



MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION
MAY 2015

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On The Road with SMOX

As you know, the MMA's groundbreaking SMOX Study (Cross Marketing Effectiveness) provides brand marketers, for the very first time, empirical evidence on the impact of mobile in the marketing mix and answers three critical questions:

1. Can mobile help brands meet their marketing goals across the purchase funnel?
2. What is the optimal mobile allocation for my campaign?
3. How can I make my mobile investment work harder?
 - a. Performance and attribution of video, audio, location and other mobile vehicles as well as the impact of creative.

We have currently completed SMOX studies measuring brand impact and sales with Walmart, MasterCard, AT&T and The Coca-Cola Company. Additional studies are currently in market and will eventually provide insights from around the world including China, Brazil, Turkey, UK and other markets.

Over the last 4 months, we have presented the insights from this Study to literally hundreds of brand and agency leaders, both on stage at major industry events, including our own Forums and SMOX Roadshows, but also through a series of in-office presentations which have allowed individual brands to bring together their entire marketing leadership into one room.

As one Agency Head put it to me post presentation last week,

“The SMOX research is the most compelling thing I’ve seen in the industry in years.”

There is nothing more critical to the accelerated growth of the mobile marketing industry, than for us to be sharing these insights with all leading brands who see mobile as central to their continued success. I look forward to being able to look back at this time as the moment that everything changed.

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

Best,

Greg Stuart

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Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
Leland Wilkinson	Vice President of Statistics, Tableau	Vice President, Skytree Inc	Tableau Software provides easy-to-use software applications for fast analytics and visualization.	5/26/15
Matt Shea	Chief Executive Officer, WildTangent	Executive Vice President, WildTangent	WildTangent is the leading worldwide, cross-device technology company focused on the distribution and monetization of mobile and online apps.	5/26/15
Corey Nachreiner	Chief Technology Officer, WatchGuard Technologies	Director of Security Strategy, WatchGuard Technologies	WatchGuard Technologies is a provider of network security products and network security computer appliances.	5/26/15
Michelle Welch	Vice President Marketing, WatchGuard Technologies	Vice President Marketing, Identity and Data Protection, Gemalto (formerly SafeNet)	WatchGuard Technologies is a provider of network security products and network security computer appliances.	5/26/15
Zachary Cohn	Innovation Specialist, 18F	Founder, Amazing Airfare	18F provides consulting services designed to improve how government works.	5/15/15
Doug Bowser	Vice President of Sales, Nintendo of America, Inc	Vice President - Global Demand Planning, Electronic Arts	Nintendo is a Japanese multinational consumer electronics company that develops game consoles.	5/15/15
Bill Glenn	Vice President of Marketing, Rightside	Vice President of Marketing, Socrata	Rightside is a publicly-traded Kirkland-based domain name services company.	5/15/15
Charles Seybold	Advisor, Academy.IO	Co-founder and Board Member, LiquidPlanner (current)	Academy.io enables a deeply integrated educational experience allowing SaaS platforms to deliver the right content at just the right time.	5/15/15
Rachel Whetstone	Senior Vice President of Policy, Uber	Director Corporate Communications EMEA, Google	Uber is a venture-funded startup that has created a mobile application that connects passengers with drivers of luxury vehicles for hire.	5/15/15
Mike Spacone	Vice President of Partner Strategy, Changepoint	Vice President of Channels, The Americas, OpenText	Changepoint provides business process automation software for global services organizations and corporate Information Technology (IT) departments.	5/15/15
Paul Yaros	Vice President, Professional Services, Changepoint	Vice President of Professional Services, Model N	Changepoint provides business process automation software for global services organizations and corporate Information Technology (IT) departments.	5/15/15
Jason Grollman	Vice President of Operations, HackerAgency	Management Operations Director, Y&R Group Seattle	HackerAgency delivers global digital direct marketing + CRM with ROI-focused Creative, Strategy, Data, Analytics, Production, Development and Media.	5/15/15
Kristen Roby Dimlow	Executive Vice President of Human Resources, F5	Human Resources General Manager, Microsoft	F5 Networks provides application delivery networking technology that optimizes the delivery of network-based applications.	5/6/15
Bridget Frey	Chief Technology Officer, Redfin	Senior Vice President, Engineering, Redfin	Redfin provides real estate search and brokerage services through a combination of real estate web platforms and access to live agents.	4/30/15
Scott Parrish	Chief Financial Officer, 2nd Watch	Chief Financial Officer, Allen Institute for Artificial Intelligence (AI2)	2nd Watch is a cloud IT operations company enabling users to leverage Amazon Web Service (AWS) IaaS to reduce IT costs and grow revenue.	4/30/15
Alex Berg	Director of Strategy & Analytics, Fell Swoop	Vice President - Product, Ritani	Fell Swoop creates digital products & communications that are useful, usable, and creatively inspired.	4/29/15
Perry Evoniuk	Chief Technology Officer, eVite	Director of Information Systems, Amgen	Evite, an online personal party planning service, offers tools for planning recipes and a wine-pairing chart, the process and themes.	4/29/15
Erik Huggers	Chief Executive Officer, Vevo	President, Intel Media, Intel Corporation	Vevo is an all-premium music video and entertainment platform.	4/29/15
Chris Griggs	Vice President of EMEA, Skytap	Director Global Accounts, EMEA, HP Software	Skytap provides cloud-based testing and development environments for enterprises supporting both native VMware and AWS workloads.	4/28/15
Rick Cronin	Technical Director, Skytap	Senior Enterprise Architect, VMware	Skytap provides cloud-based testing and development environments for enterprises supporting both native VMware and AWS workloads.	4/28/15
Nathan Kundtz	Chief Executive Officer, Kymeta	President and Chief Technology Officer, Kymeta	Kymeta commercializes a new form of metamaterials-based satellite antenna.	4/17/15
Marc Stolzman	Chief Financial Officer, Kymeta	Chief Financial Officer, Zully	Kymeta commercializes a new form of metamaterials-based satellite antenna.	4/17/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Name	New Company	Old Company	New Company Summary	Date
Brian Goldfarb	Senior Vice President, Platform Marketing, Salesforce	Head of Marketing, Cloud Platform, Google	Salesforce.com is an enterprise cloud computing company that provides business software on a subscription basis.	4/14/15
Rex Tibbens	Chief Operating Officer, Lyft	Vice President, Amazon	Lyft Inc. helps commuters share rides with their friends, classmates, and coworkers travelling in the same way.	4/9/15
Anthony Watson	President and Chief Operating Officer, Bitreserve	Chief Information Officer, Nike	Bitreserve is a new financial system that makes using digital money secure.	4/6/15
James Casey	Vice President of Engineering, Chef Software	General Manager - Chef Analytics, Chef Software	Chef is an automation platform that transforms infrastructure into code.	3/27/15
Nicole Forsgren	Director, Organizational Performance & Analytics, Chef Software	Assistant Professor, Utah State University (current)	Chef is an automation platform that transforms infrastructure into code.	3/27/15
Lauren Antonoff	Senior Vice President, Digital Identity Group, GoDaddy	Director of Program Management, SharePoint, Microsoft	GoDaddy is an internet domain registrar and web hosting company facilitating online businesses.	3/27/15
Sander van 't Noordende	Board Member, Avanade	Group Chief Executive Products Operating Group, Accenture (current)	Avanade provides business technology solutions and managed services that connect insight, innovation and expertise in Microsoft.	3/27/15
Sean Boyle	Undisclosed Financial Executive Position	Chief Financial Officer, Apptio	N/A	3/17/15
Lorrie Norrington	Board Member, LivingSocial	Operating Partner and Advisor, Lead Edge Capital (current)	LivingSocial is an online marketplace that allows people to buy and share deals on the best things to do in their cities and beyond.	3/10/15
Beau Holt	Vice President of Service & Delivery, Lighthouse eDiscovery	Staff Attorney, K&L Gates	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	3/10/15
Chris Dahl	Vice President of Product Development and Consulting, Lighthouse eDiscovery	Lead eDiscovery Analyst, K&L Gates	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	3/10/15
Debora Motyka	Regional Director, Lighthouse eDiscovery	Director of Product Strategy and Counsel, Lighthouse eDiscovery	Lighthouse eDiscovery, Inc. provides technology-enabled eDiscovery services for Fortune 100 companies & Am Law 100 law firms.	3/10/15
John Kueber	Chief Executive Officer, Purehome	Chief Operating Officer, Tiger Oak Media	Pure Home is a marketing and transaction platform for the home decor industry.	3/6/15
Steve Banfield	Chief Marketing Officer, INRIX	Senior Vice President & General Manager, Rightside	INRIX offers real-time traffic information solutions that help develop traffic data and traffic speed for freeways, highways and arterials.	3/6/15

