



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
MARCH 2015

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39 New Members

We recently put out a press release sharing the news about new additions to our membership ([read full release here](#)). Whilst we certainly want to celebrate success and share news about the continuing growth of the MMA, the reason for sharing this news was two-fold. Firstly, our re-focused mission, as of May 2014, was to be marketer-first in our approach. As you'll see, the continuing addition of major brands on our membership roster is a clear indication that this focus is paying dividends. But, just as importantly, that marketer first mission is driven by a simple goal...

...by helping marketers do mobile better, everyone wins!

And that's the second and equally important aspect of this release that we wanted to share with our friends and colleagues. Not only do we see leading brands such as **ConAgra Foods, E*TRADE, Johnson & Johnson, Mars, Wendys, Hersheys** and **Kohl's** joining the ranks of marketers making mobile a central focus for their continued growth and competitive edge, but they are also joined by all the key constituents who are driving industry growth. This list includes leading sellers such as **Forbes, Foursquare, Pinterest** and a host of technology enablers and agencies such as **Starcom Worldwide, Razorfish, PubNative, Quaero, inMarket, Instantly** and more.

This growth in participation allows us to accelerate the transformation taking place—further supported, as you'll have seen from recent release of our SMOX Study and the optimal allocation to mobile being in the double digits. And that's really exciting news!

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

Best,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
James Casey	Vice President of Engineering, Chef Software	General Manager - Chef Analytics, Chef Software	Chef is an automation platform that transforms infrastructure into code.	3/27/15
Nicole Forsgren	Director, Organizational Performance & Analytics, Chef Software	Assistant Professor, Utah State University (current)	Chef is an automation platform that transforms infrastructure into code.	3/27/15
Lauren Antonoff	Senior Vice President, Digital Identity Group, GoDaddy	Director of Program Management, SharePoint, Microsoft	GoDaddy is an internet domain registrar and web hosting company facilitating online businesses.	3/27/15
Sander van 't Noordende	Board Member, Avanade	Group Chief Executive Products Operating Group, Accenture (current)	Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft.	3/27/15
Sean Boyle	Undisclosed Financial Executive Position	Chief Financial Officer, Apptio	N/A	3/17/15
Lorrie Norrington	Board Member, LivingSocial	Operating Partner and Advisor, Lead Edge Capital (current)	LivingSocial is an online marketplace that allows people to buy and share deals on the best things to do in their cities and beyond.	3/10/15
Beau Holt	Vice President of Service & Delivery, Lighthouse eDiscovery	Staff Attorney, K&L Gates	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	3/10/15
Chris Dahl	Vice President of Product Development and Consulting, Lighthouse eDiscovery	Lead eDiscovery Analyst, K&L Gates	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	3/10/15
Debora Motyka	Regional Director, Lighthouse eDiscovery	Director of Product Strategy and Counsel, Lighthouse eDiscovery	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	3/10/15
John Kueber	Chief Executive Officer, Purehome	Chief Operating Officer, Tiger Oak Media	Pure Home is a marketing and transaction platform for the home decor industry.	3/6/15
Steve Banfield	Chief Marketing Officer, INRIX	Senior Vice President & General Manager, Rightside	INRIX offers real-time traffic information solutions that help develop traffic data and traffic speed for freeways, highways and arterials.	3/6/15
Mike Fridgen	General Manager, eBay (Seattle office)	Head of Seller Insights, eBay	eBay, an online auction and e-commerce marketplace, enables people and businesses to buy and sell a wide variety of goods and services.	2/24/15
Andy Taylor	Entrepreneur in Residence, Social + Capital Partnership	Director of Product Management, Redfin	The Social+Capital Partnership ("Social Capital") is a partnership of philanthropists, technologists and capitalists utilizing venture capital as a force to create value and change on a global scale.	2/24/15
Matt Lerner	Vice President of Products, Redfin	Co-Founder and CTO, Walk Score	Redfin provides real estate search and brokerage services through a combination of real estate web platforms and access to live agents.	2/24/15
Michael Brown	Vice President of Engineering, IID	Chief Technology Officer, Prepared Response	IID's ActiveTrust provides the platform to easily exchange threat intelligence across organizations through a dynamic, aligned and private community of security peers.	2/24/15
Eric Burns	Chief Executive Officer, Panopto	Chief Product Officer, Panopto	Panopto is an online video platform providing video capture and management software for educators, businesses and government agencies.	2/24/15
William L. Guttman	Executive Chairman, Panopto	Chief Executive Officer, Panopto	Panopto is an online video platform providing video capture and management software for educators, businesses and government agencies.	2/24/15
Sunil Potti	Vice President of Engineering & Product Management, Nutanix	Vice President & General Manager, Citrix	Nutanix is a virtualized datacenter platform that provides disruptive datacenter infrastructure solutions for implementing enterprise-class.	2/24/15
Jennifer Wong	Vice President of Marketing, Tune	Director of Marketing, Tune	TUNE is an Enterprise Platform for Mobile Marketing.	2/24/15
Michael Zsigmond	Chief Executive Officer, Tapstream	Vice President of Business Development, Tapstream	Tapstream is a marketing dashboard for app makers to track acquisition, retention and ROI across channels.	2/23/15
Tim Leyden	Board Member, Itron	Chief Financial Officer, Western Digital	Itron provides intelligent metering, data collection and utility software solutions to the water and energy industries. They specifically specialize in electricity, gas, water and heat meters, and data collection and communication systems.	2/23/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Natalie McCullough	Chief Revenue Officer, VoloMetrix	Senior Executive, ServiceSource	VoloMetrix is an enterprise analytics company focused on improving organizational effectiveness and knowledge worker productivity.	2/20/15
Peter Cullen	Chief Privacy Advisory, VoloMetrix	Chief Executive Officer, Global Information Governance Solutions (Current)	VoloMetrix is an enterprise analytics company focused on improving organizational effectiveness and knowledge worker productivity.	2/20/15
Deanna Oppenheimer	Strategic Advisor, Finsphere	Founder, CameoWorks (Current)	Finsphere uses mobile phone data and analytics to develop identity authentication instruments.	2/18/15
Steve McQuade	Vice President of Engineering, Tune	Vice President of Engineering, Yapta	TUNE is an Enterprise Platform for Mobile Marketing.	2/17/15
Dave Rigotti	Director of Marketing, Bizible	Senior Marketing Manager, Bizible	Bizible offers an integrated marketing analytics platform for marketers to optimize their campaigns.	2/17/15
Andy Turman	Director of Customer Success, Bizible	Bizible	Bizible offers an integrated marketing analytics platform for marketers to optimize their campaigns.	2/17/15
Joyce Juntunen	Head of Sales, Bizible	Senior Sales Manager, Trulia	Bizible offers an integrated marketing analytics platform for marketers to optimize their campaigns.	2/17/15
Elisa Steele	Chief Executive Officer, Jive Software	Executive Vice President of Marketing & Products, Jibe Software	Jive is a social communication and collaboration platform providing business software solutions to mobile companies.	2/13/15
Kerry Van Voris	Director of Talent, Madrona Venture Group	Principal & Senior Manager - Executive Recruiting, Amazon (Web Services)	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	1/30/15
Christina Mautz	Vice President of Marketing, Koru	Head of Merchant Marketing, Amazon Local	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	1/29/15
Michael Rigney	Senior Vice President of Client Solutions, Marketing and Regulatory Affairs, EnergySavvy	Vice President of Business Development, Gridco Systems	EnergySavvy offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, and customer engagement.	1/28/15
Michael Albrecht	Vice President of Client Engagement, EnergySavvy	Senior Business Manager, MAST, Microsoft	EnergySavvy offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, and customer engagement.	1/28/15
Tim Guiterman	Director of Evaluation, Measurement and Verification Solutions, EnergySavvy	Associate Director, Navigant	EnergySavvy offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, and customer engagement.	1/28/15
John Backus Mayes	Senior Data Scientist, EnergySavvy	Senior Data Scientist, EcoFactor	EnergySavvy offers SaaS-based solutions that enable utilities to improve energy efficiency, demand side management, and customer engagement.	1/28/15
Brad Brooks	Chief Marketing Officer, DocuSign	Chief Marketing Officer & SVP, Juniper Networks	DocuSign empowers anyone to transact anything, anytime, anywhere, on any device. Securely.	1/14/15
Leonard Iventosch	Vice President of Global Channels, ExtraHop Networks	VP Americas Channels, EMC	ExtraHop provides real-time operational intelligence to make IT more agile and proactive.	1/14/15
Alberto Sutton	Vice President of Marketing, Pyramid Analytics	Vice President of Marketing, Nintex	Pyramid Analytics develops and delivers tools used in business analysis processes.	1/14/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 4/1/15	Stock Price 3/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,235.63	1,255.07	-1.5%	1,265.78	1,079.87				
		S&P 500	2,059.69	2,104.50	-2.1%	2,119.59	1,815.80				
		NASDAQ Composite	4,880.23	4,963.53	-1.7%	5,042.14	3,946.03				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 75.07	\$ 79.10	-5.1%	\$ 80.30	\$ 57.15	\$37,555	\$36,280	\$4,256	8.5X
Alcatel-Lucent	ALU	NYSE	3.73	3.89	-4.1%	4.20	2.28	10,534	12,220	17,139	0.7X
America Movil	AMX	NYSE	21.33	21.38	-0.2%	26.95	19.08	46,376	46,376	64,542	0.7X
Apple Inc.	AAPL	NASDAQ	124.25	128.46	-3.3%	133.60	73.05	723,725	727,665	199,800	3.6X
AT&T	T	NYSE	32.89	34.56	-4.8%	37.48	32.07	170,705	245,277	132,447	1.9X
Barti Airtel	BHARTIARTL.BO	BSE	6.43	5.75	11.9%	6.90	5.08	25,697	25,697	14,934	1.7X
CenturyLink	CTL	NYSE	35.50	37.86	-6.2%	45.67	32.97	20,073	40,616	18,031	2.3X
China Mobile	CHL	NYSE	65.32	67.75	-3.6%	69.74	44.48	267,479	201,124	100,500	2.0X
Dentsu	4324.JP	TSE	43.13	43.58	-1.0%	46.91	32.95	12,440	13,837	22,112	0.6X
Fiserv, Inc.	FISV	NASDAQ	79.58	78.07	1.9%	80.97	54.91	18,931	22,440	5,066	4.4X
Google	GOOG	NASDAQ	542.56	607.22	-10.6%	604.83	487.56	184,831	125,673	66,001	1.9X
LG	034220.KS	KRX	28.75	30.98	-7.2%	34.02	26.00	10,289	12,659	24,952	0.5X
Microsoft	MSFT	NASDAQ	40.72	43.85	-7.1%	50.04	38.51	334,058	272,601	93,456	2.9X
Motorola Solutions	MSI	NYSE	66.67	67.94	-1.9%	70.26	57.79	14,086	13,594	6,453	2.1X
Neustar, Inc.	NSR	NYSE	76.90	81.73	-5.9%	81.48	63.42	17,006	15,868	9,313	1.7X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	30.83	31.13	-1.0%	34.08	25.07	70,089	144,109	106,085	1.4X
Nokia	NOK	NYSE	7.55	8.01	-5.7%	8.73	7.00	27,770	21,721	16,499	1.3X
Omnicom	OMC	NYSE	77.68	79.54	-2.3%	80.98	64.03	19,119	22,613	15,318	1.5X
Publicis Groupe	PUB.PA	Paris	76.90	81.73	-5.9%	81.48	63.42	17,006	15,868	9,313	1.7X
Samsung	005930.KS	KRX	1,290.76	1,236.39	4.4%	1,351.65	1,009.65	190,128	148,011	195,105	0.8X
Sprint	S	NYSE	4.73	5.12	-7.6%	9.76	3.79	18,721	47,474	35,125	1.4X
Telefonica S.A.	TEF	NYSE	14.45	15.49	-6.7%	17.03	13.27	71,360	150,543	65,733	2.3X
Telenor	TELNF	OTC	20.24	20.16	0.4%	21.92	21.34	30,394	39,024	16,989	2.3X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	11.39	13.17	-13.5%	16.68	11.32	10,023	7,385	5,513	1.3X
Vodafone Group	VOD	NASDAQ	32.71	34.56	-5.4%	38.54	28.63	86,721	124,719	65,793	1.9X
WPP Group	WPPGY	NASDAQ	112.81	118.15	-4.5%	119.09	88.15	29,574	29,574	18,975	1.6X
Yahoo!	YHOO	NASDAQ	44.13	44.28	-0.3%	52.62	32.15	41,311	34,717	4,618	7.5X
ZTE	000063.SZ	Shenzhen	3.66	3.28	11.5%	3.69	1.96	10,270	10,498	13,132	0.8X
					Average			89,867	93,149	48,114	2.2X
					Median			28,672	35,498	18,503	1.7X
Mid-Cap (\$2B - \$10B)											
BlackBerry	BBRY	NASDAQ	\$ 8.90	\$ 10.81	-17.7%	\$ 12.63	\$ 7.01	\$4,706	\$3,522	\$3,335	1.1X
Gemalto	GTOFF	OTC	81.49	81.36	0.2%	120.59	67.89	7,232	6,649	3,163	2.1X
Interpublic Group of Companies	IPG	NYSE	21.96	22.30	-1.5%	22.69	16.14	9,082	9,732	7,537	1.3X
Pandora Media Inc.	P	NYSE	15.96	14.80	7.8%	33.70	14.50	3,338	2,983	921	3.2X
Telecom Argentina S.A.	TEO	NYSE	22.48	22.45	0.1%	26.39	17.26	2,167	1,955	4,100	0.5X
Telefonica Brasil S.A.	VIV	NYSE	12.84	15.21	-15.6%	15.95	13.37	4,899	6,068	N/A	N/A
TIM	TSU	NYSE	16.35	21.08	-22.4%	30.52	16.29	7,917	7,917	8,297	1.0X
Zynga	ZNGA	NASDAQ	2.79	2.30	21.3%	4.66	2.20	2,167	1,250	690	1.8X
					Average			5,188	5,009	4,006	1.6X
					Median			4,803	4,795	3,335	1.3X

