



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
SEPTEMBER 2014

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Masters of Marketing

The MMA's strategic partnership with the Association of National Advertisers (ANA) has been a critical part of the re-orientation over the last 6 months to our marketer-first mission. The pinnacle of this partnership will be the delivery onsite at next weeks Masters of Marketing Annual conference, of the MMA's **Mobile Marketplace** and 2hr **Mobile Innovation Lab** workshop.

The Mobile Marketplace, situated within the exhibition hall, allows us to bring MMA members **InMobi, Voltari, xAd, Dstillery, DataXu, AdChina** and **Factual** together to help showcase many of the leading partners that are helping brands and agencies drive success with mobile. Their collective depth of knowledge and experience allows us to highlight the value of the MMA's big tent membership structure and how having all the key players from the mobile marketing ecosystem at the same table (many of our brand members are also in the audience), allows progress and success to flourish.

Providing this kind of showcase is key to our ongoing mission to share insights and best practice, as our Global Chair, John Costello, President, Global Marketing and Innovation for Dunkin' Brands stated at an MMA event earlier this year, **"...you don't need to be your own individual pioneer. The MMA is here to help you navigate mobile. Providing you the effective solutions you need is their #1 priority"**. Our presence at the Masters of Marketing and the support of our partners allows us to deliver on this simple promise.

If you're going to be at this week's Masters of Marketing conference, please be sure to stop by the Mobile Marketplace to say hello. If your schedule doesn't permit, we certainly hope to see you in person at one of the MMA, or our partner events in 2015!

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

Best,

Greg Stuart

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

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Brian Valentine	Managing Pricipal, Ivy Softworks	Senior Vice President, E-Commerce, Amazon	Ivy Softworks is a unique Innovation Studio focused on building technology and products which raise the bar on modern productivity and collaboration.	9/30/14
Jill Hazelbaker	VP of PR and Policy, Snapchat	Executive Vice President of Communciations, Google	Snapchat is a photo messaging app that allows users to take photos, record videos, add text and drawings, and send them to recipients.	9/26/14
Hooman Radfar	Founder, AddThis	San Francisco Entrepreneur in Residence, Expa	Expa builds companies. We develop new products, systems & services, and then form teams to scale them as independent entities.	9/26/14
Charlie Moss	Chief Technology Officer, Urbanspoon	Chief Technology Officer, Audiosocket	Urbanspoon is an information platform allowing users to find local restaurants and submit recommendations and reviews.	9/23/14
Tom Casey	President of Platform and Infrastructure, Apptio	Co-Founder, 9Mile Labs	Apptio is a provider of SaaS-based Technology Business Management (TBM) solutions for managing businesses in the IT field.	9/23/14
John Morrow	Senior Vice President, General Counsel and Secretary, Apptio	Senior Vice President for Corporate Development and Legal Affairs, Vertafore	Apptio is a provider of SaaS-based Technology Business Management (TBM) solutions for managing businesses in the IT field.	9/23/14
Ed O'Keefe	Chief Executive Officer, Evo Media	CIAMedia	EVO Media Group offers DevHub, a website creation platform employing internet technologies for publishers and designers.	9/17/14
Pekka Rantala	Chief Executive Officer, Rovio	Chief Executive Officer of Hartwall	Rovio is an industry-changing entertainment media company based in Finland, and the creator of the globally successful Angry Birds franchise.	8/29/14
Jez Humble	Engineering Vice President, Chef	Principal, ThoughtWorks	ThoughtWorks is a privately owned global software delivery and products company. The company is closely associated with the movement for agile software development, and has contributed to a range of open source products.	8/20/14
Bill Brynat	Bright Computing, Board of Directors	Partner, Draper Fisher Jurvetson Venture (Current Position)	Bright Computing makes software for managing groups of computer servers and associated equipment.markets and sells its software together with reseller partners across the world. Bright Computing also provides services such as support, training & certification, and consultancy.	8/20/14
William H. Roof	Chief Operating Officer, Intellicheck Mobilisa	Senior Vice President/Chief Scientist, Intellicheck Mobilisa	Intellicheck Mobilisa offers a multitude of applications to meet customer's requirements. Their patented technologies have been tailored to meet the growing demands surrounding the industry.	8/20/14
Parker Barrile	Senior Vice President of Product, Groupon	Vice President of Product Development, LinkedIn	Groupon is a global leader of local commerce. By leveraging the company's global relationships and scale, Groupon offers consumers a vast marketplace of unbeatable deals all over the world.	8/6/14
Musa Tariq	Digital Marketing Director - Apple Retail, Apple	Global Senior Director of Social Media & Community - Digital Brand, Nike	Apple is a corporation that designs, develops, and sells consumer electronics, computer software and personal computers.	8/6/14
Michael Paulson	Executive Vice President of Product, Bazaarvoice	Head of Product - Seller Insights, eBay Inc	Bazaarvoice is a network that connects brands and retailers to the authentic voices of people where they shop. Its technology platform amplifies these voices into the places that influence purchase decisions. Network analytics help marketers and advertisers provide more engaging experiences that drive brand awareness, consideration, sales and loyalty.	8/6/14
Steve Singh	Board of Directors, Castlight Health	Chairman and Chief Executive Office, Concur Technologies (Current Position)	Castlight provides a set of applications and services that enables employers to deliver cost-effective benefits, provide medical professionals and health plans a merit-based market to showcase their services, and, most importantly, empower employees to make informed healthcare choices with a clear understanding of costs and likely outcomes.	8/6/14
Christine Ryder	Regional Vice President of Sales, Unruly	Sales Development Director, BermanBraun	Unruly is a platform for social video marketing working with brand agencies to predict the emotional impact of their videos.	7/31/14
Tom Colin	Wealth and Retirement Strategist, Sungard Data Systems	Financial Services Strategy Manager, A.T. Kearney	Sungard Data Systems provides software and processing solutions for the educational and financial services industries.	7/31/14

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
John Stanton	Director, Microsoft	Chairman, Trilogy Equity Partners	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	7/30/14
Peggy Johnson	Executive Vice President of Business Development, Microsoft	Executive, Qualcomm	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	7/29/14
Colleen Eagan	Executive Vice President, Brand Strategy, Stageblocc	Co-Founder and Chief Operating Officer, MyBestRx	Stageblocc is a website creation platform. It provides a front-end framework for users to create their own website and integrate their social network accounts with the website and mobile applications.	7/24/14
Mike Burns	Chief Financial Officer, Gigamon, Inc.	Chief Financial Officer, Volterra Semiconductor Corp.	Gigamon, Inc. designs, develops, and sells products and services that provide customers with visibility and control of network traffic for enterprises and service providers.	7/23/14
Scott Mahan	Undisclosed	Vice President of Operations and Chief Financial Officer, Bsquare	Undisclosed	7/22/14
Terri Richardson	Director of Media, autoGraph	Director of Strategic Programs and Business Management, Microsoft	autoGraph is a Seattle-based mobile-technology company that serves the retail and media industries.	7/22/14
Mark Westover	Chief Financial Officer, xMatters, Inc.	Senior Vice President, Corporate Development and Finance, LiveOps	xMatters is a cloud-based solutions that enables business processes or applications to trigger two-way communications in a variety of delivery methods throughout the extended enterprise such as text, voice, email, and SMS.	7/22/14
Lynn Danko	Chief Financial Officer, NEWSCYCLE Solutions	Vice President of Finance for Technology, Ecolab, Inc.	NEWSCYCLE Solutions delivers a broad range of technology solutions for the global news media industry, including content management, digital advertising, circulation, and audience relationship management.	7/22/14
Steve Collins	Board of Directors, Mulesoft	Chief Financial Officer, ExactTarget	Mulesoft offers an integration platform for connecting SaaS-based and enterprise applications in the cloud and on-premise.	7/22/14
John Hofmann	Chief Financial Officer, InfoGroup	Director, Silver Lake Sumeru	InfoGroup provides business and consumer databases for sales leads, mailing lists, and marketing and research solutions.	7/22/14
Leigh Morgan	Chief Operating Officer, Bill and Melinda Gates Foundations	Associate Chancellor, UCSF	Bill and Melinda Gates Foundation is one of the largest private foundations in the world that focuses on enhancing healthcare and reduce extreme poverty.	7/18/14
Mark Baker	Senior Vice President of Global Sales, Urban Airship	Vice President of Global Sales, Citrix Online	Urban Airship is Portland-based mobile tech company that primarily provides app developers the ability to easily add features such as creation and delivery of push notifications and digital wallet.	7/18/14
Steve Sterba	Senior Vice President of Customer Success, Urban Airship	Senior Vice President of Integrated Solutions, Global Payments	Urban Airship is Portland-based mobile tech company that primarily provides app developers the ability to easily add features such as creation and delivery of push notifications and digital wallet.	7/18/14
Maggie Finch	Board of Directors, Mixpo	Chief Executive Officer, Creator Republic	Mixpo provides video advertising solutions for media companies to execute cross-screen and cross-social videos ad campaigns.	7/16/14
Max Schireson	Board of Directors, Cray	Chief Executive Officer, MongoDB	Cray is a Seattle-based supercomputer manufacturer.	7/15/14
Joanna Lord	Vice President of Consumer Marketing, Porch	Chief Marketing Officer, BigDoor	Porch is a Seattle online home improvement startup.	7/15/14
Ken Moss	Chief Technology Officer, Electronic Arts	Vice President and General Manager, eBay	Electronic Arts is an American developer and publisher of computer and video games such as the Need for speed series.	7/14/14
David Aronchick	Chief of Product Marketing, Chef (formerly Opscode)	Principal Project Manager, Amazon Local Restaurants	Chef provides IT infrastructure automation services and develops fully-automates server infrastructure for companies.	7/14/14
Tim Barnes	Chief Product Officer, Placed	Vice President, Vivaki and Razorfish	Placed is Location Analytics. By measuring, aggregating and analyzing the paths and places people visit in the real world, Placed is creating a new class of business insights for app developers with Placed for Developers.	7/14/14

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Babak Parviz	Undisclosed, Amazon	Founder, Google Glass	Amazon.com, Inc. (AMZN), is a leading global Internet company and one of the most trafficked Internet retail destinations worldwide.	7/14/14
Lisa Cole	Director of Platform Delivery, MX Group	Chief Marketing Strategist, True North Custom Media	MX Group is a marketing and technology services company that integrates and delivers digital, creative, and sales enablement services.	7/10/14
Josh Kaiser	Senior Director of Insights, Marketing Werks	Director of Business Development, Blackhawk Network	Marketing Werks is an agency that specializes in experimental marketing, event marketing, and mobile marketing, creating innovative and unique solutions for its clients.	7/10/14
Doug Hebenthal	Senior Vice President, Emdeon	Engineering Director, Amazon	Emdeon is a company that provides payment solutions and patient management systems for health care.	7/1/14
Mark Hawkins	Chief Financial Officer, Salesforce.com	Chief Financial Officer, Autodesk	Salesforce.com is an enterprise cloud computing company that provides business software on a subscription basis.	7/1/14
Anthony Noto	Chief Financial Officer, Twitter	Partner, Goldman Sachs	Twitter is an online social networking service and microblogging service.	7/1/14

