



**MOBILE  
MARKETING  
ASSOCIATION**



**Hidden River**



# MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION  
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# Location: The Holy Grail of Marketing

It was not long ago that mobile devices were considered a tool for basic communication. Fast-forward to today and now mobile has transformed into the ultimate marketing vehicle, threading content with context.

Mobile's power and potential to deliver campaigns at the right place and time revolutionizes marketing outreach. When a consumer walks by a store and receives an incentive, such as a coupon, prompting them to visit the location—that is incredibly valuable. What consumers crave are relevant messages and location-based ads not only enable tailored content but also the correct context. However, location is still in its infancy and it is a complex landscape for companies to navigate.

With location capabilities developing, there is a critical need for guidelines as marketers look to harness the power of location-based marketing and advertising. Location data comes from a variety of sources, including Wi-Fi, cell towers, GPS, self-reporting, as well as a combination of methods. That is why the MMA Location Committee developed “[The Location Terminology Guide—The Language of Location](#),” which outlines fundamental technologies, measurements and strategies across the location space.

The document deep dives into three core categories, including:

- **Location Data and Signals** reviews the technology and data behind location as well as outline the advantages and challenges with each unique platform
- **Location Targeting and Strategies** dives into existing methods and techniques to build a location-targeted campaign based on mobile advertising goals and audiences
- **Location Measurement and Metrics** maps out the marketing opportunities and types of metrics available from awareness-based through conversion measurement

Additionally, the guide provides a glossary of terms to promote a unified language that helps streamline location advertising and marketing efforts.

The objective of the document is to provide an accelerated education and lexicon to guide marketers as they integrate location into their mobile strategy. When you are able to tailor content and deliver messages at the exact moment of desire or relative to the purchase funnel, the full power of mobile has been unleashed.

To view “[The Location Terminology Guide—The Language of Location](#)” document, please visit:

<http://www.mmaglobal.com/location-terminology-guide>

Onwards,

Greg Stuart

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# Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
<b>Teddy Goldstein</b>	Director of Sales, Plethora Mobile	Director of Mobile Entertainment, Tatango	Plethora Mobile is a mobile media demand side platform that allows brands, agencies, and app developers access to billions of mobile media impressions from around the globe.	10/29/13
<b>Jeremy Sigel</b>	Client Director, Mobile, Essence	Senior Manager, Mobile Marketing, Nokia	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.	10/29/13
<b>Meredith Yoder</b>	Director, Marketing Analytics, King Fish Media	Vice President/Director, Strategy & Analysis, Digitas	King Fish is a leading provider of content based marketing solutions. It delivers programs designed to help marketers meet their campaign objectives for retaining customers.	10/29/13
<b>Joe McDonagh</b>	Chief Strategy Officer, WINTR	Deputy Director, Creative and Content, Bill & Melinda Gates Foundation	WINTR is a digital creative company. It uses its technology and design to create digital experiences to engage users. It has focused its technology on the web as well as mobile.	10/29/13
<b>Michael Takeshita</b>	Vice President, Digital Design Director, RPA	Creative Director, TBWA	RPA is an American advertising and marketing agency headquartered in Santa Monica, California. It was founded in 1986 by Gerry Rubin and Larry Postaeer and currently employs approximately 500 associates.	10/22/13
<b>Olivier Gers</b>	Global President, Liquid Thread, Starcom MediaVest Group	General Manager, Fremantle Media Licensing	Starcom MediaVest Group (SMG) is a leading global media communications agency with offices in 67 countries and is part of the Publicis Groupe.	10/22/13
<b>Todd Fischer</b>	Vice President, Client Management, GMR Marketing	Head of Sponsorship Marketing, State Farm	GMR Marketing is one of the world's largest engagement marketing agencies. Headquartered in New Berlin, Wisconsin, it has 25 offices in 12 countries on four continents.	10/22/13
<b>Tim Spengler</b>	President, Content Marketing and Revenue Strategy, Clear Channel Media and Entertainment	Senior Executive, Interpublic Group	Clear Channel Media and Entertainment, part of Clear Channel Communications, focuses on providing a multi-platform advertising and marketing opportunities for partners and world-class entertainment for listeners and users.	10/22/13
<b>James Smith</b>	Vice President, North American Marketing, Sitecore	Head of Demand Generation, SolarCity	Sitecore is a global software company which combines web content management with marketing automation, email marketing, social media, e-commerce, optimization and analytics into a single, unified platform.	10/22/13
<b>Joe Lindsay</b>	Vice President of Technology, Local Corporation	Vice President of Engineering, Brand Affinity Technologies	Local Corporation is a leading national online media company that connects merchants and consumers both on the internet and mobile.	10/22/13
<b>Jeff Maerov</b>	Senior Vice President/Group Creative Director, DigitasLbi	Group Creative Director, DraftFCB Orange County	DigitasLbi a global digital agency network, partners with many marketers and brands in the world.	10/15/13
<b>Carlos Brito</b>	Principal Developer - Founding Team, Addappt	Principal Development Lead, Microsoft	Addappt is a mobile address book startup that allows users to change contact info once and see it update on all connections.	10/15/13
<b>Tom Flint</b>	Senior Director of Strategy, Digitaria	Director of Digital, Gabriel DeGrood Bendt	Digitaria is a pioneer in digital marketing and technology, providing unique, innovative solutions to an array of clients around the world.	10/8/13
<b>Brian Clevenger</b>	Executive Creative Director, Clock Four	Creative Director, Marketing, Rosetta	Clock Four is a San Francisco-based, full-service web and mobile marketing consulting agency that delivers integrated strategy, experience design and technology solutions that take critical e initiatives from strategic planning through deployment, and manage them to meet evolving user and market demands.	10/8/13
<b>Josh Teixeira</b>	Vice President, Director of Strategy, BEAM	Vice President, Product Strategy, Big Spaceship	Beam Interactive is a 75+ team of strategists, managers, designers, writers, architects, developers, and data analysts in advertising.	10/8/13
<b>Rachel Theran</b>	Director, Strategy, BEAM	Vice President, CRM Strategy, Mullen	Beam Interactive is a 75+ team of strategists, managers, designers, writers, architects, developers, and data analysts in advertising.	10/8/13
<b>Jeff Geheb</b>	Chief Technology Officer, VML	Chief Technology Officer, Saepio Technologies	VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies.	10/8/13

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
<b>Tiffany Kirk</b>	Vice President/Managing Director, Local Broadcast Team LA, Horizon Media	Vice President, Director Activation at 4D (Publicis Groupe)	Horizon Media is an independent media services agency.	10/8/13
<b>Tony Clement</b>	Strategy Director/ Head of Data, Big Spaceship	Head of Strategic Planning, TBG Digitals	Big Spaceship helps people interact with brands and businesses by connecting experiences, products and platforms.	10/1/13
<b>Grady Burnett</b>	Chief Operating Officer, Flurry	Vice President, Global Sales & Operations, Facebook	Flurry operates a mobile applications analytics/measurement and advertising platform.	9/30/13
<b>Kathleen Schneider</b>	Senior Vice President, Marketing & Communications, Criteo	Executive Director, Global Channel Marketing & Programs, Dell	Criteo is a global leader in Performance Display. The company measures purely on post-click performance and offers a turnkey pay-per-click model.	9/24/13
<b>Jennifer Andre</b>	Senior Account Executive, Kinetic Social	Account Executive, Trial Pay	Kinetic Social is a social data and marketing technology company founded in 2010. The company is a charter partner in the Facebook API Key and Facebook Preferred Marketing Developer programs.	9/24/13
<b>Amy Worley</b>	Managing Director, Channel Activation, VML	Vice President, Marketing, Andrews McMeel Publishing	VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies.	9/24/13
<b>Bill Patterson</b>	Channel Director, Public Relations, VML	Founder and President, Nation Ranch	VML is a global digital marketing agency with major operations on five continents. Since 2001, it has been a member of the WPP Group of global communication agencies.	9/24/13
<b>Eliot Phillips</b>	Executive Vice President, Wasabi Rabbit	Senior Manager, Digital Strategy & Design Practice, EMC Consulting	Wasabi Rabbit is a marketing communications firm specializing in guiding brands through periods of transition to success. It specializes in brand development, integrated marketing, brand identity, marketing consulting, website design on the web as well as mobile and social media.	9/17/13
<b>Robert Kleman</b>	Executive Creative Director, SapientNitro	Creative Director, CP+B	SapientNitro, part of Sapient, is an advertising agency known for its storyscaping.	9/17/13
<b>Britt Peterson Fero</b>	Executive Vice President, Head of Strategy, Publicis Seattle	Director of Growth Strategy, Cole & Weber United	Publicis is a large global agency network within the Publicis Group holding company. It has offices worldwide and in the staets including Dallas, San Francisco and Seattle.	9/17/13
<b>Karina Dobarro</b>	Managing Director, Multicultural Marketing, MindShare North America	Account Director, MEC	Mindshare is a marketing and media network company with its core services in strategic media planning, negotiation & execution.	9/17/13
<b>Loreen Milbrath</b>	Chief Financial Officer, Flowboard	Chief Financial Officer, Swype	Flowboard is a presentation software that allows users to make side-scrolling publications with images, texts, videos and photo galleries. Flowboard allows users to create and present from mobile devices like the ipad.	9/16/13
<b>Mark Relph</b>	Entrepreneur-in-Residence, GrowLab	Senior Director, Venture Capital Business Development, Microsoft	GrowLab is a Vancouver-based startup accelerator that helps entrepreneurs build companies through seed funding, mentorship, collaborative workspace and 3 months of intensive programming.	9/16/13
<b>Matt Rosenberg</b>	Senior Vice President of Marketing, 140 Proof	Vice President of Marketing, Taykey	140 Proof is a leader in social advertising service providing brand advertisers a simple and effective way to reach millions of consumers primed to discover and share.	9/10/13
<b>Jay Budzik</b>	Chief Technology Officer, Twelfeold	Chief Technology Officer, Perfect Market, Inc.	Twelfeold Media is an emotive based media company. It creates customized digital media packages with proprietary technology that utilizes emotive-based targeting at the page level and real-time bidding to achieve superior results and insights for brands and advertisers.	9/10/13
<b>Darren Ross</b>	Executive Vice President, Solutions, Fluent	Executive Vice President, Strategy & Sales, Cramer	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.	9/10/13
<b>Pierre Conte</b>	Chief Executive Officer, GroupM France	Chief Executive Officer, Figaro Media	GroupM is WPP's consolidated media investment management operation serving as the parent company to agencies including Maxus, MEC, MediaCom, Mindshare, Catalyst and Xaxis.	9/10/13