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 6/1/15	Stock Price 5/1/15	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
Indexes		Russel 3000	1,261.83	1,257.39	0.4%	1,275.11	1,079.87				
		S&P 500	2,111.73	2,108.29	0.2%	2,134.72	1,820.66				
		NASDAQ Composite	5,082.93	5,005.39	1.5%	5,119.83	4,116.60				
Large-Cap (> \$10B)											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 79.87	\$ 76.43	4.5%	\$ 80.74	\$ 58.51	\$39,956	\$38,681	\$4,350	8.9X
Alcatel-Lucent	ALU	NYSE	3.93	3.41	15.2%	4.96	2.28	11,099	12,997	16,530	0.8X
America Movil	AMX	NYSE	21.17	20.79	1.8%	26.95	19.21	45,544	45,544	64,486	0.7X
Apple Inc.	AAPL	NASDAQ	130.54	128.95	1.2%	134.54	88.93	752,016	762,791	212,164	3.6X
AT&T	T	NYSE	34.35	34.42	-0.2%	37.48	32.07	178,380	271,599	132,547	2.0X
Barti Airtel	BHARTIARTL.BO	BSE	6.54	6.00	9.0%	6.81	5.43	26,147	36,632	14,888	2.5X
CenturyLink	CTL	NYSE	32.87	36.14	-9.0%	45.67	32.85	18,530	38,831	17,944	2.2X
China Mobile	CHL	NYSE	66.10	72.03	-8.2%	75.52	47.59	270,673	204,318	100,500	2.0X
Dentsu	4324.JP	TSE	50.92	47.29	7.7%	52.41	32.95	14,686	15,567	21,906	0.7X
Fiserv, Inc.	FISV	NASDAQ	80.56	78.66	2.4%	81.66	59.19	19,076	22,632	5,107	4.4X
Google	GOOG	NASDAQ	533.99	607.22	-12.1%	598.01	486.23	182,942	122,741	67,839	1.8X
Microsoft	MSFT	NASDAQ	47.23	48.65	-2.9%	50.04	39.86	382,070	318,782	94,782	3.4X
Motorola Solutions	MSI	NYSE	59.65	60.28	-1.0%	70.26	57.79	12,583	12,642	5,875	2.2X
Neustar, Inc.	NSR	NYSE	79.57	83.88	-5.1%	85.15	63.42	17,640	16,013	9,313	1.7X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	34.89	34.17	2.1%	36.04	25.07	79,319	149,261	92,519	1.6X
Nokia	NOK	NYSE	7.26	6.50	11.7%	8.73	6.30	26,703	26,703	16,782	1.6X
Omnicom	OMC	NYSE	74.69	76.75	-2.7%	80.98	64.03	18,248	22,560	15,285	1.5X
Publicis Groupe	PUB.PA	Paris	79.57	83.88	-5.1%	85.15	63.42	17,640	16,013	9,313	1.7X
Samsung	005930.KS	KRX	1,162.85	1,315.30	-11.6%	1,351.65	1,009.65	171,288	140,538	187,149	0.8X
Sprint	S	NYSE	4.64	5.22	-11.1%	9.75	3.79	18,408	48,063	34,532	1.4X
Telefonica S.A.	TEF	NYSE	14.09	15.32	-8.0%	17.03	13.27	69,582	69,582	60,959	1.1X
Telenor	TELNF	OTC	22.09	22.60	-2.3%	24.31	19.58	33,162	40,889	16,308	2.5X
Vodafone Group	VOD	NASDAQ	38.81	34.93	11.1%	39.46	28.63	102,893	137,780	65,522	2.1X
WPP Group	WPPGY	NASDAQ	118.39	117.35	0.9%	123.33	88.15	30,842	35,409	18,800	1.9X
Yahoo!	YHOO	NASDAQ	43.35	42.51	2.0%	52.62	32.93	40,681	36,803	4,711	7.8X
ZTE	000063.SZ	Shenzhen	5.15	5.02	2.6%	5.60	2.01	14,462	14,690	13,132	1.1X
					Average			99,791	102,233	50,125	2.4X
					Median			32,002	38,756	18,372	1.8X
Mid-Cap (\$2B - \$10B)											
Axiom Corporation	ACXM	NASDAQ	\$ 16.63	\$ 17.37	-4.3%	\$ 23.00	\$ 15.78	\$1,300	\$1,446	\$1,020	1.4X
BlackBerry	BBRY	NASDAQ	9.51	10.27	-7.4%	12.63	7.30	5,035	3,851	3,335	1.2X
Gemalto	GTOFF	OTC	87.20	93.12	-6.4%	115.49	67.89	7,762	7,178	3,163	2.3X
Interpublic Group of Companies	IPG	NYSE	20.43	21.01	-2.8%	22.69	16.37	8,436	10,003	7,576	1.3X
LG	034220.KS	KRX	26.12	27.85	-6.2%	34.02	26.00	9,347	11,333	26,032	0.4X
Pandora Media Inc.	P	NYSE	18.42	17.56	4.9%	30.48	14.50	3,895	3,513	957	3.7X
Telefonica Brasil S.A.	VIVT3-BR	NYSE	11.94	14.00	-14.7%	15.95	11.37	6,827	8,007	N/A	N/A
TIM	TSU	NYSE	14.99	15.27	-1.8%	30.52	14.32	7,258	7,258	7,892	0.9X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	10.91	11.09	-1.6%	16.68	10.43	9,601	9,398	5,439	1.7X
ValueClick	VCLK	NASDAQ	34.44	34.44	0.0%	35.56	23.35	2,219	2,208	598	3.7X
Zynga	ZNGA	NASDAQ	2.94	2.47	19.0%	3.47	2.20	2,308	1,358	706	1.9X
					Average			5,817	5,959	5,672	1.9X
					Median			6,827	7,178	3,249	1.6X