NOTES:

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

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

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

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Indexes		Russel 3000	1,235.63	1,255.07	-1.5%	1,265.78	1,079.87				
		S&P 500	2,059.69	2,104.50	-2.1%	2,119.59	1,815.80				
		NASDAQ Composite	4,880.23	4,963.53	-1.7%	5,042.14	3,946.03				
Small-Cap (< \$2B)											
Axiom Corporation	ACXM	NASDAQ	\$ 18.28	\$ 20.00	-8.6%	\$ 35.74	\$ 16.04	\$1,413	\$1,582	\$1,040	1.5X
Bango	BGO	LSE	1.58	1.23	28.4%	2.40	1.14	82	73	8	8.7X
Blue Calypso Inc	BCYP	OTC	0.14	0.16	-14.4%	0.20	0.07	35	34	1	N/A
Boingo wireless	WIFI	NASDAQ	7.55	7.28	3.7%	8.62	5.48	275	270	119	2.3X
Cincinnati Bell	CBB	NYSE	3.62	3.35	8.1%	4.13	2.85	759	2,614	1,278	2.0X
Digimarc Corporation	DMRC	NASDAQ	21.30	26.52	-19.7%	37.00	19.80	182	144	26	5.6X
GFK Retail and Technology UK	GFK:DE	Xetra	37.65	41.39	-9.0%	57.00	37.86	1,374	1,902	1,891	1.0X
Glu Mobile	GLUU	NASDAQ	5.02	5.03	-0.2%	7.60	3.27	541	470	223	2.1X
Internetq Plc	INTQ	LSE	5.01	5.10	-1.8%	6.91	3.66	199	200	171	1.2X
Oi (Formerly Telemar)	OIBR	NYSE	1.89	2.08	-9.2%	15.20	1.80	1,080	14,716	13,200	1.1X
Marchex	MCHX	NASDAQ	4.36	4.13	5.6%	12.42	3.15	160	80	183	0.4X
MDC Partners	MDCA	NASDAQ	28.21	26.02	8.4%	28.65	17.99	1,400	2,599	1,224	2.1X
MEDL Mobile	MEDL	OTC BB	0.14	0.12	21.7%	0.31	0.10	7	5	3	1.9X
Millennial Media	MM	NYSE	1.45	1.58	-8.2%	7.14	1.28	202	152	296	0.5X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.10	1.11	-1.3%	1.68	0.85	31	31	4	7.7X
Opera Software ASA	OPERA.OL	Oslo	8.24	7.75	6.3%	13.56	6.53	1,180	1,044	481	2.2X
Single Touch Systems Inc.	SITO	OTC BB	0.29	0.33	-12.1%	0.51	0.15	45	48	11	4.4X
Smith Micro Software Inc	SMSI	NASDAQ	1.26	1.49	-15.4%	2.07	0.66	57	44	37	1.2X
Tanla Solutions Limited	TANLA	NSE	0.27	0.28	-3.2%	0.41	0.07	28	28	31	0.9X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	3.73	3.20	16.6%	3.94	2.16	208	297	360	0.8X
Unwired Planet	UPIP	NASDAQ	0.57	0.77	-26.0%	2.44	0.55	64	-14	39	N/A
ValueClick	VCLK	NASDAQ	34.44	34.44	0.0%	35.56	22.21	2,219	2,208	598	3.7x
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	2.50	0.72	246.7%	3.67	0.63	12	42	13	3.3X
Velti	VELT	NASDAQ	0.01	0.02	-21.6%	0.10	0.01	1	2	232	0.0x
					Average	8.1%		481	1,190	894	2.6X
					Median	-1.6%		191	148	177	2.0X

