



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
OCTOBER 2015

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Building Capabilities

As you'll see in the coming weeks, the MMA's Forum New York is re-focusing its agenda and all future editions of this event will be re-branded as the **MMA Mobile Marketing Leadership Forum**. Driving hard against our agenda to help support marketer success with mobile, it's essential that we are providing guidance to our members and the industry at large on how this success can be achieved. As the mobile industry matures, our event series and programs will continue to evolve also.

The Leadership Forum, May 10-11, 2016 will focus on the 301 and 401 education that marketers need to build their mobile capabilities. Sessions will focus on the best practices that marketers need to consider, the main mobile issues impacting them and will include frank conversations about how to get this done, with an eye on how to prepare for the future.

Helping marketers build their mobile capabilities in this way is core to our marketer-led mission. As you'll have seen over the last few months, with [new white papers and reports](#) on Location Audiences, Location Data Accuracy, Beacons, Native Ad Formats, Native Effectiveness and Native Best Practices, the MMA is laser focused on providing the right tools and resources needed. This is further supported by the recent addition of 5 experienced marketing innovators to the MMA's [Global Board of Directors](#).

By delivering 40+ webinars this year and yet more resources still to be released in 2015, we look forward to building on this bank of knowledge and creating an even stronger platform for marketer success with mobile in 2016.

Best,

Greg Stuart

Table of Contents

EXECUTIVE MOVES	4
PUBLIC COMPANY ANALYSIS	6
M&A TRANSACTIONS	8
FINANCING TRANSACTIONS	10
MMA OVERVIEW	19
HIDDEN RIVER OVERVIEW	21

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Sameer Kazi	Chief Executive Officer, Simply Measured	Senior Vice President of Global Services and Support, ExactTarget	Simply Measured is a Seattle-based social media analytics startup.	10/30/15
D.Wayne Poole	Chief Revenue Officer, Simply Measured	Senior Vice President of Global Operations, ExactTarget	Simply Measured is a Seattle-based social media analytics startup.	10/30/15
Kristin Smith	Chief Operations Officer, Dolly	Chief Executive Officer, Code Fellows	Dolly is a company that has been coined the "Uber of deliveries."	10/26/15
Misia Tramp	Customer Experience Vice President, Metia Group	EVP Insights & Innovation Practice, Tahzoo	Metia Group offers marketing solutions.	10/26/15
Liz High	Customer Experience Vice President, Metia Group	Tahzoo	Metia Group offers marketing solutions.	10/26/15
Charlie Morss	Vice President Engineering, Apptentive	Chief Technical Officer, Zomato	Apptentive creates in-app feedback tools, enabling developers to easily engage customers for positive ratings, feedback and customer research.	10/16/15
Shalendra Chhabra	General Manager, pro.com	Director of Marketing, Indix	Pro.com's mission is to simplify home services—especially the up-front research before a project even starts.	10/16/15
Eric Dahlberg	Chief Revenue Officer, Avvo	General Manager, US Specialist Sales & Service, Microsoft	Avvo.com is an online legal services marketplace.	10/8/15
Loc Vuu	Director of Technology, Fell Swoop	Director of Technology, HTC	Fell Swoop creates digital products & communications that are useful, usable, and creatively inspired.	10/8/15
Carrie Shelton	Director of Business Development, Fell Swoop	Sales Director, Radius	Fell Swoop creates digital products & communications that are useful, usable, and creatively inspired.	10/8/15
Chris Handley	Vice President of Product Management & Analytics, INRIX	Group Head of Analytics, Vodafone	INRIX offers real-time traffic information solutions that help develop traffic data and traffic speed for freeways, highways and arterials.	9/23/15
Arielle Zuckerberg	Associate Partner, Kleiner Perkins Caufield & Byers	Product Manager, Humin	Kleiner Perkins Caufield & Byers (KPCB) is a well known Silicon Valley venture capital firm, due in large part to their past success. They were early investors in many significant companies, including Amazon, AOL, Compaq, Electronic Arts, Google, Intuit, Macromedia, Netscape, Segway, and Sun Microsystems.	9/23/15
Girish Lakshman	President, Fulfillment, Sears	Vice President, Worldwide Strategy and Technology, Amazon	Sears is an American multinational department store chain headquartered in Hoffman Estates, Illinois, in Greater Chicago.	9/23/15
Mayur Kamat	Vice President, Whitepages	Product Manager - Google Hangouts, Google	Whiteages is a provider of identity information for people and businesses, and a developer of mobile apps and business services.	9/23/15
DJ Schwend	Board of Advisors, Broadside Digital	Interaction Designer, Tableau Software (Current)	Broadside Digital is a boutique mobile app developer near Seattle, Washington.	9/23/15
Bradley Schick	Board of Advisors, Broadside Digital	Chief Technical Officer & Vice President of Engineering, Skytap	Broadside Digital is a boutique mobile app developer near Seattle, Washington.	9/23/15
Mark Newton	Vice President of Engineering, Novinium	W.L. Gore & Associates	Novinium brings together the industry's most experienced cable rejuvenation specialists.	9/23/15
Jim Souders	Chief Operating Officer, Adaptiva	General Manager & Vice President of Sales, Dorado Software	Adaptiva provides systems management software solutions such as hierarchy simplification, client health assurance, and PC power management.	9/23/15
Dan Rawson	Head of Customer Logistics & Supply Chain Ecosystems, Flipkart	General Manager, North America Fulfillment, Amazon	Flipkart is an online shopping destination for electronics, books, music and movies.	9/21/15
Ravi Byakod	Director of Engineering & Accounting, Flipkart	Head of Engineering, Google for Work Technology and Solutions, Google	Flipkart is an online shopping destination for electronics, books, music and movies.	9/21/15
Anand Lakshminarayanan	Head of Product Management for Digital Goods and Services, Flipkart	Group Program Manager, Microsoft	Flipkart is an online shopping destination for electronics, books, music and movies.	9/21/15

