MMA
MOBILE MARKETING ASSOCIATION

Hidden River

MOBILE SMART
FUNDAMENTALS

MMA MEMBERS EDITION
AUGUST 2014

messaging . advertising . apps . mcommerce

The Innovators

As you'll have seen from the release of this year's Smarties™ Awards shortlist, we had an exceptional response to this year's programs. With close to 100 campaigns from 30 countries, just for the Global program shortlist alone, interest in this year's programs has grown dramatically.

With programs in North America, EMEA, UK, Turkey, South Africa, APAC, India, Vietnam, LATAM, in addition to our anchor Global program, the Smarties Awards have truly become a global platform for recognizing those marketers who are blazing new trails and challenging the status quo. This year's Global Gala & Ceremony will be held on October 1 in New York and will serve as a fitting finale to our SM2 Mobile Innovation Summit – which you can secure your seat for here.

The Smarties Awards programs support the Industry and our members in two important ways. Being able to recognize and communicate globally that there is fierce competition in this space, is key to the MMA's marketer first mission and to communicating mobile's importance to a brands ongoing success. Connected to this is our ability to then share these submissions via our Case Study Hub, allowing members to search by mobile vehicle used, geographic markets served and industry vertical. This serves as an inspiration center as well as a creative and results driven benchmarking tool that our members can use to accelerate the success of their own mobile campaigns and strategy, again, essential to our marketer first mission.

I'd strongly encourage you to review this year's incredible shortlist and, if you haven't done so in the past, to seriously consider submitting to our 2015 program. Not only does this provide a platform for recognizing the great work you are involved in, but allows the MMA to build, year-upon-year, an incredible resource that supports growth across the entire industry.

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

Table of Contents

Greg Stuart   Todd Parker
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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Pekka Rantala	Chief Executive Officer, Rovio	Chief Exectuive 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
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, Stagebloc	Co-Founder and Chief Operating Officer, MyBestRx	Stagebloc 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 netowkr trafic 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 thatenables business processes or applications to trigger two-way communications in a variet of delivery methods throughout the extended enterprise sunch as text, voice, email, and SMS.	7/22/14

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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
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, creatvie, 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 innovatvie 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
Dave Herman	Vice President of Product, Cyanogen	Head of Living Room Products, Hulu	Cyanogen Inc. maintains and manages the Cyanogenmod Android operating system. CyanogenMod is the largest third party Android OS, with over 55 million registered users across 200+ devices.	6/24/14
Tyler Carper	Vice President of Engineering, Cyanogen	Engineering Director, HTC	Cyanogen Inc. maintains and manages the Cyanogenmod Android operating system. CyanogenMod is the largest third party Android OS, with over 55 million registered users across 200+ devices.	6/24/14

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Vik Natarajan	Vice President of Global Partnerships and Distribution, Cyanogen	Marketing Executive, MediaTrek	Cyanogen Inc. maintains and manages the Cyanogenmod Android operating system. CyanogenMod is the largest third party Android OS, with over 55 million registered users across 200+ devices.	6/24/14
Yang Yeo	Executive Creative Director, Wieden+Kennedy	North Asia Executive Creative Director, JWT Shanghai	Wieden+Kennedy is a full service ad agency based in Portland.	6/17/14
Gunnard Johnson	Senior Vice President, Data and Analytics, Centro	Advertising Research Director, Google	Centro is a digital/mobile advertising and media management company.	6/17/14
Peter Granat	Chief Executive Officer, Vocus	Chief Executive Officer, Cision	Vocus is the provider of cloud-based public relations and marketing software on the web and mobile.	6/17/14
Jack Pearlstein	Chief Financial Officer, Vocus	Chief Financial Officer, Six3 Systems Inc.	Vocus is the provider of cloud-based public relations and marketing software on the web and mobile.	6/17/14
Neeraj Kochhar	Head of Buy Side Platforms, Tremor Video	Managing Director, Magna Global	Tremor Video is a video advertising company on the web and mobile.	6/17/14
Marc Theermann	Executive Vice President, Business Strategy, Millennial Media	Head of Mobile Platform Sales, Google	Millennial Media is a mobile advertising and data company targeting mobile consumers, application and media developers and mobile operators.	6/17/14
Maile Krauss	Director, Client Relations and Business Development, Ansible	Account Executive, AKQA	Ansible is a full-service mobile agency of IPG Mediabrands.	6/17/14
Jason Schragger	Chief Creative Officer, Saatchi & Saatchi Los Angeles	Global Creative Director, TBWA\Chiat\Day	Saatchi & Saatchi is a global online and mobile advertising agency.	6/17/14
Heather Redman	Vice President of Business Operations & General Counsel, Indix	Principal/Senior Vice President, Summit Power Group, Inc.	Indix is a cloud based product intelligence platform for brands, retailers and developers.	6/16/14
Sheen Khoury	Chief Customer Officer, Indix	Executive in Residence, Nexus Venture Partners	Indix is a cloud based product intelligence platform for brands, retailers and developers.	6/16/14
Richard Pinder	Chief Executive Officer, UK and International, CP+B	Co-Founder, The House Worldwide	CP+B is a full-service advertising agency in all media platforms.	6/10/14
Doug Palmer	Director of Creative Technology and Digital Innovation, Innocean USA	Director of Creative Technology and Digital Innovation, Saatchi & Saatchi	Innocean USA is a full service advertising agency.	6/10/14
Mitch Bernstein	Business Development Director, Havas Media North America	Senior Partner, Director of Client Strategy, Ogilvy & Mather	Havas Digital is the umbrella holding company that manages all Havas Media's interactive companies.	6/10/14
Natasha Dure	Vice President, Communications, Collective	Senior Director, Corporate Communications, Everyday Health	Collective is a multi-screen advertising company.	6/10/14
Jennifer Hanser	Senior Director, Strategy and Partnerships, Bitly	Senior Director, US Digital Business Development, Sony Music Entertainment	Bitly is a branding tool for marketers on the web and mobile.	6/10/14
Kevin Flaherty	Chief Marketing Officer, WhitePages	Vice President of Marketing, Ritani	WhitePages is the leading provider of contact information for people and businesses in the U.S.	6/10/14
Robin Bienfait	Executive Vice President, Global Enterprise Services, Samsung America	Chief Information Officer, BlackBerry	Samsung Telecommunications America is the US branch of Samsung Electronics.	6/10/14
John Pleasants	Executive Vice President, Samsung Media Solutions Center America	Co-President, Disney Interactive Media Group	Samsung Telecommunications America is the US branch of Samsung Electronics.	6/10/14
Mark Louison	Senior Vice President, Wireless Network Systems, Samsung America	Senior Advisor, Boston Consulting Group	Samsung Telecommunications America is the US branch of Samsung Electronics.	6/10/14
Cary Baker	Chief Financial Officer, NetMotion Wireless	Vice President of Finance, Clearwire	NetMotion Wireless is a mobile security software maker.	6/6/14
Kat Gates	Global Creative Director, Leo Burnett Worldwide	Creative Director, Publicis New York	Leo Burnett an advertising agency that has presence online and now mobile.	6/3/14
Sean Foster	Chief Executive Officer, Crowdtap	Chief Executive Officer, dLife	Crowdtap is a SaaS-based collaborative marketing platform developer.	6/3/14
Jason Ruebel	Vice President of Operations/Strategy, LISNR	Chief Integration Officer, Northlich	LISNR helps users connect with musicians on mobile devices by unlocking exclusive contents created by musicians.	6/3/14
Kevin Gerl	Vice President of Engineering, LISNR	Director of Engineering, Dotloop	LISNR helps users connect with musicians on mobile devices by unlocking exclusive contents created by musicians.	6/3/14