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 10/1/14	Stock Price 9/1/14	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,152.87	1,195.42	-3.6%	1,201.41	998.36				
		S&P 500	1,946.16	2,003.37	-2.9%	2,019.26	1,660.88				
		NASDAQ Composite	4,422.09	4,580.27	-3.5%	4,610.57	3,721.11				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 67.54	\$ 71.90	-6.1%	\$ 74.69	\$ 48.87	\$33,685	\$31,673	\$4,115	7.7X
Alcatel-Lucent	ALU	NYSE	\$ 2.97	\$ 3.41	-12.9%	\$ 4.68	\$ 2.94	\$8,358	\$10,004	\$18,954	0.5X
America Movil	AMX	NYSE	24.53	24.51	0.1%	26.95	19.02	54,888	86,671	60,937	1.4X
Apple Inc.	AAPL	NASDAQ	99.18	102.50	-3.2%	103.74	68.33	593,876	587,111	178,144	3.3X
AT&T	T	NYSE	34.96	34.96	0.0%	37.48	31.74	181,302	255,035	130,372	2.0X
Barti Airtel	BHARTIARTL.BO	BSE	6.54	6.21	5.3%	6.90	4.57	26,154	38,359	14,512	2.6X
CenturyLink	CTL	NYSE	40.42	40.99	-1.4%	45.67	27.93	23,046	43,824	18,136	2.4X
China Mobile	CHL	NYSE	57.73	62.28	-7.3%	65.55	41.35	235,302	163,370	100,500	1.6X
Dentsu	4324.JP	TSE	37.42	40.34	-7.2%	43.18	35.80	10,791	12,680	22,904	0.6X
Fiserv, Inc.	FISV	NASDAQ	64.32	64.47	-0.2%	66.11	48.95	16,030	19,549	4,951	3.9X
Google	GOOG	NASDAQ	568.27	607.22	-6.4%	604.83	502.80	192,194	136,231	63,126	2.2X
LG	034220.KS	KRX	30.73	34.35	-10.5%	34.43	20.33	10,994	13,791	23,988	0.6X
Microsoft	MSFT	NASDAQ	45.90	45.43	1.0%	47.57	32.80	378,170	315,350	86,833	3.6X
Motorola Solutions	MSI	NYSE	62.34	59.40	4.9%	68.33	58.61	15,640	15,274	7,810	2.0X
Neustar, Inc.	NSR	NYSE	68.24	75.17	-9.2%	96.24	67.86	15,075	15,164	9,561	1.6X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	30.99	33.64	-7.9%	34.08	24.77	70,452	70,452	106,085	0.7X
Nokia	NOK	NYSE	8.20	8.37	-2.0%	8.73	6.22	30,709	21,975	32,876	0.7X
Omnicom	OMC	NYSE	67.44	72.01	-6.3%	76.87	61.35	16,938	20,832	14,922	1.4X
Publicis Groupe	PUB.PA	Paris	68.24	75.17	-9.2%	96.24	67.86	15,075	15,164	9,561	1.6X
Samsung	005930.KS	KRX	1,087.85	1,210.09	-10.1%	1,421.68	1,097.17	160,239	124,853	213,314	0.6X
Sprint	S	NYSE	6.25	5.61	11.4%	11.47	5.36	24,659	51,660	34,555	1.5X
Telefonica S.A.	TEF	NYSE	15.27	15.85	-3.7%	18.05	14.86	69,494	149,602	73,208	2.0X
Telenor	TELNF	OTC	21.79	23.18	-6.0%	25.18	20.80	32,721	42,343	17,663	2.4X
TIM	TSU	NYSE	25.28	27.98	-9.6%	30.52	22.18	12,236	12,850	8,634	1.5X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	12.86	14.76	-12.9%	16.63	11.72	11,317	8,930	5,586	1.6X
Vodafone Group	VOD	NASDAQ	32.74	34.34	-4.7%	42.14	31.87	86,772	114,457	63,018	1.8X
WPP Group	WPPGY	NASDAQ	97.83	104.87	-6.7%	115.40	96.46	25,748	31,832	18,779	1.7X
Yahoo!	YHOO	NASDAQ	40.32	38.51	4.7%	44.00	31.70	40,102	38,729	4,622	8.4X
					Average			85,427	87,420	48,131	2.2X
					Median			28,431	38,544	20,929	1.7X
Mid-Cap (\$2B - \$10B)											
BlackBerry	BBRY	NASDAQ	\$ 9.95	\$ 10.18	-2.3%	\$ 11.65	\$ 5.44	\$5,248	\$4,054	\$4,051	1.0X
Gemalto	GTOFF	OTC	90.57	97.67	-7.3%	124.74	92.12	7,972	7,488	3,280	2.3X
Interpublic Group of Companies	IPG	NYSE	0.68	0.63	7.7%	2.16	0.52	3,889	25,341	13,080	1.9X
Oi (Formerly Telemar)	OIBR	NYSE	17.90	19.53	-8.3%	20.64	15.28	7,543	8,958	7,312	1.2X
Pandora Media Inc.	P	NYSE	23.23	27.04	-14.1%	40.44	21.47	4,797	4,472	658	6.8X
Telefonica Brasil S.A.	VIV	NYSE	16.99	18.71	-9.2%	20.31	16.05	6,483	7,776	N/A	N/A
ValueClick	VCLK	NASDAQ	34.08	27.54	23.7%	35.17	18.62	2,184	2,165	594	3.6X
ZTE	000063.SZ	Shenzhen	2.47	2.31	7.0%	2.98	1.95	6,934	10,400	12,427	0.8X
					Average			5,631	8,832	5,915	2.5X
					Median			5,866	7,632	4,051	1.9X

NOTES:

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

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		S&P 500	1,946.16	2,003.37	-2.9%	2,019.26	1,660.88				
		NASDAQ Composite	4,422.09	4,580.27	-3.5%	4,610.57	3,721.11				
Small-Cap (< \$2B)											
Axiom Corporation	ACXM	NASDAQ	\$ 16.25	\$ 18.54	-12.3%	\$ 39.30	\$ 16.20	\$1,254	\$1,172	\$1,074	1.1X
Bango	BGO	LSE	1.56	1.75	-11.2%	3.19	1.54	74	74	12	6.1X
Blue Calypso Inc.	BCYP	OTC	0.11	0.13	-17.7%	0.24	0.09	24	24	1	N/A
Boingo wireless	WIFI	NASDAQ	7.05	6.96	1.3%	7.70	5.06	252	216	112	1.9X
Cincinnati Bell	CBB	NYSE	3.31	3.67	-9.8%	4.13	2.62	692	2,701	1,262	2.1X
Digimarc Corporation	DMRC	NASDAQ	20.39	23.85	-14.5%	37.00	17.85	154	130	27	4.8X
GFK Retail and Technology UK	GFK.DE	Xetra	43.59	41.38	5.3%	61.99	39.08	1,591	2,262	2,006	1.1X
Glu Mobile	GLUU	NASDAQ	5.08	5.16	-1.6%	7.60	2.50	489	418	142	2.9X
Hipcricket	HIPP	NASDAQ	0.09	0.14	-35.7%	0.67	0.06	10	10	28	0.4X
Internetq Plc	INTQ	LSE	3.83	4.25	-9.9%	6.91	3.66	152	152	175	0.9X
Marchex	MCHX	NASDAQ	4.20	8.58	-51.0%	12.84	3.92	158	83	180	0.5X
MDC Partners	MDCA	NASDAQ	18.45	21.90	-15.8%	26.62	18.01	913	2,137	1,206	1.8X
MEDL Mobile	MEDL	OTC BB	0.17	0.18	-5.6%	0.48	0.12	9	8	3	3.0X
Millennial Media	MM	NYSE	1.88	2.38	-21.0%	8.44	1.66	202	110	293	0.4X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.15	1.38	-16.7%	3.00	0.85	26	26	4	6.4X
Opera Software ASA	OPERA.OL	Oslo	13.82	14.01	-1.4%	15.36	10.92	1,978	1,861	353	5.3X
Single Touch Systems Inc.	SITO	OTC BB	0.42	0.38	10.5%	0.70	0.29	63	65	9	7.3X
Smith Micro Software Inc	SMSI	NASDAQ	0.88	1.00	-12.1%	2.69	0.66	40	33	38	0.9X
Tanla Solutions Limited	TANLA	NSE	0.28	0.22	27.2%	0.35	0.05	28	24	17	1.4X
Telecom Argentina S.A.	TEO	NYSE	20.21	18.83	7.3%	25.56	13.93	1,948	1,671	4,316	0.4X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.81	2.98	-5.7%	3.59	2.08	153	226	346	0.7X
Unwired Planet	UPIP	NASDAQ	1.76	2.10	-16.2%	2.44	1.26	197	88	36	N/A
Velti	VELT	NASDAQ	1.64	2.09	-21.5%	5.56	1.45	8	26	19	1.4X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	0.02	0.03	-51.5%	0.38	0.01	1	3	232	0.0X
Zynga	ZNGA	NASDAQ	2.69	2.89	-7.1%	5.89	2.60	1,993	1,266	700	1.8X
					Average			496	591	504	2.3X
					Median			154	110	142	1.4X

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

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
09/26/2014	Adobe	Aviary	Aviary is an application that provides a photo-editing platform.	
09/26/2014	AT&T and Chernin Group	Fullscreen	Fullscreen is a YouTube content network.	\$250.0
09/26/2014	Hearst Corp.	BranchOut	BranchOut is the world's largest professional network that utilizes Facebook.	
09/26/2014	ZEFR	Engodo	Engodo is a social advertising start-up.	
09/26/2014	Lyft	Hitch	Hitch is a ride sharing car service.	
09/26/2014	Science Inc.	Playhaven	Playhaven is a mobile ad network.	
09/26/2014	Slack	Spaces	Spaces is ??	
09/26/2014	Dentsu-Aegis	Covario	Covario is an American search marketing agency and technology firm based in San Diego, California.	
09/26/2014	Acorda	Civita Therapeutics	Civita Therapeutics is a biopharmaceutical company developing and commercializing transformative therapeutics using its proprietary ARCUS® technology.	
09/26/2014	Millennial Media	Nexage	Nexage is the leading premium marketplace in mobile advertising, helping publishers & developers make money, while enabling media buyers to reach audience at scale.	\$107.5
09/19/2014	Red Hat	FeedHenry	FeedHenry is an authority on cloud based, Enterprise mobile app solutions.	\$82.0
09/19/2014	SAP	Concur	Concur is an American provider of travel and expense management services.	\$8,300.0
09/17/2014	Cisco	Metacloud	Metacloud is firm that delivers a full public cloud experience, but in a private environment.	
09/16/2014	Brocade	NFV	NFV is a Cloud computing, software defined networking, and network functions provider.	
09/16/2014	Mail.Ru	Vkontakte	Vkontakte is the Russian largest social networking service in Europe.	
09/15/2014	Oracle	Front Porch Digital	Front Porch Digital is a provider of technology for migrating, managing and monetizing large-scale media content.	
09/15/2014	Microsoft Corp	Mojang	Mojang is a game development company, creator of Minecraft.	\$2,500.0
09/13/2014	Ericsson	Fabrix Systems	Farbrix Systems is a cloud based scale out storage and computing platform focused on providing a simple, tightly integrated solution optimized for media storage, processing and delivery applications such as Cloud DVR, and VOD expansion.	\$95.0
09/12/2014	Hewlett-Packard	Eucalyptus	Eucalyptus is a cloud platform provider.	
09/12/2014	Google, Inc.	Polar	Polar is a company that provides instant online survey results.	
09/03/2014	Samsung	PrinterOn	PrinterOn is a mobile cloud printing solutions company.	