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
Dawn Airey	Chief Executive Officer, Getty Images	Seior Vice President EMEA, Yahoo!	Getty Images provides stock photos and imagery collections for advertising and graphic design as well as print and online publishing.	9/20/15
Jonathan Klein	Chairman, Getty Images	Chief Executive Officer, Getty Images	Getty Images provides stock photos and imagery collections for advertising and graphic design as well as print and online publishing.	9/20/15
Gary Nafus	Chief Revenue Officer, Marchex	Managing Director, Americas, Kenshoo	Marchex is a mobile advertising company providing a software suite for businesses that depend on consumer phone calls to drive sales.	9/17/15
Matt Muilenburg	Senior Vice President, Customer Evangelist, Marchex	Vice President, Global OEM Solutions, CDK Global	Marchex is a mobile advertising company providing a software suite for businesses that depend on consumer phone calls to drive sales.	9/17/15
Chris Lehane	Head of Policy, Airbnb	Owner, Fabiani & Lehane	Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone.	8/27/15
Monica Enand	Board of Directors, Auth0	Founder, Zaproved (Current)	Auth0 makes it easy for developers to add authentication services into various products, reducing the burden of implementing robust security.	8/27/15
Peter van Hardenberg	Board of Directors, Auth0	General Manager, Heroku Postgres, Heroku	Auth0 makes it easy for developers to add authentication services into various products, reducing the burden of implementing robust security.	8/27/15
Aashish Dhamdhare	Vice President of Marketing, LiquidPlanner	Director, Strategic Marketing & Demand Generation, Apptio	LiquidPlanner is predictive project management for modern business. Our software enables people, teams and business leaders to do great work.	8/27/15
Abid Hussain	Chief Commercialization Officer, OSSIA	Chief Marketing Officer, Arrayent	Ossia is an open music marketplace where independent and do-it-yourself musicians can quickly and easily take advantage of digital distribution without the costs or technical overhead normally associated with such an endeavor.	8/27/15
Rob Mee	Chief Executive Officer, Pivotal	Co-Founder, Pivotal	Pivotal is a data analytics, cloud computing and software development firm.	8/18/15
Marty Weiner	Chief Technology Officer, Reddit	Founding Engineer and Architect, Pinterest	Reddit is an online community where users submit, vote, and comment on content, stories, and discussions.	8/18/15
Nick Macey	Senior Vice President & Head of Product, Living Social	Chief Product Officer, Rosetta Stone	Living Social is the marketplace to buy and share the best things to do in your city and beyond.	8/18/15
Sean Rad	Chief Executive Officer, Tinder	Founder & President, Tinder	Tinder is a mobile dating application.	8/13/15
Michael Sheridan	Chief Financial Officer, DocuSign	Chief Executive Officer, FireEye	DocuSign empowers anyone to transact anything, anytime, anywhere, on any device. Securely.	8/13/15
Chad Cohen	Chief Financial Officer, Adaptive Biotechnologies	Chief Financial Officer, Zillow	Adaptive Biotechnologies is a commercial-stage, start-up biotechnology organization.	8/10/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 11/1/15	Stock Price 10/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,229.52	1,142.46	7.6%	1,275.89	1,079.87				
		S&P 500	2,079.36	1,923.82	8.1%	2,134.72	1,820.66				
		NASDAQ Composite	5,053.75	4,627.08	9.2%	5,231.94	4,116.60				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 88.66	\$ 83.75	5.9%	\$ 89.70	\$ 67.23	\$44,220	\$42,190	\$4,350	9.7X
Alcatel-Lucent	ALU	NYSE	4.03	3.59	12.3%	4.96	2.86	11,260	10,930	16,530	0.7X
America Movil	AMX	NYSE	17.81	16.80	6.0%	24.51	15.60	58,960	93,230	63,255	1.5X
Apple Inc.	AAPL	NASDAQ	119.50	109.58	9.1%	134.54	92.00	666,250	695,270	224,337	3.1X
AT&T	T	NYSE	33.51	32.53	3.0%	36.45	30.97	206,150	327,130	132,987	2.5X
Barti Airtel	BHARTIARTL.BO	BSE	5.33	5.18	2.9%	4.82	6.91	1,393,000	2,180,000	14,888	NA
CenturyLink	CTL	NYSE	28.21	24.60	14.7%	41.99	24.11	15,880	36,070	17,944	2.0X
China Mobile	CHL	NYSE	60.31	59.44	1.5%	75.52	55.01	246,970	174,810	100,500	1.7X
Fiserv, Inc.	FISV	NASDAQ	96.51	87.51	10.3%	97.42	67.60	22,060	26,850	5,152	5.2X
Google	GOOG	NASDAQ	710.81	611.29	16.3%	730.00	486.23	488,810	422,100	69,611	6.1X
LG	034220.KS	KRX	18.95	19.19	-1.3%	32.63	17.98	6,780,000	8,080,000	28,620,000	0.3X
Microsoft	MSFT	NASDAQ	52.64	44.61	18.0%	54.37	39.72	420,480	365,730	93,580	3.9X
Motorola Solutions	MSI	NYSE	69.97	67.76	3.3%	70.98	56.40	12,360	14,790	5,850	2.5X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	36.73	35.86	2.4%	40.30	25.07	77,760	108,990	92,980	1.2X
Nokia	NOK	NYSE	7.42	6.68	11.1%	8.44	5.71	26,890	27,170	15,140	1.8X
Omnicom	OMC	NYSE	74.92	65.91	13.7%	80.98	64.12	18,150	21,450	15,220	1.4X
Publicis Groupe	PUB.PA	Paris	65.03	60.44	7.6%	87.42	57.36	12,290	15,000	8,440	1.8X
Samsung	005930.KS	KRX	1,202.13	952.13	26.3%	1,323.05	905.10	161,615,790	179,020,000	195,830,000	0.9X
Sprint	S	NYSE	4.73	4.05	16.8%	6.33	3.10	16,070	47,100	33,770	1.4X
Telefonica Brasil S.A.	VIV	NYSE	10.36	9.22	12.4%	20.98	8.66	17,490	18,650	9,200	2.0X
Telefonica S.A.	TEF	NYSE	13.17	11.91	10.6%	16.40	11.66	68,520	130,430	60,330	2.2X
Telenor	TELNF	OTC	20.22	18.53	9.1%	24.67	18.53	30,330	36,720	14,100	2.6X
Vodafone Group	VOD	NASDAQ	32.97	31.00	6.4%	39.46	30.58	87,410	125,310	65,470	1.9X
WPP Group	WPPGY	NASDAQ	112.06	104.32	7.4%	123.33	97.47	29,010	34,190	18,450	1.9X
Yahoo!	YHOO	NASDAQ	35.62	28.91	23.2%	52.62	27.20	33,530	29,070	4,870	6.0X
ZTE	000063.SZ	Shenzhen	2.74	2.46	11.4%	4.57	1.92	10,717	15,158	13,132	1.2X
					Average			6,631,168	7,388,398	8,675,003	2.6X
					Median			38,875	44,645	18,197	1.9X
Mid-Cap (\$2B - \$10B)											
BlackBerry	BBRY	NASDAQ	\$ 7.29	\$ 6.08	19.9%	\$ 12.63	\$ 5.96	\$3,820	\$2,120	\$3,030	0.7X
Gemalto	GTOFF	OTC	68.15	63.08	8.0%	94.00	63.08	6,000	6,540	3,170	2.1X
Interpublic Group of Companies	IPG	NYSE	22.93	19.19	19.5%	23.00	18.16	9,320	10,710	7,600	1.4X
Pandora Media Inc.	P	NYSE	11.51	20.72	-44.4%	22.60	11.38	2,460	2,090	1,024	2.0X
Tanla Solutions Limited	TANLA.NS	NSE	0.51	0.38	34.2%	0.55	0.21	51	44	3,050	0.0X
Telecom Argentina S.A.	TEO	NYSE	19.51	14.33	36.1%	26.39	13.36	3,780	3,930	3,870	1.0X
TIM	TSU	NYSE	11.11	9.53	16.6%	28.00	9.30	5,380	6,230	4,740	1.3X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	9.91	8.62	15.0%	16.68	8.56	8,720	8,720	5,220	1.7X
Zynga	ZNGA	NASDAQ	2.37	2.27	4.4%	3.13	2.20	2,190	1,130	752	1.5X
					Average			4,636	4,613	3,606	1.3X
					Median			3,820	3,930	3,170	1.4X

NOTES:

- (1) Market Capitalization is calculated using month end stock price and fully diluted shares.
- (2) Enterprise Value is calculated using cash and debt from the last reported balance sheet to the SEC.
- (3) Revenue is calculated on a "Net Sales" basis and covers the last twelve months reported to SEC.