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 9/1/14	Stock Price 8/1/14	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value	Revenue (LTM)	Revenue Multiple (EV/Rev.)
									(in Millions)		
Indexes		S&P 500	2,003.37	1,925.15	4.1%	2,019.26	1,646.47				
		NASDAQ Composite	4,580.27	4,352.64	5.2%	2,019.26	1,646.47				
		Russel 3000	1,195.42	1,146.30	4.3%	1,201.41	988.36				
Large-Cap (> $10B)											
Adobe Systems, Inc	ADBE	NASDAQ	$ 71.90	$ 68.94	4.3%	$ 74.69	$ 45.70	$35,761	$33,937	$4,115	8.2X
America Movil	AMX	NYSE	24.51	23.45	4.5%	24.60	19.01	55,075	86,858	1,206	72.0X
Apple	AAPL	NASDAQ	102.50	96.13	6.6%	102.90	63.89	613,756	606,991	3,280	185.1X
AT&T	T	NYSE	34.96	35.33	-1.0%	37.48	31.74	181,302	255,035	130,372	2.0X
Barti Airtel	BHARTIARTL.BO	BSE	6.21	6.22	-0.2%	6.34	4.19	24,828	37,033	14,512	2.6X
CenturyLink	CTL	NYSE	40.99	39.06	4.9%	45.67	27.93	23,371	44,149	353	125.2X
China Mobile	CHL	NYSE	62.28	54.54	14.2%	62.29	41.35	253,680	181,748	100,500	1.8X
Dentsu	4324:JP	TSE	40.34	40.11	0.6%	43.18	32.85	11,634	13,523	17	785.3X
Fiserv, Inc.	FISV	NASDAQ	64.47	61.44	4.9%	64.81	46.34	16,067	19,586	4,951	4.0X
Google	GOOG	NASDAQ	571.60	607.22	-5.9%	604.83	502.80	193,321	137,358	63,126	2.2X
LG	034220.KS	KRX	34.35	32.59	5.4%	35.19	20.33	12,290	15,087	14,512	1.0X
Microsoft	MSFT	NASDAQ	45.43	42.86	6.0%	45.71	30.95	374,298	311,478	86,833	3.6X
Motorola Solutions	MSI	NYSE	59.40	63.82	-6.9%	68.33	55.80	14,902	14,536	594	24.5X
Neustar, Inc.	NSR	NYSE	75.17	71.99	4.4%	96.24	71.38	16,478	16,567	9,561	1.7X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	33.64	33.29	1.1%	34.08	24.77	76,477	76,477	106,085	0.7X
Nokia	NOK	NYSE	8.37	7.80	7.3%	8.40	4.97	31,345	22,611	32,876	0.7X
Omnicom	OMC	NYSE	72.01	70.55	2.1%	76.87	60.14	18,086	21,980	4,708	4.7X
Publicis Groupe	PUB.PA	Paris	75.17	71.99	4.4%	96.24	71.38	16,478	16,567	9,561	1.7X
Samsung	005930.KS	KRX	1,210.09	1,245.84	-2.9%	1,421.68	1,200.77	178,245	142,859	213,314	0.7X
Sprint	S	NYSE	5.61	7.45	-24.7%	11.47	5.36	22,134	49,135	34,555	1.4X
Telefonica S.A.	TEF	NYSE	15.85	16.15	-1.9%	18.05	13.63	72,134	80,195	658	121.8X
Telenor	TELNF	OTC	23.18	22.84	1.5%	25.18	20.80	34,809	44,431	17,663	2.5X
TIM	TSU	NYSE	27.98	27.34	2.3%	30.52	19.73	13,529	14,143	8,634	1.6X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	14.76	16.27	-9.3%	16.63	11.72	12,989	10,602	5,586	1.9X
Vodafone Group	VOD	NASDAQ	34.34	32.86	4.5%	42.14	31.64	90,993	118,677	4,115	28.8X
WPP Group	WPPGY	NASDAQ	104.87	99.44	5.5%	115.40	94.77	27,633	33,718	86,833	0.4X
Yahoo!	YHOO	NASDAQ	38.51	35.62	8.1%	41.72	27.37	38,302	36,928	4,622	8.0X
				Average	1.5%			91,108	90,452	35,672	51.6X
				Median	4.3%			31,345	37,033	9,561	2.5X
Mid-Cap ($2B - $10B)											
Acxiom Corporation	ACXM	NASDAQ	$ 18.54	$ 18.39	0.8%	$ 39.30	$ 17.10	$1,431	$1,348	$18,954	0.1X
Alcatel-Lucent	ALU	NYSE	3.41	3.37	1.2%	4.68	2.80	9,596	11,242	18,954	0.6X
BlackBerry	BBRY	NASDAQ	10.18	9.30	9.5%	11.65	5.44	5,369	4,024	4,708	0.9X
Gemalto	GTOFF	OTC	97.67	97.08	0.6%	124.74	92.12	8,597	8,113	3,280	2.5X
Interpublic Group of Companies	IPG	NYSE	19.53	19.54	-0.1%	20.64	15.28	8,230	9,645	27	355.7X
Oi (Formerly Telemar)	OIBR	NYSE	0.63	0.63	0.1%	2.35	0.52	3,610	25,062	5,586	4.5X
Pandora Media Inc.	P	NYSE	27.04	24.54	10.2%	40.44	18.17	5,583	5,259	658	8.0X
Telefonica Brasil SA	VIV	NYSE	18.71	17.20	8.8%	20.00	16.05	7,138	8,431	N/A	N/A
ZTE	000063.SZ	Shenzhen	2.31	2.20	5.0%	2.98	1.95	6,477	9,943	141	70.8X
Zynga	ZNGA	NASDAQ	2.89	2.87	0.9%	5.89	2.70	2,145	1,418	4,951	0.3X
				Average	3.7%			5,818	8,449	6,362	49.2X
				Median	1.0%			6,030	8,272	4,708	2.5X