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Name	New Company	Old Company	New Company Summary	Date
<b>Daniel Vassallo</b>	Vice President/Digital Director, Starcom	Vice President of Performance Media, JAR Group	Starcom engages in brand communications and consumer contact services in the US and the world.	9/10/13
<b>Bob Ivins</b>	Chief Data Officer, Mindshare	Vice President, Business Intelligence Group, Comcast	Mindshare is a marketing and media network company with its core services in strategic media planning, negotiation & execution.	9/10/13
<b>Steve Coast</b>	Head of OSM, Telenav	Principal Architect, Bing, Microsoft	Telenav provides GPS navigation services in North America. It is into mobile location-based services and personalized navigation.	9/3/13
<b>Christian Oestlien</b>	Senior Director, Growth & International, Twitter	Advertising Executive, Google	Twitter is an online social networking service and microblogging service.	9/3/13
<b>Brett Callinicos</b>	Chief Financial Officer, Uber	Vice President, Treasurer & Chief Accountant, Google	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	9/3/13
<b>Ed Baker</b>	Head of Growth, Uber	Head of International Growth, Facebook	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	9/3/13
<b>Emil Michael</b>	Senior Vice President, Business, Uber	Chief Operating Officer, Klout	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	9/3/13
<b>Hugo Barra</b>	Lead of International Business Development, Xiaomi	Vice President of Product Management, Android Division, Google	Xiaomi designs, develops and sells smartphones, apps and consumer electronics.	8/30/13
<b>Bennett Theimann</b>	Chief Operating Officer, Mojiva	Chief Financial Officer, TargetSpot, Inc.	Mojiva is the parent company of: Mojiva Mobile the mobile ad network and Mocean Mobile the mobile ad serving platform.	8/27/13
<b>Erika Alonso</b>	Head of Global Marketing, Mojiva	Senior Manager, Creative Strategy+Market Development, Apple	Mojiva is the parent company of: Mojiva Mobile the mobile ad network and Mocean Mobile the mobile ad serving platform.	8/27/13
<b>Rob Thorsen</b>	Executive Vice President of Client Services, Big Spaceship	Executive Vice President, BBDO	Big Spaceship helps people interact with brands and businesses by connecting experiences, products and platforms.	8/27/13
<b>Sankar Patel</b>	Vice President of Native Advertising, Livefyre	Vice President, Carat USA	Livefyre helps brands and digital publishers in real-time conversations.	8/27/13
<b>Justin Manfredi</b>	Deputy Director, TBWA	Senior Integrated Account Director, David & Goliath	TBWA is an international advertising agency headquartered in New York.	8/20/13
<b>Robby Rigano</b>	Managing Partner, Fancy Pants Group	Managing Director of Digital Business Services, MCGarrybowen	Fancy Pants Group is an innovative technology partner for advertisers, agencies, and publishers.	8/20/13
<b>Sebastian Gunnewig</b>	Director of Brand Strategy and Planning, AKQA	Director of Brand Planning, TBWA/Media Arts Lab	AKQA is a company that specializes in creating digital services and products.	8/20/13
<b>Jennifer Prince</b>	Head of Sales Team, Twitter	Head of Media and Entertainment Ad Sales, Google	Twitter is an online social networking service and microblogging service.	8/19/13
<b>Ott Kauver</b>	Vice President of Engineering, Twilio	Head of Engineering, Skype	Twilio is a cloud communications company that merges the worlds of cloud computing, web services and telecommunications together.	8/14/13
<b>Christopher Beirne</b>	Vice President of Agency Relations, Evidon	Senior Director, Sales and Client Service, Experian	Evidon technology gives brands, publishers, networks and other businesses around the world insight into the digital ecosystem.	8/13/13
<b>David Thacker</b>	Vice President of Marketing Solutions Products, LinkedIn	Vice President of Product, Groupon	LinkedIn is a fast growing business professional networking site.	8/13/13
<b>Ed Darmanin</b>	Chief Revenue Officer, 140 Proof	Vice President, Weather Channel	140 Proof is a scalable social advertising platform reaching 40 million social users with its Relevance Engine.	8/13/13
<b>Manish Dugar</b>	Vice President, Finance and Legal, InMobi	Group Chief Financial Officer, RPG Enterprises	InMobi is a mobile-first technology company and an independent mobile advertising network.	8/13/13

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# Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 11/1/13	Stock Price 10/1/13	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
<b>Indexes</b>											
		S&P 500	1,761.64	1,695.00	3.9%	1,775.22	1,343.35				
		NASDAQ Composite	3,922.04	3,817.98	2.7%	3,966.71	2,810.80				
		Russel 3000	1,055.61	1,020.76	3.4%	1,065.16	792.85				
<b>Large-Cap (&gt; \$10B)</b>											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 54.61	\$ 52.43	4.2%	\$ 55.12	\$ 32.14	\$27,299	\$25,655	\$4,167	6.2X
America Movil	AMX	NYSE	1.08	1.02	5.2%	1.29	0.93	50,568	85,460	60,373	1.4X
Apple Inc.	AAPL	NASDAQ	520.03	487.96	6.6%	596.95	385.10	467,891	444,305	170,910	2.6X
AT&T	T	NYSE	36.24	34.06	6.4%	39.00	32.71	190,912	266,594	128,167	2.1X
Barti Airtel	BHARTIARTL.BO	BSE	5.94	5.17	14.9%	6.04	4.86	23,711	35,080	14,710	2.4X
CenturyLink	CTL	NYSE	33.58	31.76	5.7%	42.01	31.01	20,171	40,542	18,192	2.2X
China Mobile	CHL	NYSE	52.16	56.80	-8.2%	59.73	47.74	209,704	136,751	89,210	1.5X
Dentsu	4324.JP	TSE	36.80	37.61	-2.2%	38.42	22.00	10,613	14,223	22,571	0.6X
Fiserv, Inc.	FISV	NASDAQ	104.85	102.54	2.3%	108.00	72.19	13,522	17,132	4,707	3.6X
Google	GOOG	NASDAQ	1,027.04	887.00	15.8%	1,041.52	636.00	284,162	232,886	57,386	4.1X
Microsoft	MSFT	NASDAQ	35.52	33.58	5.8%	36.43	26.26	296,562	232,091	80,370	2.9X
Motorola Solutions	MSI	NYSE	62.39	60.89	2.5%	66.39	52.19	16,141	15,771	8,633	1.8X
Neustar, Inc.	NSR	NYSE	83.42	79.77	4.6%	83.85	51.69	17,782	18,741	9,004	2.1X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	25.79	26.05	-1.0%	27.35	20.64	68,250	149,162	121,078	1.2X
Nokia	NOK	NYSE	7.62	6.62	15.1%	7.76	2.60	28,537	28,653	33,280	0.9X
Omnicom	OMC	NYSE	68.98	63.56	8.5%	70.50	45.11	17,753	21,597	14,471	1.5X
Publicis Groupe	PUB.PA	Paris	83.42	79.77	4.6%	83.85	51.69	17,782	18,741	9,004	2.1X
Samsung	005930.KS	KRX	1,414.09	1,287.08	9.9%	1,492.09	1,049.23	208,295	208,295	205,098	1.0X
Sprint	S	NYSE	6.87	6.29	9.2%	7.26	5.15	26,981	53,038	N/A	N/A
Telefonica S.A.	TEF	NYSE	17.33	15.83	9.5%	18.09	12.52	78,876	164,511	79,581	2.1X
Telenor	TELFN	OTC	24.35	22.87	6.5%	25.83	19.45	36,925	45,276	17,440	2.6X
TIM	TSU	NYSE	25.57	24.33	5.1%	27.41	16.85	12,364	13,376	9,357	1.4X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	15.15	15.21	-0.4%	17.80	12.76	13,332	10,924	6,130	1.8X
Vodafone Group	VOD	NASDAQ	36.91	35.36	4.4%	37.90	24.42	178,871	225,101	69,586	3.2X
WPP Group	WPPGY	NASDAQ	106.17	102.48	3.6%	108.94	62.66	28,558	33,487	16,859	2.0X
Yahoo!	YHOO	NASDAQ	33.18	34.31	-3.3%	35.06	16.95	33,855	32,251	4,760	6.8X
					<b>Average</b>			91,516	98,832	50,202	2.4X
					<b>Median</b>			28,547	37,811	18,192	2.1X
<b>Mid-Cap (\$2B - \$10B)</b>											
Axiom Corporation	ACXM	NASDAQ	\$ 33.27	\$ 28.76	15.7%	\$ 33.74	\$ 16.43	\$2,464	\$2,504	\$1,094	2.3X
Alcatel-Lucent	ALU	NYSE	3.89	3.67	6.0%	4.02	0.97	9,061	11,978	18,868	0.6X
BlackBerry	BBRY	NASDAQ	7.77	7.92	-1.9%	18.32	7.37	4,073	1,729	10,049	0.2X
Gemalto	GTOFF	OTC	110.58	110.44	0.1%	117.91	74.11	9,733	9,388	3,089	3.0X
GFK Retail and Technology UK	GFK.DE	Xetra	59.97	58.85	1.9%	63.40	43.74	2,189	2,884	1,977	1.5X
Interpublic Group of Companies	IPG	NYSE	16.91	17.15	-1.4%	17.55	9.38	7,430	7,430	7,063	1.1X
LG	034220.KS	KRX	23.62	24.07	-1.9%	34.04	22.12	8,450	10,063	26,867	0.4X
Pandora Media Inc.	P	NYSE	25.99	25.53	1.8%	28.26	7.08	4,987	4,928	528	9.3X
VIVO S.A. (formerly Telefonica Brazil)	VIV	NYSE	19.22	19.86	-3.2%	23.48	18.48	7,336	7,812	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.49	2.71	-8.1%	2.98	1.22	6,997	11,169	13,518	0.8X
Zynga	ZNGA	NASDAQ	3.58	3.84	-6.8%	4.05	2.09	2,223	1,125	1,008	1.1X
					<b>Average</b>			5,904	6,456	8,406	2.0X
					<b>Median</b>			6,997	7,430	5,076	1.1X

## NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
- (2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.
- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve month reported to SEC except for VIV; OIBR; BGO & BNG, which are calendar 2011.