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
08/26/2014	Amazon	Twitch*	Twitch is the world's leading video platform and community for gamers.	\$970.0
08/26/2014	Tastebuds	Moosify*	Moosify is a mobile-first "social dating" application that also connects people around music.	
08/26/2014	Google	Zync Render	Zync is a service that makes it easier for movie studios to render their visual effects in the cloud.	
08/26/2014	Automattic	BruteProtect	Brute Protect is a security and management tool for WordPress.	
08/25/2014	DraftKings	StarStreet*	StarStreet is an online platform enabling people to play fantasy sports games for money.	
08/22/2014	Google	Gecko Design*	Gecko Design is a mechanical engineering and product-design company.	
08/22/2014	Hitcents	Moonshark	Moonshark is a mobile entertainment publisher.	
08/16/2014	Google	Directr	Directr is an application for shooting short films on phone.	
08/15/2014	Science Incorporated	Hiq Lockscreen	Hiq Lockscreen makes educational applications for the lockscreen layer of Android devices.	
08/14/2014	Samsung	SmartThings	SmartThings makes smart-home controllers.	\$200.0
08/13/2014	IgnitionOne	Human Demand	Human Demand is a Demand Side Platform (DSP) and Data Management Platform (DMP) company providing mobile audience solutions to advertisers.	
08/07/2014	Facebook	PrivateCore	PrivateCore develops software to secure server data through server attestation and memory encryption.	
08/06/2014	Practice Fusion	Ringadoc*	Ringadoc developed an automated, cloud-based answering service that allows doctors to quickly access and respond to after-hours messages via a Web browser or an Android or Apple app.	
08/06/2014	Google	Emu	Emu is an IM Client with Siri-like Intelligence.	
08/06/2014	Tapjoy	5Rocks	5Rocks is a Korean startup that provides a mobile game analytics service.	
08/05/2014	Magnet 360	iRGONOMIC	iRGONOMIC is a full service, design-driven marketing and information technology agency that delivers solutions in marketing automation, business intelligence, and system integration with big data.	
08/05/2014	Taylor Corporation	MentorMate	MentorMate is a mobile and web strategy, design and development firm.	
08/04/2014	Hyper IQ	Wood Apps, LLC*	Hyper IQ is a mobile and web applications development firm. Wood Apps, LLC is an iOS Applications Consulting Firm.	
08/04/2014	comScore	MdotLabs	MdotLabs develops technology for protecting advertisers from potentially malicious web traffic.	

*Note: Twitch acquisition likely made for competitive advantage directly against Google.

*Note: Tastebuds is UK based, and Moosify was its US competitor.

*Note: DraftKings raised \$75 Million in Capital before Acquisition.

*Note: Deal is more of an Acquire - Gecko Design employees will work under Google X Research Lab.

*Note: Ringadoc investors and owners now own a \$2 Million stake in Practice Fusion Equity.

*Note: Hyper IQ merged with Wood Apps, LLC.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
08/04/2014	Rhapsody	Ex.fm	Ex.fm is a music discovery service firm.	
08/04/2014	Rhapsody	Soundtracking.com	Soundtracking.com is an "instagram for music" application.	
08/04/2014	Square	Caviar*	Caviar is a food delivery service.	\$90.0
08/04/2014	Tune	MobileDevHQ	MobileDevHQ, a Seattle-based startup providing tools for App Store Optimization (ASO) and additional insights for mobile developers.	
07/31/2014	Oracle	TOA Technologies	TOA's innovative software service (SaaS), ETAdirect 3.3, has been recognized as visionary solution by Gartner Research, for its ability to streamline the mobile workforce environment and enhance the customer experience, enabling real-time predictive communications between companies their field employees and their customers.	
07/30/2014	Pinterest	Icebergs	Icebergs enables users to organize their projects, research, and inspiration.	
07/30/2014	First Data Corp.	Gyft	Gyft offers a mobile app that lets consumers organize, shop for and send gift cards to others.	
07/30/2014	Twitter	Madbits	MADBITS is a tech startup that focuses on building new user experiences in the media space (photos and videos).	
07/30/2014	Qualcomm	EmpoweredU	EmpoweredU, a company which focuses on mobile, cloud-based learning tools for the education sector.	
07/30/2014	Apple	Swell	Swell is an internet provider of talk radio.	
07/30/2014	NetSuite	Venda	Venda provides cloud-based digital commerce services for brands such as Tesco F&F Clothing and Laura Ashley.	
07/29/2014	Palantir	Poptip	Poptip is a conversation analysis platform that helps brands and media fully understand public opinion in real-time and make decisions quickly based on that opinion.	
07/29/2014	BlackBerry	Secusmart	Secusmart is a German mobile security company.	
07/29/2014	Ericsson	MetraTech	MetraTech is a provider of metadata-based billing, commerce and settlement software.	
07/28/2014	WalmartLabs	Luvocracy	Luvocracy is a social marketplace allowing individuals to buy products recommended by their friends.	
07/28/2014	Zillow	Trulia*	Trulia is a real estate site providing information on properties and real estate professionals for home buyers, sellers, owners and renters.	\$3,500.0
07/25/2014	Apple	BookLamp*	BookLamp, a startup based out of Boise, Idaho, that developed big data-style book analytics services.	\$10.0
07/25/2014	Google	Twitch	Twitch is a social video platform for gamers.	\$1,000.0
07/22/2014	LinkedIn	Bizo	Bizo is a company that helps advertisers reach businesses and professionals.	\$175.0

*Note: Caviar acquisition transaction made in form of equity financing.

*Note: Zillow's acquisition of Trulia is a stock deal.

*Note: Apple's acquired BookLamp for between \$10-15 million.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/22/2014	Yahoo	Flurry	Flurry Inc. is a startup that helps other programmers build better mobile applications and craft marketing campaigns for smartphones and tablets.	
07/21/2014	Bigpoint	Little Worlds Studio	Little Worlds Studio is an independent videogame developer and indie publisher.	
07/17/2014	Twitter	CardSpring	CardSpring is an application platform that lets developers build card-linked offers electronic coupons, loyalty cards, and virtual currencies that work with credit cards and other types of payments.	
07/17/2014	Twitter	CardSpring	Cardspring offers an application platform enabling app developers to write applications for credit cards and other types of payments.	
07/17/2014	Vodafone & Wind	Forthnet	Forthnet is a Greek Internet Service Provider.	
07/16/2014	Zillow	Retsly	Retsly, a Vancouver, B.C.-based startup that helps developers access real-estate data from multiple listing services (MLS).	
07/15/2014	Integra	World Communications	World Communications Inc is a voice and data service provider based in Seattle.	
07/14/2014	Scribble Technologies	CoveritLive	CoveritLive offers a live events platform that allows brands, publishers and broadcasters to blog about events in real time.	
07/14/2014	LinkedIn	Newsle	Newsle, the machine-learning startup founded to help users pare down the ample noise coming across social networks and give them relevant info about their most important contacts.	
07/14/2014	Comcast	PowerCloud Systems*	PowerCloud Systems, a spinoff from PARC that developed hardware and software to monitor broadband usage in your home or office.	
07/14/2014	Mblox	CardBoardFish	CardBoardFish is a mobile messaging provider.	
07/14/2014	Mblox	Zoove	Zoove is the exclusive provider of StarStar numbers in the U.S.	
07/14/2014	AT&T and Chernin Group	Creativebug	Creativebug features more than 300 do-it-yourself video workshops featuring instruction from artists and designers in the crafting community.	
07/14/2014	Synchronoss Tech	Voxmobili	Voxmobili provides address book personal cloud solutions to many of the world's leading mobile operators.	
07/14/2014	Intercept Minerals	MppApps	MppApps, known as xTV, is a data streaming service which combines a user's videos, social media and news services into a multi-screen platform, known as Media-as-a-Service.	\$12.5
07/14/2014	Health Insurance Innovations	HealthPocket	HealthPocket provides free, one-click access for consumers to review on-and off-exchange individual major medical, Medicare, employer-sponsored and ancillary health plans, ranked by price, by doctor or hospital provider, and even by their personal prescription drug needs.	\$32.0
07/11/2014	Yahoo	RayV	RayV is a web platform that allows users to create video playlists and broadcast them online.	
07/11/2014	Microsoft Corp	InMage	InMage, a business continuity service that helps enterprises migrate their data between public and private clouds, replicate their on-premise assets in the cloud and recover their data in case things go awry.	

*Note: Comcast acquired Power Cloud in a deal valued at less than \$50 million.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/11/2014	Science Inc.	Inlight	Inlight is an Armenian mobile app developer.	
07/11/2014	Salesforce	RelateIQ	RelateIQ offers a relationship intelligence platform that allows teams to track, share and analyze professional relationships.	\$390.0
07/10/2014	Vodafone Netherlands	Nexct	Nexct focuses on implementation of unified communications services based on Microsoft Lync, such as messaging and videoconferencing.	
07/10/2014	Ascom Wireless Solutions	Scanditronic	Scanditronic is a provider of wireless communication services.	\$1.1
07/10/2014	My Net Fone	iBoss	The iBoss software platform manages billing, communications activity, provisioning and operations.	\$1.3
07/10/2014	Efactor Group	Groupcard	GroupCard is a marketing and communication firm founded in 2010 with the goal of helping local sporting clubs and associations create additional revenue streams.	\$2.3
07/09/2014	Tribune Digital Ventures	What's On	What's on is India's premier TV guidance company working with all major TV networks and operators.	\$27.0
07/09/2014	Ceva	RivieraWaves	RivieraWaves is a leading licensor of silicon Intellectual Property (IP) cores and platforms in the Bluetooth and Wi-Fi areas for integration into ASIC and FPGA.	\$19.0
07/09/2014	Service Now	Neebula	Neebula's flagship product, ServiceWatch, automates the discovery, mapping, and monitoring of IT-enabled enterprise services.	\$100.0
07/09/2014	Vista Equity Partners	Social Solutions	Social Solutions provides case management systems and performance management software for human and social service organizations.	
07/08/2014	Righster	Viral Spiral	Viral Spiral specialises in social video management, licensing, and brand engagement.	\$7.0
07/08/2014	Righster	Base79	Base79 is an online media company creating global audiences for video content and manages hundreds of YouTube channels.	\$85.0
07/08/2014	NetByNet	Aston	Aston is a Moscow Internet Service Provider.	
07/08/2014	InvenSense	Trusted Positioning Inc.	Trusted Positioning's technology is a sensor/wireless software solution that provides continuous, accurate and affordable navigation and positioning in GPS challenged environments.	
07/08/2014	InvenSense	Movea	Movea develops SmartMotion which is a motion sensing and data fusion technology for the consumer electronics and e-health industries.	
07/07/2014	Weiba	Dingyue Electronic Technology	Dingyue is a mobile ad solutions provider.	
07/07/2014	TeliaSonera	Tele2 Norway	Tele2 is the third largest mobile operator in Norway.	\$746.0
07/03/2014	Qualcomm	Wilocity	Wilocity, based in Israel, is a startup that develops chips for next-generation wifi, known as WiGig and 802.11ad.	
07/03/2014	Nokia	SAC Wireless	SAC Wireless installs wireless network equipment.	
07/02/2014	Facebook	LiveRail	LiveRail is an advertising technology company best known for wedging themselves between content providers and users with online video ads.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

M&A Transactions

TRANSACTION DATA

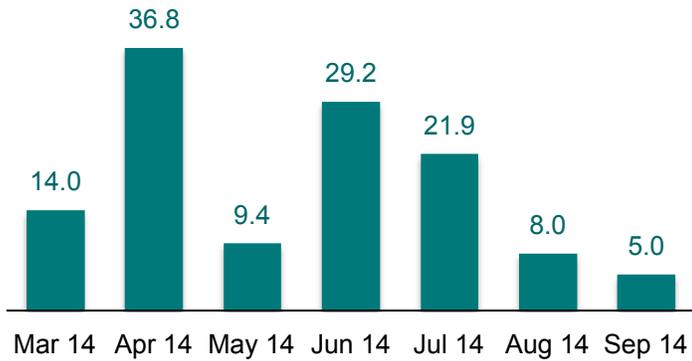
Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
07/01/2014	Twitter	Tap Commerce	Tap Commerce specializes in the "re-engagement" of users who have downloaded apps and services on their mobile devices, but later ignore them.	\$100.0
07/01/2014	Google	Songza	Songza is a music streaming startup.	\$15.0
07/01/2014	Dropbox	Predictive Edge	Predictive Edge is a E-Commerce A/B Testing service.	