Source: Thomson Reuters and Hidden River, LLC analysis

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Public Company Analysis

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Indexes		Russel 3000	1,229.52	1,142.46	7.6%	1,275.89	1,079.87				
		S&P 500	2,079.36	1,923.82	8.1%	2,134.72	1,820.66				
		NASDAQ Composite	5,053.75	4,627.08	9.2%	5,231.94	4,116.60				
Small-Cap (< \$2B)											
Axiom Corporation	ACXM	NASDAQ	\$ 22.12	\$ 19.68	12.4%	\$ 22.94	\$ 15.78	\$1,724	\$1,873	\$1,030	1.8X
Bango	BGO.L	LSE	148.46	132.96	11.7%	222.64	114.41	77	8,039	6	NA
Blue Calypso Inc	BCYP	OTC	2.95	5.00	-41.0%	10.00	2.50	16	15	1	21.0X
Boingo wireless	WIFI	NASDAQ	7.73	8.38	-7.8%	10.42	6.25	286	282	128	2.2X
Cincinnati Bell	CBB	NYSE	3.77	3.15	19.7%	4.16	2.85	791	2,300	1,290	1.8X
Digimarc Corporation	DMRC	NASDAQ	22.46	29.84	-24.7%	49.25	20.90	190	144	25	5.8X
Glu Mobile	GLUU	NASDAQ	4.12	4.15	-0.7%	7.03	3.27	538	349	263	1.3X
Internetq Plc	INTQ	LSE	282.93	355.93	-20.5%	576.68	228.82	114	11,255	148	76.0X
Oi (Formerly Telemar)	OIBR	NYSE	0.59	0.67	-12.2%	6.00	0.40	412	10,190	7,210	1.4X
Marchex	MCHX	NASDAQ	4.32	4.01	7.7%	5.32	3.15	183	75	159	0.5X
MDC Partners	MDCA	NASDAQ	20.78	18.61	11.7%	28.65	16.15	1,040	1,850	1,290	1.4X
MEDL Mobile	MEDL	OTC BB	0.09	0.06	50.0%	0.26	0.04	4	5	3	1.8X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.50	0.50	0.0%	1.50	0.35	14	11	4	2.7X
Neustar, Inc.	NSR	NYSE	27.19	26.77	1.6%	32.66	20.32	1,440	1,870	1,000	1.9X
Opera Software ASA	OPERA.OL	Oslo	6.26	5.39	16.1%	12.50	5.12	918	914	566	1.6X
Single Touch Systems Inc.	SITO	OTC BB	3.59	3.93	-8.7%	6.15	1.50	59	65	14	4.5X
Smith Micro Software Inc	SMSI	NASDAQ	0.66	0.81	-18.5%	1.85	0.64	31	19	40	0.5X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	4.09	3.46	18.2%	4.24	7.75	250	342	357	1.0X
Unwired Planet	UPIP	NASDAQ	0.85	0.74	14.9%	1.55	0.54	95	40	10	4.0X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	6.00	6.85	-12.4%	21.75	0.63	54	47	10	4.7X
					Average	0.9%		412	1,984	678	7.2X
					Median	0.8%		186	312	138	1.8X

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
10/29/2015	Porch	Fountain	Fountain is a mobile advice marketplace.	
10/21/2015	Xamarin	RoboVM	RoboVM lets users create beautiful native apps for iOS & Android, sharing code between platforms.	
10/19/2015	Unbound Commerce	Apptive	Unbound Commerce is the #1 mobile commerce provider among mid-market retailers.	
10/15/2015	VMWare	Boxer	Boxer is building the next generation mobile inbox.	
10/13/2015	RetailNext	Pikato	Pikato is a cloud-based retail software firm.	
10/07/2015	Lakana	Kixer	Kixer is a native mobile advertising technology company that helps connect web and app publishers through its premium advertising exchange.	
10/05/2015	Evolving Systems Inc.	Sixth Sense Media	Sixth Sense Media is a provider of real-time analytics and marketing solutions to global wireless carriers.	
10/02/2015	Workday	MediaCore	MediaCore features a killer video viewing experience, and offers a stunning interface for browsing video collections on both desktop and mobile devices.	
10/01/2015	Google	Jibe Mobile	Jibe is a Cloud Communications Company for handset manufacturers, mobile operators, and other communication networks, provides an open end-to-end technology platform, enabling innovative IP communication services to mobile consumers globally.	
09/30/2015	Demco	Boopsie	Boopsie is a mobile platform for libraries.	
09/28/2015	Digital Guardian	Armor5	Armor5 is a cloud-based provider of zero touch, secure cloud access for all devices.	
09/22/2015	Perk.com	AppRedeem	AppRedeem is a mobile application-based promotion and advertising platform.	\$3.3
09/22/2015	Velocity	Cover	Cover provides mobile payment solutions to restaurants.	
09/17/2015	Altice	Cablevision	Cablevision is a U.S. cable television provider.	\$17,700.0
09/16/2015	News Corp	Unruly	Unruly is the ad tech company that gets videos watched, tracked and shared across the Open Web.	
09/15/2015	Flexera Software	Secunia	Secunia is a company specializing in software vulnerability management.	
09/10/2015	Livespace	YoFloor	YoFloor is a mobile platform that offers a "virtual trial room" for home design decisions.	
09/08/2015	Taptica	AreaOne	Taptica is a leader in Cross-Channel Mobile Advertising Technology.	
09/08/2015	Xinhua Mobile Limited	GINSMS Inc.	GINSMS operates a cloud-based A2P messaging service that allows the termination of SMS to mobile subscribers of more than 200 mobile operators globally.	
09/08/2015	Media General	Meredith	Meredith Corporation, a media and marketing company, engages in book publishing, television broadcasting and integrated marketing.	\$2,400.0
09/08/2015	Cheetah Mobile	QuickPic	QuickPic is a gallery app.	

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)
09/04/2015	Urban FT Group	Wipit	Wipit is empowering cash-preferred consumers. Whether it's from the convenience of a mobile phone or a prepaid card, we are creating innovative new ways to use cash for financial services and load funds at thousands of locations nationwide.	
09/04/2015	BlackBerry	Good Technology	Good Technology is a mobile security company.	\$425.0
09/03/2015	AOL	Millennial Media	Millennial Media is a mobile ad tech company.	\$238.0
09/02/2015	Salesforce	Akta	Akta is a tech-consulting and design firm.	
08/31/2015	AOL	Kanvas Labs	Kanvas Labs is a Photo And Messaging Startup.	
08/27/2015	Tritech Media	TuYu*	TuYu is a SA mobile rewards startup .	
08/27/2015	Life360	Chronos Mobile Technologies	Chronos builds contextually-aware mobile apps.	
08/20/2015	Oracle	Maxymiser	Maxymiser Ltd., a maker of cloud-based software for mobile marketing.	
08/20/2015	N3twork	Nio Games	Nio games is a mobile game developer.	
08/19/2015	Paypal	Modest	Modest is a mobile commerce platform.	
08/17/2015	DX Groep	OneXS	OneXS Nederland is an innovative provider of telecom, data and internet services.	
08/17/2015	DX Groep	Dean Connect	Dean Connect is the Telecom provider for the business market.	
08/14/2015	Mobikon	Trii.be	Trii.be is a Mobile Customer Feedback Platform.	\$880.0
08/06/2015	Tableau Software	Infoactive	InfoActive is an online platform that gives web publishers tools to create interactive, mobile-friendly infographics with live data.	
08/05/2015	Adidas	Runtastic	Runtastic is a mobile fitness company.	\$239.0
08/05/2015	Opera Mediaworks	Yvolver	Yvolver provides Loyalty 2.0, Predictive Analytics services, and expert advice for mobile app developers.	
08/05/2015	Mobile Embrace	Vizmond Media	Vizmond Media is an online and mobile performance marketing business.	
08/04/2015	Yahoo!	Polyvore	Polyvore is a social shopping site where users can give and receive ideas from the community.	
08/04/2015	Zebra Technologies Corp	ITR Mobility	ITR Mobility is a software development firm.	
08/04/2015	Airtel	YTS Solutions	YTS is a mobile payment start-up.	
08/03/2015	iClick	OptAim	OptAim is a mobile advertising solutions provider.	