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
03/31/2015	Ticketmaster	Two Toasters	Two Toasters is a mobile application development firm that designs, develops and strategizes iOS and Android apps.	
03/30/2015	Xaxis	ActionX	ActionX is a mobile ad-tech firm that tracks users' anonymised behaviour on apps then serves them ads based on their preferences and behaviour.	
03/25/2015	Waterfall, Inc.	Tetherball	Tetherball is an SMS marketing provider.	
03/19/2015	Giphy	Nutmeg	Nutmeg gives you easy access to gifs worth texting. It's ridiculously simple: pick one and double tap it into iMessage.	
03/19/2015	Opera Software	SurfEasy	SurfEasy is the maker of a virtual private network (VPN) app that lets users browse the web more securely.	
03/19/2015	Rakuten Marketing	Deep Forest Media	Deep Forest is a programmatic mobile marketing company and demand-side platform.	
03/17/2015	St Ives Group	Solstice Mobile	Solstice Mobile is a digital product design and engineering firm.	\$36.0
03/17/2015	Fastback Networks	Sub10 Systems	Sub10 Systems designs, develops and sells millimeter wave (MMW) wireless Ethernet bridges.	
03/16/2015	Cheetah Mobile	MobPartner	MobPartner is a global mobile advertising company.	\$58.0
03/16/2015	Perion	MakeMeReach	MakeMeReach makes it easy for developers to push existing ads to social networks, emphasising how advertising companies are embracing the idea of cross-platform campaigns.	
03/16/2015	Harte Hanks	3Q Digital	3Q Digital is a digital marketing agency.	
03/13/2015	Twitter	Periscope	Periscope is a live-streaming app.	
03/12/2015	N. Harris Computer	Interact911	InterAct Public Safety Systems, a leading provider of safety and security software used by government agencies as well as private sector businesses, today announced the completion of its acquisition of BIO-key International's Law Enforcement Division, including MobileCop, PocketCop and InfoExchange.	
03/11/2015	Square	Kili Technology	Kili is a startup specializing in silicon, electronic and software design for improvement payment processing.	
03/10/2015	NewsHunt	Vauntz	Vauntz is an analytics and mobile platform company.	
03/09/2015	SugarCRM*	Stitch	Stitch, the developer of an iPhone app that acts as a personal assistant for sales staff, in order to boost its customer relationship management offering.	
03/07/2015	Flipkart	AdQuity	AdQuity is a mobile ad network which enables app developers and mobile publishers to monetize their inventory.	
03/05/2015	Quickplay	Roundbox	Roundbox Inc., a maker of software used by carriers and device makers to broadcast TV and data to mobile phones.	
03/04/2015	Yello Mobile	Adplus	Adplus is a performance-based Ad Network.	

*Note: SugarCRM acquired software and programmers from Stitch.

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
03/02/2015	PayPal	Paydiant	Paydiant operates an online service that facilitates online payments via mobile phones.	\$300.0
03/02/2015	Hewlett Packard	Aruba Networks	Aruba Networks provides access management, network infrastructure and mobility application solutions for mobile enterprise networks.	\$2,700.0
02/27/2015	Kochava	InferSystems	InferSystems is a provider of automated predictive intelligence solutions, focused on the digital advertising market.	
02/26/2015	Sharecare	Feingold Technologies	Feingold Technologies is a developer of innovative technologies that analyze and understand human mindsets and behaviors.	
02/25/2015	Google	Toro	Toro is a Facebook mobile marketing startup.	
02/24/2015	Havas	Plastic Mobile	Plastic Mobile is a mobile marketing agency that designs and delivers mobile apps and websites for smartphone and tablet platforms.	
02/23/2015	Google	Softcard	The founders of Softcard – AT&T Mobility, T-Mobile USA and Verizon Wireless – had a vision: use the power of the mobile phone to offer consumers a safer, simpler way to shop, pay and save.	
02/20/2015	Nepro Japan	tri-Ace	tri-Ace is a console role-playing game house.	
02/19/2015	BuzzFeed	GoPop	GoPop is a mobile app and social network that enables its users to engage in visual communication.	
02/19/2015	SEGA	Demiurge	Demiurge is a development studio.	
02/18/2015	Samsung Electronics	LoopPay	Loop, Inc. is the world's first and only mCommerce platform provider with a mobile wallet solution that works at 90% of existing retail locations, today.	
02/11/2015	Perion	MakeMeReach	MakeMeReach is an advertising company based on France, specialized in managing and monetizing applications on social networks.	\$12.0*
02/11/2015	Microsoft Corp	Sunrise Atelier	Sunrise Atelier, Inc. designs and develops email services and iOS calendar applications.	
02/10/2015	Mobile Network Group	Appsfire	Appsfire is a discovery and promotion platform that finds and recommends mobile apps.	
02/03/2015	Vmware	Immidio	Immidio is a software development company dedicated to making a real difference in your day-to-day computing environment.	
01/30/2015	Crowd Mobile	KissHugs	KissHugs is a Hong Kong-based dating app.	
01/29/2015	Slyce	SnipSnap	SnipSnap is a mobile couponing application.	\$6.5
01/29/2015	Whistle	Tagg Pet Tracker	Tagg is a GPS pet tracker.	
01/28/2015	Fingerprint	Cognitive Kid	Cognitive Kid offers seven apps that teach kids on a variety of subjects including history, math, dinosaurs and more.	
01/28/2015	Fingerprint	Scribble Press	Scribble Press is a multimedia creativity platform for creating, sharing, and publishing stories online.	

*Note: Terms of Perion's acquisition of MakeMeReach were undisclosed but were reported to be between \$12-\$13 Million.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2015.

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
01/28/2015	Twitter	ZipDial	ZipDial offers a marketing and analytics platform that enables brand managers to drive customer engagement by capitalizing on missed calls.	
01/22/2015	Harman	Symphony Teleca	Symphony Teleca Corporation helps clients develop, deploy and manage software and software-enabled products.	\$780.0
01/22/2015	Harman	Red Bend	Red Bend offers firmware updating, device management, analytics and mobile virtualization solutions for mobile phone manufacturers.	\$170.0
01/20/2015	Ingenico Group	ROAM	ROAM is a mobile payment provider.	
01/16/2015	Shoutz Inc	Front Flip	Front Flip is a mobile rewards application.	
01/16/2015	Inspired Gaming Group	We R Interactive	We R Interactive is the UK-based developer of social titles We R Football and I AM PLAYR.	
01/13/2015	Kabam	TapZen	TapZen creates unforgettable games for iOS and Android tablets.	
01/13/2015	Kabam	Magic Pixel	Magic Pixel Games is a mobile gaming company founded by the core members that developed the award-winning Steven Spielberg's BOOM BLOX.	
01/09/2015	Flatiron Media	Crossboard Mobile*	Crossboard Mobile is an ad-tech company with a focus on helping businesses find sales leads.	
01/09/2015	The Berry Company	Crossboard Mobile	Crossboard Mobile is an ad-tech company with a focus on helping businesses find sales leads.	
01/08/2015	Deezer*	Cricket's Muve Music Service	Muve Music is a music download service.	

*Note: Crossboard Mobile was sold to two companies, Flatiron Media & The Berry Company.

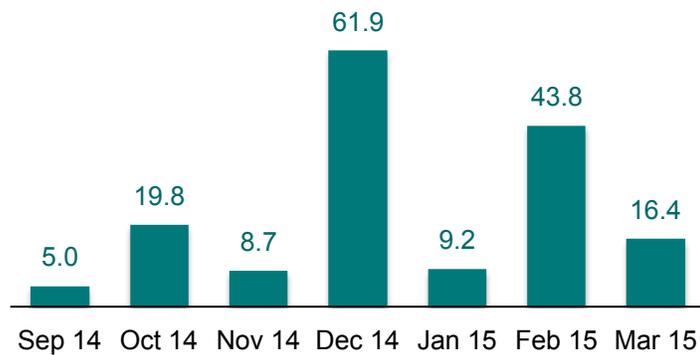
*Note: Deezer acquired the assets of Muve music from Cricket, the wireless carrier acquired by AT&T in 2014 for \$1.2 billion.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

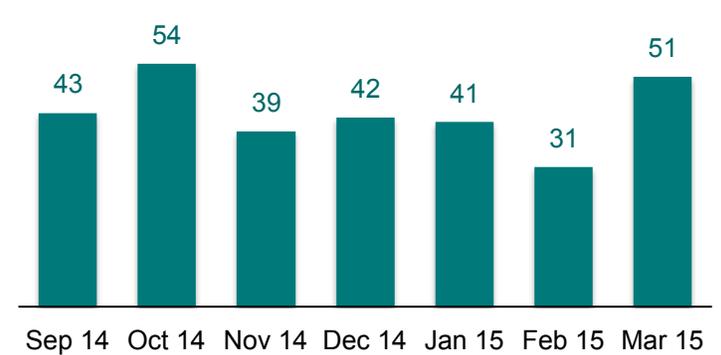
*Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2015.