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

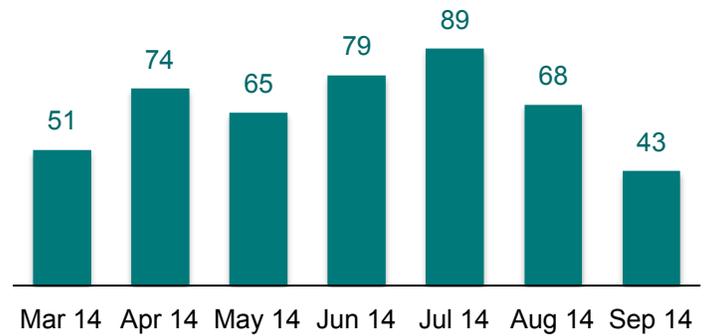
*Data collected in this issue of Mobile Smart Fundamentals was collected throughout September 1-30 2014.

Financing Transactions Overview

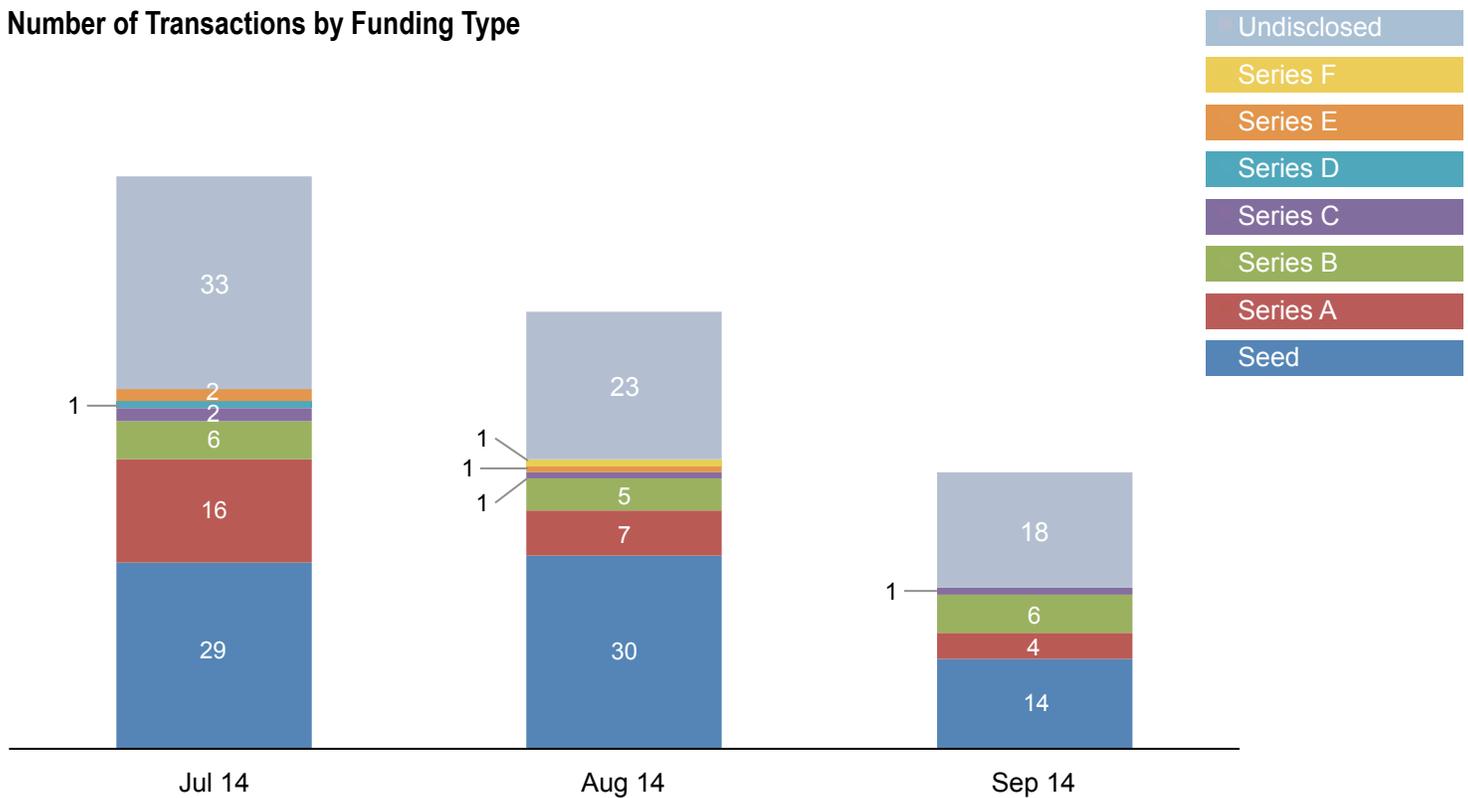
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
StepLeader	Private	StepLeader was formed in 2004 when it developed the nation's first news app for local media. Today, the company offers solutions and thought-leading expertise to help trusted content producers deliver their stories across mobile apps, mobile websites and smart TV apps.	9/30/14	\$0.5*	Undisclosed	Undisclosed
UXCam	Private	UXCam is an innovative platform in Usability Testing of a digital product.	9/30/14	\$0.1*	Seed	500 Startups
AnyPresence	Private	AnyPresence's cloud-based platform dramatically reduces the time it takes to build cross-device HTML5 and native mobile apps.	9/29/14	\$6.0	Undisclosed	Undisclosed
Spor	Private	Spor is a no nonsense solar powered battery charger for your mobile devices.	9/29/14	\$0.2	Undisclosed	Francis Wisniewski, Undisclosed
Skillz	Private	Skillz games currently reach more than 25 million mobile gamers.	9/26/14	\$6.0*	Series A	Atlas Venture, NextView Ventures, Mark Jung, Chris Gaffney
Accuris Networks	Private	AccuROAM's platform is designed to enable Communication Service Providers to have integrated and disruptive solutions by connecting current and emerging mobile broadband networks such as GSM CDMA, LTE and Wi-Fi, which includes smartphone client software, access server/gateway technology and billing integration.	9/25/14	\$15.0	Undisclosed	Ulster Bank Diageo Venture Fund
GetFeedback	Private	GetFeedback is a modern online survey software tool that allows anyone to create visually engaging, branded, mobile-ready surveys in minutes.	9/25/14	\$2.3	Undisclosed	Salesforce Ventures
Gametime	Private	Gametime's top priority is providing the best mobile ticket purchase experience on your mobile device.	9/24/14	\$4.0	Undisclosed	Accel Partners, Colin Evans, Undisclosed
Kinvey	Private	Kinvey makes it ridiculously easy for developers to setup, use and maintain a cloud backend for their mobile apps.	9/23/14	\$10.8	Series B	NTT DOCOMO Ventures, Verizon Ventures, Avalon Ventures, Atlas Venture
Duo Security	Private	Duo Security provides strong two-factor authentication as a service built to prevent account takeover and data theft. Duo uses a mobile phone as the second factor to make authenticating easy and convenient.	9/22/14	\$12.0	Series B	Benchmark Capital, Google Ventures, True Ventures, Radar Partners
Izenda	Private	Izenda is a leading provider of embedded self-service analytics, mission is to create agile business intelligence tools that empower ordinary people to make better business decisions.	9/22/14	\$3.0	Series A	Ethos Capital Partners, Hawthorne Capital Corp
EveryPost	Private	Everypost is a mobile application that allows you easily create multimedia content and post it simultaneously to your preferred social networks.	9/19/14	\$0.9	Undisclosed	Krillion Ventures, NXTP Labs, Handmade Ventures, Undisclosed
SchoolMint	Private	SchoolMint is an enrollment and communications platform for K-12 public, private and charter Schools enabling all the manual admissions and enrollment processes as well as communications with parents on mobile/online.	9/19/14	\$2.2	Seed	NewSchools Venture Fund, Runa Capital, Crosslink Capital, Kapor Capital, Imagine K12, Romulus Capital, Fresco Capital, EdMentor VC
Apptive	Private	Apptive enables eCommerce merchants to create and manage awesome native mobile apps without any coding or technical knowledge required.	9/18/14	\$0.2*	Seed	Undisclosed
SocialChorus	Private	SocialChorus is the Leading Enterprise Advocate Marketing Platform for Employees & Brand Ambassadors.	9/18/14	\$7.5	Series B	Kohlberg Ventures, Undisclosed
Chobolabs	Private	Chobolabs exists to make competitive multiplayer gaming a reality on mobile.	9/17/14	\$1.3	Seed	Innovation Endeavors, Western Technology Investment, XG-Ventures
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.	9/17/14	\$0.2	Undisclosed	Undisclosed
MileIQ	Private	MileIQ takes the hassle out of mileage tracking. A mobile app catches drives automatically & puts them in the cloud for easy logging, editing & reporting.	9/17/14	\$3.0	Seed	CRV, Marc Benioff, SV Angel, Undisclosed
MobLabs	Private	MobLabs is a studio focusing on building and launching mobile products with high engagement and massive reach. We want to build apps that people love.	9/17/14	\$0.4	Seed	Clark Landry, Dennis Phelps, Kelly Perdeu, Robert Herscu, Allen DeBevoise, Plus Capital
Trusper	Private	Trusper is a free mobile app and website that allows you to quickly share and discover tips of daily life with trusted friends, family, and fans.	9/17/14	\$16.0*	Series B	Undisclosed

*Note: StepLeader still seeking \$500,001 in funding.

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

*Note: Skillz transaction type both Debt & Venture Equity.