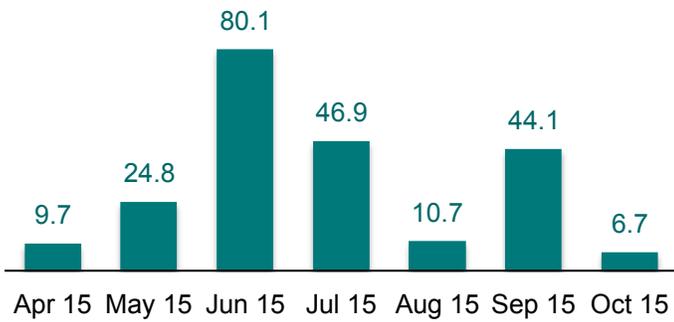
*Note: TuYu was partially acquired by Tritech Media.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

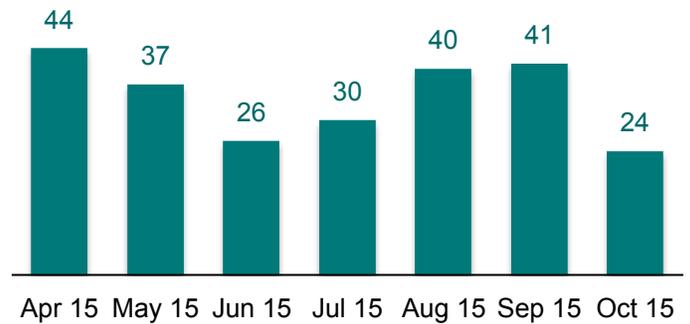
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Financing Transactions Overview

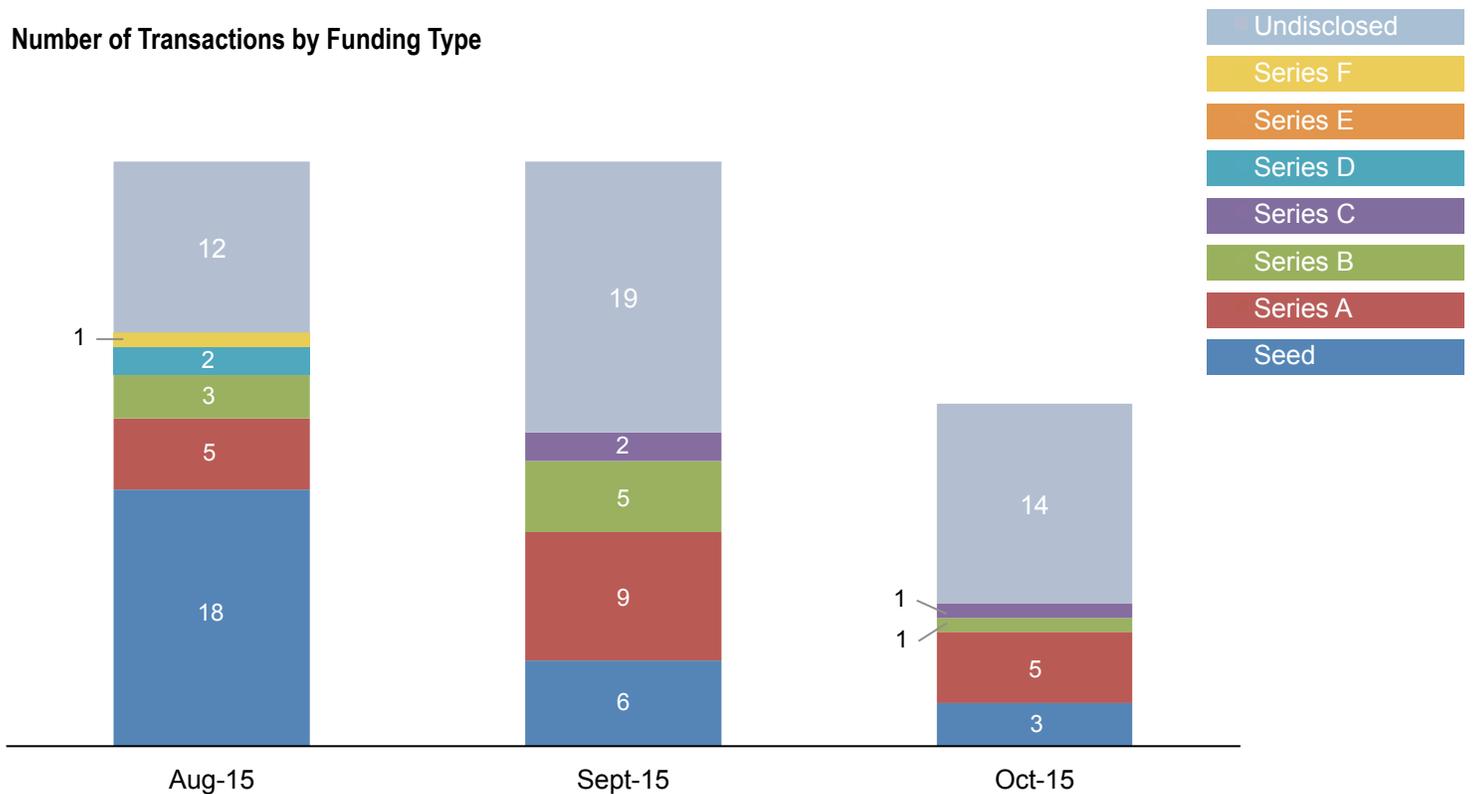
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Kickoff	Private	Kickoff is a mobile dating app providing service to Latin America.	10/29/15	\$1.6	Undisclosed	Monashees Capital
Cato Networks	Private	Cato Networks was founded to make network security work for the distributed, mobile and Cloud-enabled enterprise.	10/28/15	\$20.0	Series A	U.S. Venture Partners, Aspect Ventures
Zype	Private	Zype allows you to reach audiences across mobile, tablet, web or set-top boxes to provide content without limitations. Upload video for automated transcoding into multiple formats, thumbnail creation and instant serving with scalable cloud delivery.	10/28/15	\$1.6	Seed	Revel Partners, Entrepreneurs Fund, Undisclosed
Fieldwire	Private	Fieldwire is a mobile first, geo-tagged task management platform for the field. It allows teams to collaborate by recording, tracking and sharing critical information.	10/27/15	\$6.6	Undisclosed	Formation 8, Trinity Ventures, Bloomberg Beta, AngelPad
SourceClear	Private	SourceClear helps users secure open-source code from hackers by creating a real-time inventory of your open-source components. We show you where they came from, who created them, and exactly what they are doing in their applications. We detail vulnerabilities that could be used by hackers to compromise applications and customer data and provide clear guidance on fixes.	10/27/15	\$10.0	Undisclosed	Index Ventures, Storm Ventures
Gigsky	Private	GigSky is the first global mobile network designed for travelers. GigSky specializes in international data coverage to give individuals and businesses the best service, coverage, and pricing in a seamless experience.	10/23/15	\$7.1*	Undisclosed	Undisclosed
Mobvoi	Private	Mobvoi is a Chinese artificial intelligence (AI) company with independently developed technologies in Chinese language speech recognition, natural language processing and vertical mobile search.	10/21/15	Undisclosed	Undisclosed	Google Ventures
MAZ Digital	Private	MAZ Digital Inc., provider of a cloud-based digital publishing service for tablet and mobile devices.	10/19/15	\$0.8	Undisclosed	Undisclosed
Mast Mobile	Private	Mast Mobile links all work-related calls and texts are linked to a single number on your mobile phone.	10/16/15	\$7.0	Series A	FirstMark Capital, DFJ, Eniac Ventures, Harrison Metal Capital, Initialized Capital
Niantic	Private	Niantic, Inc. is a software development company best known for the augmented reality mobile game, Ingress.	10/16/15	\$30.0	Undisclosed	Nintendo, The Pokémon Company
Mobilengine	Private	Mobilengine provides a complete end to end mobility solution for your enterprise.	10/15/15	\$5.0	Series A	Valor Equity Partners
FollowAnalytics	Private	FollowAnalytics 1:1 mobile marketing automation platform makes individually-catered mobile marketing engagement easy.	10/15/15	\$10.0	Series A	Aspect Ventures, Zetta Venture Partners, Salesforce Ventures, Sapphire Ventures, Undisclosed
PubNub	Private	PubNub is a blazingly fast cloud-hosted messaging service for building real-time web and mobile apps. Hundreds of apps and thousands of developers rely on PubNub for delivering human-perceptive real-time experiences that scale to millions of users worldwide.	10/14/15	\$5.0	Series C	Sapphire Ventures, Robert Bosch Venture Capital, Sound Ventures, enVision Capital, Scale Venture Partners, Relay Ventures, TIE Angels
Mino Games	Private	Mino Games is a mobile games developer.	10/9/15	\$2.2	Undisclosed	Andreessen Horowitz, SparkLabs Global Ventures, Luminari Capital, Ace & Company
Monterosa	Private	Monterosa helps broadcasters, marketers and sports rights-holders connect traditional media with mobile. LVIS provides content creators and developers with a fast, robust platform to deploy live games, voting, competitions and sports experiences that build brands, increase loyalty and drive business objectives.	10/9/15	\$1.8	Series A	24Haymarket, Angel CoFund
Pypestream	Private	Pypestream is a messaging app purpose-built to connect organizations with their customers & employees via mobile chat.	10/9/15	\$2.0	Seed	WGI Group
CardFlight	Private	CardFlight started when we were trying to build a mobile app that would use a magnetic stripe reader to read credit card data, and we quickly realized the existing options stank.	10/8/15	\$4.2	Undisclosed	MATH Venture Partners, ff Venture Capital, Silicon Valley Bank, Great Oaks Venture Capital, Entrepreneurs Roundtable Accelerator, Plug and Play Ventures
HonkMobile	Private	HonkMobile is North America's leading provider of on-demand mobile payments for parking.	10/2/15	\$3.0	Seed	Impression Ventures