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# Public Company Analysis

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<b>Indexes</b>		S&P 500	1,761.64	1,695.00	3.9%	1,775.22	1,343.35				
		NASDAQ Composite	3,922.04	3,817.98	2.7%	3,966.71	2,810.80				
		Russel 3000	1,055.61	1,020.76	3.4%	1,065.16	792.85				
<b>Small-Cap ( &lt; \$2B )</b>											
<b>2Ergo Group PLC</b>	RGO	LSE	\$ 0.04	\$ 0.04	9.2%	\$ 0.27	\$ 0.02	\$16	\$15	\$9	1.6X
<b>Bango</b>	BGO	LSE	2.09	2.55	-18.3%	4.40	1.93	95	85	18	4.7X
<b>Blue Calypso Inc.</b>	BCYP	OTC	0.20	0.17	19.4%	0.82	0.09	31	32	0	N/A
<b>Boingo wireless</b>	WIFI	NASDAQ	6.78	7.09	-4.4%	8.11	5.35	241	155	103	1.5X
<b>Cincinnati Bell</b>	CBB	NYSE	2.84	2.78	2.2%	5.64	2.62	591	2,905	1,381	2.1X
<b>Digimarc Corporation</b>	DMRC	NASDAQ	20.69	19.67	5.2%	26.79	17.68	151	151	37	4.0X
<b>Glu Mobile</b>	GLUU	NASDAQ	3.37	2.90	16.2%	4.14	1.99	261	261	97	2.7X
<b>Hipcricket</b>	HIPP	NASDAQ	0.57	0.47	21.4%	0.90	0.26	88	89	28	3.1X
<b>Internetq Plc</b>	INTQ	LSE	4.97	5.19	-4.3%	5.57	2.69	193	186	109	1.7X
<b>Lenco Mobile</b>	LNCM	OTC	0.03	0.03	13.3%	0.20	0.01	3	15	15	0.9X
<b>Marchex</b>	MCHX	NASDAQ	8.80	7.15	23.1%	9.01	3.47	264	245	150	1.6X
<b>MDC Partners</b>	MDCA	NASDAQ	30.83	29.05	6.1%	32.60	9.35	970	1,786	1,118	1.6X
<b>MEDL Mobile</b>	MEDL	OTC BB	0.30	0.31	-3.2%	0.51	0.07	13	13	3	4.9X
<b>Millennial Media</b>	MM	NYSE	7.04	7.26	-3.0%	16.86	5.87	573	450	212	2.1X
<b>Mobivity (Formerly CommerceTel)</b>	MFON	OTC BB	0.38	0.50	-24.0%	0.74	0.14	37	37	4	9.3X
<b>Motricity (Voltari Corporation)</b>	MOTR	NASDAQ	4.69	5.31	-11.7%	9.65	3.26	22	19	67	0.3X
<b>Oi</b>	OIBR	NYSE	1.64	1.91	-14.2%	4.42	1.47	1,962	15,650	13,774	1.1X
<b>Opera Software ASA</b>	OPERA.OL	Oslo	12.02	10.93	10.0%	13.02	4.87	1,484	1,414	271	5.2X
<b>Single Touch Systems Inc.</b>	SITO	OTC BB	0.58	0.53	10.3%	0.95	0.27	79	82	7	11.3X
<b>Smith Micro Software Inc</b>	SMSI	NASDAQ	0.83	0.90	-8.7%	1.89	0.79	31	7	45	0.2X
<b>Tanla Solutions Limited</b>	TANLA	NSE	0.05	0.06	-3.3%	0.12	0.04	6	6	22	0.3X
<b>Telecom Argentina S.A.</b>	TEO	NYSE	20.14	18.25	10.4%	20.41	9.12	1,941	1,078	4,862	0.2X
<b>TeleCommunication Systems, Inc. (TCS)</b>	TSYS	NASDAQ	2.36	2.42	-2.5%	3.21	1.82	139	139	229	0.6X
<b>Unwired Planet</b>	UPIP	NASDAQ	1.43	1.78	-19.7%	2.47	1.17	154	128	0	N/A
<b>ValueClick</b>	VCLK	NASDAQ	19.75	21.76	-9.2%	32.25	17.18	1,467	1,443	659	2.2X
<b>Velti</b>	VELT	NASDAQ	0.29	0.38	-23.9%	7.55	0.22	26	28	232	0.1X
					<b>Average</b>			417	1,016	902	2.6X
					<b>Median</b>			145	133	82	1.7X

## NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
- (2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.
- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve month reported to SEC except for VIV; OIBR; BGO & BNG, which are calendar 2011.

Source: Thomson Reuters and Hidden River, LLC analysis

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

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
10/28/2013	<b>OBJ Enterprises Inc.*</b>	Novalon Games	Novalon Games is a developer of mobile application software.	
10/25/2013	<b>Dekatel Telecom BV</b>	RVS Networks BV	RVS Networks BV is a Harderwijk-based provider of telecommunications services.	
10/25/2013	<b>Evolving Systems Inc.*</b>	Telespree Communications	Telespree Communications is a provider of cloud-based wireless data services.	\$2.3
10/24/2013	<b>Groupe Outremer Telecom SA</b>	Mobius SAS	Mobius SAS is a La Possession-based provider of mobile telecommunication services, and a majority-owned unit of Ykso SAS.	
10/24/2013	<b>FiddleFly Inc.</b>	Tappgala.com	Tappgala.com is a provider of mobile web designs.	
10/23/2013	<b>InfoVista SA</b>	Aexio Software Sdn Bhd	Aexio is a Petaling Jaya-based provider of mobile software solutions.	
10/23/2013	<b>Phoenix Technologies Ltd.</b>	iolo Technologies, LLC	iolo Technologies is a developer in performance optimization software for personal computers and mobile devices.	
10/22/2013	<b>Google Inc.</b>	FlexyCore	FlexyCore is the creator of software solutions for smartphones and sells two products: Ispectrum for the iPhone and droidBooster, an Android Accelerator that makes Android systems ten times faster.	
10/21/2013	<b>Talus Labs</b>	Gumiyo	Gumiyo is a Los Angeles-based mobile software developer.	
10/18/2013	<b>Bharti Airtel Ltd.*</b>	Wireless Business Svcs Pvt Ltd.	Wireless Business Services Pvt Ltd (WBSPL) is a provider of wireless telecommunications services, from Qualcomm India Pvt Ltd.	\$914.5
10/16/2013	<b>Softbank Corp.</b>	Supercell	Supercell is a Finnish mobile game maker.	\$1,530.0
10/15/2013	<b>FiddleFly Inc.</b>	MobileAwesomeness.com	MobileAwesomeness.com is a provider of mobile web designs.	
10/14/2013	<b>Facebook</b>	Onavo Inc.	Onavo is a Palo Alto-based developer of mobile applications.	\$120.0
10/11/2013	<b>Pegasystems Inc.</b>	Antenna Software Inc.	Antenna Software Inc is a Jersey City-based developer of mobile application software.	\$27.7
10/10/2013	<b>Airpush</b>	Hubbl	Hubbl is the maker of app discovery and personalization technologies.	\$15.0
10/04/2013	<b>First Data Corp.</b>	Perka Inc.	Perka Inc. is a cardless loyalty mobile application developer.	
09/30/2013	<b>Autobytel</b>	Advanced Mobile, LLC	Advanced Mobile LLC is a provider of communication services designed specifically for the automotive industry.	
09/26/2013	<b>eBay</b>	Braintree	Braintree provides merchant accounts, payment gateway, billing and credit card storage on the web and mobile.	\$800.0

\* Note: OBJ Enterprises acquired the undisclosed remaining interest.

\* Note: Evolving Systems acquired the entire capital of Telespree Communications. This consisted of \$1,500,000 in cash plus \$791,000 in common shares.

\* Note: Bharti Airtel acquired the remaining 49% stake which it did not already own in Wireless Business Services Pvt Ltd.

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)
09/26/2013	<b>PT XL Axiata</b>	PT Axis Telekom Indonesia*	PT Axis Telekom is a GSM mobile operator that provides mobile communication and content solutions to subscribers in Indonesia.	\$865.0
09/26/2013	<b>Medivo</b>	OnTrack Diabetes	OnTrack Diabetes is an app that helps diabetics manage their diabetes by tracking various items such as blood glucose, food intake, medication, blood pressure amongst others.	
09/25/2013	<b>Transaction Network Services (TNS)</b>	RoamEx	RoamEx provides detection and prevention of wireless fraud processing billions of mobile usage data records every month around the globe.	
09/25/2013	<b>AT&amp;T Mobility</b>	Element Mobile	Element Mobile is a Wisconsin Rapids-based cellphone company.	
09/24/2013	<b>Fairfax Financial Holdings Limited</b>	Blackberry	Blackberry is a wireless telecommunications company best known as the developer of Blackberry brand smartphones and tablets.	\$4,700.0
09/24/2013	<b>Telefonica SA*</b>	Telco SpA	Telco SpA is a Milan-based provider of telecommunications and a holding company.	\$436.2
09/24/2013	<b>StumbleUpon</b>	5by	5by searches the internet for videos and gives it to users to watch on the web and mobile.	
09/24/2013	<b>Alibaba Group</b>	Kanbox	Kanbox provides personal cloud storage service and is accessible on the web and mobile.	
09/23/2013	<b>Ubisoft</b>	Digital Chocolate	Digital Chocolate is a Barcelona-based social and mobile game company.	
09/20/2013	<b>Splunk, Inc.</b>	BugSense Inc.	Bug Sense Inc. is an analytics solution provider that determines mobile app performance and collects information to troubleshoot problems.	
09/19/2013	<b>Olive Communications</b>	Wish Communications	Wish Communications offer unified communications for business users.	
09/18/2013	<b>Total Transit</b>	GoFastCab	GoFastCab is a San Diego-based startup that develops mobile apps that enable smartphone users to get a taxi immediately or make reservations.	
09/16/2013	<b>Google</b>	Bump	Bump is a developer of an app that allows a way to exchange phone number, photos and friends by bumping phones.	
09/13/2013	<b>GenBand</b>	Fring	Fring is a mobile communication service company that enables free video calls, group calls, voice calls and live chat.	\$50.0
09/12/2013	<b>Spring Mobile</b>	A-Link Wireless	A-Link Wireless is a phone retailer in California, Arizona and New Mexico.	
09/10/2013	<b>Twitter</b>	MoPub	MoPub is an ad company enabling publishers to understand ad performance and user engagement.	\$350.0
09/09/2013	<b>OneCom</b>	BlackSheep Communications	Black Sheep Communications is a specialist in lead generation. It provides a full range of services for the telecom and utilities sector.	
09/09/2013	<b>Evolve Telecom</b>	Select Telecom	Select Telecom is a provider of telecommunications services in the Northeast of the UK.	

\* Note: PT Axis Telekom sold 95% stake to XL Axiata while 5% remained with local Indonesian shareholders.

\* Note: Telefonica SA raised its interest in Telco to 66% from 46.18% by acquiring a 19.82% stake.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
09/09/2013	<b>CONEC2</b>	ispONE	ispONE is a telecommunications service provider servicing the wholesale and retail markets throughout Australia.	
09/09/2013	<b>Assurant</b>	Lifestyle Services	Lifestyle Services is a British mobile phone insurance provider. It provides a wide range of services through banks and retail mobile network operators.	\$160.0
09/09/2013	<b>Groupon inc.</b>	Blink	Blink is a Madrid-based developer of mobile travel software.	
09/06/2013	<b>PlayFirst</b>	Big Head Mode	Big Head Mode is a developer of mobile games. It is responsible for several mobile advancements in mobile gaming including the ability for players to insert their own faces into apps.	
09/05/2013	<b>Amobee</b>	Gradient X	Gradient X is a LA-based real-time bidding platform that includes support for multiple ad channels, including video and HTML5.	
09/05/2013	<b>Monitise plc</b>	Grapple Mobile	Grapple Mobile is a mobile app developer.	\$62.0
09/04/2013	<b>Broadcom</b>	Renesas Electronics	Renesas Electronics is a supplier of microcontrollers and advanced semiconductor solutions including microcontrollers, SoC solutions and a broad range of power devices. It offers products and solutions with performance optimized for mobile applications.	
09/04/2013	<b>Amdocs</b>	Actix	Actix is a leading provider of software for mobile network optimization.	\$120.0
09/03/2013	<b>Microsoft Corp</b>	Nokia, Mobile Phone Business Unit	Nokia is the developer of mobile phones and portable IT devices. It also offers internet services including applications, games, music and much more for its devices.	\$7,200.0
09/02/2013	<b>Verizon Communications Inc.</b>	Vodafone Group Plc*	Vodafone Group Plc is a British multinational telecommunications company. It owns and operates networks in over 30 countries and has partner networks in over 40 countries.	\$130,000.0
08/28/2013	<b>Apple</b>	AlgoTrim AB	AlgoTrim develops advanced solutions for mobile devices within the fields of data compression, mobile imaging and video as well as computer graphics.	
08/28/2013	<b>Imperial Holdings</b>	ForeFront Africa*	Forefront Africa focuses on assisting companies in the mobile and communications sector to expand into Africa.	
08/26/2013	<b>Pricegrabber</b>	Snapette	Snapette is a company that allows users to see images of fashion items and accessories uploaded to the Snapette site.	
08/26/2013	<b>Instagram</b>	Luma	Luma is a video app maker.	
08/26/2013	<b>NTT DoCoMo</b>	Fine Trade	Fine trade is an Austrian e-commerce and payment solution provider.	
08/26/2013	<b>High Co SA</b>	FMK Developpement SAS	FMK Developpement SAS is a Paris-based developer of mobile applications for promotional offers under Promoland brand.	
08/23/2013	<b>Yahoo!</b>	IQ Engines	IQ Engines is an image recognition startup.	