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

*Note: Trusper is still seeking \$3,979,893 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			VC's
			Announced	Transaction Amount (in \$M)	Funding Round	
Fastly	Private	Fastly delivers the world's only real-time content delivery network.	9/16/14	\$41.5	Series C	August Capital, O'Reilly AlphaTech Ventures, Battery Ventures, Amplify Partners, IDG Ventures
Causemo	Private	Causemo is a fundraising platform.	9/15/14	\$1.7	Seed	Michael Katz, Lars Albright, Real Ventures, Michael Weider, Bret Siarkowski
Prairie Cloudware	Private	Prairie Cloudware is an company whose mission is to provide financial institutions with the tools and services to meet their customers' need for choice, convenience and security in an increasingly mobile world.	9/15/14	\$2.1*	Undisclosed	Undisclosed
AskingPoint	Private	AskingPoint is a mobile apps analytics service.	9/12/14	\$0.1	Seed	Howard Love, Clifford Ribaud
Hi-Art	Private	Hi-Art is a mobile application that allows users to search, download, sort and send content for messaging.	9/12/14	\$0.5	Seed	Zachary Aarons, Potomac Energy Fund, Sam Miller-Little, Daniel Duron
MemberSuite	Private	MemberSuite provides customizable association management software to track and manage information flow.	9/11/14	\$3.5	Series A	Bonaventure Capital, Fidelis Capital
Bastille Networks	Private	Bastille Networks provides security for the Internet of Things.	9/10/14	\$1.5	Seed	John J. Huntz, Christopher J. Rouland, Tom Noonan
Efreightsolutions	Private	Efreightsolutions is a SaaS solution provider that allows clients to take full advantage of an automated transportation management system.	9/10/14	\$2.5	Undisclosed	Undisclosed
Parkmobile	Private	Parkmobile offers parking management solutions, pay by phone parking and digital parking in the US, Australia, Canada and Turkey.	9/9/14	Undisclosed	Undisclosed	BMW Group
Soneter	Private	Soneter is extending the smart grid to water and gas.	9/9/14	\$6.0	Undisclosed	GRA Venture Fund, LLC
Merlin Mobility	Private	Merlin Mobility uses Augmented Reality (AR) to deliver technical instructions to iOS and Android devices.	9/8/14	\$0.6	Undisclosed	Undisclosed
Trustlook	Private	Trustlook is a global leader in next-generation mobile security solutions.	9/6/14	\$3.0	Seed	ZhenFund, Danhua Capital
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.	9/5/14	\$4.9	Series B	Omidyar Network, American Express Ventures, Undisclosed
Delta ID	Private	Delta ID offers biometric products and applications.	9/5/14	\$5.0	Series A	Intel Capital
Flywheel	Private	Flywheel is developing a taxi cab application for the mobile phone.	9/5/14	\$1.2	Undisclosed	Linseed Capital, Hyde Park Venture Partners, Lightbank, Ludlow Ventures
Propeller Health	Private	Propeller is a leading mobile platform for respiratory health management.	9/5/14	\$14.5	Series B	Safeguard Scientifics, The Social+Capital Partnership
Adinch	Private	Adinch.com is a universal self-service mobile advertising platform.	9/4/14	\$3.0	Undisclosed	TMT Investments, Undisclosed
Anews	Private	Anews is an agregator of news and blogs.	9/4/14	\$3.0	Undisclosed	TMT Investments
Ntensify	Private	Ntensify was founded to create awesome merchandise based on our favorite mobile games and apps.	9/4/14	\$0.0*	Seed	DreamIt Ventures Philadelphia
PlusN	Private	PlusN is an innovator in developing carrier aggregation software solutions for increasing capacity in mobile data networks.	9/4/14	\$0.6	Undisclosed	Pitch Johnson, Christopher Brody, John Levy
Stitch App	Private	Stitch is mobile email for salespeople. Be more successful in your job - and have more time at the end of each day - by being more responsive to customers and colleagues.	9/4/14	\$0.0*	Seed	500 Startups, GENerator, Silicon Badia
Centri Technology	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.	9/2/14	\$6.3*	Undisclosed	Undisclosed
8Tracks	Private	8Tracks is an internet radio and social networking website revolving around the concept of streaming user-curated playlists consisting of at least 8 tracks.	8/28/14	\$1.3	Undisclosed	Undisclosed
eXacly	Private	eXacly.me makes the world relevant. eXacly.me enables discovery, interaction, personalization and sharing across distributed networks of web sites, Facebook, eXacly.me platform, and soon - mobile.	8/28/14	\$1.6	Series B	Undisclosed

*Note: Prairie Cloudware is still seeking \$894,725 in funding. Transaction type was both Debt & Venture Equity.

*Note: Ntensify transaction amount rounded, actual amount received was \$25,000.

*Note: Stitch App transaction amount rounded, actual amount received \$45,000.

*Note: Centri Technology still seeking \$4,044,536 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Fitter	Private	Fitter offers a unique mobile personal trainer experience and guidance while connecting each fitness studio or personal trainer with their customers in a personal and intuitive way.	8/26/14	\$0.0*	Seed	Health Wildcatters
Mobiquity	Private	Mobiquity is a strategy-led, implementation driven Mobile Computing professional services firm focused on architecting, developing and deploying custom mobile solutions for the Global 2000.	8/26/14	\$5.0	Undisclosed	NewSpring Capital, Longworth Venture Partners, Sigma Prime Ventures
DraftKings	Private	DraftKings is a application platform that enables people to participate in daily fantasy sports competitions where they can win real cash prizes that range in value from pocket change to \$1 million. The service offers fantasy competitions that primarily focus on baseball, football, basketball, and hockey.	8/25/14	\$10.0	Undisclosed	The Raine Group, Redpoint Ventures, GGV Capital, and Atlas Venture.
Fairwaves	Private	Fairwaves helps mobile operators radically widen subscriber base and boost profitability in low-income regions.	8/25/14	\$0.3	Undisclosed	Alexander Chemeris, undisclosed
Zumigo	Private	Zumigo is pioneering a new generation of mobile services that are predicated on providing a richer experience for our customers through more relevant, context-based, information.	8/25/14	\$6.0	Series B	Intel Capital, Aligned Partners
LTG Exam Prep Platform	Private	LTG Exam Prep Platform is a tech-education company developing a robust self-learning mobile platform to enable students and others to study for standardized tests.	8/22/14	\$3.0	Series A	Tal Education Group, Atlas Venture, Jaime McCourt, ZhenFund, Undisclosed
Play It Interactive	Private	Play It Interactive enables users in emerging markets to participate in super-fast, cloud-based social gaming through their feature mobile phone devices.	8/22/14	\$1.1	Undisclosed	Undisclosed
Product Hunt	Private	Product Hunt surfaces the best new products, every day. It's a place for product-loving enthusiasts to share and geek out about the latest mobile apps, websites, hardware projects, and tech creations.	8/22/14	\$1.0	Undisclosed	A Grade Investments, Cowboy Capital, Betaworks, CrunchFund, Google Ventures, Ludlow Ventures, Slow Ventures, SV Angel, Vayner RSE, Y Combinator
Vessyl	Private	Vessyl is the cup that knows what's inside and tracks what's important to you... all automatically.	8/22/14	\$3.0	Seed	Fellicis Ventures, Horizons Ventures
ViaForensics	Private	ViaForensics is dedicated to advancing mobile security.	8/22/14	Undisclosed	Undisclosed	Jump Capital
Wearable Intelligence	Private	Wearable technology is the next step in the evolution of computing platforms (from desktop to mobile to wearable), and as the first enterprise company devoted specifically to wearable technology we have the expertise necessary to solve difficult problems for real customers.	8/22/14	\$7.9	Undisclosed	First Round Capital, Google Ventures, Andreessen Horowitz, Kleiner Perkins Caufield & Byers, Initialized Capital, Subtraction Capital, Undisclosed
EyeVerify	Private	EyeVerify enables mobile users to authorize transactions and access information in a manner that is secure, scalable, and convenient.	8/21/14	\$6.0	Series A	Qihoo, Wells Fargo & Co., Undisclosed
Flybits	Private	Flybits allows enterprises and governments to curate and aggregate existing content and services from many sources, apply contextual logic, filter by context, and dynamically provision that content to mobile devices in real-time — without developer involvement.	8/21/14	\$3.7	Series A	Robert Bosch Venture Capital, Trellis Capital, MaRS Investment Accelerator Fund, Ryerson Futures
Kasisto	Private	Kasisto was founded in 2013 with the vision of helping consumers in everyday customer interactions through intelligent conversations on any device.	8/21/14	\$2.3	Seed	New York Angels, Two Sigma Ventures, Wells Fargo & Co., Harvard University, Alumni Capital Network, Cristobal Conde, Larry Ng
MobileDay	Private	MobileDay provides One-Touch access into any conference call. Painlessly connect into any call with your Android or iPhone.	8/21/14	\$6.6*	Undisclosed	Undisclosed
Xamarin	Private	Xamarin was founded in May of 2011 in Boston, Massachusetts with a mission to produce the best software development tools in the world, and to make it fast, easy and fun to build great mobile apps.	8/21/14	\$54.0	Series C	CRV, Ignition Partners, Floodgate, Insight Venture Partners, Lead Edge Capital
Aptible	Private	Aptible is the world's first application deployment platform built to automate HIPAA compliance for web and mobile technology.	8/19/14	\$0.1	Seed	Y Combinator
Bearch	Private	Bearch designs a variety of social, mobile applications.	8/19/14	\$2.1	Seed	Dirk Elmendorf, Rony Kahan, Doss Cunningham
Kash	Private	Kash is a mobile payment company that gets rid of credit cards and middle-men that stand between bank accounts and retailers.	8/19/14	\$0.1	Seed	Y Combinator
Product Hunt	Private	Product Hunt surfaces the best new products, every day. It's a place for product-loving enthusiasts to share and geek out about the latest mobile apps, websites, hardware projects, and tech creations.	8/19/14	\$0.1	Seed	Y Combinator

*Note: Fitter transaction amount rounded, total amount received \$30,000.