NOTES:

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

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

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

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Indexes		Russel 3000	1,261.83	1,257.39	0.4%	1,275.11	1,079.87				
		S&P 500	2,111.73	2,108.29	0.2%	2,134.72	1,820.66				
		NASDAQ Composite	5,082.93	5,005.39	1.5%	5,119.83	4,116.60				
Small-Cap (< \$2B)											
Bango	BGO	LSE	\$ 1.64	\$ 1.51	8.3%	\$ 2.27	\$ 1.14	\$85	\$76	\$8	9.1X
Blue Calypso Inc	BCYP	OTC	0.14	0.14	-2.1%	0.20	0.07	34	33	1	N/A
Boingo wireless	WIFI	NASDAQ	8.98	8.20	9.5%	9.10	5.48	329	332	122	2.7X
Cincinnati Bell	CBB	NYSE	3.61	3.41	5.9%	4.13	2.85	757	2,634	1,249	2.1X
Digimarc Corporation	DMRC	NASDAQ	29.80	23.00	29.6%	35.87	19.80	255	218	24	8.9X
GFK Retail and Technology UK	GFK:DE	Xetra	38.56	38.32	0.6%	57.00	37.86	1,407	1,885	1,819	1.0X
Glu Mobile	GLUU	NASDAQ	6.41	6.90	-7.1%	7.60	3.27	771	706	248	2.8X
Hipcricket	HIPP	NASDAQ	0.09	0.14	-35.7%	N/A	N/A	N/A	N/A	N/A	N/A
Internetq Plc	INTQ	LSE	4.59	4.76	-3.7%	5.57	3.66	183	183	171	1.1X
Marchex	MCHX	NASDAQ	4.90	4.27	14.8%	12.42	3.15	182	98	175	0.6X
MDC Partners	MDCA	NASDAQ	20.64	20.32	1.6%	28.65	17.99	1,029	2,346	1,233	1.9X
MEDL Mobile	MEDL	OTC BB	0.11	0.12	-12.5%	0.26	0.09	5	3	3	1.1X
Millennial Media	MM	NYSE	1.67	1.52	9.9%	5.09	1.28	234	202	287	0.7X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	0.85	1.00	-15.0%	1.68	0.77	24	24	4	5.9X
Opera Software ASA	OPERA.OL	Oslo	8.39	9.74	-13.9%	13.56	6.53	1,221	1,238	521	2.4X
Single Touch Systems Inc.	SITO	OTC BB	0.35	0.31	13.5%	0.49	0.15	53	57	13	4.5X
Smith Micro Software Inc	SMSI	NASDAQ	1.18	1.23	-4.1%	1.85	0.74	55	41	39	1.0X
Tanla Solutions Limited	TANLA	NSE	0.27	0.26	4.3%	0.41	0.10	27	22	39	0.6X
Telecom Argentina S.A.	TEO	NYSE	19.43	21.01	-7.5%	26.39	18.34	1,873	1,927	4,106	0.5X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	3.19	3.23	-1.2%	3.94	2.72	179	261	357	0.7X
Unwired Planet	UPIP	NASDAQ	0.68	0.65	4.6%	2.38	0.54	76	9	40	N/A
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	6.19	10.45	-40.8%	21.75	0.63	56	84	12	7.0X
Velti	VELT	NASDAQ	0.01	0.01	-20.0%	0.10	0.01	1	2	232	0.0X
					Average			402	563	486	2.7X
					Median			180	141	146	1.5X

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M&A Transactions

TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
05/29/2015	Google	Pulse.io	Pulse.io provides a mobile app performance service that helps developers identify issues slowing down their production apps.	
05/29/2015	Salesforce	Tempo AI	Tempo AI develops Tempo Smart Calendar, a mobile productivity app that organizes the user's day.	
05/29/2015	Kakao Talk	Path	Path is a photo-sharing service.	
05/29/2015	Apple	Metaio	Metaio is an augmented reality firm.	
05/28/2015	Mitek	Idchecker	Idchecker is a global provider of identity and document authentication technology.	
05/27/2015	CA Technologies	Rally Software	Rally Software, provides cloud-based solutions for managing Agile software development.	\$480.0
05/26/2015	Snapdeal	MobiMart	MobiMart is a mobile technology startup.	
05/21/2015	Yello	Gushcloud	Gushcloud is a Singapore-based influencer marketing platform that operates across Southeast Asia.	
05/20/2015	Altice	Suddenlink Communications	Suddenlink Communications, formerly Cebridge Connections, is the 9th largest provider of cable broadband services in the United States.	\$9,100.0
05/18/2015	Accela	PublicStuff	PublicStuff is an online community service that allows individuals to notify the right local departments to get things fixed.	
05/18/2015	Sizmek	StrikeAd	StrikeAd Fusion™ is the world's first dedicated mobile Demand-Side-Platform (DSP).	\$11.7
05/18/2015	Apple	Coherent Navigation	Coherent Navigation was a small firm that focused on creating commercial navigation services.	
05/12/2015	Verizon	AOL	AOL provides various digital brands, products, and services to consumers, advertisers, publishers, and subscribers worldwide.	\$4,400.0
05/08/2015	Myntra	Native5	Native5 is a Bengaluru-based mobile app development platform company.	
05/08/2015	Leica Geosystems	Technet-Rail 2010	Technet-Rail 2010 is a Berlin-based firm which develops 'big data' geospatial software applications for the rail industry.	
05/06/2015	AVG	Privax	Privax is a mobile VPN firm.	\$60.0
05/06/2015	RockYou	PlayHaven	PlayHaven offers tools for mobile developers to manage player acquisition, engagement, and monetization.	
05/06/2015	App Annie	Mobidia	Mobidia is a Canadian mobile and smartphone data usage analytics and measurement company.	
05/04/2015	Rapid7	NT OBJECTives	NT OBJECTives is an application security testing company.	