Financing Transactions Overview

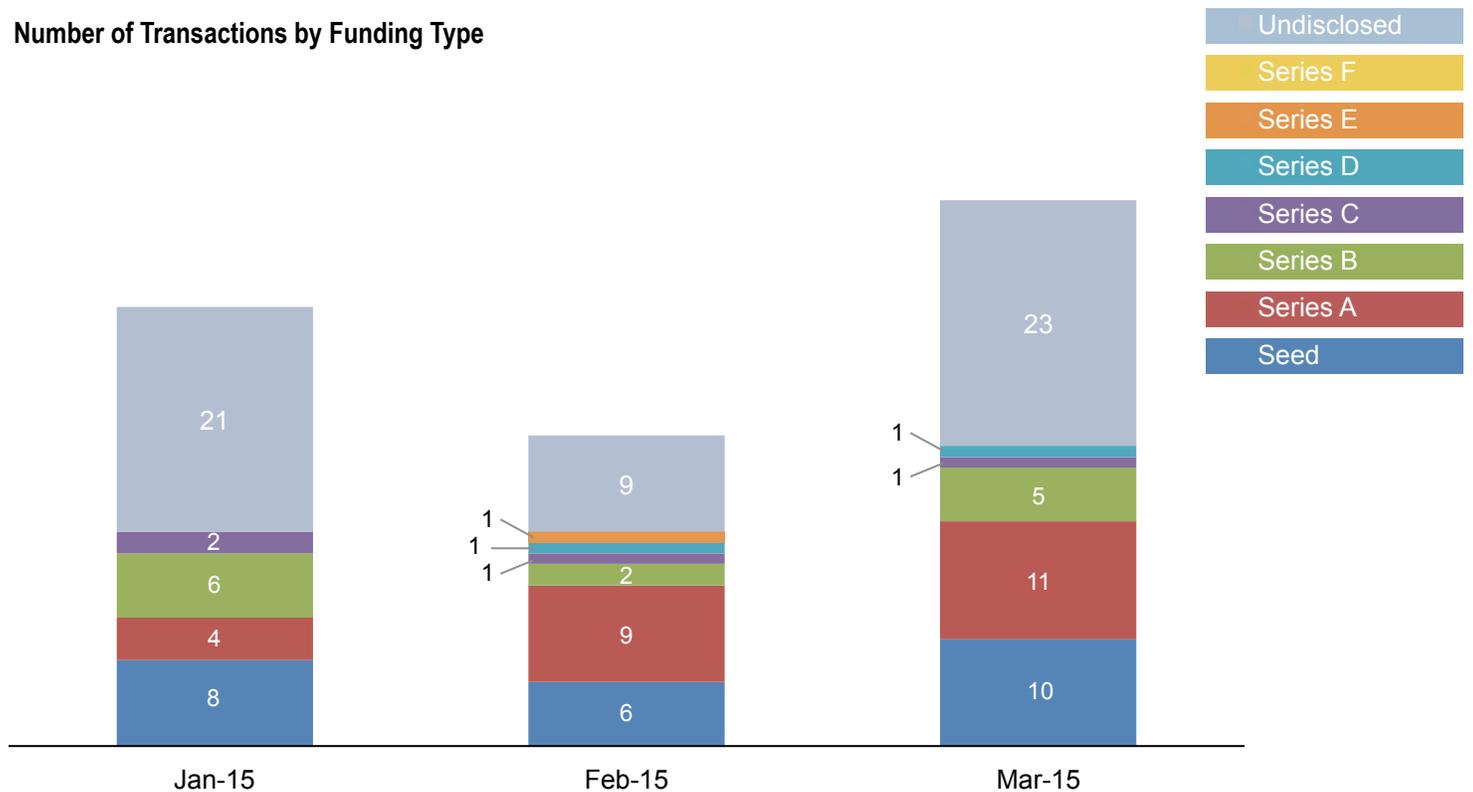
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
ReadyPulse	Private	ReadyPulse is a leader in testimonial marketing, and is bringing the power of sponsored stories to e-commerce and social/display ads. ReadyPulse grows, curates, and showcases a brand's most effective testimonials across channels; social, mobile, email, and web.	3/31/15	\$5.0	Series A	Walden Venture Capital, Rally Ventures, Undisclosed
Sprinklr	Private	Sprinklr was founded on the core idea that it is not only possible for large enterprises to successfully adapt to the realities of a world dominated by mobile, social, and network-empowered customers, but to also dramatically thrive in it.	3/31/15	\$46.0	Undisclosed	Battery Ventures, Intel Capital, ICONIQ Capital, Undisclosed
Dream Payments	Private	Dream Payments enables merchants to sell everywhere using mobile devices.	3/30/15	\$6.0	Undisclosed	Blue Sky Ventures, Real Ventures, Undisclosed
Jswipe	Private	JSwipe, a mobile application that gives young Jewish singles a Tinder-like service to spark up new romances and friendships, aims to disrupt a landscape that has been more or less dominated by JDate.com.	3/30/15	Undisclosed	Undisclosed	Undisclosed
Sensibill	Private	Sensibill is a digital receipts ecosystem that makes it dead simple for shoppers and business to access their receipts. Branded mobile apps, financial institutions and mobile payments applications use the Sensibill API service to power their offerings with digital receipt functionality.	3/30/15	\$2.0	Seed	Impression Ventures, Ontario Centres of Excellence (OCE), Ryerson Futures, Undisclosed
Waygum	Private	Waygum is a Mobile App Platform that delivers the last mile mobile layer for Industrial Internet of Things (IoT).	3/30/15	\$1.5	Undisclosed	Tyco Electronics, Navitas Capital
Drifty	Private	Drifty's products make it easy for anyone to build mobile apps, mobile websites, and responsive websites.	3/30/15	\$2.6	Undisclosed	Lightbank, Founder Collective, Arthur Ventures,
Quickplay	Private	Quickplay is the premier provider of solutions that manage the business of mobile video. We provide the fastest and most flexible way to manage, distribute and monetize mobile TV/video services for mobile service providers and media companies worldwide.	3/27/15	\$45.6	Undisclosed	Madison Dearborn Partners, ORIX Ventures, Difference Capital Funding
Char Software	Private	Char Software, Inc. is a Boston based software company focused exclusively on building interactive web and mobile software for its clients and our team possesses deep technical and business experience in the mobile and software sectors.	3/27/15	\$35.0	Undisclosed	Undisclosed
ChowNow	Private	ChowNow is a next-generation meal ordering platform that utilizes the latest web, mobile and social networking technologies to expand restaurant's online ordering capabilities and customer reach.	3/27/15	\$10.0	Undisclosed	Upfront Ventures, Steadfast Venture Capital, Daher Capital, Karlin Ventures
Honk	Private	Honk is the on-demand mobile app for tow, tire change, jump start, fuel and lock out services nationwide, 24 hours a day, 7 days a week. Honk's faster ETAs and Guaranteed Never to Exceed prices, which start at just \$49 without membership fees or limitations, offer motorists an alternative to outdated membership-based motor clubs.	3/26/15	\$12.0	Series A	Altpoint Capital, Structure Capital, Karlin Ventures, Expansion Venture Capital, Venture51
MyCrowd QA	Private	MyCrowd has testers around the world with every device imaginable. Our on-demand platform lets you run mobile tests faster and cheaper than ever before. Test the long-tail of devices cheaper than you thought possible.	3/25/15	\$0.4*	Seed	John Houston, Jeremie Berrebi, William Bunker, Kima Ventures, Jeffrey Kruger, Robert Hielscher
Cadence Biomedical	Private	Cadence Biomedical, headquartered in Seattle, WA, is an early stage medical device company that is committed to helping the 2.3 million Americans who suffer severe mobility impairments to gain a more mobile and independent life.	3/25/15	\$1.0	Undisclosed	Undisclosed
Skycure	Private	Skycure seamlessly identifies and notifies users and IT personnel about mobile device attacks, and then applies protection based on IT policy. This is achieved by our patent-pending technology, without meddling with either business or personal activity on the device.	3/25/15	\$8.0	Series A	Shasta Ventures, New York Life Capital Partners
Tales2Go	Private	Tales2Go, based in Bethesda, MD, is a Netflix-like service that streams thousands of audiobook titles from leading publishers to desktops, laptops and mobile devices in the classroom and beyond. The company has innovated on both the delivery and business model of providing schools with audio books.	3/25/15	\$2.4	Series A	NewSchools Venture Fund, Maryland Venture Fund
Kitchenbowl	Private	Kitchenbowl is a community for cooking enthusiasts to share and discover new recipes.	3/25/15	\$1.0	Seed	Indicator Fund, Andy Liu, Chasing Unicorns, Rob Greyber, Jon Staenberg
Localytics	Private	Localytics is an analytics and marketing platform for mobile and web apps.	3/24/15	\$35.0	Series D	Sapphire Ventures, Foundation Capital, Polaris Partners
Slidejoy	Private	Slidejoy is an Android application that pays users daily for having relevant articles, deals and ads displayed on their lockscreen.	3/24/15	\$1.2*	Seed	Harvard Angel Group, Undisclosed

*Note: MyCrowd QA still seeking \$192,500 in funding.