*Note: MobileDay is still seeking \$422,935 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
RE2	Private	Robotics Engineering Excellence (RE2, Inc.), located in Pittsburgh, PA, is a Carnegie Mellon spin-off specializing in defense robotics with an emphasis on intelligent modular manipulation for mobile robotic platforms.	8/19/14	\$2.3	Undisclosed	Draper Triangle Ventures, Riverfront Ventures
Shift	Private	Shift allows users to spend digital currencies, loyalty points, and regular money - all with the Shift debit card. View your accounts and switch your spending source with the companion mobile app.	8/19/14	\$0.1	Seed	Y Combinator
Shout	Private	Shout is a mobile app which allows people to exchange freely with those around them.	8/19/14	\$0.1	Seed	Y Combinator
Think Gaming	Private	Think Gaming allows game developers and publishers to know what makes money in mobile games. Their free estimates of revenue, installs, and ARPU are used by tens of thousands of developers and hundreds of press publications to track the gaming economy.	8/19/14	\$0.1	Seed	Y Combinator
Aptible	Private	Aptible is the world's first application deployment platform built to automate HIPAA compliance for web and mobile technology.	8/18/14	\$0.1	Seed	Rock Health San Francisco
LocusPlay	Private	LocusPlay solves this problem by delivering an integrated suite of lottery applications directly onto consumer's mobile phones.	8/18/14	\$1.0	Seed	Undisclosed
Stremor Corp	Private	Stremor is a start-up focused on new methodologies for online content, especially when delivered to mobile devices and tablets.	8/15/14	\$2.0	Seed	Undisclosed
RxREVVU	Private	RxREVVU has over 6,000 cost-saving recommendations covering all of the major brand name chronic medications.	8/15/14	\$1.0	Undisclosed	Nat Turner, Zach Weinberg, Vivek Garipalli, Arnold Schaeffer, Galvanize VC
Social Bicycles	Private	Social Bicycles can be found in cities and at universities, corporate campuses and residential properties. Find and reserve a bicycle from a web browser or mobile device.	8/15/14	\$2.5*	Undisclosed	Undisclosed
Clef	Private	Clef is leveraging the mass adoption of smartphone technology to make an identity platform for the modern web, creating a totally new approach to logging in online.	8/14/14	\$0.9*	Undisclosed	Raj Mehta, Mekka Okereke, Roger Pollak, Jason Rosenthal, Owen Brown
Fairwaves	Private	Fairwaves helps mobile operators radically widen subscriber base and boost profitability in low-income regions.	8/14/14	\$0.1	Seed	Techstars Boston
HelloTel App	Private	HelloTel is a mobile app that turns any hotel check-in into a rich social network.	8/14/14	\$0.5	Undisclosed	Undisclosed
Streamroot	Private	StreamRoot was founded by 3 Engineers from Ecole Centrale Paris. They love video and web, and are convinced that Peer-to-Peer will become essential to video distribution in the coming years, and not only in the browser, but also on mobile devices et Smart TVs.	8/14/14	\$0.1	Seed	Techstars Boston
DockOn	Private	DockOn is a global wireless technology company that licenses high performance, high reliability front ends and antennas designs for high volume applications. DockOn Tools and Design Services also help customers accelerate their products time to market.	8/13/14	\$14.0*	Undisclosed	Undisclosed
Adello	Private	Adello strives to provide unparalleled insight to allow advertisers to maximize the ROI of mobile advertising.	8/13/14	\$2.0	Series A	Swisscom
Happier	Private	Happier is an app that provides bite sized, daily lessons that help you learn the tips, tricks, and habits that are scientifically proven to help you find and focus on what makes you happier.	8/13/14	\$2.0	Undisclosed	Venrock, Resolute.vc
Lookout	Private	Lookout is a mobile security company dedicated to making the mobile experience safe for everyone.	8/13/14	\$150.0	Series F	T. Rowe Price, Morgan Stanley Expansion Capital, Goldman Sachs, Bezos Expeditions, Wellington Management Company, Andreessen Horowitz, Accel Partners, Index Ventures, Khosla Ventures
Push Technology	Private	Push Technology is a leading provider of data distribution solutions enabling organizations to deliver efficient, high performance, conversational, web and mobile applications.	8/13/14	\$5.0	Series A	Leopard Rock Capital, Undisclosed
Sentri	Private	Sentri's HD camera and built-in sensors track your home's vital stats and trends, allowing you to track temperature, humidity, air quality, weather and more from one central dashboard or with our customized mobile app.	8/13/14	\$0.0*	Seed	Microsoft Ventures
SkyCross	Private	SkyCross is a leading developer of next-generation RF technology for mobile and fixed wireless telecommunications, telematics, satellite, and mobile computing markets.	8/13/14	\$2.2*	Undisclosed	Undisclosed

*Note: Social Bicycles still seeking \$999,500 in funding.

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

*Note: DockOn money raised to clear outstanding debt and to enable launch of Quantal Core Technologies

*Note: Sentri transaction amount rounded, total amount received \$25,000.

*Note: SkyCross still seeking \$3,722,891 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Validic	Private	Validic is the developer of a mhealth API that is setting the standard for mobile health interoperability.	8/13/14	\$5.0	Series A	Greycroft Partners, SJF Ventures
Azumio	Private	Azumio is a leader in biofeedback health apps on mobile devices with more than 20 million downloads to date on both iOS and Android platforms.	8/13/14	\$0.9	Undisclosed	Undisclosed
Axial	Private	Axial helps private companies (as well as those that advise them) gain access to investment firms and other financial organizations necessary for making transactions, acquisitions, and the like.	8/12/14	\$11.0	Undisclosed	Comcast Ventures, Redpoint Ventures, First Round, and Thomas W. Courtney Jr
RelayRides	Private	RelayRides is a peer-to-peer carsharing service. It allows private car-owners to rent out their vehicles via an online interface. Car owners can set their own prices, and the company takes 25%.	8/12/14	\$10.0	Undisclosed	Trinity Ventures
Foodpanda	Private	Foodpanda is a food delivery service based in Berlin, Germany.	8/11/14	\$60.0	Undisclosed	Falcon Edge Capital, Rocket Internet AG
Colátris	Private	Colátris enables app developers and stakeholders to outsource their entire internationalization effort within literal minutes.	8/11/14	\$0.1	Seed	Techstars Seattle
Stand In	Private	Stand In is a mobile prototyping tool for designers and developers.	8/11/14	\$0.1	Seed	Techstars Seattle
Touchbase	Private	TouchBase is a full service mobile solution that empowers sales and marketing professionals to effectively engage with their customers.	8/11/14	\$0.1	Seed	Techstars Seattle
Quettra	Private	Quettra is a mobile intelligence startup that compiles massive amounts of information about mobile users.	8/8/14	\$2.9	Seed	Google Ventures, Horizon Ventures, Data Collective, Miramar Digital Ventures, CrunchFund, and SV Angel
ClearDATA Networks	Private	ClearDATA is the leading healthcare cloud computing platform and information security services for healthcare providers, software vendors and VARs	8/7/14	\$7.0	Series B	Nowest Venture Partners (NVP) and Excel Venture Management.
Convertix	Private	Convertix is not a 360° agency that pretends to be expert in everything, but rather focus on what they are really good at: providing online marketing services such as Google AdWords Management (SEM), Landing Page Optimization (LPO) and Search Engine Optimization (SEO). With their partners they also develop customised Mobile and Facebook Apps.	8/7/14	Undisclosed	Seed	Undisclosed
Ulula	Private	ULULA is a mobile technology platform for public-private partnerships to help stakeholders identify, measure and co-create solutions for local sustainable development.	8/7/14	\$0.8	Seed	Undisclosed
ReplyBuy	Private	ReplyBuy is a Scottsdale-based company that developed a new form of mobile commerce through text messaging.	8/6/14	\$0.7	Seed	Undisclosed
Kiwi	Private	Kiwi is a mobile entertainment company that builds industry leading games.	8/6/14	\$12.0	Series B	Northgate Capital, DFJ, Sequoia Capital
Promolta	Private	Promolta is a video advertising platform for music videos.	8/6/14	Undisclosed	Seed	500 Startups
Rover	Private	Rover's platform allows you to easily integrate a complete context aware retail experience into your existing mobile app.	8/6/14	Undisclosed	Seed	500 Startups
Uplette	Private	Uplette delivers highly personalized post-ad mobile landing pages that increase conversion rates and improve the mobile advertising experience.	8/6/14	Undisclosed	Seed	500 Startups
UXCam	Private	UXCam is an innovative platform in Usability Testing of a digital product. Currently usability testing of a mobile application or website is done by bringing focus groups to the lab which is expensive, time-consuming and provides inaccurate analytics.	8/6/14	Undisclosed	Seed	500 Startups
WeDidIt	Private	WeDidIt is a web platform and mobile app for nonprofit fundraising.	8/6/14	Undisclosed	Seed	500 Startups
Whim	Private	Whim is a mobile app that sends you out on a date TONIGHT.	8/6/14	Undisclosed	Seed	500 Startups
Wildcard	Private	Wildcard is a seamless replacement for the Internet on your phone.	8/6/14	\$7.0	Series A	Undisclosed
Drop Messages	Private	Drop Messages is a startup application that enables people to send messages to friends that only become accessible upon arrival at a specific location.	8/5/14	\$1.3	Undisclosed	Atlas Ventures and Spark Capital
Bitglass	Private	Bitglass is a cloud security gateway that helps enterprises move to SaaS-based and mobile deployments securely.	8/5/14	\$25.0	Series B	SingTel Innov8, New Enterprise Associates, Nowest Venture Partners
SecureAuth	Private	SecureAuth Corporation, formerly MultiFactor Corporation was founded in October 2005 with a mission to help customers establish secure, simple access to every application over the Internet and via VPNs to conduct business.	8/5/14	\$5.7	Undisclosed	Undisclosed

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Financing Transactions

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Smaato	Private	Smaato Inc. is an ad-enabler for mobile phones, pioneering with its mobile advertising platform SOMA (Smaato Open Mobile Advertising) for the delivery of targeted mobile advertising.	8/5/14	\$25.0	Series E	Aeris Capital AG, EDB Investments, Singapore Press Holdings
Resy	Private	Resy is a mobile app for people who love eating at great restaurants but hate hassling for reservations. Grab a seat!	8/1/14	\$2.0	Seed	Vayner RSE, Lerer Hippeau Ventures, Panarea Capital, A Grade Investments, Slow Ventures,
GetYourGuide	Private	GetYourGuide is a marketplace for tours and activities available on the web and mobile.	7/31/14	\$25.0	Series B	Spark Capital, Highland Capital Partners Europe
RockYou	Private	RockYou is a media publisher focused on in-game ad monetization.	7/31/14	\$10.0	Undisclosed	FastPay
Kabam Inc.	Private	Kabam, Inc. is a mobile gaming company.	7/31/14	\$120.0	Undisclosed	Alibaba Group Holdings Ltd.
Dstillery	Private	Dstillery, formerly Media6Degrees is an advertising technology company, that enables marketers to target prospects through scientific methods.	7/30/14	\$24.0	Series C	New Spring Capital, U.S. Venture Partners, Menlo Ventures, Venrock
JuiceBox Games, Inc.	Private	JuiceBox Games, Inc. is a mobile game developer.	7/30/14	\$2.5	Seed	Initial Capital, General Catalyst, Index Ventures, Maveron, Scott Dale (Angel investor), John Riccitiello (former Electronic Arts CEO)
Flipkart	Private	Flipkart is an online shopping destination for India.	7/30/14	\$1,000.0	Undisclosed	Tiger Global Management, Naspers, GIC, Accel Partners, DST Global, ICONIQ Capital, Morgan Stanley Investment Mangement, Sofina.
MXHero	Private	MXHero is an email management application platform.	7/30/14	\$0.5	Seed	White Star Capital, GW Holdings, and Actinic Ventures
Abodo	Private	Abodo is a niche virtual service targeting college students looking for living situations.	7/30/14	\$1.3	Undisclosed	American Family Ventures, 4490 Ventures, Lakewest Venture Partners
Entefy	Public	Entefy seamlessly brings together your worlds of communications, search, and storage, all with a single application across any device.	7/30/14	\$1.1	Undisclosed	Undisclosed
Kurbo Health	Private	Kurbo Health is a mobile subscription service focused on fighting childhood obesity through the use of simple food diaries and live coaching.	7/29/14	\$5.8	Series A	Signia Venture Partners, Data Collective, Bessemer Venture Partners, Promus Ventures, Susan Wojcicki, Greg Badros
Coub	Private	Coub is a Russian startup that lets users create and embed looped 10-second video clips.	7/29/14	\$2.5	Undisclosed	Vaizra Investments, Brother Ventures, Phenomenon Ventures
kontakt.io	Private	Kontakt.io is a Polish start-up that offers its own Beacon platform including the supply and customization of Beacon hardware, underpinned by an open API and SDKs for iOS and Android.	7/29/14	\$2.0	Undisclosed	Sunstone Capital
Kixer	Private	Kixer is a Los Angeles-based and develops native advertising platform, which helps mobile app develops reach users via online publishers.	7/29/14	\$1.0	Seed	TenOne Ten Ventures, Lowercase Capital, Angel investors (Clark Landry)
Coub	Private	Coub is a Russian startup that lets users create and embed looped 10-second video clips.	7/29/14	\$2.5	Undisclosed	Vaizra Investments
Blink	Private	Blink is a long-life battery-powered, wireless video camera and motion detector, built to connect with users right on their mobile device.	7/29/14	\$0.3	Undisclosed	Undisclosed
Voyat	Private	Voyat is a social CRM tool for hotels.	7/29/14	\$1.8	Seed	Metamorphic Ventures, Eniac Ventures, BoxGroup, and Angel Investors
Leanplum	Private	Leanplum is a platform for optimizing mission-critical metrics of your mobile app.	7/28/14	\$4.8	Undisclosed	Shasta Ventures
LoopPay	Private	LoopPay provide a mobile app for making payments.	7/28/14	Undisclosed	Undisclosed	Visa
Easy Taxi	Private	Easy Taxi is a insta-cab mobile app.	7/28/14	\$40.0	Undisclosed	Undisclosed
Birdi	Private	Birdi is dedicated to building better smart smoke alarms. The alarm will be connect to mobile devices via Wi-Fi.	7/28/14	\$0.7	Seed	Jason Calacanis and Eric Ries
SportsManias	Private	SportsManias is a website and mobile application providing sports team-related news enabling social interaction among sports fans.	7/25/14	\$3.5	Series A	Mas Equity Partners
POP	Private	POP is an app for turning paper sketches into prototypes for mobile apps.	7/25/14	\$0.7	Seed	Zpark, Golden Gate Ventures, 500 Startups