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M&A Transactions

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Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
04/30/2015	Microsoft Corp	N-Trig	N-Trig is the provider of DuoSense digitizer technology combining pen and zero-pressure touch for mobile computers into a single device.	\$30.0
04/30/2015	Flipkart	Appiterate	Appiterate is a mobile engagement and marketing automation.	
04/30/2015	MasterCard	Applied Predictive Technologies (APT)	APT is a data analytics firm.	\$600.0
04/28/2015	BigCommerce	Zing	ZING's platform of software and services enables the next generation of mobile entertainment to be always connected and ready to play.	
04/28/2015	Twitter	TellApart	TellApart is a leading marketing technology company.	
04/27/2015	Infosys	Skava	Skava is an e-commerce tech provider focused on mobile and in-store platforms for big-box retailers.	\$120.0
04/23/2015	Canon	Lifecake	Lifecake enables parents to organise and back up digital memories and share them privately on phones, tablets, computers, and books.	
04/22/2015	CenturyLink	Orchestrate.io	Orchestra is a cloud platform for deploying, managing and scaling PHP applications.	
04/21/2015	BlackBerry	WatchDox	WatchDox is an Israeli data security company.	\$150.0
04/17/2015	Microsoft Corp	Datazen	Datazen is a mobile business intelligence (BI) and data visualization service.	
04/15/2015	WPP	Medialets	Medialets is a Mobile Ad Measurement Company.	
04/14/2015	Localytics	Splitforce	Splitforce provides A/B Testing for Mobile Apps.	
04/14/2015	Apple	LinX Imaging	LinX Imaging is an Israeli camera technology company.	\$20.0
04/13/2015	Drifft	Fetchnotes	Fetchnotes is a productivity application that provides quick note-taking and creates 'to-do' lists.	
04/07/2015	HIS	RootMetrics	RootMetrics is an industry leader in wireless network analytics.	
04/07/2015	Singtel	Trustwave	Trustwave is a cybersecurity company.	\$810.0
04/02/2015	Check Point	Lacoon Mobile Security	Lacoon Mobile Security offers a solution that assesses mobile risks and enables enterprises to detect and eliminate mobile attacks.	\$80.0
04/02/2015	Nexon	Boolean Games	Boolean Games is a mobile game developer.	
04/01/2015	Salesforce	Toopher	Toopher is a mobile authentication firm.	
03/31/2015	Ticketmaster	Two Toasters	Two Toasters is a mobile application development firm that designs, develops and strategizes iOS and Android apps.	
03/30/2015	Xaxis	ActionX	ActionX is a mobile ad-tech firm that tracks users' anonymised behaviour on apps then serves them ads based on their preferences and behaviour.	

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M&A Transactions

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Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
03/25/2015	Waterfall, Inc.	Tetherball	Tetherball is an SMS marketing provider.	
03/19/2015	Giphy	Nutmeg	Nutmeg gives you easy access to gifs worth texting. It's ridiculously simple: pick one and double tap it into iMessage.	
03/19/2015	Opera Software	SurfEasy	SurfEasy is the maker of a virtual private network (VPN) app that lets users browse the web more securely.	
03/19/2015	Rakuten Marketing	Deep Forest Media	Deep Forest is a programmatic mobile marketing company and demand-side platform.	
03/17/2015	St Ives Group	Solstice Mobile	Solstice Mobile is a digital product design and engineering firm.	\$36.0
03/17/2015	Fastback Networks	Sub10 Systems	Sub10 Systems designs, develops and sells millimeter wave (MMW) wireless Ethernet bridges.	
03/16/2015	Cheetah Mobile	MobPartner	MobPartner is a global mobile advertising company.	\$58.0
03/16/2015	Perion	MakeMeReach	MakeMeReach makes it easy for developers to push existing ads to social networks, emphasizing how advertising companies are embracing the idea of cross-platform campaigns.	
03/16/2015	Harte Hanks	3Q Digital	3Q Digital is a digital marketing agency.	
03/13/2015	Twitter	Periscope	Periscope is a live-streaming app.	
03/12/2015	N. Harris Computer	Interact911	InterAct Public Safety Systems, a leading provider of safety and security software used by government agencies as well as private sector businesses, today announced the completion of its acquisition of BIO-key International's Law Enforcement Division, including MobileCop, PocketCop and InfoExchange.	
03/11/2015	Square	Kili Technology	Kili is a startup specializing in silicon, electronic and software design for improvement payment processing.	
03/10/2015	NewsHunt	Vauntz	Vauntz is an analytics and mobile platform company.	
03/09/2015	SugarCRM	Stitch*	Stitch, the developer of an iPhone app that acts as a personal assistant for sales staff, in order to boost its customer relationship management offering.	
03/07/2015	Flipkart	AdIQuity	AdIQuity is a mobile ad network which enables app developers and mobile publishers to monetize their inventory.	
03/05/2015	Quickplay	Roundbox	Roundbox Inc., a maker of software used by carriers and device makers to broadcast TV and data to mobile phones.	
03/04/2015	Yello Mobile	Adplus	Adplus is a performance-based Ad Network.	
03/02/2015	PayPal	Paydiant	Paydiant operates an online service that facilitates online payments via mobile phones.	\$300.0
03/02/2015	Hewlett Packard	Aruba Networks	Aruba Networks provides access management, network infrastructure and mobility application solutions for mobile enterprise networks.	\$2,700.0

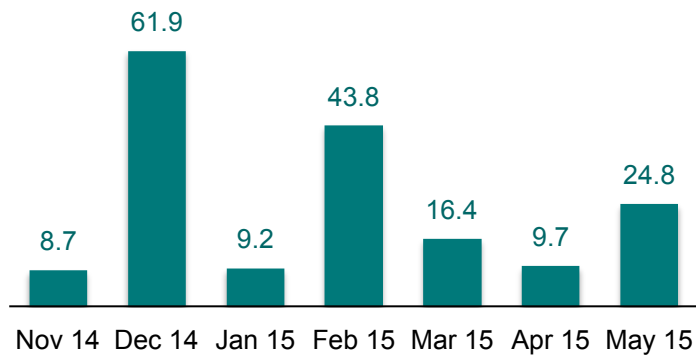
*Note: SugarCRM acquired software and programmers from Stitch.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

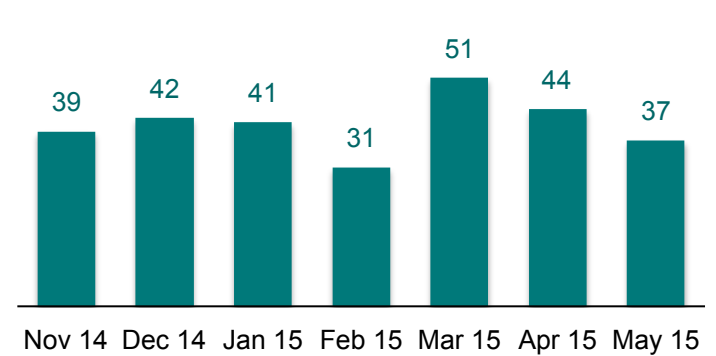
*Data collected in this issue of Mobile Smart Fundamentals was collected throughout May 1-31, 2015.