*Note: Gigsky is still seeking \$8,738,615 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, 2015.

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
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.	10/2/15	\$0.6	Undisclosed	Undisclosed
Happn	Private	Happn is a location-based mobile dating application that enables its users to build connections based on real-time interactions. Happn helps its users to discover people they've crossed paths with.	10/2/15	\$14.0	Series B	Idinvest Partners, Alven Capital Partners, DN Capital, Raine Ventures
VOIQ	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	10/2/15	\$0.5	Seed	Undisclosed
Lua Technologies	Private	Lua is a mobile-first enterprise communication solution that powers secure messaging, group calling, and file sharing.	9/30/15	\$1.5*	Undisclosed	Undisclosed
Revegy	Private	Revegy is leading the technology disruption in the sales effectiveness platform community.	9/30/15	\$3.0	Series A	Runa Capital
Wayin	Private	Wayin is a leading mobile and web engagement platform that enables conversations between individuals, brands, and enterprises with their fans, customers and employees.	9/30/15	\$15.4	Undisclosed	U.S. Venture Partners
Yhouse	Private	YHOUSE is China's largest mobile Internet platform high life, under the Club Shanghai Information Technology Co., Ltd., was established in May 2012, as a living experience of domestic high-end mobile community leader.	9/30/15	\$19.0	Series B	SAIF Partners, Undisclosed
Ibotta	Private	Ibotta develops apps that pay users for reading about products on their phone or tablet before buying them in affiliated retail stores.	9/30/15	\$40.0	Series C	James H. Clark
uBeam	Private	uBeam is a wireless power startup that transmits power over-the-air to charge electronic devices.	9/28/15	\$10.0	Undisclosed	Undisclosed
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.	9/24/15	\$0.3	Seed	Undisclosed
Skillz	Private	Skillz games currently reach more than 25 million mobile gamers.	9/24/15	\$15.0	Series B	Wildcat Capital Management, the Kraft Group, Sequoia Capital, Undisclosed
Amino	Private	Amino Apps is a mobile-only platform for passionate niche communities	9/24/15	\$6.5	Series A	Venrock
Allset	Private	Allset, a new app for improving the lunchtime experience for diners and restaurants alike, comes from the makers of Settle, a successful restaurant reservation and pre-ordering mobile app in Eastern Europe.	9/23/15	\$1.5	Undisclosed	Alexandr Chernyak, Undisclosed
Expway	Private	Expway, the leading provider of LTE (Long Term Evolution) Multicast solutions.	9/23/15	\$3.3	Undisclosed	Isatis Capital
ACTV8me	Private	The ACTV8me mobile wallet platform enables advertisers to send currency (smart coupons) to a consumer's mobile device at home via television, in the car via radio, on the web, in newspapers and magazines, or while in-store making a purchase decision.	9/18/15	\$3.7*	Undisclosed	Undisclosed
Dwnld	Private	DWNLD is a mobile app platform that enables media companies, brands, and influencers to easily and affordably create beautiful, native mobile apps.	9/18/15	\$12.0	Undisclosed	Greylock Partners
Fragmob	Private	Fragmob architects, designs, and develops fast, extensive tools that enable direct selling companies to realize the benefits of a powerful direct selling mobile solution.	9/18/15	\$3.2	Undisclosed	Global Technology Fund
Tascent	Private	Tascent has 10 patents issued and multiple patents pending related to high throughput iris recognition and mobile multi-biometric platforms.	9/18/15	\$18.5	Series A	Undisclosed
Go2mobi	Private	Go2mobi is a leading provider of mobile advertising solutions to brands, agencies, and programmatic self-serve clients globally.	9/17/15	Undisclosed	Undisclosed	H.I.G. Capital
QuanticMind	Private	QuanticMind, the Platform for Smarter Advertising, is a rapidly growing software-as-a-service company. It is the performance leader in predictive advertising management software for paid search, social, display, and mobile.	9/17/15	\$10.3	Series A	Safeguard Scientifics

*Note: Lua Technologies still seeking \$10,004 in funding.