\* Note: Vodafone Group agreed to sell its 45% stake in Verizon Wireless to Verizon Communications.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
08/22/2013	Apple	Embarq	Embarq builds mobile software that makes it simple to get around on mass transit.	
08/22/2013	Appcelerator	Singly	Singly is the developer of a platform that integrates third-party services on both web and mobile applications.	
08/20/2013	Groupon	Plumfare	Plumfare is a mobile discovery app that helps people find local restaurants.	
08/20/2013	Core-apps LLC	GoExpo LLC	GoExpo LLC is a Las Vegas-based developer and provider of mobile software.	
08/19/2013	GoDaddy	Locu	Locu helps businesses get unstructured data into more structured formats so that companies can then promote and share it with other services.	
08/19/2013	INCIPIO Technologies Inc.	BRAVEN	BRAVEN is a manufacturer of portable Bluetooth speakers.	
08/16/2013	Cliq Digital AG	Grumbl Media Holding BV*	Grumbl Media Holding BV is an Amsterdam-based developer of mobile software.	
08/15/2013	The Occasions Group	Red Stamp	Red Stamp is a social commerce company best known for its mobile greeting cards app.	
08/15/2013	Apple	Matcha.tv	Matcha.tv is a video discovery and recommendation service company.	\$10.0
08/14/2013	Millennial Media	JumpTap*	JumpTap is a mobile ad network and the leader in targeted mobile advertising.	\$225.0
08/13/2013	Intel Corp.	Fujitsu Semiconductor Wireless Products	Fujitsu develops advanced multimode LTE RF transceivers.	
08/12/2013	Appurify	Cisimple	Cisimple is the developer of a mobile development platform that automates build, testing and deployment.	
08/12/2013	Facebook	Jibbigo	Jibbigo is a speech recognition and machine translation startup.	
08/12/2013	NBC	Stringwire	Stringwire is a start-up that develops real-time mobile video-sharing software.	
08/08/2013	One97 Communications	Plustxt	Plustxt is a multi-lingual texting platform that allows text messaging in any Indian language.	
08/05/2013	Yahoo!	Rockmelt*	Rockmelt is a social browsing startup.	\$70.0
08/01/2013	Vibes	Lumata Inc.	Lumata Inc. is an international provider of mobile marketing software.	
08/01/2013	Times Internet Ltd.	Gawbl	Gawbl is a developer of mobile applications.	

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

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

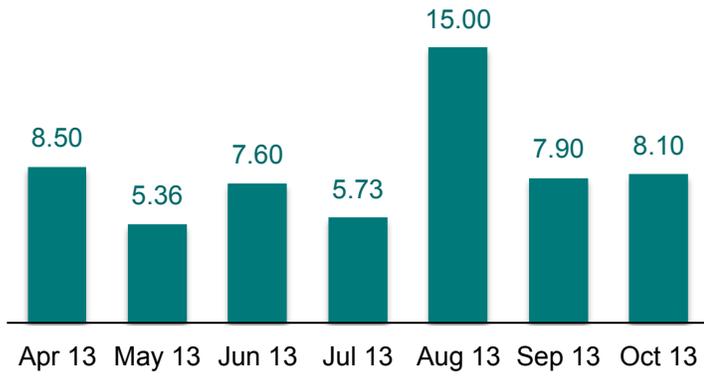
\* Note: Rockmelt acquisition amount of \$70 million is not official yet.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

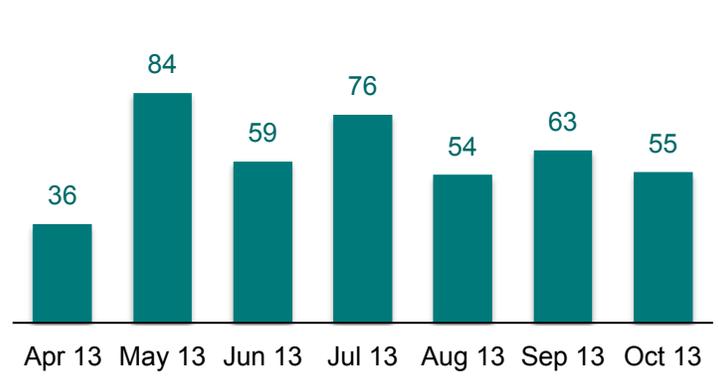
\* Data collected in this issue of Mobile Smart Fundamentals was collected throughout October 1-31, 2013.

# Financing Transactions Overview

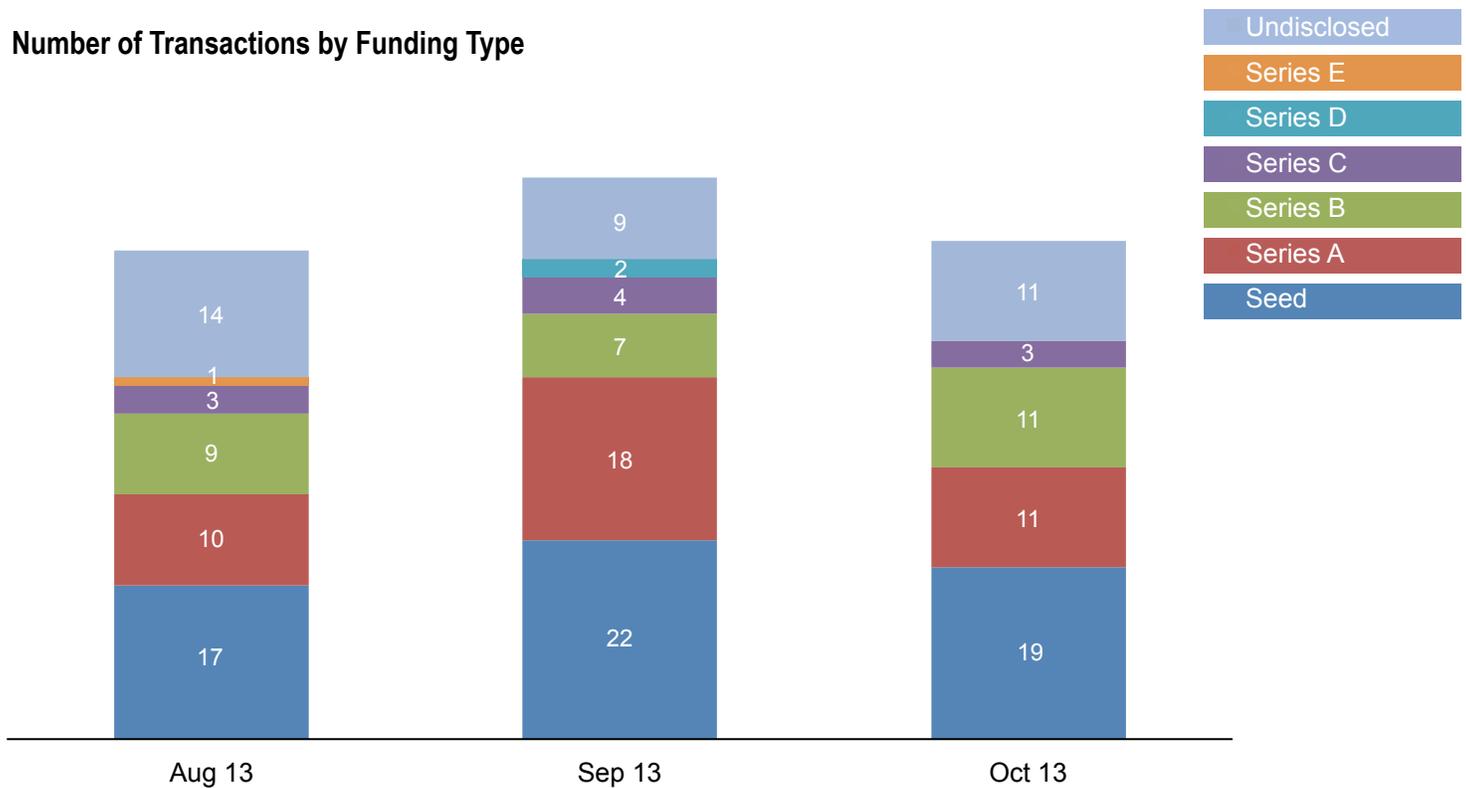
**Average Value of Transactions (\$MM)**



**Number of Transactions**



**Number of Transactions by Funding Type**



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Centri Technology</b>	Private	Centri Technology develops a broad suite of solutions that make it possible for mobile phones to download files, access the Internet and send emails at speeds three times as fast as the current standard. The company's approach is based on advanced data acceleration technologies.	10/31/13	\$13.0	Series C	Angel Valkyrie
<b>Kumu Networks</b>	Private	Kumu Networks is the developer of the full-duplex wireless design which allows a radio to transmit and receive signals at the same time using a single frequency channel.	10/31/13	\$15.0	Series B	Third Point Ventures, New Enterprise Associates, Khosla Ventures
<b>TabTale</b>	Private	TabTale is a creator of interactive books, games, and educational apps for kids and parents.	10/30/13	\$12.0	Series B	Magma Venture Partners, Qualcomm Ventures, Vintage Investment Partners
<b>Blend</b>	Private	Blend's mobile app gives college students free products in exchange for doing college-y things and sharing photos with Blend.	10/30/13	\$1.3	Seed	Undisclosed
<b>Rumble Entertainment</b>	Private	Rumble Entertainment is a mobile gaming company.	10/29/13	\$17.5	Series B	Nexon, TriplePoint Capital, Google Ventures, Khosla Ventures
<b>Magisto</b>	Private	Magisto allows users to share videos on Magisto's web, iPhone and Android apps.	10/29/13	\$13.0	Series C	Qualcomm Ventures, SanDisk, Magma Venture Partners, Horizons Ventures
<b>Snapverse</b>	Private	Snapverse is a start-up that brings big-label licensed music to mobile video.	10/29/13	\$3.5	Seed	John Hannan
<b>Frontback</b>	Private	Frontback is a popular photo app du jour allowing users to take photos with the front and rear facing cameras on an iPhone, so the image is a composite of the user and what the user sees.	10/29/13	\$3.0	Seed	Lerer Ventures, Index Ventures, SV Angel
<b>Flint Mobile</b>	Private	Flint Mobile, Inc. is a startup that provides a secure way to use mobile devices to accept credit cards and to acquire customers through social and online marketing.	10/26/13	\$6.0	Series B	Digicel Group, Damian Blackburn, SVG Ventures, True Ventures, Storm Ventures
<b>Siamese Systems</b>	Private	Siamese Systems is in the field of investigative services through the use of mobile technology. It is the developer of MobileCSI.	10/26/13	\$0.6	Seed	Brice Scheschuk
<b>Iris Mobile</b>	Private	Iris Mobile helps retailers deliver their campaigns to customers using mobile marketing. It utilizes rich media for mobile messaging to conduct its campaigns.	10/25/13	\$3.0	Series A	Origin Ventures, Brent Hill, Illinois Ventures, Hyde Park Venture Partners, Hyde Park Angels, OCA Ventures
<b>Applauze</b>	Private	Applauze, formerly 955Dreams Inc., is an events publishing company. They publish thousands of events happening daily in the US and Canada.	10/24/13	\$7.2	Undisclosed	True Ventures, Jonathan Callaghan, m8 Capital, Jeffrey Fluhr
<b>The Football App</b>	Private	The Football App is a mobile news and social network for football (soccer) fans.	10/24/13	\$7.0	Series B	Union Square Ventures
<b>Keen.io</b>	Private	Keen.io is a cloud data warehouse and analysis platform for event data on mobile.	10/23/13	\$2.4*	Seed	Rincon Venture Partners, James Adelman, Amplify Partners, Pelion Venture Partners, 500 Startups, XG-Ventures, Jason Seats, Loren Siebert
<b>People Power</b>	Private	People Power Presence App is a free smartphone app that turns old smartphones into wireless web cameras.	10/23/13	\$1.7	Undisclosed	Undisclosed
<b>Tiggly</b>	Private	Tiggly is the creator of toddler-friendly toys designed to interact with tablet learning apps.	10/23/13	\$0.5	Seed	Kae Capital, Private Angels
<b>Appsee</b>	Private	Appsee is a visual in-app analytics platform that enables customers to measure, understand and improve user experience on mobile apps.	10/22/13	\$1.0	Seed	Giza Venture Capital, Moshe Lichtman
<b>Boxer</b>	Private	Boxer is the developer of a next generation mobile inbox for emails.	10/21/13	\$3.0	Seed	Sutter Hill Ventures, Sam Pullara
<b>Spark Mobile</b>	Private	Spark Mobile is a San Francisco-based mobile messaging start-up company.	10/21/13	\$2.0	Undisclosed	General Catalyst Partners, Thayer Ventures
<b>AppLift</b>	Private	AppLift is a mobile games marketing platform.	10/18/13	\$7.0	Series B	Prime Ventures, Roel Hoop