Financing Transactions Overview

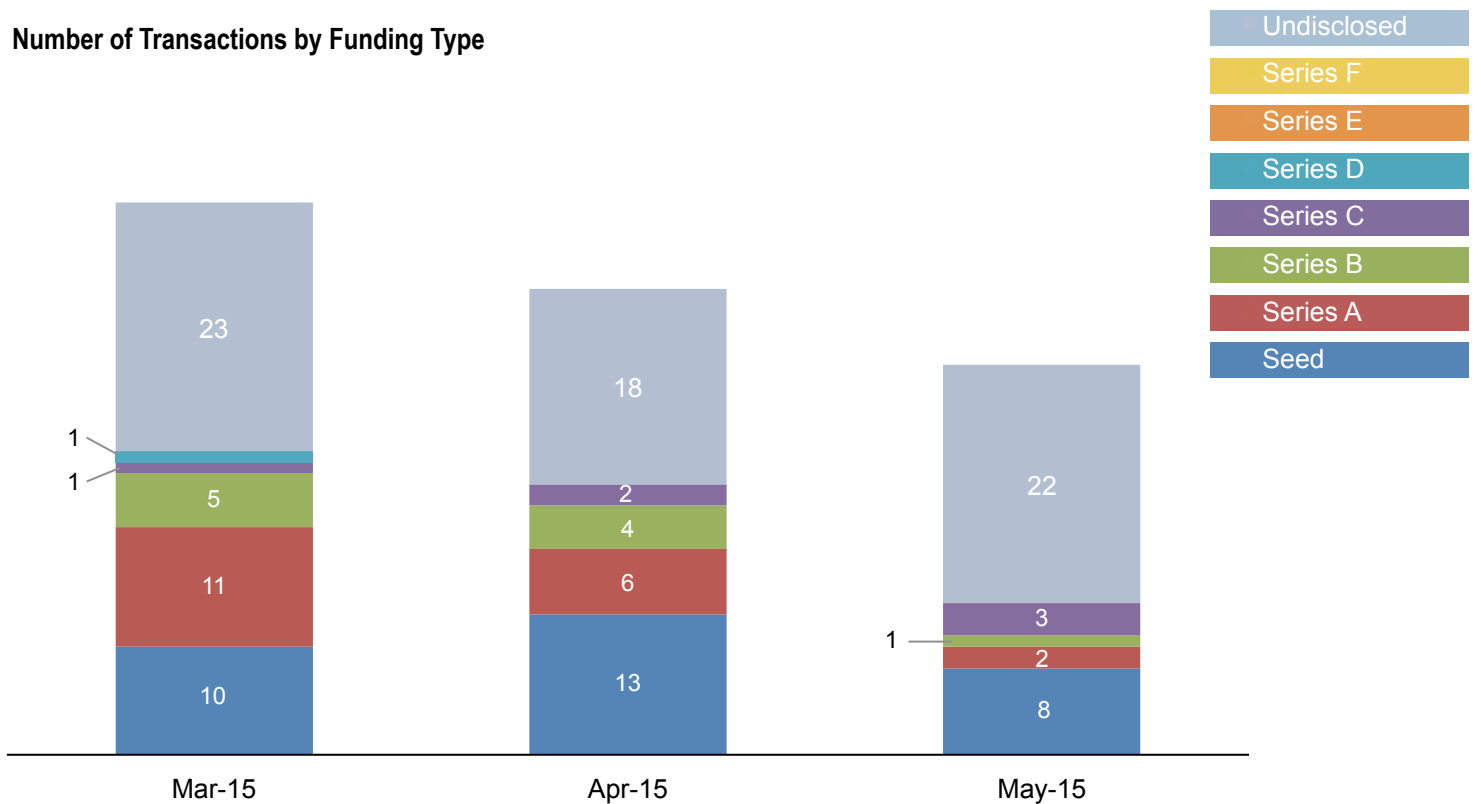
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Repsly	Private	Repsly has been focused on providing mobile software solutions for enhancing field activity management since its inception in 2010. Setting out to simplify processes for field teams and their managers, Repsly has customers in over 40 countries.	5/29/15	\$0.9	Undisclosed	Undisclosed
Snapchat	Private	Snapchat is a photo messaging application.	5/29/15	\$537.6*	Undisclosed	Undisclosed
Souktel	Private	Souktel designs and delivers mobile phone services that link people with jobs and connect aid agencies with communities who need help.	5/29/15	\$0.4	Undisclosed	Undisclosed
Tyfone	Private	Tyfone's mobile banking platform puts financial institutions right in the center of mobile banking and payment space, with comprehensive hardware and software platforms that enables financial institutions to optimize the mobile channel to offer customer banking services, payment and relevant real time services.	5/29/15	\$6.6*	Series C	Undisclosed
eGifter	Private	eGifter is a web and mobile social gifting app that enables users to give eGift Cards to friends, family, and even themselves. We enable retailers to include social networks in their marketing mix, while driving real, measurable commerce in the process.	5/28/15	\$3.5	Undisclosed	Long Island Angel Network (LIAN), BDS Capital, Angel Dough Ventures, 94Bits
Omadi	Private	Omadi Mobile Management is a leader in custom mobile technology. We develop cloud-based CRM software for targeted service industries to track, analyze, and increase employee production, enhance communication within companies and between clients, and replace the need for multiple software solutions.	5/27/15	\$0.7	Undisclosed	Peak Ventures
Flywheel	Private	Flywheel is developing a taxi cab application for the mobile phone.	5/26/15	Undisclosed	Undisclosed	Riverwood Capital
Brit & Co	Private	Brit & Co's content hub is online at Brit.co or available on mobile devices. The team also designs and builds software applications, the first of which is Weduary, a social wedding website creator that helps brides and grooms easily create a wedding site that connects their guests before the big event.	5/25/15	\$23.1	Undisclosed	Intel Capital, Lisa Lambert, Oak Investment Partners, Fred Harman, Gary Vaynerchuk, Marissa Mayer, Index Ventures, General Catalyst Partners, Lerer Hippeau Ventures
Taplytics	Private	Taplytics grew as a way for our mobile app development shop to be more efficient and nimble. We quickly realized that what we built is much more than a tool for designers to move pixels around a screen. It's a best-in-class tool for mobile A/B testing.	5/22/15	\$2.4	Seed	Mark Pincus, Alexis Ohanian, Paul Buchheit, Matthew Cutts, Daniel Debow, Kevin Hale, aaron Harris, Justin Kan, Jonathan Lister, Roger Martin, Jean Pigozzi, Som Seif, Garry Tan, Farhan Thawar
Zagster	Private	Zagster is a transportation provider offering bike rental services in the U.S.	5/22/15	\$4.6*	Undisclosed	Undisclosed
Avocarrot	Private	Avocarrot is a native mobile advertising platform which provides real rewards on mobile apps.	5/21/15	\$2.0	Undisclosed	Odyssey Venture Partners
Invisible Media	Private	Invisible Media is a real-time mobile data, decisioning, marketing automation and analytics platform.	5/21/15	\$1.0	Seed	Dave Thornbury, Undisclosed
Mode Media	Private	Mode Media is a vertical media company with 6000+ lifestyle websites, including Mode., a consumer social platform.	5/21/15	\$30.0	Series G	Hubert Burda Media
Minus	Private	Minus develops a mobile chat and photo sharing application available on the iPhone and Android devices.	5/20/15	\$2.0*	Undisclosed	Undisclosed
Mobcrush	Private	Mobcrush is a mobile video streaming company that enables mobile users to broadcast, watch and chat about games played and streamed in real-time.	5/20/15	\$4.9	Undisclosed	Raine Ventures, First Round Capital, Lowercase Capital, CrunchFund, Rincon Venture Partners, CrossCut Ventures, Lionsgate, Advancit Capital, CAA Ventures, BAM Ventures, Undisclosed
Speakeasy	Private	Speakeasy is a provider of mobile-first conference calling software.	5/20/15	\$5.0	Series A	Bessemer Venture Partners, Salesforce Ventures
AllSeated	Private	AllSeated is a platform for team collaboration: Everything in one place, instantly build floor plans, guest lists, timelines, 3D, mobile - available wherever you go.	5/19/15	Undisclosed	Undisclosed	Magma Venture Partners