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Urban Message	Private	Urban Message is an on-demand mobile message app.	7/25/14	Undisclosed	Seed	Passion Capital
FameBit	Private	FameBit is a platform where businesses find, hire, and work with Youtube influencers for product and service endorsement videos.	7/25/14	\$1.4	Seed	Science, 500 Startups, DeNA, Allen DeBevoise (Machinima)
SuperAwesome	Private	SuperAwesome is the leading discovery platform for 6-16 kids in the UK.	7/25/14	\$0.3*	Undisclosed	James Fairclough, Dylan Collins, David Newns, Christopher Lord, Paul Townsend
testCloud	Private	testCloud offers a tailored, scalable and cost-efficient testing solution for its customers. The testing services include explorative testing, testcases and usability tests for all sorts of software: websites, mobile applications and enterprise software. testCloud leverages the collective intelligence of the crowd.	7/25/14	\$0.1*	Undisclosed	Ulf Thomas, Gerald Schömb, Julien Hasselmann
Fixed	Private	Fixed is a mobile application that helps users fight parking tickets just by snapping a photo of the ticket with the mobile phone.	7/24/14	\$1.2	Seed	Y Combinator, Merus Capital, Scott Banister, John Cobbs, Mark Randolph, Matt Humphries, Eric Wu, David King
PumpUp	Private	PumpUp is a mobile social fitness app, appealing to women, that allows users to post photos of their progress thus, creating a highly focused, supportive social community.	7/24/14	\$2.4	Seed	General Catalyst Partners, Azure Capital Partners, Relay Ventures, Freycinet Investments
Trello	Private	Trello is a visual project management system for collaboration and organization from the mobile app.	7/24/14	\$10.3	Series A	Spark Capital, Index Ventures
WriteLaTeX	Private	WriteLaTeX is a startup that offers a collaborative academic paper editor.	7/24/14	Undisclosed	Seed	Digital Science
Mobile Action	Private	Mobile Action is a one-stop shop for mobile app user acquisition.	7/23/14	\$0.8	Seed	Felicitas Ventures, Streamlined Ventures
Sunrise	Private	Sunrise free calendar app.	7/22/14	\$6.0	Series A	Balderton Capital
Social Point	Private	Social Point is one of the top 5 global developers of social games. Their games are played by over 30 million monthly active users on Facebook and mobile platforms.	7/22/14	\$30.0	Undisclosed	Highland Capital Partners Europe, Idivest
Taulia	Private	Taulia provides cloud-based invoice, payment, and discount management solutions for large buying organizations.	7/22/14	\$27.0	Series D	SEB Private Equity, DAG Ventures, Lakestar, Matrix Partners, Trinity Ventures, QuestMark Partners
Timehop	Private	Timehop is an app that aggregates updates, statuses and photos of past one year from social networks and sends them to users' email.	7/22/14	\$10.0	Series B	Randi Zuckerberg, O'Reilly AlphaTech Ventures, Spark, Shasta Ventures
AppDynamics	Private	AppDynamics develops application performance management (APM) solutions that deliver problem resolution for highly distributed applications.	7/22/14	\$70.0	Series E	Sands Capital Ventures, Institutional Venture Partners, Kleiner Perkins Caufield & Byers, Lightspeed Ventures Partners, Greyluck Partners, Sands Capital Management, ClearBridge Investments, Battery Ventures
Mamabear	Private	Mamabear is a "parenting app" which allows parents to monitor their children's interactions across social media.	7/21/14	\$1.4	Undisclosed	Angel funding
Canva	Private	Canva is an Australian-based graphic design platform for the mobile space and web.	7/21/14	\$3.6	Series B	Matrix Partners, Blackbird Ventures, Square Peg Capital, Founders Fund, Shasta Ventures
Jinn	Private	Jinn is an urban logistics and delivery platform that allows users to order anything they want from local stores and restaurants.	7/21/14	\$0.2	Seed	Doug Scott, Lawrence Marlor, Peter Thornton, Andrew Weisz, Simon Bichara
Canva	Private	Canva is an Australian-based graphic design platform for the mobile space and web.	7/21/14	\$3.6	Series A	Square Peg Capital, Blackbird Ventures, Matrix Partners, Shasta Ventures, Founders Fund
ParkWhiz	Private	ParkWhiz helps users find and reserve a guaranteed parking space before they reach their destination. In addition, ParkWhiz creates software to help parking owners manage and market their parking using the ParkWhiz website, mobile apps, and data APIs.	7/21/14	\$10.0	Series B	Jump Capital, Hyde Park Venture Partners, Hyde Park Angels, Alexis Ohanian, Amreesh Modi, Henry Feinberg

*Note: SuperAwesome still seeking \$1,360,000 in funding.

*Note: testCloud still seeking \$850,000 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
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Path	Private	Path is a mobile social networking service that provides a simple and private way to share life with close friends and family.	7/18/14	\$50.0	Series C	Undisclosed
Yo	Private	Yo is a mobile application that sends the message "Yo" to other people.	7/18/14	\$1.5	Undisclosed	Betaworks
Crossfader	Private	Crossfader allows users to easily create unique song combinations by tilting and turning their phones.	7/18/14	Undisclosed	Undisclosed	Google Ventures, Kleiner Perkins Caufield & Byers, Index Ventures, True Ventures, Tapinator
Singular	Private	Singular is a cloud-based mobile marketing platform.	7/17/14	\$5.0	Seed	General Catalyst Partners
Jobr	Private	Jobr is a mobile job-hunting application.	7/17/14	\$2.0	Seed	Lerer Ventures, Redpoint Ventures, Eniac Ventures, Lowercase Capital, The Hive, Tekton Ventures, Structure Capital, Tim Draper, Fabrice Grinda.
Adtonik	Private	AdTonik is a TV Audience Platform for mobile.	7/17/14	\$0.0*	Seed	Media Camp
EnHatch	Private	Enhatch provides an enterprise mobile platform that allows business people to build and deploy visually compelling apps that bridge the engagement gap between sales, marketing and customers involved in complex B2B selling environments.	7/17/14	\$0.0*	Seed	Blueprint Health
eXactly	Private	eXactly.me enables discovery, interaction, personalization and sharing across distributed networks of web sites, Facebook, eXactly.me platform, and soon - mobile.	7/17/14	\$0.7*	Undisclosed	Undisclosed
SchoolMint	Private	SchoolMint is an enrollment and communications platform for K-12 public, private and charter Schools enabling all the manual admissions and enrollment processes as well as communications with parents on mobile/online - saving them tens of thousands of dollars.	7/17/14	\$1.0	Undisclosed	Imagine K12, Jared Kopf, Jennifer Carolan, Songhua Hu, Craig Albrecht, Tytus Michalski
Tissue Analytics	Private	Tissue Analytics provides remote management of wound healing through image analysis of mobile-generated photos.	7/17/14	\$0.5	Seed	Dreamit Ventures Philadelphia
5th Planet Games	Private	5th Planet Games is a core mobile and web game developer.	7/16/14	\$3.0	Undisclosed	DCA Partners, Moneta Ventures
Relcy, Inc.	Private	Relcy, Inc. is a developer of mobile search engines.	7/16/14	\$9.0	Undisclosed	Khosla Ventures, Sequoia Capital
Jfrog	Private	Jfrog is an open-source software build and distribution company.	7/16/14	\$7.0	Series B	Vmware and Gemini Ventures
PredictionIO	Private	PredictionIO has crafted an open-source program to let developers add machine-learning smarts to their applications.	7/16/14	\$2.5	Undisclosed	Quest Venture Partners, Azure Capital Partners, CrunchFund, the Stanford-StartX Fund, and Kima Ventures
Manzama	Private	Manzama is a startup with cloud-based software that helps law firms stay on top of key information about clients.	7/16/14	\$1.3	Undisclosed	Gold Bench Capital, Seven Peaks, and Cascade Angels
MobileX Labs	Private	MobileX Labs (MXL) is a fast growing app solutions company based in Chicago, IL.	7/16/14	\$1.5	Undisclosed	Gary Holdren, Undisclosed
MotionDSP	Private	MotionDSP is an emerging leader in digital video enhancement. MotionDSP's next-generation technology enables Internet video sites and mobile carriers to vastly improve the quality of video captured by consumer video devices such as mobile phones and webcams.	7/16/14	\$1.8	Undisclosed	Undisclosed
Secret	Private	Secret offers an online platform that enables users to share their personal secrets with other users anonymously.	7/15/14	\$25.0	Series B	Index Ventures, Redpoint Ventures, Garry Tan, Alexis Ohanian, SV Angel, Fuel Capital, Ceyuan Ventures
MobiX Labs	Private	MobiX Labs allows users to create free mobile apps without previous coding knowledge.	7/15/14	\$1.5	Seed	Garland Capital Group
Apptive, Inc.	Private	Apptive is a developer of a Web-based platform designed to create and manage mobile applications.	7/15/14	\$0.3	Undisclosed	Barshop Ventures

*Note: Adtonik transaction amount rounded, total amount received \$20,000.

*Note: EnHatch transaction amount rounded, total amount received \$20,000.

*Note: eXactly still seeking \$300,000 in funding.