\* Note: Keen.io still seeking \$71,169.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Alminder</b>	Private	Alminder is an intelligent mobile calendar app for the iPhone that acts like a virtual assistant.	10/17/13	\$1.5	Seed	Tugboat Ventures
<b>URX</b>	Private	URX is building the buy button between apps. It will enable advertisers to showcase the products they sell, not just their apps.	10/17/13	\$3.1	Seed	First Round Capital, Maverick Capital, Google Ventures, SV Angel, Betaworks, Greylock Capital, CyberAgent Ventures, Fuel, Plug and Play Ventures
<b>Fields</b>	Private	Fields is an online grocer where people can buy grocery on the web and mobile.	10/17/13	\$5.0	Undisclosed	ClearVu Partners
<b>Breathometer</b>	Private	Breathometer is a company that produces a tiny smartphone-based breathalyzer.	10/17/13	\$2.0	Seed	Structure Capital, Lori Greiner, Daymond John, Kevin O'Leary, Robert Herjavec, Dillon Capital, Mark Cuban
<b>Depop</b>	Private	Depop is a mobile shopping app for buying and selling in-demand items.	10/17/13	\$1.0	Seed	Red Circle Investment, Luca Marzotto
<b>Mobiquity</b>	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.	10/16/13	\$1.6	Undisclosed	Undisclosed
<b>mParticle</b>	Private	mParticle is a mobile data technology company based in New York.	10/16/13	\$3.0	Seed	Bowery Capital, Google Ventures, Greylock Partners
<b>SkyGiraffe</b>	Private	SkyGiraffe is an enterprise mobile app company to increase workforce productivity.	10/16/13	Undisclosed	Seed	Microsoft Ventures, Rahul Sood
<b>StarMobile</b>	Private	StarMobile is an enterprise mobile app company based in Atlanta.	10/16/13	\$2.5	Series A	US Venture Partners, GRA Venture Fund, Atlanta Technology Angels
<b>MapBox</b>	Private	MapBox is a full-service cloud-based map platform for sharing interactive maps on the web and mobile.	10/16/13	\$10.0	Series A	Foundry Group
<b>Kii</b>	Private	Kii Corporation provides a mobile platform to help mobile app developers monetize and grow their business.	10/16/13	\$7.3	Undisclosed	Fenox Venture Capital
<b>FlockTAG</b>	Private	FlockTAG provides a mobile loyalty system for quick service restaurants which creates a cross promotional platform with customized deals.	10/14/13	\$1.3	Series A	Undisclosed
<b>Cinarra Systems</b>	Private	Cinarra is a technology startup that created analytics technologies and mediation platforms in mobile.	10/11/13	\$4.5	Series A	Almaz Capital Partners, Geoffrey Baehr, Cisco
<b>Greenwave</b>	Private	Greenwave is the builder of "Home2Cloud" platform that connects all the different connected devices at home and manages them in one dashboard.	10/10/13	\$19.0	Series B	Westly Group, Craton Equity Partners
<b>LiquidM</b>	Private	LiquidM is a stealth ad tech company that provides a mobile ad management platform for ad firms.	10/10/13	\$5.0	Series A	Blumberg Capital, Earlybird Venture Capital, Asset Management Ventures
<b>Level</b>	Private	Level provides real-time money meter on the web and mobile to calculate total income, recurring bills, and recommended savings for each month.	10/10/13	\$5.0	Undisclosed	Kleiner Perkins Caufield & Byers, Sandy Weill, Reed Hundt, Blake Grossman
<b>Zumigo</b>	Private	Zumigo is the developer of a location-based apps and services that spans into messaging, location and marketing technologies.	10/10/13	\$3.4	Undisclosed	Undisclosed
<b>TranscribeMe</b>	Private	TranscribeMe offers an Android and iOS app that turns audio recordings into text.	10/10/13	\$1.4	Undisclosed	Undisclosed
<b>Inmobly</b>	Private	Inmobly is the creator of PAUL (Predictive, Automated User-Centric Loading) technology which identifies relevant multimedia content and preloads it to smartphones or tablets using available WiFi.	10/9/13	\$0.9	Undisclosed	Undisclosed
<b>Refresh</b>	Private	Refresh is a mobile app that provides an instant dossier for the next meeting.	10/9/13	\$10.0	Series A	Charles River Ventures, Foundation Capital, Redpoint Ventures

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Scan</b>	Private	Scan is an app developer that connects the real world with the digital universe in fun and innovative ways.	10/9/13	Undisclosed	Series A	Entrée Capital, AngellList
<b>Divide</b>	Private	Divide is the creator of Divide Platform which combines cloud-based management with device level technology that ensures enterprise security and control without compromising personal freedom and privacy.	10/8/13	\$12.0	Series B	Google Ventures, Comcast Ventures, Globespan Capital Partners, Harmony Partners, Qualcomm
<b>Shelfbucks</b>	Private	Shelfbucks is a mobile retail app.	10/8/13	\$0.5	Seed	Brett Hurt, Carl Shepard, Joshua Baer
<b>Shyp</b>	Private	Shyp is a shipping service in which the only thing users have to do is take a photo of the items and enter a destination. Once that is done, a Shyp driver will come pick up the package.	10/8/13	\$2.1	Seed	Sherpa Ventures, XG Ventures, Homebrew
<b>Basis</b>	Private	Basis is the developer of a smartwatch sensor which collects data on heart rate, steps taken and caloric intake.	10/8/13	\$11.8	Series B	Intel Capital, iNovia Capital, Dolby Family Trust, Stanford University, Peninsula-KCG, Norwest Venture Partners, Mayfield Fund, DCM
<b>Swirl</b>	Private	Swirl is an in-store mobile marketing platform provider that helps retailers leverage the power of mobile to attract and influence consumers.	10/8/13	\$8.0	Series B	Hearst Ventures, SoftBank Capital, Longworth Venture Partners
<b>Elevate Digital</b>	Private	Elevate Digital is an interactive digital and software company.	10/7/13	\$1.5	Series A	Partners Path Investments
<b>TabbedOut</b>	Private	TabbedOut provides mobile application that allows users to purchase food and drinks at restaurants and bars.	10/4/13	\$7.8	Series B	New Enterprise Associates, Heartland Payment Systems, Morgan Creek Capital Management
<b>Quixey</b>	Private	Quixey is a functional search engine for apps.	10/3/13	\$50.0	Series C	Alibaba, GGV Capital, Innovation Endeavors, Translink Capital, Atlantic Bridge, WI Harper Group, US Venture Partners
<b>Telogis</b>	Private	Telogis provides a comprehensive cloud-based location intelligence platform for companies that require dynamic routing, real-time work order management, navigation, telematics and mobile integration services for their mobile workforces.	10/2/13	\$93.0	Series A	Kleiner Perkins Caufield & Byers
<b>CardFlight</b>	Private	CardFlight helps developers take credit card transactions within their own apps.	10/2/13	\$1.6	Seed	ff Venture Capital, Great Oaks Venture Capital, Plug & Play Ventures, Entrepreneurs Roundtable Accelerator, Apostolos Apostolakis Payment Ventures
<b>Leaf</b>	Private	Leaf is the developer of a mobile point-of-sales (POS) solutions. It manufactures customized tablet POS systems for brick and mortar businesses.	10/1/13	\$20.0	Undisclosed	Heartland Payment Systems
<b>Wrike</b>	Private	Wrike is a San Francisco-based provider of social project management and collaboration software accessible online and on mobile that helps co-located and distributed teams get things done in real-time.	10/1/13	\$10.0	Series A	Bain Capital Ventures
<b>Cover</b>	Private	Cover is the developer of a mobile payment app that lets users enjoy meals without having to wait for the check.	10/1/13	\$1.5	Seed	OATV, Lerer Ventures, Red Swan Ventures, Naval Ravikant, John McDonald, James Altucher, Venmo Andrew Cortina
<b>Algolia</b>	Private	Algolia Search as a Service helps developers make their apps or websites smarter with an outstanding search experience.	10/1/13	\$1.5	Seed	Index Ventures, Alven Capital, Point Nine Capital
<b>LevelUp</b>	Private	LevelUp is a mobile payment network company.	9/30/13	\$10.0*	Undisclosed	Undisclosed
<b>Snaps!</b>	Private	Snaps! is the creator of the app that invites users to create and share virtual, branded images.	9/30/13	\$2.3	Seed	Steve Kantor, Ben Barokas, Michael Kassan, Mike Kaatz, Jonathan Carson, Leo Hindery Jr., Bill Lohse, Jay MacDonald, David Dolgen, Adam Quinton