*Note: Snapchat still seeking \$112,360,217 in funding.

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

*Note: Zagster still seeking \$1,207,490 in funding.

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Little Labs	Private	Little Labs is a Smartwatch app studio creating simple, contextual and fun experiences designed for the post-phone era.	5/19/15	\$3.0	Seed	Crosscut Ventures, Lowercase Capital, Lightspeed Venture Partners, New Enterprise Associates, Amplify.LA
Tissue Analytics	Private	Securely stream patient photographs and wound analysis directly to your desktop!	5/18/15	\$0.8	Undisclosed	Tencent Holdings, DreamIt Ventures Philadelphia, Undisclosed
Neumob	Private	Neumob's mission is to speed up Mobile Apps for the next 5 billion users around the globe. Their team has spent the past 20 years building cloud networks for businesses, content providers, governments and Internet operators. Neumob was formed to empower Consumers with the latest technologies to provide Speed, Security and Control.	5/15/15	\$2.3	Seed	Accel Partners, Shasta Ventures, Menlo Ventures, Plug and Play Ventures, Lightbank
Blue Danube Systems	Private	Blue Danube Systems designs innovative mobile wireless access solutions that significantly and cost-effectively increase network capacity and enhance quality of service.	5/15/15	\$16.0	Series B	Sequoia Capital, Northgate Capital, AT&T
Gametime	Private	Gametime makes your phone your ticket. The Gametime app presents you with a view from your seat so you can select the right perspective.	5/14/15	\$13.3	Series A	Accel Partners, Undisclosed
Pocket Gems	Private	Pocket Gems, a pioneer of the movement of social games to mobile, developed a series of phenomenally successful free-to-play mobile games that have been downloaded more than 15 million times.	5/14/15	\$60.0	Undisclosed	Tencent Holdings
ScoreStreak	Private	ScoreStreak lets hardcore fantasy players and casual sports fans alike play daily fantasy contests for real money on mobile devices.	5/14/15	\$0.2*	Seed	Andrew Houser, Brad Stroh
XAPPmedia	Private	XAPPmedia exists to give consumers a voice and connect them directly with brands. We are a technology company that provides interactive audio services. Our first service is interactive audio advertising. We harness mobile, cloud and voice technology to make audio advertising interactive, simple and spontaneous.	5/14/15	\$3.8	Undisclosed	Undisclosed
Cyanogen	Private	CyanogenMod is a customized, aftermarket firmware distribution for several Android devices. Based on the Android Open Source Project, CyanogenMod is designed to increase performance and reliability over Android-based ROMs released by vendors and carriers such as Google, T-Mobile, HTC, etc.	5/13/15	Undisclosed	Series C	Foxconn Technology Group
Instart Logic	Private	Instart Logic accelerates cloud application delivery for the world's most performance-obsessed organizations.	5/13/15	\$43.0	Undisclosed	Four Rivers Partners, Hermes GPE, Andressen Horowitz, Kleiner Perkins Caufield & Byers, Tenaya Capital
Kony	Private	Kony is the only mobile application platform provider that enables companies to future proof their mobile apps from the constantly shifting device marketplace and its fragmented mobile customer base.	5/13/15	\$5.0	Undisclosed	Undisclosed
Talkspace	Private	Talkspace offers therapy for how we live today – affordable anonymous therapy with professional licensed therapists, anytime and anyplace, through a mobile device or on the Web.	5/12/15	\$9.5	Undisclosed	Spark Capital, SoftBank Capital
Transpose	Private	Transpose is the simplest platform for structuring data, enabling users to leverage enterprise-level technology in a user-friendly format. Transpose is available across desktop, mobile, and web-based applications.	5/12/15	\$1.4	Undisclosed	Alliance of Angels, Gramercy Fund
Immediately	Private	Immediately is mobile sales enablement, designed for the always-on workforce.	5/8/15	\$2.0	Seed	Ryan Holmes, Ryan Lange, Peter Kazanjy, Jonathan Abrams, Friendster, Haroon Mokhtarzada
FileChat	Private	FileChat is a powerful new free mobile and web application that allows users to socially collaborate on files within their existing cloud storage platforms to improve productivity and efficiency.	5/6/15	\$3.0	Undisclosed	Undisclosed
Chartbeat	Private	Chartbeat tools measure and monetize website visitors' attention and engagement on page content and advertising.	5/6/15	\$15.5	Series C	Digital Garage, Jeff Clavier, Jason Calacanis, Index Ventures, Draper Fisher Jurvetson (DFJ), Harmony Partners
BlueLine Grid	Private	BlueLine Grid connects law enforcement, fire, EMT, first responders and security teams with the simplest, most comprehensive, and affordable mobile solutions available.	5/5/15	Undisclosed	Undisclosed	In-Q-Tel
Gameit	Private	Gamified shopping meets brand awareness in one beautiful and intuitive app.	5/5/15	\$1.6	Seed	DAK Capital

*Note: ScoreStreak still seeking \$1,800,000 in funding.