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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		NASDAQ Composite	4,580.27	4,352.64	5.2%	2,019.26	1,646.47				
		Russel 3000	1,195.42	1,146.30	4.3%	1,201.41	988.36				
Small-Cap (< $2B)											
Bango	BGO	LSE	$ 1.75	$ 1.84	-4.5%	$ 3.19	$ 1.54	$80	$72	$14	5.2X
Blue Calypso Inc	BCYP	OTC	0.13	0.13	-1.9%	0.24	0.09	27	27	130,372	N/A
Boingo wireless	WIFI	NASDAQ	6.96	6.16	13.0%	7.43	5.06	249	213	32,876	0.0X
Cincinnati Bell	CBB	NYSE	3.67	3.72	-1.3%	4.13	2.62	767	2,776	1,262	2.2X
Digimarc Corporation	DMRC	NASDAQ	23.85	24.21	-1.5%	37.00	17.85	181	157	27	5.8X
GFK Retail and Technology UK	GFK:DE	Xetra	41.38	44.66	-7.3%	61.99	40.56	1,511	2,181	2,006	1.1X
Glu Mobile	GLUU	NASDAQ	5.16	5.72	-9.8%	7.60	2.10	497	425	34,555	0.0X
Hipcricket	HIPP	NASDAQ	0.09	0.14	-35.7%	0.67	0.06	12	12	28	0.4X
Internetq Plc	INTQ	LSE	4.25	4.42	-3.7%	6.91	3.66	169	163	141	1.2X
Lenco Mobile	LNCM	OTC	0.01	0.01	0.0%	0.06	0.01	1	16	15	1.1X
Marchex	MCHX	NASDAQ	8.58	11.14	-23.0%	12.84	6.78	322	247	180	1.4X
MDC Partners	MDCA	NASDAQ	21.90	20.24	8.2%	26.62	15.03	1,084	2,308	1,206	1.9X
MEDL Mobile	MEDL	OTC BB	0.18	0.19	-6.3%	0.48	0.12	9	8	3	3.1X
Millennial Media	MM	NYSE	2.38	3.48	-31.6%	8.44	2.32	256	164	9,561	0.0X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.38	0.97	42.3%	3.59	0.85	31	31	4	7.7X
Opera Software ASA	OPERA.OL	Oslo	14.01	11.71	19.6%	15.36	9.53	1,998	1,998	353	5.7X
Single Touch Systems Inc.	SITO	OTC BB	0.38	0.39	-2.6%	0.70	0.29	57	59	9	6.6X
Smith Micro Software Inc	SMSI	NASDAQ	1.00	1.01	-1.0%	2.69	0.66	38	32	17,663	0.0X
Tanla Solutions Limited	TANLA	NSE	0.22	0.19	15.7%	0.23	0.04	22	18	17	1.1X
Telecom Argentina S.A.	TEO	NYSE	18.83	21.89	-14.0%	25.56	13.93	1,815	1,538	36	42.3X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.98	2.98	0.0%	3.59	2.08	163	235	346	0.7X
Unwired Planet	UPIP	NASDAQ	2.10	1.91	9.9%	2.44	1.26	235	126	36	N/A
ValueClick	VCLK	NASDAQ	27.54	24.27	13.5%	28.79	18.62	1,765	1,746	594	2.9X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	2.09	1.75	19.4%	6.07	1.60	10	28	14	2.0X
Velti	VELT	NASDAQ	0.03	0.03	2.8%	0.44	0.01	3	4	232	0.0X
				Average	0.0%			452	583	9,262	4.0X
				Median	-1.3%			169	157	180	1.4X

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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.	
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.	

* Note: Ringadoc investors and owners now own a $2 Million stake in Practice Fusion Equity.
* Note: Hyper IQ merged with Wood Apps, LLC
* Note: Apple's acquired BookLamp for between $10-15 million.
* Note: Square acquisition of Caviar transaction made in form of equity financing.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in $M)
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 advertiszers reach businesses and professionals.	$175.0
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.	