*Note: Slidejoy still seeking \$45,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
The Loadown	Private	The Loadown makes it easy to manage your mobile app pricing & boost your sales in real-time See our white paper below on the impact of price changes (and version updates) on app discovery.	3/24/15	Undisclosed	Seed	Undisclosed
A Plus	Private	A Plus is a digital media company that features stories that make a difference and create positive change. We reflect the era of our founding, with an emphasis on mobile-first design, media-rich content, and an emphasis on short, direct text.	3/23/15	\$3.5	Undisclosed	Sound Ventures, SV Angel, Venture51, Social Starts
Cyanogen	Private	CyanogenMod is a customized, aftermarket firmware distribution for several Android devices. Based on the Android Open Source Project, CyanogenMod is designed to increase performance and reliability over Android-based ROMs released by vendors and carriers such as Google, T-Mobile, HTC, etc.	3/23/15	\$80.0	Series C	Premji Invest, Twitter Ventures, Qualcomm Ventures, Telefonica Ventures, Index Ventures, Access Industries, Vivi Nevo, Benchmark Capital, Andreessen Horowitz, Redpoint Ventures, Tencent Holdings
Strajillion	Private	Creator of RAKKON, a cloud-based solution and mobile app that allows parents to monitor, control, educate and help their kids make smarter choices when they use mobile devices.	3/23/15	\$0.1	Undisclosed	Maryland TEDCO
Uber	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	3/23/15	Undisclosed	Undisclosed	Times Internet
Draft	Private	Draft is a head-to-head fantasy game built for the ground up for iOS. 40 million people play fantasy but no one has built a truly mobile first fantasy game. Not a game where you have to commit for a full season. Not a game game for only the hardcore.	3/20/15	\$3.5	Series A	Upfront Ventures, Advancit Capital, The Chernin Group
Parkifi	Private	Parkifi is making parking less of a hassle with our real time parking occupancy platform. Utilizing our sensor technology we provide real time data to parking lot operators, cities, and mobile applications to let them know where open and available parking spots are.	3/20/15	\$1.4*	Undisclosed	Undisclosed
Pear Therapeutics	Private	Pear Therapeutics' patented eFormulation approach combines mobile health apps with supplements, medical foods, and pharmaceuticals, to create more efficacious treatment solutions. eFormulations are simple to use. A software access code on the product packaging provides access to Pear's health apps.	3/20/15	Undisclosed	Undisclosed	5AM Ventures
PlayBuzz	Private	PlayBuzz is a free content platform that enables publishers, bloggers and brands to create, distribute and embed quizzes, polls, lists and other playful formats of engaging content on any website or mobile app.	3/19/15	\$16.0	Series B	83North, Undisclosed
Unikey Technologies	Private	UniKey Technologies Inc. (UniKey) is a mobile applications and security services company founded on the concept of bringing today's wireless, mobile and internet technologies to the access control mass market.	3/19/15	\$5.0*	Series A	Undisclosed
Altocloud	Private	Altocloud is a cloud platform that combines predictive analytics with voice, video, and chat interactions to identify the right website and mobile visitors and best moments for communications.	3/18/15	\$2.0	Seed	Delta Partners, Digicel Group, ACT Venture Capital
BetterIt	Private	BetterIt Communications is the Denver-based company behind the mobile SAAS platform BetterIt. The company specializes in the creation of technology products that drive collaborative problem solving and value creation.	3/18/15	\$3.0	Seed	Redwood Venture Partners
CaféX Communications	Private	CaféX creates software that makes it amazingly simple for companies to transform online customer engagement and mobile workforce collaboration.	3/18/15	\$21.0	Series B	Intel Capital, USAA, Illuminate Ventures
Twin Prime	Private	Twin Prime is a venture backed startup based in Silicon Valley founded by a team of network engineers dedicated to delivering superior mobile experiences for its customers.	3/18/15	\$9.5	Series A	DFJ, True Ventures, Millways Ventures, Moment Ventures
Audvisor	Private	Audvisor offers advice in the form of three-minute audio clip from more than 100 contributors.	3/13/15	\$1.4	Seed	Formation 8's Shirish Sathaye
Bento Labs	Private	Bento Labs is working on the next generation of anticipatory search for mobile phones. We believe that mobile apps and anticipatory search are where the web was in 1996 prior to the innovation in browsers and search engines.	3/12/15	\$2.0	Seed	First Round Capital, Google Ventures, The Social+Capital Partnership
Branding Brand	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers, including American Eagle Outfitters, Crate & Barrel, Ralph Lauren, and Sephora. Our transformative technology is proven, reliable, and limitless. Our work is regularly noted by independent research firms, including Forrester and L2.	3/12/15	\$4.0	Undisclosed	Undisclosed

*Note: Parkifi is still seeking \$622,915 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Bugcrowd	Private	Bugcrowd is crowdsourced cybersecurity. It is the premier marketplace for security testing on web, mobile, source code and client-side applications.	3/12/15	\$9.0	Series A	Costanoa Venture Capital, Rally Ventures, Paladin Capital Group, Blackbird Ventures
Cinq Music	Private	Cinq Music is the ultimate music distribution company, focusing on creative new ways to monetize each client's brand while continuing to harness traditional revenue streams.	3/12/15	Undisclosed	Undisclosed	Undisclosed
Glimpzit	Private	Glimpzit is a visual dialogue platform for marketers.	3/12/15	\$1.1	Undisclosed	David Humphrey
Platypi	Private	Instagift, an online gift card service, is the easiest way to sell gift cards online and build complementary rewards programs for retail clients. Prior to working with Platypi, Instagift had a website that was optimized for mobile.	3/12/15	\$2.0	Seed	Undisclosed
Snapchat	Private	Snapchat is a new way to share photos with friends and family. We're making social media fun again. And we're totally mobile.	3/12/15	\$200.0	Undisclosed	Alibaba Group
Elastica	Private	Elastic Enterprise is now about flexibility in how employees are enabled to use most efficient cloud services and mobile, to stay agile and competitive. Security is often the deterrent to such flexibility. Elastica solves the cloud security problem to enable your Elastic Enterprise.	3/11/15	\$30.0	Series B	Third Point, Mayfield Fund, Telstra, Pelion Venture Partners
Rapitow	Private	Rapitow was created by two software industry professionals and a tow company owner. Our goal is to improve the efficiency of roadside assistance by using mobile technology to connect people who need roadside assistance to the closest roadside assistance provider.	3/11/15	Undisclosed	Undisclosed	Undisclosed
ChipCare	Private	ChipCare is developing a handheld cell analyzer based on mobile technology. Its vision is to become a global leader in developing and providing point-of-care (POC) testing solutions for global health.	3/5/15	\$5.5	Series A	Puffin Partners, Mars, Maple Leaf Partners, EPIC Ventures, Undisclosed
Pressly	Private	Pressly is a mobile publishing platform that gives publishers and marketers an easy way to engage a growing mobile audience.	3/5/15	\$2.1	Undisclosed	Gibraltar Ventures Fund One, iNovia Capital, OMERS Ventures
Quixey	Private	Quixey specializes in functional search for apps. It allows you to describe your needs in plain English and find the best functional matches. Whether it is a mobile device, a tablet, a desktop or a web application or service, Quixey will find the apps you need.	3/5/15	\$60.0	Undisclosed	Alibaba Group, SoftBank Capital, Goldman Sachs, GGV Capital
Shocase	Private	Shocase is marketing's professional network, functioning as a social network, marketing archive + online portfolio.	3/5/15	Undisclosed	Undisclosed	Social Venture Fund
Swifttype	Private	Swifttype is a hosted search solution that lets site owners deliver powerful, customizable search for their website or mobile app with just a few lines of code.	3/5/15	\$13.0	Series B	New Enterprise Associates, Undisclosed
CloudMine	Private	CloudMine is a platform that eliminates the need for mobile app developers to build custom backend solutions for their mobile apps. Development of server-side components is expensive, repetitive, and distracts from perfecting your app. Let us handle it so you can focus on making your app awesome.	3/3/15	\$5.0	Series A	Safeguard Scientifics, MentorTech Ventures, Dreamit Ventures Philadelphia, Ben Franklin Technology Partners, Mid-Atlantic Angel Group, Robin Hood Ventures
YouMail	Private	YouMail is a patented, easy, fun and social mobile messaging experience that allows subscribers to create unique outgoing voice greetings for individual inbound callers, based on caller ID.	3/3/15	\$5.5	Series B	Undisclosed
Linkable Networks	Private	Linkable Networks is the bridge between advertisers, consumers, and financial Institutions, delivering to advertisers unprecedented accountability from online, mobile, email, print, TV, and radio advertising through online and in-store purchasing. Consumers receive one-click access to meaningful savings, while Financial Institutions receive top of wallet loyalty.	3/2/15	\$11.7	Undisclosed	Undisclosed
Twenty20	Private	Twenty20 connects brands and creative agencies with authentic, real-world imagery from a global community of over 250,000 mobile photographers. We are helping the world create more authentic and beautiful websites, apps, and digital ads by providing a better source for imagery.	3/2/15	\$8.0	Series A	Canaan Partners, First Round Capital, Bullpen Capital, Version One Ventures
JRNL	Private	JRNL is a private journaling application designed for both web and mobile use.	2/27/15	Undisclosed	Seed	Varkain
MediaCore	Private	MediaCore provides a solution that enables educational institutes to capture media, build a media library and store content.	2/27/15	\$4.5	Series A	Vanedge Capital
YesGraph	Private	YesGraph helps companies hire individuals who are recommended by people they trust.	2/27/15	\$1.0	Seed	Bloomberg Beta