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
SessionM	Private	SessionM is the next generation consumer loyalty and engagement platform. The company's cloud-based solutions integrate loyalty marketing technology with ad serving and data management capabilities to drive personalized consumer relationships through the mobile device.	5/5/15	\$12.0	Undisclosed	Causeway Media Partners, NTT DOCOMO Ventures, Commerce Ventures, Highland Capital Partners, CRV, Kleiner Perkins Caufield & Byers
Stylisted	Private	Stylisted is a website and mobile application that allows women to book in-home hair styling and makeup appointments from a network of vetted freelance beauty professionals.	5/1/15	\$0.7	Seed	Evan Plisner, Dave Goldberg, Waverly Deutsch, Christopher D'Cruz, Dave Herrmann
Flybits	Private	Flybits enables the creation of personalized mobile experiences that go beyond what is practical with traditional app development platforms.	4/30/15	\$4.7	Series A	Vodafone Ventures
SlamAd	Private	SlamAd is developing a mobile texting application that integrates advertising. It uses patent-pending technology to include special offers or ads inside the messaging bubble, and rewards the user with points for each offer or ad seen.	4/30/15	\$1.3	Seed	Undisclosed
Mobile Action	Private	Mobile Action is a marketing platform that provides user acquisition solutions for apps.	4/30/15	\$2.0	Seed	CrunchFund, 500 Mobile Collective, 500 Startups, Streamlined Ventures, Felicis Ventures
DriveWealth	Private	DriveWealth, member FINRA and SIPC, is a mobile and global full carrying broker dealer for retail investors and provides a low cost, easy-to-use investing platform to individuals worldwide.	4/29/15	Undisclosed	Undisclosed	Route 66 Ventures
Immediately	Private	Immediately is a mobile-first email experience that helps you know about opportunities and react to them, no matter whether you are in front of your computer or walking your dog.	4/29/15	\$2.0	Undisclosed	Galvanize VC, Maiden Lane, Streamlined Ventures, Queensbridge Venture Partners, Undisclosed
Tracxn	Private	Tracxn is the research partner for Venture Capitalists and Corporate Development offices powered by the largest Startup Data platform tracking over 10m companies globally.	4/29/15	\$3.5	Undisclosed	SAIF Partners
Benefit Mobile	Private	Benefit is a mobile fundraising solution that lets schools and non-profits raise money without ever asking for a dime. Individuals are invited to download the mobile app and simply shop at any of Benefit's participating national and local retailers.	4/28/15	\$0.9	Undisclosed	Start Garden
Validic	Private	Validic is a motley crew of developers and healthcare professionals drawn together by our ardent belief that technology can solve the world's health problems. The Validic Enterprise mHealth API is setting the standard for mobile health interoperability and ease of implementation.	4/28/15	\$12.5	Series B	Kaiser Permanente Ventures
Headout	Private	Headout is an on-demand mobile concierge helping travelers book the best local experiences for the next 24 hours at discounted prices.	4/27/15	\$1.8	Seed	Version One Ventures, Nexus Venture Partners, 500 Startups, Maiden Lane, Ludlow Ventures, DreamIt Ventures New York
Waygum	Private	Waygum is a Mobile App Platform that delivers the last mile mobile layer for Industrial Internet of Things (IIoT).	4/27/15	Undisclosed	Undisclosed	Hartford Steam Boiler
Ferris	Private	Ferris was started to help consumers organize their video moments into beautiful sharable stories.	4/24/15	\$2.0	Undisclosed	Upfront Ventures
Campus Steps	Private	Campus Steps website and mobile solutions bring students on-demand college counseling, big data insights, and the country's largest online college admissions network so they're well-equipped for successful college and career outcomes.	4/23/15	\$3.0	Series A	Campus Explorer, OCA Ventures, Rincon Venture Partners, Vicente Capital Partners
Flipps	Private	Flipps (formerly iMediaShare) transforms the smartphone into a virtual VOD media box and ensures online content and subscriptions are available at any time on any TV screen.	4/23/15	\$1.4*	Undisclosed	Undisclosed
Lua Technologies	Private	Lua is helping organizations work smarter and be more productive with a mobile-first enterprise communication solution that powers secure messaging, group calling, and file sharing.	4/23/15	\$5.1*	Undisclosed	Undisclosed
Shots	Private	Shots is a mobile application that allows its users to stay connected with their friends. This application is recommended for iPhones or Android devices, and it builds a safe and positive global community for its users.	4/23/15	\$8.5	Undisclosed	WI Harper, LAUNCH Fund, Upfront Ventures, 500 Startups
SnowShoe	Private	SnowShoe develops innovative technology solutions for mobile platforms.	4/23/15	\$1.0	Seed	Lowercase Capital, Collaborative Fund, MESA+

*Note: Stylisted still seeking \$225,000 in funding.

*Note: Flipps is still seeking \$217,000 in funding.