* Note: Zillow's acquistion of Trulia is a stock deal.
* Note: Apple's acquired BookLamp for between $10-15 million.

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)
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.	
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.	

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

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in $M)
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.	
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 August 1-31 2014

M&A Transactions

TRANSACTION DATA

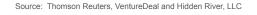| Announced	Acquirer	Target	Target Summary	Deal Amount (in $M)
06/30/2014	Perion Network	Grow Mobile		$42.0
06/30/2014	Twitter	TapCommerce		
06/30/2014	Rdio	TastemakerX		
06/27/2014	The Search Agency	MoFuse	MoFuse is a mobile web content management platform that provides a mobile CMS platform and related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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC   * Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

M&A Transactions

TRANSACTION DATA

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

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

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M&A Transactions

TRANSACTION DATA

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

* Note: Morningstar will only pay $39 million because of its pervious $13.5 million investment.
* Note: Kramer Electronics acquired 50% of WOW Vision as a strategic investment.

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M&A Transactions

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Announced	Acquirer	Target	Target Summary	Deal Amount (in $M)
05/28/2014	**Apple**	Beats Electronics	Beats Electronics offers premium consumer headphones, earphones and speakers, software technology and streaming music subscription services.	$3,000.0
05/27/2014	**Intuit, Inc.**	Check	Check is a mobile banking application.	$3.6
05/27/2014	**RealBiz Media Group, Inc.**	Reach Factor, Inc.	Reach Factor is a social media and marketing platform that assists real estate agents and brokerages increase visibility.	
05/22/2014	**AOL**	Precision Demand	Precision Demand is a small start-up focused on refining "linear" TV advertising inventory.	
05/22/2014	**Microchip Technology Inc.**	ISSC	ISSC is a leading provider of low power mobile Bluetooth and wireless solutions for the Internet of Things market.	
05/20/2014	**SAP**	SeeWhy	SeeWhy is a Boston-based provider of cloud-based marketing applications.	
05/19/2014	**Google, Inc.**	Divide	Divide is mobile services software provider.	
05/19/2014	**Google, Inc.**	Quest Visual	Quest Visual is a translation software company that developed Word Lens, a mobile translation app.	
05/19/2014	**PubMatic**	Mocean Mobile	Mocean Mobile is a mobile advertising server for publishers.	$15.5
05/18/2014	**AT&T**	DirecTV	DirecTV is a satellite television operator.	$48,500.0
05/13/2014	**Softway Solutions**	Parabox Creative	Parabox Creative is a Houston-based video production studio that specializes in animated videos for social media and mobile applications like Vine and Instagram.	
05/13/2014	**Yahoo**	Blink	Blink is a set-destructing messaging mobile application.	
05/13/2014	**Zettics**	Velocent Systems	Velocent assists mobile operators in delivering superior quality service by identifying and helping resolve hidden problems that hinder mobile network performance and degrade customer experience.	
05/12/2014	**Kirusa Inc.**	Cooltok (Plusray)	Cooltok is an India-based provider of mobile messaging applications for smartphone platforms.	
05/08/2014	**Appnext**	AppHome	AppHome is a social and mobile applications developer.	$2.5
05/06/2014	**Jack Morton**	Genuine Interactive	Genuine Interactive is a digital agency and digital strategy, web design and development, mobile, social media, analytics, and technology services provider.	
05/06/2014	**Blinkx**	Lyfe Mobile	Lyfe Mobile brings local search marketing and mobile advertising.	
05/06/2014	**LogMeIn**	Ionia Corporation	Ionia Corp. is a Boston-based software integrator that helps businesses tie Internet-connected devices into their back-office sales and planning software systems.	$12.0
05/05/2014	**Skout**	Nixter	Nixter is a social mobile integrated platform that provides information on upcoming nightlife events in the city.	

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* Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

M&A Transactions

TRANSACTION DATA

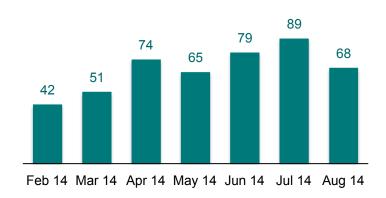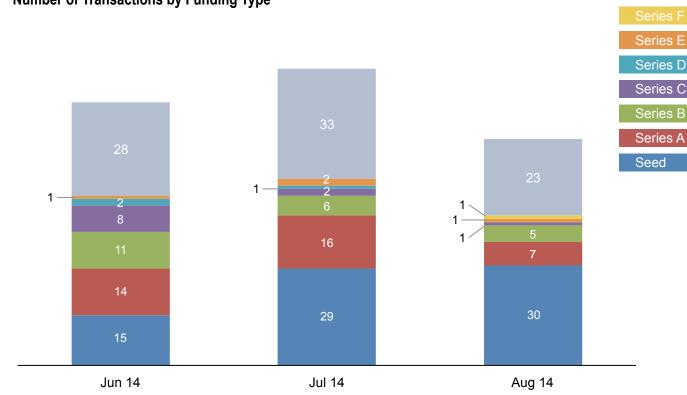| Announced	Acquirer	Target	Target Summary	Deal Amount (in $M)
05/01/2014	**Glu Mobile Inc.**	PlayFirst	PlayFirst is a game developer for web and mobile applications.	
05/01/2014	**TA Associates**	Bomgar	Bomgar provides remote support solutions for easily and securely supporting computing systems and mobile devices.	
05/01/2014	**Yello Mobile**	PriceArea	PriceArea is a price comparison site in Indonesia.	