\* Note: LevelUp still seeking \$2,500,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Swiftype</b>	Private	Swiftype is the builder of a search engine for next generation web and mobile sites.	9/30/13	\$7.5	Series A	New Enterprise Associates
<b>Qstream</b>	Private	Qstream brings learning to everyone in the mobile generation using pedagogy developed at Harvard.	9/27/13	\$2.9	Series A	Frontline Ventures, Shay Garvey, Launchpad Venture Group
<b>Shopular</b>	Private	Shopular is a coupon app that helps users have all the coupons everytime users go shopping.	9/27/13	\$6.4	Series A	Sequoia Capital, Timothy Lee
<b>MyHero Limited</b>	Private	MyHero Limited is the developer of TradeHero, a mobile stock market simulation app.	9/27/13	\$10.0	Series A	Kleiner Perkins Caufield Byers China fund, IPV Capital
<b>Bonfyre</b>	Private	Bonfyre is a free mobile app that allows users to message, share photos and moments with close friends in private.	9/26/13	\$1.7	Seed	Undisclosed
<b>Burner</b>	Private	Burner is an iOS app and service that enables users to obtain temporary, disposable numbers for voice and SMS communication.	9/26/13	\$2.0	Seed	Founder Collective, Venrock, David Frankel, Marissa Campise, 500 Startups, TenOneTen Ventures, David Cohen
<b>Frankly</b>	Private	Frankly is a texting app that allows users to text freely and anonymously. It deletes messages immediately after friends read them so each conversation starts off as a clean slate.	9/26/13	\$6.0	Series A	SK Planet
<b>LeadPages</b>	Private	Leadpages creates mobile responsive landing pages for companies.	9/26/13	\$5.0	Series A	Foundry Group, Arthur Ventures
<b>JumpCam</b>	Private	JumpCam is the creator of a mobile app that helps users create collaborative videos for family and friends.	9/26/13	\$2.7	Series A	Trinity Ventures, Google Ventures
<b>DropThought</b>	Private	DropThought is the creator of Insta-Connect apps which allow customers to tell DropThought about their experience and solicit feedback wherever the user goes.	9/26/13	\$2.5	Undisclosed	Xseed Capital
<b>DoubleDutch</b>	Private	DoubleDutch is a social business solutions company that provides a mobile app that makes mobile, cloud-based, geosocial applications for events and enterprise workgroups.	9/25/13	\$10.0	Series C	Bessemer Venture Partners, Byron Deeter, Floodgate, Michael Maples, Bullpen Capital
<b>Medlert</b>	Private	Medlert is an emergency response medical app that provides 24/7 monitoring, location tracking and automatic contacts to family & friends for medical emergencies.	9/24/13	\$0.2	Seed	Undisclosed
<b>MokiMobility</b>	Private	MokiMobility provides security, pci compliance, management, and monitoring on mobile devices used with purposed applications.	9/24/13	\$7.1*	Undisclosed	Undisclosed
<b>Zoom</b>	Private	Zoom Video Communications offers cloud video conferencing. Zoom's unified meeting experience offers mobile-screen sharing that works across multiple platforms.	9/24/13	\$6.5	Series B	Facebook, Horizon Ventures Hong Kong, Patrick Soon-Shiong, Jerry Yang
<b>VIPorbit Software</b>	Private	VIPorbit Software International, Inc. created the Mobile Relationship Management Software category to help businesspeople build sustainable relationships, which leads to greater success.	9/24/13	\$1.0	Seed	TriStar Technology Ventures, Harry R. Jacobson
<b>Moxtra</b>	Private	Moxtra is a mobile content collaboration platform. Using shared binders users can organize digital content, personalize it and collaborate.	9/24/13	\$10.0	Series A	Cisco, KDDI, Innovation Works (China), Barry Sternlicht
<b>CloudMine</b>	Private	CloudMine is the developer of a platform that eliminates the need for mobile app developers to build custom backend solutions for their mobile apps.	9/23/13	\$2.0	Seed	RockThePost
<b>Estimote</b>	Private	Estimote is a tech start-up building a sensor-based analytics and engagement platform mostly in the retail industry. Its main product is Estimote Beacons which broadcasts tiny radio signals from locations like product shelves to smartphones showing coupons or maps of the store.	9/23/13	\$1.0	Seed	WeFunder
<b>iGenApps</b>	Private	iGenApps allows users to create mobile apps programming in a matter of seconds.	9/23/13	\$0.3	Seed	RockThePost
<b>Watchsend</b>	Private	Watchsend records video of users interacting with apps.	9/23/13	\$0.3	Seed	WeFunder

\* Note: MokiMobility still seeking \$886,214 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
<b>Flipboard</b>	Private	Flipboard is the creator of an app that pulls media from users' favorite sources and packages it into a customized easy-to-digest digital magazine.	9/23/13	\$50.0	Series C	Rizvi Traverse Management, Goldman Sachs, Insight Venture Partners, Dustin Moskovitz, Ashton Kutcher, The Chernin Group, Jack Dorsey
<b>Addy</b>	Private	Addy is the developer of a custom app that lets users create and share custom links that show users' physical location.	9/23/13	\$0.3	Seed	First Round Capital
<b>Branding Brand</b>	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers.	9/20/13	\$9.5	Series B	Insight Venture Partners, Ryan Hinkle, CrunchFund, Lead Edge Capital, eBay
<b>Cyanogen</b>	Private	Cyanogen is the developer of CyanogenMod: a customized, aftermarket firmware distribution for several Android devices.	9/19/13	\$7.0	Seed	Benchmark Capital
<b>Snapguide</b>	Private	Snapguide is a developer of mobile apps that include voice recognition capabilities.	9/19/13	\$3.0	Undisclosed	Atlas Venture, Jeffrey Fagnan, Index Ventures, Michael Volpi, SV Angel, CrunchFund, Slow Ventures
<b>Visage Mobile</b>	Private	Visage Mobile is a provider of enterprise mobility management solutions that helps organizations gain visibility and control over their full inventory of smart phones, cell phones, tablets and other workforce mobility solutions.	9/19/13	Undisclosed	Undisclosed	Concur, John Torrey
<b>Nuiku</b>	Private	Nuiku is the developer of the Nuiku app, which is a virtual assistant for sales.	9/18/13	\$1.6	Seed	Kae Capital, Mark Britton, Barry Padgett, Brent Frei, Vikram Chalana, Brian Roberts, Bruce Eastman, Clay Young, Willy Walker
<b>Illumio</b>	Private	Illumio is a stealth security startup that is working on protecting apps no matter what operating system they are on.	9/18/13	\$34.0	Series B	General Catalyst
<b>Okta</b>	Private	Okta is an enterprise-grade identity management service, built from the ground up in the cloud and designed to address the challenges of a cloud, mobile and interconnected business world.	9/18/13	\$27.0	Series D	Sequoia Capital, Greylock Partners, Khosla Ventures, Andreessen Horowitz
<b>App Annie</b>	Private	App Annie is an industry leader in app store analytics and market intelligence for the global app economy.	9/18/13	\$15.0	Series C	Sequoia Capital, IDG Capital Partners, Greycroft Partners, e.ventures, Infinity Venture Partners
<b>AppThwack</b>	Private	AppThwack is a company that builds automation tools and services in areas involving complex interactions between devices. It allows testing of apps on hundreds of devices on the iOS, Android and webapps.	9/17/13	Undisclosed	Undisclosed	In-Q-Tel
<b>PubNub</b>	Private	PubNub is a cloud-hosted messaging service for building real-time web and mobile apps.	9/17/13	\$11.0	Series B	Scale Venture Partners, Relay Ventures, TIE Angels
<b>Fitnet</b>	Private	Fitnet is a virtual network studio that provides video workouts all available on mobile devices.	9/17/13	Undisclosed	Undisclosed	CIT Gap Funds, The Center for Innovative Technology
<b>StrikeAd</b>	Private	StrikeAd is a mobile demand side platform, a single point where agencies and advertisers can plan, execute and evaluate all their mobile advertising.	9/17/13	\$7.0	Series A	Karlin Ventures, DFJ Esprit, SoftTech VC, Canyon Creek Capital, Siemer Ventures, Scentan Ventures, Kreos Capital
<b>The Daily Hundred</b>	Private	The Daily Hundred is a web and mobile loyalty platform developer.	9/16/13	\$0.5	Series A	Francis Wisniewski
<b>Pushpage</b>	Private	Pushpage provides web and mobile service that lets users learn about people around the world via interviews/questions and highly visual responses.	9/16/13	\$1.7	Seed	Rose Park Advisors, Bob Pittman, Scott Sperling, Lance Kalish, Ido Leffler, John Kim, Howard Volk, Meridian Growth Capital, Irving Azoff
<b>ActionX</b>	Private	ActionX is a mobile commerce company that help drive customer acquisition and mobile retargeting for multi-screen retailers, subscription services and shopping apps.	9/16/13	\$5.0	Series A	Softbank Capital, Verizon Ventures, Lerer Ventures, AOL Ventures, Golden Venture Partners
<b>MobileIron</b>	Private	MobileIron is a mobile data security and device management company for enterprises.	9/15/13	\$47.5	Series F	Foundation Capital, Institutional Venture Partners, Norwest Venture Partners, Sequoia Capital, Storm Ventures

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Together Mobile</b>	Private	Together Mobile is the developer of the first Mobile Activity Platform (MAP). It is a cloud software solution that enables marketing and commerce professionals to build, launch and measure real-world activities for consumers.	9/13/13	\$5.2*	Undisclosed	Undisclosed
<b>AdTheorent</b>	Private	AdTheorent is a real-time bidding-enabled mobile ad network.	9/12/13	\$4.0	Series A	Verizon Ventures, Omni Capital Group, Mogility Capital, Scott Russo
<b>Class Messenger</b>	Private	Class Messenger is a private messaging service to keep teachers, parents and students in sync.	9/12/13	\$1.0	Seed	Scholastic, Dick Robinson
<b>Pinnatta</b>	Private	Pinnatta is a sole gift product app of gipht.me Inc. which provides services for mobile devices and social media.	9/12/13	\$1.5	Series A	Odyssey Venture Partners, PJ Tech Catalyst
<b>Wipit</b>	Private	Wipit empowers cash-preferred consumers by providing apps for financial services on the mobile phone or prepaid card.	9/12/13	Undisclosed	Series A	Core Innovation Capital, Arjan Schutte
<b>MobileRQ</b>	Private	MobileRQ helps travel suppliers and their partners automatically send smart, relevant content to their mobile audience.	9/11/13	\$0.8	Seed	Verizon Ventures, Mark Smith
<b>Lisnr</b>	Private	Lisnr is a mobile app developer that helps users access to exclusive content created by their favorite artists just by listening to their music.	9/10/13	\$0.3	Undisclosed	CincyTech
<b>Driveway Software</b>	Private	Driveway Software is a leading provider of smartphone-based telematics for the usage-based auto insurance market.	9/6/13	Undisclosed	Series A	IMI VC, Altair VC, Igor Ryabenskiy, Kernel Capital, Peter Wolken
<b>moTwin</b>	Private	moTwin is a provider of real-time context-aware mobile middleware platform for high-performance applications with out-of-the-box connectors to back-ends.	9/5/13	\$2.7	Series B	Seventure Partners, Sigma Gestion, Naxicap Partners
<b>Set.fm</b>	Private	Set.fm is a free app provider for musicians to instantly capture, promote and sell recordings of their live performances.	9/5/13	\$1.2	Seed	Golden Venture Partners
<b>Fishbrain</b>	Private	Fishbrain is a social network startup that lets sport fishing enthusiasts share their fishing experiences with friends on the web and mobile.	9/5/13	\$0.2	Seed	Almi Invest, Matthias Miksche, Rikard Steiber, Hans Lindroth, Henrik Torstensson, Mathias Ackermann
<b>HotelTonight</b>	Private	HotelTonight is a first hotel booking application that is made for mobile from the ground up.	9/5/13	\$45.0	Series D	Coatue Management, GGV Capital, Battery Ventures, Accel Partners, US Venture Partners, First Round Capital
<b>Whisper</b>	Private	Whisper lets users share secrets via its mobile apps. Its users can add text to images and post it anonymously on the site. Users can upload their own photos or find one within the app.	9/5/13	\$21.0	Series B	Sequoia Capital, Lightspeed Venture Partners, Trinity Ventures
<b>AdYapper</b>	Private	AdYapper tracks display and mobile ads and provides real-time analytics on the number of ad impressions.	9/5/13	\$1.2	Seed	Techstars, KGC Capital, Rugged Ventures, David Cohen
<b>ZappRx</b>	Private	ZappRx is a prescription management system that allows providers, patients and pharmacists to interact and communicate. Providers can now write e-prescriptions through ZappRx and patients will instantly receive the prescription on their smartphone.	9/5/13	\$1.0	Seed	Atlas Ventures
<b>Typeform</b>	Private	Typeform lets users create and participate in surveys and polls in an interface that's tailored to touchscreens.	9/5/13	\$0.7	Seed	Point Nine Capital, RTAventures
<b>AppMesh</b>	Private	AppMesh is a developer of the next generation business platform for mobile devices.	9/4/13	\$3.0	Series A	InterWest Partners, Opus Capital, TDF Ventures
<b>Check</b>	Private	Check is a mobile payments company.	9/4/13	\$24.0	Series C	Menlo Ventures, Douglas Carlisle, Morgenthaler Ventures, Rebecca Lynn, Pitango Venture Capital, Eitan Bek
<b>LittleCast</b>	Private	LittleCast is the developer of LittleCast platform which allows content creators to connect with viewers and form a transactional relationship with them. The company uses social networking sites like Facebook and has mobile apps to allow viewers to watch videos.	9/4/13	\$2.0	Seed	Dolby Trust, Intrepid Capital, Manatt Digital Media, Arden Road Investments, Seven Lions Group