*Note: ACTV8me is still seeking \$1,265,129 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, 2015.

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Agora	Private	Agora offers real-time voice and video communication solutions. The company provides building blocks to add high definition voice and video communication to any mobile or PC application through SDK and API for developers.	9/16/15	\$20.0	Series B	Morningside Group, IDG Capital Partners, GGV Capital, ShunWei
Flywheel	Private	Flywheel is developing a taxi cab application for the mobile phone.	9/16/15	\$1.0*	Undisclosed	Undisclosed
Ola	Private	Ola is India's most popular mobile application for booking your cab, changing the way you travel in your city, forever.	9/16/15	\$0.2	Undisclosed	Falcon Partners
VOIQ	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	9/16/15	\$0.2*	Seed	Benjamin Boyer, Boris Silver, Alexander Mittal, Mike Norman, Jonathan Tarud
MoEngage	Private	MoEngage is a Marketing Automation Platform for Mobile Apps. We empower mobile apps to reach the right customer at the right time with the right message and at the right place.	9/15/15	\$4.3	Series A	Helion Venture Partners
uSens	Private	Silicon Valley-based uSens Inc. provides 3D interactive solutions for virtual reality and augmented reality. An innovative start-up, uSens is the first to offer 3D gesture recognition on mobile platforms and first to combine virtual and augmented reality.	9/15/15	\$5.5	Series A	IDG Ventures, Lebox Capital, Undisclosed
HouseCall	Private	HouseCall enables its users to find home service professionals in their locality via a marketplace connected by a mobile app.	9/14/15	\$6.0	Undisclosed	Undisclosed
Chalk Digital	Private	Chalk Digital's diverse, talented team has built the first Do It Yourself Instant Mobile Advertising Platform that enables anyone to Create, Publish and Track the results of a mobile ad campaign.	9/11/15	Undisclosed	Seed	KLab Ventures KK, Tallwave Capital
ChronicleD	Private	ChronicleD leverages blockchain and smart labels to create an open system of authenticity, ownership, provenance & connectivity for assets.	9/11/15	\$1.4	Undisclosed	Colbeck
IgniteFeedback	Private	IgniteFeedback has elegant one question "toast" surveys that can be implemented in 5 minutes or less. They allow a business to see how they're doing in real-time with frequent reports and a scored bench-marking system which compares your performance to industry norms.	9/11/15	\$0.3	Seed	Frontier Capital
Telepathic	Private	Telepathic is redefining fiction for the Snapchat generation and believes there is a billion-dollar opportunity in bringing lean principles to the development and distribution of mass-market fiction, and in presenting stories as a mobile-first experience.	9/11/15	\$0.3*	Seed	Greylock Partners, 500 Startups, Foundation Capital
CartoDB	Private	CartoDB is a cloud based mapping, analysis and visualization engine that lets users build spatial applications for both mobile and the web.	9/10/15	\$23.0	Series B	Accel Partners, Salesforce Ventures, Earlybird Venture Capital, Kibo Ventures
Apperian	Private	Apperian is a mobile application management platform and enterprise app store for delivering apps to 100% of your targeted users.	9/9/15	\$12.4	Series C	Bessemer Venture Partners, Intel Capital, Kleiner Perkins Caufield & Byers, North Bridge Venture Partners, CommonAngels Ventures, FirstFloor Capital
Shots	Private	Shots is a mobile application that allows its users to stay connected with their friends. This application is recommended for iPhones or Android devices, and it builds a safe and positive global community for its users.	9/9/15	\$4.0	Undisclosed	DCM Ventures
Fresco	Private	Fresco is a New York startup enabling local TV stations to crowdsource videos, while helping citizen journalists get their work seen beyond their own limited social networks.	9/8/15	\$1.2	Seed	Reese Schonfeld, Ross Levinsohn, Jon Miller, Michael Jones, Laurel Touby, Fresco Capital, 1517 Fund, Social Starts
Uber	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	9/7/15	\$1,200.0	Undisclosed	Baidu, Undisclosed
Wrap Media	Private	Wrap is the mobile, web based native app alternative that delivers app-like experiences in bite size pieces that get and hold attention.	9/4/15	\$12.7	Series B	Raine Ventures, Undisclosed
Letgo	Private	Letgo is a fun and unique way to shop and sell nearby second hand items.	9/3/15	\$100.0	Series A	Naspers
InVenture	Private	InVenture unleashes the potential of developing entrepreneurs to lift themselves and their communities out of poverty by leveraging mobile technology to create credit scores for unbanked individuals globally.	9/2/15	\$10.0	Series A	Data Collective, Zachary Bogue

*Note: Flywheel is still seeking \$24,000,001 in funding.

*Note: VOIQ is still seeking \$542,000 in funding.

*Note: Telepathic is still seeking \$744,500 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, 2015.