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Financing Transactions Overview

Average Value of Transactions ($MM)

Feb 14: 16.0
Mar 14: 14.0
Apr 14: 36.8
May 14: 9.4
Jun 14: 29.2
Jul 14: 21.9
Aug 14: 8.0

Number of Transactions

Feb 14: 42
Mar 14: 51
Apr 14: 74
May 14: 65
Jun 14: 79
Jul 14: 89
Aug 14: 68

Number of Transactions by Funding Type

Legend:
- Undisclosed
- Series F
- Series E
- Series D
- Series C
- Series B
- Series A
- Seed

Jun 14
- Undisclosed: 28
- 1
- Series D: 2
- Series C: 8
- Series B: 11
- Series A: 14
- Seed: 15

Jul 14
- Undisclosed: 33
- Series E: 2
- 2
- 1
- Series B: 6
- Series A: 16
- Seed: 29

Aug 14
- Undisclosed: 23
- 1
- 1
- 1
- Series B: 5
- Series A: 7
- Seed: 30

Source: Thomson Reuters, VentureDeal and Hidden River, LLC   * Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

Financing Transactions

FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in $M)	Funding Round	VC's
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
Fittter	Private	Fittter 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.	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	Felicis 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

* Note: Fittter 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 August 1-31 2014

Financing Transactions

Company Information	Status	Company Description	Announced	Transaction Amount (in $M)	Funding Round	VC's
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
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
RxREVU	Private	RxREVU 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

* 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.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

Financing Transactions

Company Information	Status	Company Description	Announced	FUNDING Transaction Amount (in $M)	Funding Round	VC's
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
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	Quettrea 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	Norwest 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

* 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

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Financing Transactions

Company Information	Status	Company Description	Announced	Transaction Amount (in $M)	Funding Round	VC's
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, Norwest 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
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)

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Financing Transactions

FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in $M)	Funding Round	VC's
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 bettery-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
Urban Massage	Private	Urban Massage is an on-demand mobile massage 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 Schömbs, 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	Felicis 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, Idinvest
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, Greylock Partners, Sands Capital Management, ClearBridge Investments, Battery Ventures

* Note: SuperAwesome still seeking $1,360,000 in funding.
* Note: testCloud still seeking $850,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC   * Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

Financing Transactions

Company Information	Status	Company Description	Announced	Transaction Amount (in $M)	Funding Round	VC's
				FUNDING		
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
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
eXacly	Private	eXacly.me enables discovery, interaction, personalization and sharing across distributed networks of web sites, Facebook, eXacly.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	PredicitonIO has crafted an open-source program to let develips 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

* Note: Adtonik transaction amount rounded, total amount received $20,000.
* Note: EnHatch transaction amount rounded, total amount received $20,000.
* Note: eXacly still seeking $300,000 in funding.
* Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

Financing Transactions

Company Information	Status	Company Description	Announced	Transaction Amount (in $M)	Funding Round	VC's
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	MobiXLabs 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 monage mobile applications.	7/15/14	$0.3	Undisclosed	Barshop Ventures
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 applciation 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 Captial
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 techonology 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 advertisingn 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.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC   * Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

Financing Transactions

Company Information	Status	Company Description	Announced	FUNDING Transaction Amount (in $M)	Funding Round	VC's
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 administratvie controls.	7/7/14	$150.0	Undisclosed	TPG, Coatue Management
Adtile	Private	Adtile is a startup that brings and "app store"- style approach to mobile ads.	7/3/14	$4.5	Series A	Undisclosed
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-Valcarcel, 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
Kamcord	Private	Kamcord is the developer of a program that allows users to unlock their mobile gaming moments and share it with other users.	6/27/14	$3.2	Undisclosed	Undisclosed
Seriously	Private	Seriously builds mobile games designed to be developed into entertainment properties.	6/27/14	$2.6	Undisclosed	Sunstone Capital, Upfront Ventures, Daher Capital
MobileRQ	Private	MobileRQ helps travel suppliers and their partners automatically send smart, relevant content to their mobile audience.	6/26/14	$1.3	Undisclosed	Verizon Ventures, Coremix Capital, Rogue Ventures, Thomas Sperry, TiE Oregon
Nugg	Private	Nugg is a Vancouver-based software company building platform for a suite of web and mobile apps for building, managing, and tracking high-performance teams.	6/26/14	$0.3*	Seed	Undisclosed
Sapho	Private	Sapho is a mobile app which uses software APIs to pull from a company's various enterprise applications and provide relevant updates for each user.	6/26/14	$3.0	Undisclosed	SoftTech VC, Bloomberg Beta, Redpoint Ventures, Raymond Tonsing, Brad Jones, Andy Rankin

* Note: HATS OFF transaction amount rounded, total amount received $20,000.
* Note: Nugg transaction amount rounded, amount received totaled $350,000.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