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
AppMachine	Private	AppMachine is the next step in App building. AppMachine apps are easy to use and magical to see. Building an app is free. You can create a fully functional app in just a few clicks. You only pay when you publish.	2/26/15	\$15.2	Undisclosed	Undisclosed
Chobolabs	Private	Chobolabs is bringing competitive gaming to mobile.	2/26/15	\$7.3*	Undisclosed	Undisclosed
TopOPPS	Private	TopOPPS uses big data analytics and mobile updates to bring clarity, efficiency and predictability to the sales pipeline and process, resulting in more accurate forecasts.	2/26/15	\$2.0	Undisclosed	Cultivation Capital, Brian Matthews
Zimperium	Private	Zimperium develops Mobile Unified Threat Management console (zConsole) bundled with an Intrusion Prevention System (zIPS) for Smartphones and Tablets.	2/26/15	\$12.0	Series B	Telstra, Sierra Ventures, Samsung Ventures, TOYO, Lazarus Israel Opportunities Fund
Branch Metrics	Private	Branch Metrics helps you personalize the install experience for every new user through our referral and sharing platform.	2/26/15	\$15.0	Series A	TriplePoint Capital, Zach Coelius, Ben Narasin, Cowboy Ventures, Pejman Mar Ventures, New Enterprise Associates
Citymaps	Private	Citymaps is a proprietary social mapping platform that gives people a personalized map of places that reflects their life & preferences	2/26/15	\$6.0	Series A	Acadia Woods Partners, Coate Management, Nokia Growth Partners
CENX	Private	CENX, Inc., is a pioneer and leader in Carrier Ethernet interconnect systems and services for mobile backhaul and enterprise off-net access.	2/25/15	Undisclosed	Undisclosed	Highland Capital Partners, Mesrow Financial, DCM Ventures, Ericsson Venture Partners, Verizon Ventures, Cross Creek Capital
Urban Airship	Private	Urban Airship provides an easy, affordable way to deliver real-time push notifications and in-app purchase content for mobile developers.	2/20/15	\$21.0	Series D	August Capital, Foundry Group, True Ventures
ArmorText	Private	ArmorText provides secure text messaging for mobile enterprises to boost collaboration, ensure security, and help meet compliance standards.	2/20/15	\$2.0	Undisclosed	Cervin Ventures
Cuseum	Private	Cuseum's vision is to transform the way people engage with art and culture at museums and beyond. Cuseum powers interactive, socially engaging, and context-aware mobile apps for museums to enhance the way we experience art.	2/19/15	\$1.2	Seed	Foundry Group, Atlas Venture, Seavest Capital Partners, Drummond Road Capital
Firefly Games	Private	Firefly Games was founded in January of 2015 on the idea that the mobile gaming future is global and highly community driven.	2/19/15	\$8.0	Series A	Ceyuan Ventures
Radius Networks	Private	Radius Networks RadBeacon proximity beacons are the industry's first multi-beacons, providing concurrent support for both iBeacon™ and AltBeacon™ proximity technologies, and seamless proximity services across iOS, Android, and other emerging mobile environments.	2/19/15	\$6.5	Series C	Core Capital Partners, Contour Venture Partners, Trilogy Partnership
Sindeo	Private	Sindeo is transforming the mortgage experience to help consumers make smart, informed decisions and get a stress-free mortgage.	2/19/15	\$1.5	Series A	Renren, James Liu, Arkadi Kuhlmann
Uber	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	2/19/15	\$1,000.0	Series E	Undisclosed
Apptimize	Private	Apptimize is a technology enabling users to A/B test their native applications on Android and iOS platforms.	2/17/15	\$4.0	Series A	Costanoa Venture Capital
DigiSight Technologies	Private	DigiSight Technologies, Inc. is a Silicon Valley software company focused on bridging the information gap between healthcare providers and mobile diagnostics. Remote patient monitoring using consumer devices like smartphones and tablets is a rapidly growing industry.	2/12/15	\$7.8	Series B	Biosys Capital, Waycross Ventures, GE Ventures, Lagunita Capital
Fruit Street Health	Private	Fruit Street makes improving your health convenient and easy by enabling users video and email communication to their health coach both on their desktop or mobile phone.	2/11/15	\$0.8	Seed	Undisclosed
Iris Mobile	Private	Iris Mobile helps retailers deliver their campaigns to targeted customers through mobile marketing.	2/11/15	\$2.5*	Undisclosed	Undisclosed
Moxtra	Private	Moxtra App is a mobile-centric social collection and collaboration application, now available in the App Store. Moxtra enables users to collect any type of digital content, access remote files on desktops, personalize content with voice, and share content publicly on social media or collaborate selectively – all in one app.	2/11/15	\$10.0	Series A	Undisclosed

*Note: Chobolabs is still seeking \$707,690 in funding.

*Note: Iris Mobile still seeking \$116,321 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2015.

