and their partners automatically send smart, relevant content to their mobile audience.	4/14/14	\$0.5	Debt	Undisclosed
Drchrono	Private	Drchrono is a startup that helps users view health records on mobile devices.	4/10/14	\$2.6	Debt	Runa Capital, Maxfield Capital, Bruno Bowden, Silicon Valley Bank, Box
Q1Media	Private	Q1Media is a publisher-focused adtech company on the web and mobile.	4/1/14	\$8.0	Debt	Silicon Valley Bank, Partners for Growth

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout June 1-30, 2014.

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Mobileye	6/22/14	Mobileye is the global leader in the design and development of software and related technologies for camera-based Advanced Driver Assistance Systems ("ADAS").
MobileIron	6/12/14	MobileIron manufactures Mobile Device Management solutions (MDM) and Enterprise Mobility Management (EMM) for mobile devices.
The Wiki Group, Inc.	5/23/14	The Wiki Group, Inc. provides accessible financial transactions and lending and payment solutions online and mobile. It also is a provider of customizable mobile marketing engine.
Moko Social Media Ltd.	5/19/14	Moko Social Media Ltd., headquartered in New York, engages in the development of proprietary mobile social community platforms and mobile content sales in Australia.
Adeptpros, Inc.	5/15/14	Adeptpros is an app developer for new businesses and provides a road map to develop its own enterprise mobile applications to cater to various industries.
Good Technology Corp.	5/14/14	Good Technology Corp., headquartered in the Sunnyvale, secures access to applications and data from any online and mobile device.
Pazoo, Inc.	5/14/14	Pazoo, Inc is a provider of health and wellness products and services for healthy everyday living through online and mobile.
Internet Media Services, Inc.	5/13/14	Internet Media Services is a digital and mobile marketing company enabling businesses that address the Latin American audience.
Sajan, Inc.	5/8/14	Sajan provides on-demand language translation solutions to customers selling products in global markets online and most recently, mobile.
Alibaba Group Holding Ltd.	5/6/14	Alibaba Group Holding Ltd., headquartered in China, is a group of Internet-based e-commerce businesses, including online web portals and cloud computing services for online and mobile.
Readaboo, Inc.	5/6/14	Readaboo is a development stage company and provider of e-book subscriptions and marketing services for independently published books accessible from your tablet or mobile.
Big Clix Corporation	5/5/14	Big Clix is a development stage company that intends to develop software and systems for mobile advertising.
Zoosk	4/16/14	Zoosk is an online dating site accessible on desktops, mobile and tablets.
Toucan Interactive Corp.	4/15/14	Toucan is an interactive advertising agency on the web and mobile.
Mobile Iron	4/7/14	Mobile Iron is the developer of a mobile IT platform for enterprises to secure and manage mobile applications, content and devices.
Cheetah Mobile	4/2/14	Cheetah mobile is a security software maker based in China.

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Mobile Marketing Association

About the Mobile Marketing Association (MMA)

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

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

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

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

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

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

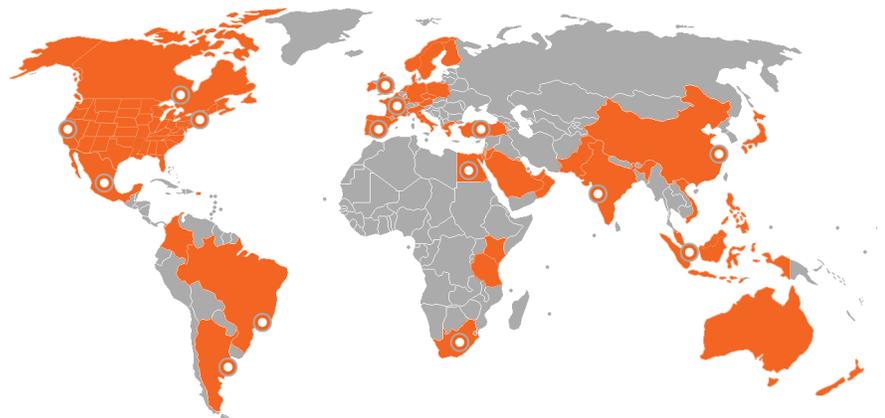
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Mobile Marketing Association

Calendar of Events

SEPTEMBER 30 – OCTOBER 1, 2014

SM2 Innovation

New York, NY, USA

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

PREMIER GLOBAL
NON-PROFIT TRADE
ASSOCIATION

Hidden River

About Hidden River

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

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

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

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

Executive Contacts

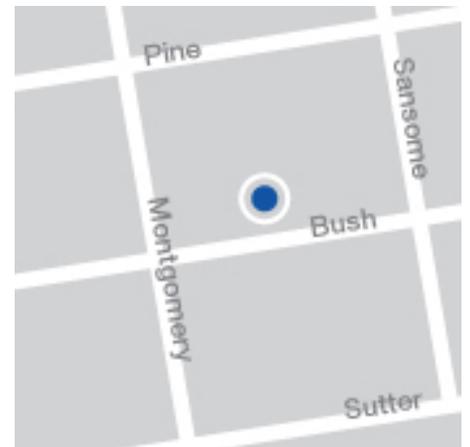
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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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