Financing Transactions

FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in $M)	Funding Round	VC's
Tastemade	Private	Tastemade is an online food network for discovering places to buy food, creating new dishes, and sharing them.	6/26/14	$25.0	Series C	Scripps Networks Interactive, Liberty Global, Redpoint Ventures, Raine Ventures, Comcast Ventures
Phunware	Private	Phunware is a MaaService-based integrated services platform that enables brands to engage, manage and monetize users on mobile phones.	6/26/14	Undisclosed	Series E	Samsung Ventures
TapZen	Private	TapZen creates unforgettable games for iOS and Android tablets.	6/26/14	$8.0	Undisclosed	Tencent
Helpshift	Private	Helpshift is a mobile help desk and CRM for hundreds of mobile applications.	6/24/14	$10.0	Series A	Intel Capital, Visionnaire Ventures, True Ventures, Nexus Venture Partners
RelayRides	Private	RelayRides is a peer-to-peer car sharing marketplace connecting people in need of a car with vehicle owners from any mobile device.	6/24/14	$25.0	Series B	Google Ventures, Canaan Partners, Shasta Ventures, August Capital
Meet You	Private	Meet You is a period tracking mobile application.	6/24/14	$35.0	Series C	Matrix Partners China, K2 Ventures, SIG
Slyce	Private	Slyce offers a platform on the web and mobile devices for retailers and publishers to capture products they see and make an instant purchase.	6/24/14	$12.0	Series B	Beacon Securities, Canaccord Genuity Corp., Cormark Securities Inc., Salman Partners.
CloudPhysics	Private	CloudPhysics is a Saas-based data management platform that supports an organization's data center's decision-making.	6/24/14	$15.0	Series C	Jafco Ventures
Tasktop Technologies	Private	Tasktop Technologies is a provider of software lifecyle infrastructure in task management and synchroniization.	6/24/14	$11.0	Series A	Austin Ventures, Yaletown Venture Partners
White Ops	Private	White Ops is a provider in online fraud detection.	6/24/14	$7.0	Series A	Paladin Capital Group, Grotech Ventures
Cargomatic	Private	Cargomatic is a real-time on demand network for Local Truck Availability. Shippers that submit loads and find nearby trucks to service their needs through the mobile application.	6/24/14	$2.6	Seed	Morado Venture Partners, SV Angel, Sherpa Ventures
Transifex	Private	Transifex is a SaaS continuous localization platform powering the process of launching products into multiple languages for companies with rapid development cycles.	6/24/14	$2.5	Seed	New Enterprise Associates, Toba Capital, Arafura Ventures
AdExpresso	Private	AdExpresso offers services for advertiser and media agencies to create, analyze, and optimize their Facebook advertisments.	6/24/14	$1.3	Seed	SierraMaya Ventures, VegasTechFund, 500 Startups
Epoxy	Private	Epoxy is a social-focused video tool with applications that help online video creators control their content and connect with fans on social media from their tablets and mobile devices.	6/24/14	$6.5	Series A	Upfront Ventures, Time Warner Investments, Bertelsmann Digital Media Investments, Advancit capital, Greysoft Partners, Downey Ventures
SmashFly Technologies	Private	Smashfly is a recruitment marketing platform.	6/24/14	$9.0	Series A	OpenView Venture Partners
FTL Global Solutions	Private	FTL is a leading provider of scalable, sustainable and secure solutions for humanity.	6/24/14	Undisclosed	Series C	Terra Firma Capital Group
Omsignal	Private	OMsignal has developed a revolutionary line of bio-sensing clothing that connect seamlessly with mobile devices.	6/24/14	$10.0	Series A	Primera Capital, David Cohen, Golden Venture Partners, Mistral Venture Partners, Real Ventures, Bessemer Venture Partners
Soundhawk	Private	Soundhawk is the developer of a device that greatly enhances the wearer's ability to hear the world around them. It combines its device with its smartphone app to improve hearing in even the loudest environments.	6/24/14	$5.5	Undisclosed	Foxconn, True Ventures
SpinGo	Private	SpinGo is an online and a mobile event search engine that connects event specialists with users.	6/20/14	$2.0	Series A	Josh James, Rick Alden, Todd Pedersen, Alan Hall, Greg Warnock
Housing.com	Private	Housing.com is an India-based real estate portal.	6/20/14	$19.0	Series D	Helion Venture Partners, Nexus Venture Partners, Qualcomm Ventures.
SavvyCard	Private	SavvyCard empowers anyone to easily build webcards – sharable, mobile optimized websites that can be tailored for any use.	6/20/14	$0.1*	Series A	Florida Growth Fund
Spotlight Ticket Management	Private	Spotlight Ticket Management provides access to company tickets online and on mobile devices.	6/19/14	$6.0	Series A	Point Judith Capital, Coyote Ridge Ventures, City National
ProjectManager.com	Private	ProjectManager.com is a project management software that comes with social, video, mobile, and content tools already built into its platform based in New Zealand.	6/19/14	$3.5	Undisclosed	Undisclosed

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

* Data collected in this issue of Mobile Smart Fundamentals was collected throughout August 1-31 2014