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Financing Transactions

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Amplitude	Private	Amplitude provides mobile analytics. Their mission is to educate developers about their users so they can build better apps.	7/14/14	\$2.0	Seed	Box Group, Data Collective, Merus Capital, Quest Venture Partners, Start Fund, SV Angel, Tencent Holdings, Y Combinator
Appoet	Private	Appoet is a mobile developer and publisher focused on augmented reality and hyper-local discoverability technologies.	7/14/14	\$0.3	Undisclosed	Undisclosed
Boastify	Private	Boastify was formed in 2013 with the intent of creating an opportunity to organize, market and share one's life and work experiences via an easy-to-navigate web and mobile platform.	7/14/14	Undisclosed	Undisclosed	WS Investment
FinalCard	Private	FinalCard is a 21st Century fraud-resistant credit card that pairs a physical card with a digital card platform that works across the web and with mobile apps.	7/14/14	\$0.1	Seed	TechStars Boulder
Lassy Project	Private	Lassy Project is a Mobile app that helps parents track the whereabouts of their children and inform the community and police when a child is missing. The Lassy Project was part of the Techstars Risingstars mentorship program for entrepreneurs that come from demographic groups that are underrepresented in tech startups.	7/14/14	\$0.1	Seed	TechStars Boulder
Varsity	Private	Varsity is a mobile application that helps students discover what they love through a personalized feed of events, clubs, and classes based on their interests.	7/14/14	\$0.1	Seed	TechStars Boulder
Dine and Dash	Private	Dine and Dash is a mobile application developed by Dash that allows individuals to open, view, and pay their bar or restaurant from their smartphones.	7/11/14	\$5.5	Series A	Spark Capital, Lerer Hippeau Ventures
Landscape Mobile	Private	Landscape Mobile is a developer of mobile tools that harness the intuitive power of images and improve mobile productivity.	7/11/14	\$1.9	Seed	IDG Capital
Cover	Private	Payments startup Cover offers a mobile app that allows users to pay for meals at restaurants.	7/11/14	\$5.5	Series A	Spark Capital, O'Reilly AlphaTech Ventures, Lerer Ventures, and Angel Investors.
Dash Hudson	Private	Dash Hudson is a mobile platform curated towards men's style and fashion.	7/10/14	\$4.0	Seed	Paul Gauthier, Patrick Hankinson
NewVoiceMedia	Private	NewVoiceMedia is a UK-based cloud contact centre technology vendor.	7/10/14	\$50.0	Series E	Technology Crossover Ventures, Bessemer Venture Partners, Highland Capital Partners Europe, Eden Ventures, Notion Capital, salesforce.com
mNectar	Private	mNectar allows mobile users to sample apps before download.	7/10/14	\$7.0	Series A	New Enterprise Associates
HotelQuickly	Private	HotelQuickly is a last-minute hotel booking app.	7/10/14	\$4.5	Series A	GREE, William E. Heinecke
Spring	Private	Spring was developed by Jello Labs to focus on re-imagining the way people buy things and enhancing the mobile commerce space.	7/9/14	\$7.5	Series A	Thrive Capital, Groupe Arnault, Box Group
PubNative	Private	PubNative is a Berlin-based mobile advertising platform.	7/9/14	Undisclosed	Undisclosed	AppLift
Spark	Private	Spark is a platform for the Internet of Things and developer of the Spark Core, SparkCloud, and Spark OS	7/8/14	\$4.9	Series A	Lion Wells Capital, o'Reilly AlphaTech Ventures, SOSventures, Collaborative Fund
Amino	Private	Amino is a TechStars-incubated startup that builds mobile communities around	7/8/14	\$1.7	Seed	Union Square Ventures, Google Ventures, SV Angel, Box Group, Scott Belsky, Slow Ventures, Paul English, Kal Vepuri, Launch Angels, David Chang.
ParkTag	Private	ParkTag is a Berlin-based startup that fosters a community that helps each other find parking spots.	7/7/14	\$0.7	Seed	High-Tech Grunderfonds(Federal Ministry for Economics and Technology, the KfW Bank group, etc.)
Box	Private	Box is an online file sharing and cloud content management service offering unlimited storage, custom branding, and administrative controls.	7/7/14	\$150.0	Undisclosed	TPG, Coatue Management
Adtile	Private	Adtile is a startup that brings an "app store"- style approach to mobile ads.	7/3/14	\$4.5	Series A	Undisclosed

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Traity	Private	Traity is an online reputation startup.	7/3/14	\$4.7	Series A	ACTIVE Venture Partners, Horizon Ventures, KRW Schindler Private Ventures, Bertelsmann Digital Media Investments, Lanta Digital Ventures, 500 Startups, Lisa Gansky, Juan Lopez-Vaicarcel, Matthew Bothner, and Dalibor Siroky
Hats Off Tech	Private	HATS OFF Technologies is a health tech startup that is focused on developing technology that improves the overall patient experience.	7/3/14	\$0.0*	Seed	The Iron Yard
Hinge	Private	Hinge is a mobile dating app.	7/1/14	\$4.5	Undisclosed	Founders Fund, Lowercase Capital
SnapUp	Private	SnapUp is an iOS shopping app that lets users collect and track products they like by taking a screenshot.	7/1/14	\$0.6	Seed	Maneesh Arora, Mike Matchett, Peter Berg, Facebook Executives Javier Olivan and Jay Parikh, StumbleUpon co-founder Geoff Smith, Match.com co-founder Will Bunker, Steven Mih, Arte Merritt, Jim Moloshok, Yahoo! Executive Maria Zhang venture funds 500 Startups, zPark Ventures
KelDoc	Private	KelDoc is a healthtech startup that offers a web-and-mobile-based database and platform that connects consumers with healthcare providers in Europe.	7/1/14	\$1.4	Undisclosed	Alven Capital and unnamed Angels
Keen IO	Private	Keen IO is a custom analytics back-end for modern developers.	7/1/14	\$11.3	Series A	Sequoia Capital, Rincon Venture Partners, Pelion Venture Partners, Cloud Power Capital, Undisclosed
LISNR	Private	Lisnr gives artists a new way to connect with their fans. By installing Lisnr on your mobile device, you'll unlock exclusive content created by the artists you love, just by listening to your favorite music.	7/1/14	\$3.5	Series A	Progress Partners, Jump Capital, CincyTech, Serra Ventures, Mercury Fund
SavvyCard	Private	SavvyCard empowers anyone to easily build webcards – sharable, mobile optimized websites that can be tailored for any use.	7/1/14	\$1.5	Series A	Undisclosed

*Note: HATS OFF transaction amount rounded, total amount received \$20,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
WeWearables	9/8/14	WeWearables, Inc. is an online retail provider of digital fitness and wireless sensor healthcare products.
Sysorex Holdings	8/29/14	Sysorex provides custom technology solutions, Systems Integration, Consulting Services, Global Services, and Strategic Outsourcing to clients in major industries all around the world.
GrubHub	8/25/14	GrubHub is an online food ordering company in the United States.
HubSpot	8/25/14	HubSpot is a company that develops and markets a software-as-a-service product for inbound marketing also called HubSpot.
Kallo	8/25/14	Kallo Inc., a development stage company, focuses on manufacturing and developing software for taking medical information from various sources and depositing it into a single source as an electronic medical record for a patient.
Spelzon	8/25/14	Spelzon is a development stage company, focuses on developing and selling mobile games
Eventure Interactive	8/25/14	Eventure is an online and mobile platform that not only allows one to plan events, but also provides a view of what one's friends, family, and colleagues may be up to at any given time.
TYG Solutions	8/21/14	TYG Solutions is an application development company.
Digital Caddies	8/19/14	Digital Caddies is reinventing the GPS for golf concept, providing golf courses a technology solution using wireless connectivity and tablet technology installed on golf carts at hundreds of courses across the nation.
Asn Technologies	8/15/14	Asn Technologies is a global website design and development solution company and an offshore web Solutions provider.
Nxt-id	8/5/14	Nxt-id is a technology company, provides various biometric solutions. The company develops Wocket, a physical electronic wallet that is intended to hold information from credit cards, identification cards, and virtually any magnetic stripe card to allow a specific owner of the card to configure a single electronic card to replicate any of the copied cards; MobileBio VoiceMatch, a method of recognizing speakers and specific words providing multi-factor recognition; and FaceMatch that is intended to serve as a modular facial recognition system for smartphones, tablets, laptop, and desktop computers.
Legendary Ventures	8/5/14	Legendary Ventures is a firm that invests in early stage new media, telecommunications, and information technology.
Glassesoff	8/1/14	Glassesoff is a personalized application that monitors user visual performance and progress. The product constantly adjusts according to each user's ongoing progress.
Audioeye, Inc.	7/30/14	AudioEye, Inc. focuses on creating voice driven technologies to enhance the mobility, usability, and accessibility of the Internet-based content.
Caleminder Inc.	7/22/14	Caleminder, Inc. developed an online service that provides calendar-based greeting and reminder services to users on the web and mobile.
InterCloud Systems, Inc.	7/18/14	InterCloud Systems, Inc. provides single-source end-to-end information technology and network solutions to the telecommunications service provider and corporate enterprise markets through cloud platforms.
Aac Holdings	7/11/14	AAC Technologies Holdings Inc., an investment holding company, designs, manufactures, and distributes miniaturized acoustic components worldwide. It operates through Dynamic Components, Microphones, Headsets, and Other Products segments.
Yodle	7/8/14	Yodle is an American company which sells online marketing, generally to small businesses.
Zayo Group Holdings	7/2/14	Zayo Group is a global provider of bandwidth infrastructure services, including dark fiber, wavelengths, SONET, Ethernet, IP services, and carrier-neutral colocation and interconnection.

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Mobile Marketing Association

About the Mobile Marketing Association (MMA)

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

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

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

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

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

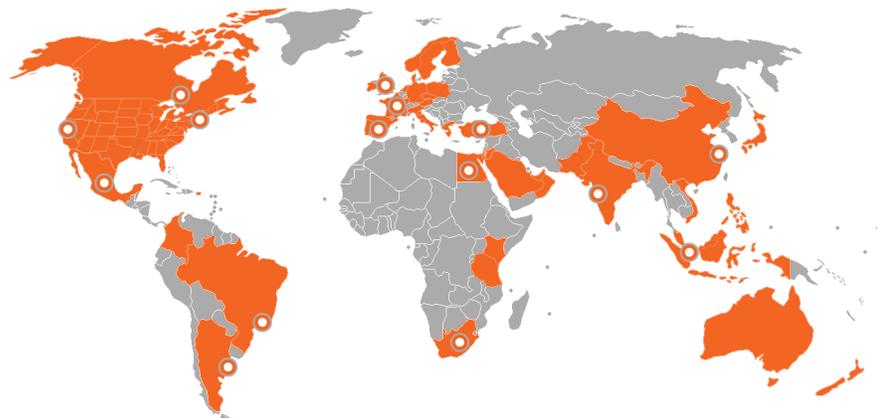
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Mobile Marketing Association

Calendar of Events

OCTOBER 30, 2014

MMA Forum Vietnam

Ho Chi Minh, Vietnam

<http://www.mmaglobal.com/events/forums/vietnam2014>

NOVEMBER 10, 2014

MMA Forum London

London, UK

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

NOVEMBER 5, 2014

MMA Forum Mexico

Mexico DF

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

NOVEMBER 13, 2014

MMA Forum Indonesia

Jakarta, Indonesia

<http://www.mmaglobal.com/events/forums/indonesia2014/overview>

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

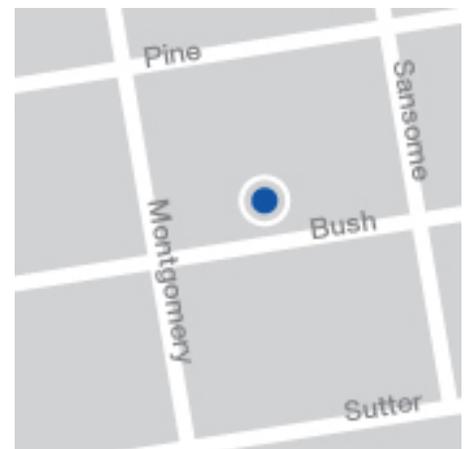
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DEDICATED
 EXCLUSIVELY TO THE
 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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