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
LotusFlare	Private	LotusFlare's mission is to make mobile internet more accessible. Mobile data connectivity drives economic growth and brings vast social benefits to the world, but two-thirds of the world's population is unable to access this valuable resource.	9/2/15	\$6.0	Undisclosed	The Social+Capital Partnership
Shift	Private	Shift Payments is working to make it as easy to spend digital currencies, cryptocurrencies and loyalty points as it is to spend regular, fiat money.	9/2/15	\$50.0	Undisclosed	Goldman Sachs
Soasta	Private	SOASTA is a leader in cloud and mobile testing. Its web and mobile test automation solution, CloudTest and TouchTest enables developers, QA professionals and IT operations teams to test with unprecedented speed, scale and precision.	9/2/15	Undisclosed	Undisclosed	Accenture
Imalence	Private	Almalence is a global leader in computational imaging technologies, used in a wide range of optical systems, from high-end DSLR cameras to mobile phones.	9/1/15	Undisclosed	Undisclosed	Intel Capital
Mobcrush	Private	Mobcrush is a mobile video streaming company that enables mobile users to broadcast, watch and chat about games played and streamed in real-time.	9/1/15	\$11.0	Series A	Kleiner Perkins Caufield & Byers, Raine Ventures, First Round Capital, Lowercase Capital, Rincon Venture Partners, CrossCut Ventures, Advancit Capital
Dumbstruck	Private	Dumbstruck, Inc. develops a mobile application that helps to share content.	8/28/15	\$0.1	Seed	Joe Richardson
Jumpin Labs	Private	Jumpin Labs is a stealth 12-person San Francisco startup reimagining mobile interfaces from the ground up.	8/28/15	Undisclosed	Undisclosed	Draper Associates, Undisclosed
MagicCube	Private	MagicCube secures the e-commerce and m-commerce market allowing for 20% increase in revenue and lowering fraud risk of online and mobile commerce.	8/28/15	\$2.2	Seed	Azure Capital Partners, EPIC Ventures, Bialla Venture Partners
mPulse	Private	mPulse was born out of the healthcare division of mobileStorm helps businesses reach, engage and influence consumer's on mobile devices.	8/28/15	\$1.7	Seed	OCA Ventures, Undisclosed
Tether	Private	Tether's product, GRAVITY, is an industrial-grade, digital tethering solution that automatically preempts key or access card separation and loss—with absolute reliability.	8/28/15	\$0.2*	Seed	Keiretsu Forum - San Francisco
Toast Labs	Private	TOAST is a mobile app for food lovers searching for the best dishes. No more sorting through complaints about service or ramblings on pricing, true foodies can get straight to what matters – the food.	8/28/15	\$0.6*	Seed	BAM Ventures, Undisclosed
Yosi	Private	Yosi provides a digital patient check-in mobile application that transcends existing EHR's limitations.	8/28/15	Undisclosed	Seed	Undisclosed
Friendsy	Private	Friendsy is a mobile social network designed exclusively for college students.	8/26/15	\$0.5	Seed	Lerer Hippeau Ventures, Slow Ventures
ServiceMax	Private	ServiceMax is the complete field service software solution helping companies of all sizes manage contracts, scheduling, and parts, while also providing solutions for social, portals, and analytics — all delivered in the cloud to any mobile device.	8/26/15	\$82.0	Series F	Premji Invest, GE Ventures, Cloud Apps Capital Partners, Emergence Capital Partners, Kleiner Perkins Caufield & Byers, Mayfield Fund, Meritech Capital Partners, Adams Street Partners, Crosslink Capital, QuestMark Partners, Sozo Ventures, Trinity Ventures
Stream.io	Private	Stream.io makes development tools that help companies drastically reduce the amount of time it takes to build feeds for their mobile apps and websites.	8/26/15	\$1.7*	Undisclosed	Foundry Group, Techstars Ventures, Tahoma Ventures, Undisclosed
Spare5	Private	Spare5 is designed to be the default do work now app for every smartphone owner on the planet. A tremendous opportunity exists to better people's lives by making time they spend on mobile devices more valuable.	8/25/15	\$10.0	Series A	Foundry Group, Madrona Venture Group, New Enterprise Associates, Undisclosed
Emberlight	Private	Emberlight turns any light bulb into a smart bulb that can be controlled through their elegantly designed mobile app. Screw their adapter into one of your home's sockets, and 30 seconds later you can program preset lighting, and turn off the lights when you're out of the house.	8/24/15	\$0.8	Seed	Orange Ventures, Flextronics, Undisclosed

*Note: Tether is still seeking \$1,292,000 in funding.

*Note: Toast Labs is still seeking \$420,000 in funding.

*Note: Stream.io still seeking \$40,011 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, 2015.

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Synap	Private	Synap is creating delightful and empowering experiences for customers, by taking full-advantage of the recent advancements in the API ecosystem, mobile platforms, and data analysis.	8/24/15	\$2.0	Seed	Baird Capital, KGC Capital, Undisclosed
AppInside	Private	AppInside is a mobile application security platform which identifies security vulnerabilities. We have developed a unique technology that enables us to scan automatically and without any integration to the development process, mobile apps and find their flaws.	8/21/15	\$2.3	Seed	Accomplish, Undisclosed
Gauss Surgical	Private	Gauss Surgical is developing a mobile vision-based platform for accurate, realtime measurement of surgical blood loss.	8/20/15	\$3.3*	Series A	Undisclosed
Vet24seven	Private	Vet24seven provides animal owners with veterinary consultations via their mobile device from veterinary practices in the Vet24seven Network.	8/20/15	\$1.2	Seed	Launch Capital, Life Science Angels
Greenshoe	Private	Greenshoe's Saida is a lending platform for emerging markets starting in Africa, allowing borrowers to get approved for a loan instantly right from their mobile phone.	8/19/15	\$0.1	Seed	Ycombinator
Instant eSports	Private	Instant eSports is the ultimate one-stop shop for eSports fans. Follow your favorite teams and players, track tournament scores and performance stats, and catch up on the latest eSports news--all on a single mobile app.	8/19/15	\$0.1	Seed	Ycombinator
Kahuna	Private	Kahuna was built to support the multi-device world from Day One. Unlike event-tracking systems, Kahuna automatically combines each user's web and mobile behavior to create a unified customer engagement profile.	8/19/15	\$45.0	Series B	Tenaya Capital, Sequoia Capital, SoftTech VC
ShapeScale	Private	ShapeScale is a scale that allows the user to measure, compare, and track their body shape.	8/19/15	\$0.1	Seed	Ycombinator
Uber	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	8/19/15	Undisclosed	Undisclosed	Tata Industries
VOIQ	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	8/19/15	\$0.1	Seed	Ycombinator
RapidSOS	Private	RapidSOS' team has developed mission critical code at two national labs, developed back-end and mobile products for a number of tech start-ups, and collectively has helped commercialize over 70 technology companies.	8/17/15	\$5.0	Undisclosed	Highland Capital Partners, Undisclosed
DispatchHealth	Private	DispatchHealth is a provider of mobile and virtual healthcare. Our skilled providers arrive with the tools necessary to provide advanced medical care in the home or workplace. Each provider is supported by our technological infrastructure that ensures quality and improves outcomes.	8/14/15	\$3.6	Seed	Peter Hudson, Undisclosed
Fresvii	Private	Fresvii's AppSteroid is a mobile cloud platform designed for smartphone game developers. Developers can easily integrate gaming components, reducing development costs without worrying about game server management.	8/14/15	\$4.0	Undisclosed	Undisclosed
PaidEasy	Private	PaidEasy is a mobile payments application that allows people to connect with merchants easy	8/12/15	\$2.0	Undisclosed	Undisclosed
PokitDok	Private	PokitDok Mobile saves you money on healthcare expenses by securing the price for a service in advance, whether you pay with insurance, HSA or out of pocket.	8/12/15	\$34.0	Undisclosed	Lemhi Ventures, New Atlantic Ventures, Rogers Ventures, Subtraction Capital, FFP Holdings
CENX	Private	CENX, Inc., is a pioneer and leader in Carrier Ethernet interconnect systems and services for mobile backhaul and enterprise off-net access.	8/11/15	\$12.5	Series D	BDC Venture Capital, Highland Capital Partners, VMware, Mistral Equity Partners, Verizon Ventures, Mesirov Financial, Ericsson Venture Partners, DCM Ventures, Cross Creek Capital
Super Evil Megacorp	Private	Super Evil Megacorp is developing core games for tablet, mobile, and emerging platforms. With deep technical, design, and operational expertise.	8/11/15	\$26.0	Undisclosed	Signia Venture Partners, General Catalyst Partners, Raine Ventures, Initial Capital, CrossCut Ventures, Index Ventures, Undisclosed
Outbound	Private	Outbound makes it easy to send email and mobile messages based on user actions, then test how much each message helps your business.	8/10/15	\$0.6	Undisclosed	Undisclosed

*Note: Gauss Surgical still seeking \$695,080 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, 2015.