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Reserve	Private	The Reserve app is a digital concierge focused on making every part of the dining experience better, for both restaurants and diners.	2/11/15	\$15.0	Series A	WME, Jon Favreau, Jared Leto, Visionaire Ventures, Venture51, SV Angel, Lowercase Capital, SherpaVentures, Human Ventures Capital, Advancit Capital, First Round
ALICE	Private	ALICE (AliceApp.com) has created the first mobile service-on-demand platform for the hospitality industry that empowers hotels and their staff to drive deeper, sustainable connections with guests using mobile technology, while increasing operational efficiency through a robust back-end task management and analytics platform.	2/10/15	\$3.0	Seed	Tishman Realty, NeueHouse, 645 Ventures
Wandera	Private	Wandera is the pioneer and leading provider of MDO (Mobile Data Optimization), providing businesses with savings, control and visibility of their mobile data usage. Powered by its proprietary cloud data compression and policy engine, Wandera works transparently for mobile devices wherever they are in the world, without changing the user experience.	2/10/15	\$15.0	Undisclosed	83North, Bessemer Venture Partners
PicsArt	Private	PicsArt is the leading photo editing app on iOS and Android that empowers users to transform ordinary pictures into works of art and discover inspirational photos.	2/5/15	\$10.0	Undisclosed	Sequoia Capital
Vox Mobile	Private	Vox Mobile offers complete enterprise mobility including mobile technology consulting, management and support to companies.	2/4/15	\$4.2*	Undisclosed	Undisclosed
Andy OS	Private	Andy is a free downloadable Android OS that seamlessly connects all of your Android mobile devices with your PC. It ensures that you are always running the latest Android OS, gives you the ability to make single device app updates for all your devices, and provides unlimited storage via the cloud.	2/3/15	\$3.0	Seed	500 Startups, Undisclosed
Liftoff	Private	Liftoff is a mobile app marketing and retargeting platform which uses post-install data to run true CPA-optimized campaigns.	2/3/15	\$5.0	Series A	Baseline Ventures, Harrison Metal Capital
Cyanogen	Private	CyanogenMod (pronounced sigh-AN-oh-jen-mod), is a customized, aftermarket firmware distribution for several Android devices. Based on the Android Open Source Project, CyanogenMod is designed to increase performance and reliability over Android-based ROMs released by vendors and carriers such as Google, T-Mobile, HTC, etc.	1/30/15	Undisclosed	Undisclosed	Microsoft Ventures
GPSshopper	Private	GPSshopper is a leading mobile marketing technology company whose products and services connect consumers to offline, real-world purchase point locations through wireless technology. The company's flagship consumer product, Slifter, is North America's leading mobile local product search and shopping list application.	1/30/15	\$3.0	Undisclosed	Undisclosed
Swipe	Private	Swipe allows you to See the photos & videos your friends won't post on Facebook.	1/30/15	\$6.5	Series A	Undisclosed
Lootsie	Private	Lootsie is reimagining the way that brands and developers engage and monetize their audience - through loyalty and rewards.	1/29/15	\$3.5	Seed	Timothy Kendall, Michael Liou, Brad Schwartz
MileIQ	Private	MileIQ takes the hassle out of mileage tracking. A mobile app catches drives automatically & puts them in the cloud for easy logging, editing & reporting.	1/29/15	\$7.2	Series A	Trinity Ventures, CRV, SV Angel
Tune	Private	TUNE is an Enterprise Platform for Mobile Marketing.	1/29/15	\$27.0	Undisclosed	Icon Ventures, Accel Partners, Performance Equity Management
Zipwhip	Private	Zipwhip offers apps and a carrier-grade cloud platform that for mobile and landline subscribers to text message from any connected device.	1/29/15	\$5.0	Undisclosed	Undisclosed
MaestroIQ	Private	MaestroIQ is the first recommendation engine that provides solutions to strategic questions and provides workflow and automation tools to make those recommendations actionable.	1/29/15	\$1.8	Seed	Crosslink Capital, Jim Pallotta, Dorm Room Fund, KEC Ventures, Deep Fork Capital, Eniac Ventures, Foundation Capital
FullContact	Private	FullContact offers a range of solutions for contact management for both consumers and developers alike.	1/29/15	\$7.0	Series B	Foundry Group, 500 Startups, Blue Note Ventures
Whistle	Private	Whistle is the device and mobile app system created to monitor a pet's activity and health.	1/29/15	\$15.0	Series B	QueensBridge Venture Partners, Melo7 Tech Partners, Qualcomm Ventures, Nokia Growth Partners

*Note: Vox Mobile still seeking \$800,000 in funding.

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Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Advance Health	Private	Advance Health provides industry leading managed care prospective health solutions. Our combination of proprietary mobile workflow technology and highly experienced, dedicated care providers yields outstanding program results and better outcomes for our clients and their health plan members.	1/28/15	\$40.0	Undisclosed	Summit Partners, Noro-Moseley Partners
Anews	Private	Anews is a platform for easy reading of media and blogs. The aim of their project is to make news comfortable, interesting and pleasant to read. They help publishers find readers, and users quickly and easily get the latest and most interesting information.	1/28/15	\$2.7	Undisclosed	TMT Investments, Run Capital, 101 Startup
FinalCard	Private	FinalCards is a 21st Century fraud-resistant credit card that pairs a physical card with a digital card platform that works across the web and with mobile apps. Last month the team won the DukeGEN Startup Showcase.	1/28/15	\$1.0	Seed	T5 Capital, Ludlow Ventures, Y Combinator, Undisclosed
Roadie	Private	Roadie is the first neighbor-to-neighbor shipping network. The app-based community utilizes unused capacity in passenger vehicles, connecting people with stuff to send with drivers already heading in that direction. Simply put, Roadie is a faster, cheaper, friendlier way to get your goods, no matter its shape or size, from where it is to where it needs to be.	1/28/15	\$10.0	Series A	UPS Strategic Enterprise Fund, TomorrowVentures, Guggenheim Partners, Mellon Ventures
Fuse	Private	Fuse is an Oslo and now Palo Alto-based startup offering an iOS and Android app development platform.	1/27/15	\$2.8	Undisclosed	Alliance Venture, Northzone
Ossia	Private	Ossia manufactures Cota, a wireless power device.	1/27/15	\$10.0	Series C	KDDI
Ci	Private	Ci is revolutionizing the college choice for students, and the college admissions marketing & recruitment process with their unique and innovative mobile marketing technology architecture.	1/22/15	\$0.4	Undisclosed	Belmont Capital Partners
Fastback Networks	Private	Fastback Networks was founded with a vision to deliver innovative technology for the mobile infrastructure of the future, enabling network operators to deliver new services, tap new markets and monetize a new generation of mobile applications.	1/22/15	\$15.0	Series C	Harmony Partners, Foundation Capital, Granite Ventures, Matrix Partners
Happy Inspector	Private	Happy Inspector takes traditional pen and paper inspections and make them digital. Whether you are inspecting residential real estate, commercial buildings, cruise ships, ski resorts, food and safety or performing fire safety inspections; our products and mobile apps help make the process easier, faster, more professional and more transparent.	1/22/15	\$2.0	Seed	SaaS Capital, Undisclosed
SceneDoc	Private	SceneDoc is the global leader in mobile investigation and field documentation software. Our aim is to revolutionize the fields of law enforcement and public safety through mobile technology and software as a service.	1/22/15	Undisclosed	Undisclosed	Motorola Solutions Venture Capital, iGan Partners
Raise.com	Private	Raise.com offers a marketplace where consumers can buy and sell their unused gift cards.	1/22/15	\$56.0	Series B	New Enterprise Associates, Bessemer Venture Partners, the Pritzker Organization, Listen Ventures
Soft Machines	Private	Soft Machines is in the business of licensing and co-developing Soft Machines VISIC architecture-based microprocessor and SoC products for IoT, mobile and cloud markets.	1/21/15	\$14.8	Undisclosed	Undisclosed
AppsFlyer	Private	AppsFlyer is a mobile apps measurement platform that allows app developers, brands and agencies to measure and optimize their entire mobile customer acquisition funnel from one real-time dashboard.	1/20/15	\$20.0	Series B	Fidelity Growth Partners Europe, Magma Venture Partners, Pitango Venture Capital
Rounds	Private	Rounds offers instant group video chat on mobile. It's a live communication platform that makes it easier, faster and more fun to connect to friends and family.	1/20/15	\$12.0	Series B	Sequoia Capital, Samsung Ventures, Verizon Ventures, Rhodium, Draper Associates
Shapr	Private	Shapr is a sharing professional social network based on trust.	1/20/15	\$3.0	Undisclosed	Frédéric Mazzella
Sense360	Private	Sense360 develops mobile applications that enable developers to create relevant, personalized, and situationally-aware notifications.	1/15/15	\$2.7	Undisclosed	FirstMark Capital, Double M Partners, Founder Collective, Qualcomm Ventures, Metamorphic Ventures
Smartlink Mobile Systems	Private	Smartlink Mobile Systems was initiated by enthusiastic healthcare professionals, physicians, clinical administrators and seasoned IT entrepreneurs who were frustrated with stagnant health outcomes with no obvious solutions in the market.	1/15/15	\$2.5	Seed	Undisclosed
mNectar	Private	mNectar revolutionizes app discovery with its Playable technology, allowing customers to try mobile apps and games before downloading. mNectar has proven to drive higher ad revenue for app developers and delivers higher quality users for advertisers, performing considerably better than interstitials and video advertising.	1/14/15	\$1.0	Undisclosed	Undisclosed

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2015.