\* Note: Together Mobile is still seeking \$3,425,000 in funding.

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Swiftkey</b>	Private	Swiftkey is the producer of an Android keyboard which helps by learning from its users and help users predict and correct text input.	9/4/13	\$17.5	Series B	Index Ventures, Octopus, Jon Craton, Nick Hynes, Carl Uminski, Cambridge Capital Group
<b>Aisle411</b>	Private	Aisle411 provides searchable store maps for retailers. Consumers can now find the items they are looking for on their phones.	9/4/13	\$6.3	Series A	Cultivation Capital, Plug & Play Ventures, St. Louis Arch Angels, Springfield Investments, Billiken Angels
<b>Drivewise.ly</b>	Private	Drivewise.ly is the developer of a driving app that collects driving habits to offer users tips and help that will improve gas mileage.	9/2/13	\$1.3	Series A	Undisclosed
<b>Meet.com</b>	Private	Meet.com is the developer of a mobile app that helps users make new friends and reconnect with old ones.	9/2/13	\$0.4	Seed	Undisclosed
<b>Ingogo</b>	Private	Ingogo is an Australian start-up that develops mobile payment apps for taxis.	8/29/13	\$3.7	Seed	Undisclosed
<b>Zendrive</b>	Private	Zendrive is a startup that aims to make driving better by using data from smartphone sensors.	8/29/13	\$1.5	Seed	First Round Capital, Max Levchin, Jerry Yang, Tim Ferriss
<b>Carnival Labs</b>	Private	Carnival Labs builds custom apps and designs them specifically for brands and advertising agencies.	8/28/13	\$2.4	Seed	Lerer Ventures, Eric Hippeau, Gary Vaynerchuk, Flybridge Capital Partners, Bowery Capital, Google Ventures, David Tisch, Jos White, Michael Lazerow
<b>Speakaboos</b>	Private	Speakaboos is an award-winning subscription service that is changing the way children read globally.	8/27/13	\$6.2	Series A	[212]Media, Advant Capital, Kyowon Group, Gerald Hughes, Rick Segal, OpenBox Ventures
<b>Brow.si</b>	Private	Brow.si is a dynamic web layer that brings advanced functionality to any website on mobile.	8/27/13	\$1.0	Undisclosed	thetime*
<b>DisruptiveApps</b>	Private	DisruptiveApps is the creator of the iJukebox smartphone app that lets you request songs wherever you eat, drink, shop or hangout.	8/26/13	\$0.4*	Seed	Undisclosed
<b>AltioStar Networks</b>	Private	AltioStar Networks is a company that enhances the communication experience in wireless broadband.	8/26/13	\$50.0	Undisclosed	Undisclosed
<b>YellowPepper</b>	Private	YellowPepper provides mobile banking and payment solutions in the South Florida region.	8/25/13	\$15.0	Series C	Latin Idea Ventures
<b>Boxed</b>	Private	Boxed is the developer of a mobile app that allows users to have wholesale goods delivered to one's door.	8/23/13	\$1.1	Seed	ENIAC Ventures, Social Starts, Bessemer Venture Partners
<b>Cluster</b>	Private	Cluster is the developer of an app that lets friends and family collect each other's photos from a shared experience.	8/23/13	\$1.6	Seed	Baselines Ventures, Steve Anderson, Freestyle Capital, First Round Capital, Google Ventures, Sherpa Ventures
<b>SocialChorus</b>	Private	SocialChorus is an advocate marketing solution company which helps clients by inspiring advocates to deliver social endorsements across all social channels.	8/23/13	\$2.5	Series A	Kohlberg Ventures, Windforce Ventures
<b>SmartRecruiters</b>	Private	SmartRecruiters is a hiring platform for mobile and the web using the latest cloud technology.	8/23/13	\$10.0	Series B	Rembrandt Venture Partners, Mayfield Fund
<b>Uber</b>	Private	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	8/23/13	\$258.0	Series C	Google Ventures, TPG Growth
<b>Kamcord</b>	Private	Kamcord is the developer of a program that allows users to unlock their mobile gaming moments and share it with other users.	8/22/13	\$1.0	Seed	Tencent Holdings, Innovation Works

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

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

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# Financing Transactions

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			Announced	Transaction Amount (in \$M)	Funding Round	
<b>PicCollage</b>	Private	PicCollage is a top photo app for the iOS and Android that allows users to edit their photos by adding stickers and text.	8/22/13	\$2.3	Seed	500 Startups, Dave McClure, Floodgate, Ann Miura-Ko, Freestyle Capital, Dave Samuel, Quest Venture Partners, Sand Hill Angels, XG-Ventures, Neil Young, Robert Stevenson
<b>NakedWines.com</b>	Private	NakedWines.com is a wine retailer on the web and mobile.	8/22/13	\$10.0	Series C	WIV Wein International AG
<b>Drivewyze</b>	Private	Drivewyze is a company that makes mobile products to increase road safety.	8/22/13	\$7.5	Series A	Emergence Capital Partners, iNovia Capital
<b>Realscout</b>	Private	Realscout provides full-featured web and mobile platform that allows Realtors to collaborate with their clients in searching for the perfect home.	8/22/13	\$1.1	Seed	A-Fund, Formation 8, Ken DeLeon
<b>Green Mountain Digital</b>	Private	Green Mountain Digital is an innovative digital media publisher and a mobile apps market leader in nature and wildlife.	8/21/13	\$3.8	Series B	Monster Worldwide, Sal Ianuzzi, VCET Capital
<b>Betterfly</b>	Private	Betterfly is the developer of a tool that connects teachers and students in real life for music lessons, relationship coaching as well as others.	8/21/13	\$1.0	Seed	LightBank
<b>Powa</b>	Private	Powa Technologies is a mobile payments startup in the UK.	8/20/13	\$76.0	Series A	Wellington Management
<b>Punchh</b>	Private	Punchh is a mobile solutions provider in the restaurant industry through campaigns, games, gift cards, online ordering, payments, referrals and surveys.	8/19/13	\$3.0	Undisclosed	Cervin Ventures, Preetish Nijhawan, Sandhill Group, Green Span Ventures, VKRM Ventures, Garnett Ventures
<b>ShopAdvisor</b>	Private	ShopAdvisor is the creator of the deferred purchasing platform that generates revenue for media publishers, bloggers, retailers & brands by helping consumers remember and follow through on their shopping interests.	8/19/13	\$5.0	Undisclosed	Pittco Capital Partners, Rationalwave Capital Partners, Seavest Capital Partners, Rob Soni, Robert Davoli
<b>WallMob</b>	Private	Wallmob is the creator of the new mobile point-of-sale specific iPad stand.	8/19/13	\$1.2	Seed	Undisclosed
<b>Jama Software</b>	Private	Jama creates tools that are designed for teams to deliver projects on time and offer a collaborative environment in which employees can easily exchange information and ideas.	8/19/13	\$13.0	Series B	Trinity Venture Partners, Madrona Venture Group
<b>Kiip</b>	Private	Kiip designs mobile gaming advertising technologies.	8/16/13	Undisclosed	Undisclosed	American Express Ventures
<b>Restorando</b>	Private	Restorando is a startup offering reservations tools for restaurants in Latin America.	8/16/13	\$13.3	Series B	Flybridge Capital Partners, Emergence Capital Partners, Kaszek Ventures, Atomico and Storm Ventures
<b>Gramble World BV</b>	Private	Gramble World BV is a Dutch company that develops cross platform social gaming experience where developers can utilize the value-adding tools and publish only quality games in a clutter-free 'blue ocean' environment.	8/16/13	\$2.0	Seed	Undisclosed
<b>Drync</b>	Private	Drync is a mobile software application that enables consumers to purchase wine at the moment it is most relevant to them.	8/15/13	\$0.9	Undisclosed	Mark Hastings, Jack Remondi, Andrew Moss
<b>KYCK</b>	Private	KYCK is a digital media platform that discovers, curates, and delivers personalized and highly relevant soccer content to users.	8/15/13	\$1.5	Seed	Undisclosed
<b>ThirdLove</b>	Private	ThirdLove is building a next generation e-commerce technology platform and a suite of vertically integrated apparel brands.	8/15/13	\$5.6	Seed	New Enterprise Associates, Andreesen Horowitz, Felicity Ventures, Novel TMT Ventures, Yuri Milner, Keith Rabois
<b>Vungle</b>	Private	Vungle is a marketing platform for mobile apps that helps mobile developers market their apps through video "trailers."	8/15/13	\$6.5	Series A	Crosslink Capital
<b>Apsalar</b>	Private	Apsalar offers mobile ad buying and targeting tools.	8/15/13	\$9.0	Series B	DCM, Correlation Ventures, Thomvest Ventures, DN Capital