Financing Transactions

Company Information	Status	Company Description	Announced	Transaction Amount (in $M)	Funding Round	VC's
				FUNDING		
TouchOfModern	Private	TouchOfModern is an online and mobile shopping spot that offers designer lifestyle products from furniture to fashion.	6/19/14	$17.0	Series B	Partch Ventures, Great Oaks VC, Lucas Venture Group, Silicon Valley Bank, Hillsven, and Floodgate
Arbel	Private	Arbel is a creator of the mobile application "Yo," an application that sends the word "Yo" to a user's contacts.	6/19/14	$1.0	Seed	Moshe Hogeg
Meditation Resource Calm	Private	Meditation Resource Calm is a company that provides an online and mobile relaxation resources to users.	6/18/14	$0.6	Undisclosed	Jason Calacanis's Launch, Matt Mullenwerg, Matt Cheng
Mantis Vision	Private	Mantis Vision develops technologies products that bring 3D to mobile devices.	6/18/14	$12.5	Undisclosed	Qualcomm Ventures, Lab IX, Sunny Optical Technology Co., Samsung
ClearCare	Private	ClearCare is a San Francisco web-based software solution company and provider for private duty home care agencies.	6/18/14	$11.0	Series B	Bessemer Venture Partners, Cambia Health Solutions, Voyager Capital, Qualcomm Ventures, Harbor Pacific Capital, City National Bank
sigSense	Private	Sigsense replaces single purpose stand-alone test instruments with interchangeable sensing modules that connect to a smart phone running the Sigsense mobile application.	6/18/14	Undisclosed	Seed	Highway1
SwitchEmbassy	Private	Switch Embassy, formally Agent of Presence, is a fashion technology company developing a disruptive and exciting line of context-aware and responsive fashion and accessories.	6/18/14	Undsiclosed	Seed	Highway1
Clari	Private	Clari is the mobile-first sales tool that uses data science and predictive analysis to help sales people do their jobs.	6/17/14	$20.0	Series B	Bain Capital Ventures, Sequoia, Northgate Capital
Contrib	Private	Contrib is a web-based management platform focused on crowdsourcing, equity, compensation and virtual modelling.	6/17/14	$0.3	Seed	Undisclosed
SIM Partners	Private	SIM Partners is a provider of loca and social marketing automation SaaS technology, helping keep thousands of locations visible and accessible in top search engine results, mobile devices, and social networks.	6/17/14	$8.0	Series A	River Cities Capital Funds, Jump Capital
Kony, Inc.	Private	Kony, Inc. is a cloud-based mobile application development platform (MADP).	6/17/14	$50.0	Undisclosed	SoftBank Capital, Insight Venture Partners, Telstra Ventures, Georgian Partners, Delta-V, Hamilton Lane
Ucloud	Private	Ucloud is a Shanghai-based cloud computing service provider.	6/17/14	$50.0	Series B	Bertelsmann Asia Investments, Legend Capital, Doll Capital Management
Wayin	Private	Wayin is a mobile and web engagement platform that enables conversations between individuals, brands, and enterprises with their fans, customers and employees.	6/17/14	$12.1*	Undisclosed	Undisclosed
Moment.me	Private	Private.me is a platform that scans social media websites and presents associated photos and videos relevant to a user's shared experience.	6/16/14	$1.7	Undisclosed	Sintel Innov8, Blumberg Capital
Instacart	Private	Instacart (YC S12) is a same-day grocery delivery startup offering delivery in as little as 1 hour. Focused on delivering groceries and home essentials, the company is looking to expand to other verticals very soon.	6/16/14	$44.0	Series B	Andreessen Horowitz, Aaron Levie (Box CEO), Sam Altman (Y Combinator president)
Valancell	Private	Valencell is a developer performance biometric data sensors and licenses to consumer electronics manufacturers, mobile devices, and accessort makers.	6/16/14	$7.0	Series C	WSJ Joshua Fund, TDF Ventures, True Ventures, Best Buy Capital
ShoppinPal	Private	ShoppinPal allows users to instantly have a mobile storefront without an online store.	6/14/14	Undisclosed*	Undisclosed	Undisclosed
WHOM	Private	WHOM is a social mobile game that makes getting to know your friends - fun and easy. The goal of WHOM is to compare yourselves with your friends - learn fun insights, see what you have in common and win sweet swag.	6/14/14	Undisclosed*	Undisclosed	Undisclosed
Glympse	Private	Glympse is a mobile service that allows GPS-enabled mobile phone users to share their location via a Web-based map for a pre-set period of time with anyone they choose.	6/13/14	$12.0	Series C	UMC Capital, Verizon Ventures, Ignition Partners, Menlo Ventures, Naya Ventures
Nuzzel	Private	Nuzzel provide a social-real-time platform that allows users to see news that their friends share online and on mobile devices.	6/12/14	$1.7	Series A	Homebrew's Hunter Walk, Sacca, Matt Mazzeo
Procore Technologies Inc.	Private	Procore Technologies, Inc. is a cloud-based construction management software.	6/12/14	$15.0	Series D	Bessemer Venture Partners

* Note: Wayin still seeking $999,998 in funding.
* Note: ShoppinPal still seeking $600,000 in funding.
* Note: WHOM still seeking $500,000 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in $M)	Funding Round	VC's
SourceClear	Private	SourceClear enables teams to visualize vulnerabilities across all their development projects in real time.	6/12/14	$1.5	Seed	Kinzer Capital, Realise Capital Partners, Mary Cirillo, Amos Michelson, Frank J. Marshall, Justin Somaini
Blue Tiger Labs	Private	Blue Tiger Labs is transforming the way consumers and businesses shop, and how brands reach their buyers.	6/12/14	$4.0	Undisclosed	Dave Baggett, Eniac Ventures, Haroon Mokhtarzada
Zula	Private	Zula is a mobile application designed to enable work communication on the go.	6/11/14	$3.0	Series A	2M, Ourcrowd, Microsoft Ventures, Nathan Low, Doug Pauly
Repsly	Private	Repsly provides mobile software solutions for enhancing field activity management.	6/11/14	$1.2	Seed	K5 Ventures, First Beverage Group, LaunchPad Venture Group
Placed	Private	Placed is a location-driven insights and mobile ad intelligence platform providing reports on consumers' offline behaviors.	6/10/14	$10.0	Series B	Two Sigma Ventures, Madrona Venture Group
InfoScout	Private	InfoScout provides real-world analytics for marketers by using mobile technology to capture purchase behavior in the offline world.	6/10/14	$16.0	Series B	Bain Capital Ventures, Horizon Partners, MHS Capital
Visier	Private	Visier is a cloud-based analytics and workforce platform enabling HR professionals to answer critical workforce strategy questions.	6/10/14	$25.5	Series C	Summit Partners, Foundation Capital, Adams Street Partners
Plex Systems	Private	Plex Systems is a Michigan-based software and cloud-computing company.	6/10/14	$50.0	Undisclosed	T. Rowe Price, Accel Partners
Dwellable	Private	Dwellable is a mobile application for vacation rentals.	6/10/14	$2.0	Seed	Version One Ventures, Maveron, Rob Solomon, Spencer Rascoff, Glenn Kelman, Oren Etzioni
MobileMajority (PaeDae)	Private	MobileMajority is a Los Angeles-based mobile advertising startup.	6/10/14	$8.0	Undisclosed	Undisclosed
Zaius, Inc.	Private	Zaius, Inc. is a provider of connecting marketers to real-time channels like e-commerce, web, and mobile.	6/10/14	$6.3	Series A	Matrix Partners
RebelMail (EngageInbox, Inc.)	Private	RebelMail is a provider of an in-email checkout product that powers secure activity inside of emails for e-commerce and SaaS companies.	6/10/14	$2.0	Seed	Vaizra, Boldstart, Lerer Ventures, Box Group, Vayner RSE
Zula	Private	Zula provides a mobile solution for initiating, managing and maintaining mobile team communications.	6/10/14	$3.0*	Undisclosed	Undisclosed
Spitforce	Private	Spitforce is a provider of A/B testing for mobile devices and applications.	6/9/14	$0.2	Seed	SOS Ventures, Angel investors (Simon Newstead, Steven Ho, Jaime Lin, Guillaume Luccisano)
Marbella Technologies	Private	Marbella's Smart Rounding solution empowers healthcare providers to capture perception-of-care data on all patients, in real time.	6/9/14	Undisclosed*	Undisclosed	Undisclosed
Uber	Private	Uber is a mobile application connecting passengers with drivers for hire.	6/6/14	$1,200.0	Undisclosed	Fidelity Investments, Wellington Mangement, Blackrock Inc., Summit
Altair Semiconductor	Private	Altair is a fabless semiconductor that is developing state of the art, ultra low power mobile WiMAX silicon solutions optimized for handsets and handheld devices.	6/6/14	$25.0	Undisclosed	JVP, Undisclosed
Neon Mobile	Private	Neon Mobile is a developer of mobile applications, landing pages, and metadata clouds for small businesses and startups.	6/6/14	$0.1*	Undisclosed	Undisclosed
DewMobile	Private	DewMobile designed an application that allows users to transfer files between devices without being connected to the Web.	6/6/14	$20.0	Series B	Innovation Works, Northern Light Venture Capital, IDG Capital Partners
Octro	Private	Octro is a provider of creating digital productivity applications for mobile devices.	6/4/14	$15.0	Series A	Sequoia Capital
PerBlue	Private	PerBlue is a mobile and social gaming software company that developed Parallel Kingdom, a location-based, multi-player role playing game.	6/4/14	$3.0	Undisclosed	Lightbank
Offerpop	Private	Offerpop is a digital marketing platform that helps brands transform marketing channels into social experiences.	6/3/14	$15.0	Series C	Edison Ventures, Hearst Ventures, salesforce.com, Windcrest Partners, CommonAngels, Mesco Ltd.