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Qstream	Private	Qstream is a real-time learning analytics platform developed at Harvard University; it is designed to improve the retention of skills and knowledge. Qstream is a mobile project led by an Irish expat based in Boston.	1/13/15	\$1.5	Series A	Excel Venture Management, Frontline Ventures, Launchpad Venture Group
Yoizio	Private	Yoizio is a mobile growth engineering company providing an advanced analytics, organic growth marketing platform for mobile marketers.	1/13/15	\$1.6	Seed	Illuminate Ventures, Webb Investment Network, AME Cloud Ventures, Eric Reis, Sean Ellis
Ginger.io	Private	Ginger.io provides healthcare and life sciences clients with insight into patient behavior using mobile phone sensors and other big data. Existing methodologies for collecting behavior data are sparse, subjective, and error prone, relying on patient self-reported data completed in a provider's office or via e-journals.	1/12/15	\$20.0	Series B	Khosla Ventures, True Ventures, Undisclosed
AlayaCare	Private	AlayaCare is a start-up delivering a software solution and hardware ecosystem that allows homecare agencies to deliver mixed telehealth / visiting health solutions enabling empowered patients to live better while driving down the cost of care.	1/10/15	\$2.4	Undisclosed	Klass Capital, Undisclosed
Atlas RFID	Private	Atlas RFID Solutions, Inc. was founded to bridge the gap between the capabilities of auto-ID technology and the commercial needs of efficiency-conscious firms.	1/10/15	Undisclosed	Undisclosed	Kayne Partners
blispay	Private	blispay is the first credit product designed around mobile. We are building on our experience at PayPal, BillMeLater and MBNA to rethink how consumers get short term loans, how merchants offer credit incentives and how people manage their spending.	1/8/15	\$3.2*	Seed	Atlas Venture, New Enterprise Associates, Founder Collective, Undisclosed
Reddo	Private	Reddo Mobility helps businesses realize the true value of enterprise application mobility by delivering their existing desktop apps to employees' mobile devices quickly and without the cost and complexity of rewriting.	1/8/15	\$4.0	Undisclosed	Atlas Venture, Citrix Systems
TodayTix	Private	TodayTix is a new app and service created by Broadway producers and ticketing veterans, providing customers with insider access to last-minute tickets for New York's hottest shows, right from their mobile device.	1/8/15	\$5.0*	Undisclosed	Undisclosed
Appconomy	Private	Appconomy designs, develops and sells mobile apps and app components, and AppCommerce capabilities that power the economies of people, businesses and enterprises.	1/7/15	\$9.0	Undisclosed	Undisclosed
SiteSpect	Private	SiteSpect is an optimization platform enabling web and mobile marketers to improve conversion rates and engagement.	1/7/15	\$13.0	Undisclosed	NewSpring Capital
Tapcentive	Private	Tapcentive was created by a team that has lived the mobile commerce revolution from the earliest days of mCommerce with WAP, to leading the charge in mobile payments and services with NFC worldwide.	1/7/15	\$1.5*	Undisclosed	Undisclosed
Brainscape	Private	Brainscape is a web and mobile study platform that helps you learn things faster. Our mission is to create a smarter world by simplifying and accelerating the learning process.	1/6/15	\$1.5	Seed	Zac Zeitlin, John Ryu, William Guttman, Benjamin Luntz, David Phillips
SpiderCloud Wireless	Private	SpiderCloud Wireless develops small cell multi-access systems that allow mobile operators to deliver Wi-Fi coverage and cloud services.	1/6/15	\$15.0*	Undisclosed	Undisclosed

*Note: blispay still seeking \$350,000 in funding.

*Note: TodayTix is still seeking \$61,623 in funding.

*Note: Tapcentive still seeking \$1,500,000 in funding.

*Note: SpiderCloud Wireless still seeking \$15,000,001 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2015.

Financing Transactions

DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
CookBrite	Private	Cookbrite is a startup that is being built to last, founded and led by a team of successful entrepreneurs, brilliant technologists and world-class designers from the tech, mobile, and food industries. With experience at Cisco, DocuSign, HP, IBM, Kraft, LiveU, McDonalds, Netscape, Nielsen and PepsiCo, we love to solve big problems.	3/26/15	\$0.4*	Debt	Undisclosed
ChoreMonster	Private	ChoreMonster combines digital gaming with a Web-services facet through a suite of mobile and Web applications that allows parents and children ages 6-12 to collaborate interactively to complete household tasks. Parents assign real-life rewards for completing chores and gaining points.	3/19/15	\$0.3*	Debt	Undisclosed
Zagster	Private	Zagster is a transportation provider offering bike rental services in the U.S.	3/13/15	\$0.4	Debt	Undisclosed
Q4 Web Systems	Private	Q4 Web Systems (Q4) is the leading provider of IR websites, social media and mobile solutions for public companies in North America. Hundreds of Fortune 1000 clients and global brands use our web platform to manage their online communications efforts.	2/26/15	\$5.0	Debt	Plaza Ventures, Atlas Venture, Silicon Valley Bank
STAND	Private	STAND is the first mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.	2/23/15	\$2.5	Debt	Undisclosed
SteadyServ Technologies	Private	SteadyServ iKeg system is a mobile, SaaS-based inventory and order management system for the beer industry. We provide real time intelligence for retail establishment and distributor sales staff members via an app for iOS or Android devices.	1/28/15	\$4.3*	Debt	Undisclosed
Uber	Private	Uber is a mobile application that allows users to request car service to pick them up wherever they are located.	1/22/15	\$1,600.0	Debt	Goldman Sachs
First Access	Private	First Access combines financial and mobile data to reliably predict credit risk for borrowers in informal markets. Our scores dramatically reduce costs and losses for lending institutions.	1/20/15	\$1.5	Debt	Undisclosed
TodayTix	Private	TodayTix is a new app and service created by Broadway producers and ticketing veterans, providing customers with insider access to last-minute tickets for New York's hottest shows, right from their mobile device.	1/8/15	\$1.0*	Debt	Undisclosed
Veenome	Private	Veenome translates video content into data for superior organization, publishing, sharing, searching and monetization. In doing this Veenome makes the "stuff" in videos clickable. Utilizing proprietary automated video recognition technology (patents pending), Veenome identifies products, objects, and brands in web and mobile videos.	1/7/15	\$0.4*	Debt	Undisclosed

*Note: CookBrite is still seeking \$1,116,000 in funding.

*Note: ChoreMonster is still seeking \$445,001 in funding.

*Note: SteadyServ still seeking \$310,000 in funding.

*Note: TodayTix still seeking \$554,163 in funding.

*Note: Veenome still seeking \$289,230 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2015.

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Apigee Corp	3/20/15	Apigee is an API management and predictive analytics platform.
Etsy	3/4/15	Etsy operates a marketplace where people around the world connect, both online and offline, to make, sell and buy unique goods.
Wowo Ltd	1/9/15	Wowo Operates one of China's leading third-party e-commerce platform.
Box, Inc.	1/9/15	Box is a cloud-storage company.

*Note: Box first filed for an initial public offering in March, is proceeding with the share sale after several delays, even though its value apparently has declined substantially since July.

*Data collected in this issue of Mobile Smart Fundamentals was collected throughout March 1-31, 2015.

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.

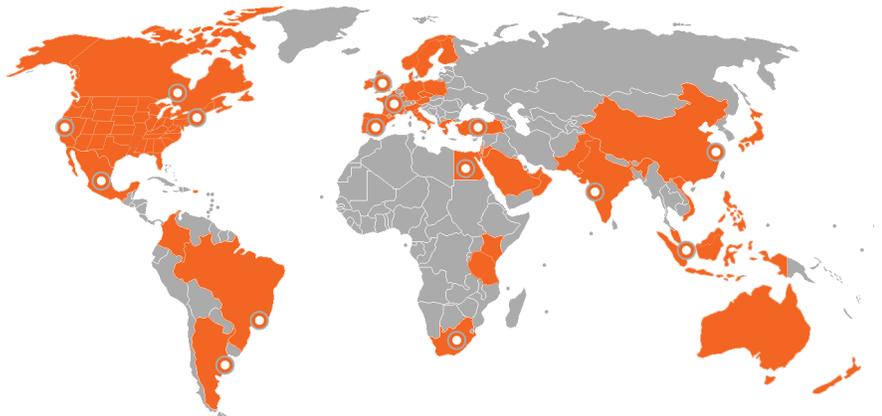
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Mobile Marketing Association

Calendar of Events

JUNE 8, 2015

MMA Forum London

London, UK

<http://www.mmaglobal.com/forumlondon2015>

JULY 26–28, 2015

CEO & CMO Summit

Sonoma, CA, USA

<http://www.mmaglobal.com/ceosummit>

APRIL 29, 2015

SMoX Roadshow

San Francisco, CA, USA

<http://www.mmaglobal.com/smoxroadshow>

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

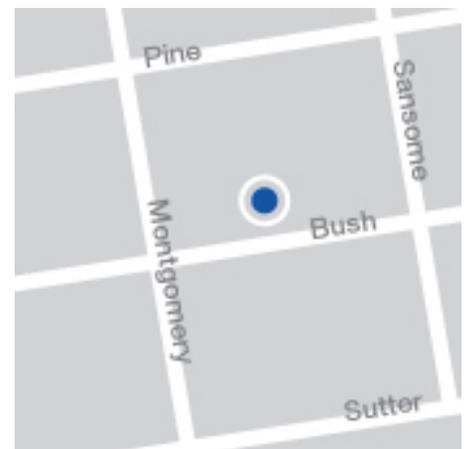
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 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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