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# Financing Transactions

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<b>App.net</b>	Private	App.net is a platform for the distribution and monetization of iOS and Android mobile apps.	8/14/13	\$2.5	Series A	Andreessen Horowitz
<b>MyFitnessPal</b>	Private	MyFitnessPal helps more than 40 million people achieve and maintain a healthier lifestyle through its database of 3 million foods, hundreds of exercises, top fitness technology partners and community insights.	8/13/13	\$18.0	Series A	Kleiner Perkins Caufield & Byers, John Doerr, Accel Partners, Andrew Braccia
<b>StyleSeek</b>	Private	StyleSeek helps women find their fashion needs on the web and on mobile.	8/13/13	\$0.8*	Seed	Cedar St. Capital, Jumpstart Ventures, Padova Investments, Trebuchet Fund, Jeff Cantalupo, Dave Hoover, Hunter Hillenmeyer, Sam Guren, Own Shapiro
<b>VeliQ</b>	Private	VeliQ is a creator of the mobility Platform as a Service (mPaaS™). This includes offering industry leading cross-platform mobile device management, application management, content management and security in one unified console.	8/13/13	\$9.0	Series B	NorthCap, T-Venture
<b>Builders Cloud</b>	Private	BuildersCloud helps users keep construction projects, teams, and blueprints in sync.	8/9/13	\$1.1	Undisclosed	500 Startups, Dave McClure, Rudy Gadre, TA Venture, Sujal Patel, True Ventures, Denny Hill Capital, McKinistry
<b>Spotsetter</b>	Private	Spotsetter is a social search engine tackling a big data problem in the online to offline space.	8/9/13	\$1.3	Seed	Javelin Venture Partners, 2020 Ventures, Rahul Prakesh
<b>Videolicious</b>	Private	Videolicious allows users to create hi-quality videos on smartphones.	8/9/13	\$2.3	Undisclosed	Venture51, Social Leverage, Trestle Ventures, Quotidian Ventures, Washington Post Company, Amazon.com, Knight Foundation
<b>WillCall</b>	Private	Willcall brings targeted search terms designed specifically to enhance the users overall online search experience.	8/8/13	\$1.2	Undisclosed	Sean Parker, Coran Capshaw, John Frankenheimer, SV Angel, Joseph Gebbia, Oliver Jung, Bruce Flohr
<b>SOASTA</b>	Private	SOASTA is a cloud company that does web and mobile app testing.	8/8/13	\$30.0	Series E	Canaan Partners, Formative Ventures, Pelion Venture Partners, Macquarie Capital, ROTH Capital
<b>500px</b>	Private	500px is a Toronto-based photo sharing service aimed at enthusiasts and professional photographers.	8/7/13	\$8.8	Series A	Andreessen Horowitz, Harrison Metal, Creative Artists Agency, Rugged Ventures, Dustin Plett, FF Venture Capital
<b>Foap</b>	Private	Foap is a Swedish start-up that helps users sell their iPhone photos. Users can snap or upload a photo via Foaps iPhone App and, if approved, it will be published on Foaps website for editorial/commercial sale for companies which are looking for marketing material.	8/7/13	\$1.5	Seed	Industrifonden, Maxwell Ventures
<b>Clutch</b>	Private	Clutch provides a mobile platform that unites shopping, loyalty programs and gifting to deliver relevant offers to consumers.	8/6/13	\$5.3	Series B	Safeguard Scientifics, Erik Rasmussen, Ben Franklin Technology Partners
<b>Mojiva</b>	Private	Mojiva is the parent company of: Mojiva Mobile the mobile ad network and Mocean Mobile the mobile ad serving platform.	8/6/13	\$3.5	Undisclosed	Undisclosed
<b>Thrill</b>	Private	Thrill is the creator of the android mobile dating app.	8/6/13	Undisclosed	Undisclosed	Samir Bangara, Rajesh Kamat
<b>Sensor Tower</b>	Private	Sensor Tower helps mobile companies acquire more users organically.	8/6/13	\$1.0	Undisclosed	Rembrandt Venture Partners, Merus Capital, Maneesh Arora, Ariel Poler, Mar Hershenson, Pejman Nozad, Bertelsmann Digital Media Investments
<b>Catavolt</b>	Private	Catavolt makes the power of cloud applications accessible to the business world. Their unique Hybrid Cloud approach uses patent pending technology to enable enterprises to gain worldwide access to their data from smart phones, widgets, tablets and desktop.	8/5/13	\$5.0	Series B	Toba Capital, Vinny Smith, Clayton Associates, Geor Salem

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Citymaps</b>	Private	Citymaps is a global social map company. It uses proprietary, vector-based mapping platform from the ground up by a small team.	8/3/13	\$1.5	Series A	Steve Papa, A Grade Investments, Guy Oseary
<b>Dealdrive</b>	Private	Dealdrive develops mobile business software applications that enhance the productivity, efficiency, and decision making abilities of investment firm professionals.	8/2/13	\$1.1*	Undisclosed	Undisclosed
<b>Run</b>	Private	Run is a leader in mobile-focused programmatic advertising technology.	8/2/13	\$1.5	Undisclosed	Verizon Ventures
<b>HootSuite</b>	Private	HootSuite is a social media management system that allows businesses and organizations to collaboratively execute campaigns across multiple social networks from one secure, web-based dashboard.	8/1/13	\$165.0	Series B	Insight Venture Partners, Accel Partners, OMERS Ventures, Derek Smyth
<b>CityMaps</b>	Private	Citymaps is a proprietary, vector-based mapping platform.	8/1/13	\$1.5	Series A	A-Grade Investments, Steve Papa

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

## DEBT FINANCINGS

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
<b>Wire Labs</b>	Private	Wire Labs is developing an unspecified technology in the mobile market space.	10/22/13	\$0.7*	Debt	Undisclosed
<b>LISNR</b>	Private	LISNR helps users connect with musicians on mobile devices by unlocking exclusive contents created by musicians.	10/21/13	\$1.0*	Debt	Undisclosed
<b>Clinkle</b>	Private	Clinkle helps modernize the way people transact, by creating a next generation payment platform that will change the way people pay for things.	10/16/13	\$0.5	Debt	Undisclosed
<b>Centri Technology</b>	Private	Centri Technology develops a broad suite of solutions that make it possible for mobile phones to download files, access the Internet and send emails at speeds three times as fast as the current standard. The company's approach is based on advanced data acceleration technologies.	10/14/13	\$1.6*	Debt	Undisclosed
<b>Ping4</b>	Private	Ping4 is a new mobile messaging platform that pushes real-time alerts and rich content to your smartphone based on your location preferences or proximity to your favorite stores.	10/3/13	\$2.5*	Debt	Undisclosed
<b>Skura</b>	Private	Skura Corporation provides multi-platform solutions in CRM.	10/2/13	\$3.0	Debt	BEST Funds
<b>Avocado</b>	Private	Avocado helps users stay connected with their partners even when they are out and about.	9/26/13	\$0.9*	Debt	Undisclosed
<b>Jawbone</b>	Private	Jawbone designs and sells mobile audio products likewireless headsets.	9/12/13	\$93.0	Debt	Silver Lake, Fortress Investment Group, JPMorgan Chase Bank, Wells Fargo & Co.
<b>Clinkle</b>	Private	Clinkle helps modernize the way people transact, by creating a next generation payment platform that will change the way people pay for things.	9/6/13	\$25.0*	Debt	Undisclosed
<b>Qstream</b>	Private	Qstream provides learning tools for the mobile generation.	8/9/13	\$0.8*	Debt	Undisclosed

\* Note: Wire Labs still seeking \$400,000 in funding.

\* Note: LISNR still seeking \$150,000 in funding.

\* Note: Centri Technology still seeking \$1,050,060 in funding.

\* Note: Ping4 still seeking \$650,000 in funding.

\* Note: Avocado still seeking \$50,000 in funding.

\* Note: Clinkle still seeking \$2,100,000 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# S-1 Filings

## S-1 FILINGS: FILED

Company	Date Filed	Description
<b>Sungy Mobile Ltd.</b>	10/22/13	Sungy Mobile Ltd. Is an international company based in China which operates one global business, GO series apps and two domestic businesses: 3G Portal and 3G Book.
<b>Mavenir Systems Inc.*</b>	10/4/13	Mavenir Systems provides telecommunications software and solutions to wireless carriers.
<b>Twitter</b>	10/3/13	Twitter is an online social networking and microblogging service that enables users to send and read "tweets" on multiple devices, which are text messages limited to 140 characters.
<b>Overtech Corp.</b>	9/19/13	Overtech Corp. plans to develop and sell mobile games for the Apple and Android platforms.
<b>Rocket Fuel, Inc.</b>	8/16/13	Rocket Fuel delivers programmatic media-buying platform that optimizes ad campaigns and helps media teams focus on strategy not spreadsheets.
<b>Mobivity</b>	8/16/13	Mobivity provides mobile marketing tools for local advertisers.
<b>QurApps, Inc.*</b>	8/7/13	QurApps, Inc is a development stage company focused on the development of mobile software application..
<b>800 Commerce Inc.</b>	8/6/13	800 Commerce Inc. engages in the development and distribution of wireless applications through mobile marketing platforms.
<b>Yume Inc.*</b>	8/2/13	Yume Inc is a leading independent provider of digital video brand advertising solutions.

\* Note: Mavenir Systems initially filed confidentially on 12/20/2012. On 10/24/2013, Mavenir announced terms for its IPO.

\* Note: QurApps filed form S-1/A on 9/11/2013.

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

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

# Mobile Marketing Association

## About Mobile Marketing Association

The Mobile Marketing Association (MMA) is the premier global non-profit trade association representing all players in the mobile marketing value chain. With more than 700 member companies, the MMA is an action-oriented organization with global focus, regional actions and local relevance. The MMA's primary focus is to establish mobile as an indispensable part of the marketing mix. The MMA works to promote, educate, measure, guide and protect the mobile marketing industry worldwide. The MMA's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe, Middle East and Africa (EMEA), Latin America (LATAM), and Asia Pacific (APAC) branches. For more information, please visit [www.mmaglobal.com](http://www.mmaglobal.com).

MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices.

## Executive Contacts

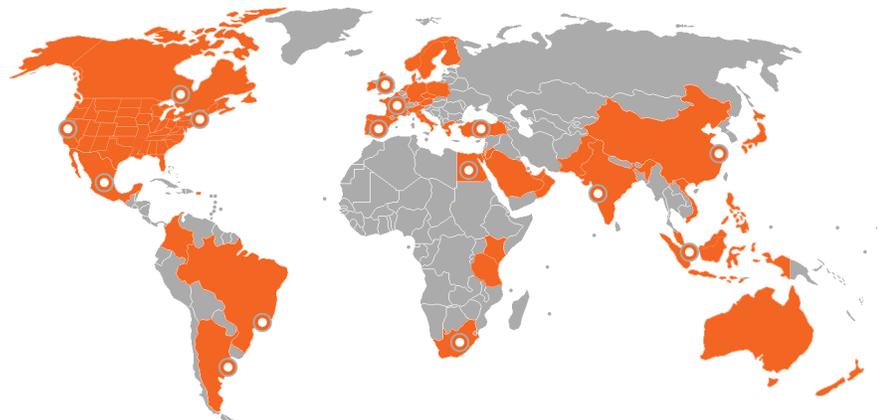
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# Hidden River

## 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

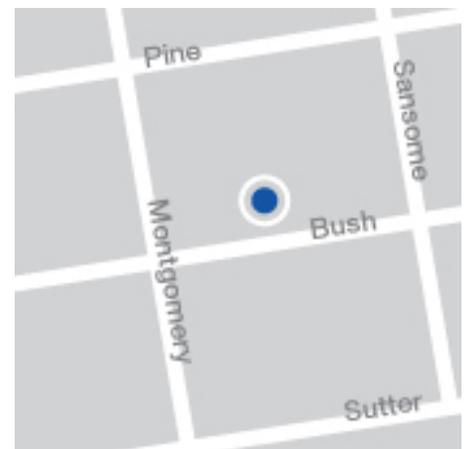
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# STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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