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Skyroam	Private	Skyroam is launching a unique mobile data platform that allows you travel without the fear of running up huge data charges overseas.	8/7/15	\$23.5	Series B	Lenovo, Undisclosed
Cola	Private	Cola is a mobile app that lets you instantly coordinate, collaborate, and chat with friends, family and co-workers.	8/6/15	\$0.5*	Seed	Naval Ravikant, Undisclosed
Virtium	Private	Virtium is a solutions-driven provider of embedded SSD and industrial memory products OEMs trust for their networking, communications, industrial, in-flight entertainment, transportation, gaming and mobile monitoring system applications.	8/6/15	Undisclosed	Undisclosed	L Squared Capital Partners
Amplitude	Private	Amplitude is a scalable analytics platform built to fuel app growth.	8/5/15	\$9.0	Series A	Benchmark Capital, Quest Venture Partners, Data Collective, Merus Capital, Undisclosed
Aquto	Private	Aquto's mission is to change the mobile industry when it comes to how mobile internet services are bought and packaged.	8/5/15	\$8.0	Undisclosed	Undisclosed
Fastly	Private	Fastly delivers the world's only real-time content delivery network.	8/5/15	\$75.0	Series D	ICONIQ Capital, Amplify Partners, August Capital, Battery Ventures, IDG Ventures, O'Reilly AlphaTech Ventures
Improvonia	Private	Improvonia has developed an online web/mobile platform that allows restaurants to place all their orders to all their suppliers.	8/5/15	\$4.0	Series A	BlueRun Ventures
Leanplum	Private	Leanplum is a platform for optimizing mission-critical metrics of your mobile app. We make it easy for product managers to conduct on-the-fly optimization tests and see immediate results with powerful analytics	8/5/15	\$11.6	Series B	Kleiner Perkins Caufield & Byers, Shasta Ventures
Smartvid.io	Private	Smartvid.io is building an enterprise --- class SaaS platform for managing, collaborating , and analyzing industrial videos and photos wherever they come from --- mobile devices, GoPro cameras or drones (UAVs).	8/5/15	\$3.4	Undisclosed	CommonAngels Ventures, Launchpad Venture Group
Seriously	Private	Seriously is building mobile games designed to be developed into entertainment properties.	8/4/15	\$18.0	Series A	Northzone Ventures, Upfront Ventures, Sunstone Capital, Daher Capital
GotIt!	Private	GotIt! Has re-imagined education with on-demand help. They are pushing the limits of mobile marketplaces, traditional tutoring, and most importantly, the relationship between education and tech.	8/3/15	\$0.1	Seed	Intel Education Accelerator

*Note: Cola is still seeking \$17,000 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, 2015.

Financing Transactions

DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
Payfone	Private	Payfone, Inc. allows users to pay for online goods and services using mobile credit.	10/19/15	\$5.5*	Debt	Undisclosed
Modo Labs	Private	Modo Labs mission is to empower organizations to build, maintain and evolve smart mobile solutions.	10/7/15	\$1.1	Debt	Undisclosed
Valencell	Private	Valencell's proprietary Healthsnets technology turns mobile devices into health and fitness devices, addressing the growing demand for seamless monitoring of physical performance, fitness, and health status.	9/11/15	\$2.6	Debt	Undisclosed
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.	9/10/15	\$2.1*	Debt	Undisclosed
Common Sensing	Private	Common Sensing Inc. manufactures a diabetes management product. The company offers an insulin pen cap that records a person's insulin intake information and transmits it to a mobile phone or a connected glucose meter.	9/9/15	\$0.9	Debt	Undisclosed
Omsignal	Private	Omsignal has developed a revolutionary line of bio-sensing clothing that connect seamlessly with mobile devices.	9/4/15	\$3.5*	Debt	Undisclosed
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.	9/4/15	\$2.0	Debt	Undisclosed
Cignifi	Private	Cignifi is revolutionizing the way financial service companies meet the needs of 2.7 billion people worldwide with a mobile phone but no access to formal financial services. The company has developed the first proven analytic platform to deliver credit and marketing scores for consumers using mobile phone behavior data.	8/18/15	\$0.5	Debt	Undisclosed
Mobilewalla	Private	Mobilewalla is the neutral data destination for consumers and the mobile industry insiders seeking insights into the app market.	8/4/15	\$2.3	Debt	Undisclosed

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

*Note: Radius Networks is still seeking 915,000 in funding.

*Note: Omsignal is still seeking \$4,500,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
PointClickCare Corp.	9/3/15	PointClickCare Corp. is a leading provider of comprehensive cloud-based software solutions for the North American senior care industry.
SRA Companies, Inc.	7/8/15	SRA is a provider of sophisticated information technology.

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Mobile Marketing Association

About the Mobile Marketing Association (MMA)

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

The MMA's mission is **to accelerate the transformation and innovation of marketing through mobile, driving business growth with closer and stronger consumer engagement.** Anchoring the MMA's mission are four core pillars: to cultivate inspiration by driving the innovation for the Chief Marketing Officer; to build the mobile marketing capabilities for the marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact of mobile through research providing tangible ROI measurement; and advocacy.

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

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

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

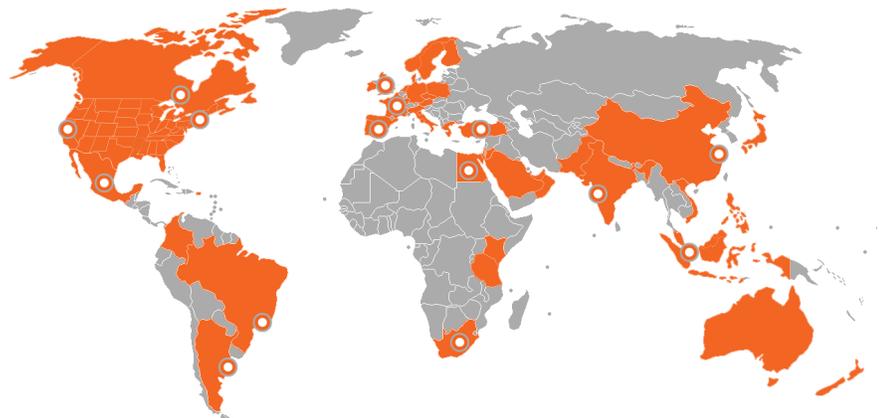
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Mobile Marketing Association

Calendar of Events

MAY 10–11, 2016

MMA Mobile Marketing Leadership Summit

(Formerly MMA Forum New York)

New York, NY, USA

www.mmaglobal.com/mobile-marketing-leadership-forum

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

Global Events Calendar

www.mmaglobal.com/calendar/monthly

JULY 24–26, 2016

MMA CEO & CMO Summit

Sonoma, CA, USA

www.mmaglobal.com/ceosummit2016

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

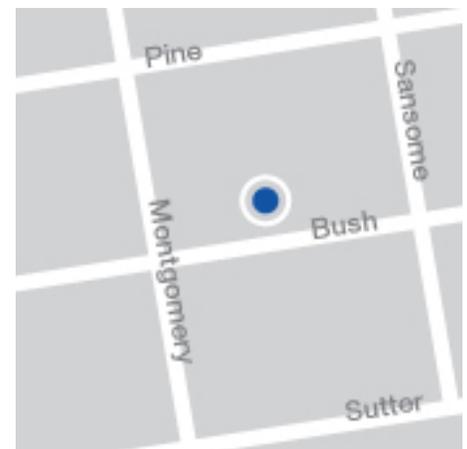
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DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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