* Note: Zula still seeking $1,000,000 in funding.
* Note: Marbella Technologies is still seeking $2,000,000 in funding.
* Note: Neon Mobile Transaction amount rounded, amount received totaled $450,000.

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Financing Transactions

FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in $M)	Funding Round	VC's
RichRelevance	Private	RichRelevance is an omni-channel personalization platform that assists retailers and brands to deliver content and offers to shoppers.	6/2/14	$20.0	Undisclosed	Centerview Capital Technology, Draper Fisher Jurvetson, Greylock Partners, Crosslink Capital, Shea Ventures
Proteus Digital Health, Inc.	Private	Proteus Digital Health develops digital products that collect and aggregate various behavioral, physiological, and therapeutic metrics.	6/2/14	$120.0	Undisclosed	Undisclosed
Fortscale	Private	Fortscale is a cybersecurity data platform.	6/2/14	$10.0	Series B	Intel Capital, Blumberg Capital, Swarth Group
BitFury	Private	BitFury is a Bitcoin infrastructure provider.	6/2/14	$20.0	Undisclosed	Binary Financial, Crypto Currency Partners, Georgian Co-Investment Fund, Queensbridge Venture Partners, ZAD Investment Company
NantHealth	Private	NantHealth is a healthcare company converging science and technology through an integrated clinical platform.	6/2/14	$25.0	Undisclosed	Celgene
Bubbl	Private	Bubbl is a mobile app that lets friends capture their favorite parts of online videos. With so many video links shared daily, no one has time to watch everything or to wade through the litter blasted on social networks to find what really matters.	6/2/14	$0.0*	Seed	Entrepreneurs Roundtable Accelerator
MobileSuites	Private	MobileSuites is a mobile platform for hotels that gives travelers on-demand access to frequently used hotel services, allowing any hotel to instantly modernize its guest offerings.	6/2/14	$0.0*	Seed	Entrepreneurs Roundtable Accelerator
Mozido	Private	Mozido provides a platform of cloud-based, white-label, mobile payment, shopping and marketing solutions with real-time customer analytics.	6/2/14	$10.0	Undisclosed	Undisclosed

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S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
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.
Glassessoff	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 infromation technology and network solutions to the telecommunications service provier 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.
Mobileye	6/22/14	Mobileye is the global leader in the design and development of software and related technologies for camera-based Advanced Driver Assistance Systems ("ADAS").
MobileIron	6/12/14	MobileIron manufactures Mobile Device Management solutions (MDM) and Enterprise Mobility Management (EMM) for mobile devices.

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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.

Executive Contacts

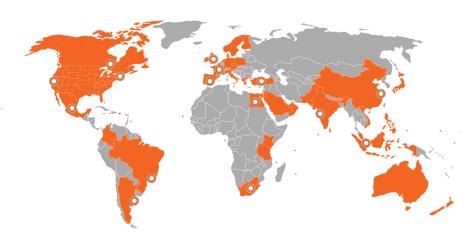Greg Stuart
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Global Headquarters

Mobile Marketing Association
770 Broadway
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NY+1 646 257 4515
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Mobile Marketing Association

Calendar of Events

SEPTEMBER 30 – OCTOBER 1, 2014

SM2 Innovation Summit

Highline Stages, New York, NY, USA

http://www.mmaglobal.com/sm2

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 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

Todd Parker
Managing Director, Hidden River
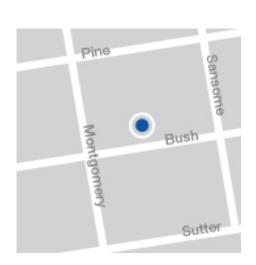tparker@hiddenriverllc.com
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DEDICATED EXCLUSIVELY TO THE MOBILE ECOSYSTEM

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STRATEGY
EXECUTION
ANALYSIS
INITIATIVE
EXPERIENCE
COMMITMENT

www.mmaglobal.com

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MMA
MOBILE MARKETING ASSOCIATION

Hidden River