*Note: Lua Technologies is still seeking \$159,733 in funding.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Mixmax	Private	Mixmax makes email as powerful as web pages by enabling actions like completing purchases, confirming expense reports, scheduling events, and answering surveys—all within an email, no plugins required.	4/21/15	\$1.5	Seed	Eric Wahforss, Jonathan Abrams, Alex Ljung, Eric Ries, Ann Miura-Ko, Mike Maples Jr.
Poshmark	Private	Poshmark is a fashion marketplace.	4/21/15	\$25.0	Series C	Aslanoba Capital, Rick Marini, Shea Ventures, Union Grove Venture Partners, SoftTech VC, Inventus Capital Partners
breadwallet	Private	breadwallet is beautiful, simple and the safest mobile wallet today.	4/20/15	\$0.4*	Seed	Liberty Venture Partners
Pure Chat	Private	Pure Chat helps SMBs increase sales conversions and customer retention. Pure Chat brings live chat technology to the masses of small businesses by making it exceptionally easy to use, mobile-friendly (native apps for iOS and Android) and inexpensive.	4/20/15	\$1.5*	Seed	Peter Secor, Mario Martinez, Hamid Shojaae, Jeffrey Pruitt, Daniel Schulz
Snaps	Private	Snaps is a mobile app that helps consumers engage with the brands and social causes they love.	4/20/15	\$6.5	Series A	Michael Kassin, Jeffrey Ragovin, Jonathan Carson, Michael Katz, Ben Barokas
Hazel Lane	Private	Hazel Lane is an American made gift box with a travel angle (subscription box service).	4/17/15	Undisclosed	Seed	Elizabeth Yin
Jello Labs	Private	Jello Labs is on a mission to create the world's best Mobile Shopping experience.	4/17/15	\$25.0*	Undisclosed	Undisclosed
EyeEm	Private	EyeEm is a platform for a new generation of photographers.	4/16/15	\$18.0	Series B	Open Ocean, Atlantic Labs, Wellington Partners, Passion Capital, Earlybird Venture Capital, Valar Ventures
Exposure	Private	Exposure was created for photographers who want a more meaningful and effortless way to publish their work.	4/15/15	\$0.2*	Seed	Vayner RSE, Gary Levitt, Timothy Damme, Alex Baldwin, Amit Gupta
TreSensa	Private	TreSensa is a NYC-based game development/ distribution company that optimizes games for the mobile web.	4/15/15	\$2.0	Undisclosed	Undisclosed
Unikey Technologies	Private	UniKey Technologies Inc. (UniKey) is a mobile applications and security services company founded on the concept of bringing today's wireless, mobile and internet technologies to the access control mass market.	4/15/15	\$10.0	Series A	Asset Management Ventures, Broadway Angels, ff Venture Capital, Samsung Ventures, CBRE, Oriza Ventures
Duo Security	Private	Duo Security provides strong two-factor authentication as a service built to prevent account takeover and data theft.	4/14/15	\$30.0	Series C	Redpoint Ventures, Benchmark Capital, Google Ventures, Radar Partners, True Ventures
Frenzoo	Private	Frenzoo is a startup creating a new class of 3D lifestyle and fashion games for women.	4/14/15	\$1.0	Undisclosed	Fresco Capital, K5 Ventures
Movidius	Private	Movidius' computational imaging chip sets enable always-on smart capture and continuous vision processing applications for mobile devices.	4/14/15	\$40.0	Undisclosed	Summit Bridge Capital, ARCH Venture Partners, Atlantic Bridge Ventures, AIB Seed Capital Fund, Capital E, DFJ Esprit, Robert Bosch Venture Capital
Ayogo Health	Private	Ayogo is a global leader in the application of behavioral psychology and social gaming to improve health outcomes for patients.	4/13/15	\$2.5	Series A	Merck Global Health Innovation Fund, Excel Venture Management, 7wire Ventures
CradlePoint	Private	Cradlepoint is the leading provider of secure cloud-managed 3G/4G LTE networking solutions for the Distributed Enterprise with hundreds or thousands of locations. Cradlepoint solutions provide the strongest mobile broadband performance while delivering proven network system interoperability.	4/13/15	\$48.0	Series B	Sorenson Capital Partners, Delta-V Capital, The CAPROCK Group
CloudMosa	Private	CloudMosa's mission is to accelerate web experience on mobile devices through cloud computing.	4/8/15	\$6.4	Undisclosed	Undisclosed
CartoDB	Private	CartoDB is a cloud based mapping, analysis and visualization engine that lets users build spatial applications for both mobile and the web. CartoDB was launched in April 2012 and version 2.0 rolled out in November 2012.	4/7/15	\$6.7*	Undisclosed	Undisclosed

*Note: breadwallet is still seeking \$337,500 in funding.

*Note: Pure Chat is still seeking \$500,000 in funding.

*Note: Jello Labs is still seeking \$5,766,535 in funding.

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

*Note: CartoDB is still seeking \$844,232 in funding.

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Financing Transactions

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			Announced	Transaction Amount (in \$M)	Funding Round	VC's
Pantomime	Private	Pantomime's platform for virtual reality is natively shared and truly mobile. Pantomime's unique patented relative motion tracking requires no camera, clothing or other setup. And if you have a virtual reality headset, only Pantomime lets you reach into the virtual worlds in accurate 3D with your mobile devices.	4/7/15	\$0.1*	Seed	Undisclosed
textPlus	Private	textPlus is a leading mobile communications service that lets anyone text, talk and share for free or cheaply.	4/7/15	\$6.9	Undisclosed	Undisclosed
Vidme	Private	Vidme is a video sharing application which is a lot an Imgur for video.	4/7/15	\$3.2	Seed	Mark Suster, Alexis Ohanian, First Round, Lowercase Capital, SV Angel, Mucker Capital, Launchpad
Slidejoy	Private	Slidejoy is an Android application that pays users daily for having relevant articles, deals and ads displayed on their lockscreen.	4/6/15	\$1.2	Seed	Harvard Business School Angels, Wharton Angel Network
Moxxly	Private	Moxxly takes the guesswork out of modern motherhood through beautiful, connected devices.	4/3/15	\$0.2*	Seed	Randi Zuckerberg, Sean Byrnes, Alda Dennis, Jennifer Roberts, Kishore Kumar
Fyusion	Private	Fyusion is a team of passionate, hardcore engineers and PhDs with expertise spanning Computer Vision, 3D, Robotics, Machine Learning, Social, Cloud Compute, and Mobile.	4/2/15	\$13.0	Series B	New Enterprise Associates, UTEC, Undisclosed
InstaBrand	Private	InstaBrand is the leading mobile influencer marketing platform with the largest international network of influencers across multiple social media channels.	4/2/15	\$2.5	Series A	TI Capital, Undisclosed
Tapingo	Private	Tapingo is the complete mobile ordering solution for campuses and campus dining.	4/2/15	\$22.0	Undisclosed	Qualcomm Ventures, Khosla Ventures, Carmel Ventures, DCM Ventures, Kinzon Capital
Hudl	Private	Hudl is a platform and software that provides video analysis and coaching tools for sports teams.	4/2/15	\$72.5	Series B	Jeff Raikes, Nelnet, Accel Partners
Drifty	Private	Drifty is the creator of the popular and growing cross-platform mobile development framework Ionic is making it easy for developers to build rich, interactive mobile apps that run across multiple mobile platforms and are powered by Google's AngularJS.	4/1/15	\$2.6	Undisclosed	Lightbank, Undisclosed
ReadyPulse	Private	ReadyPulse is a leader in testimonial marketing, and is bringing the power of sponsored stories to e-commerce and social/display ads. ReadyPulse grows, curates, and showcases a brand's most effective testimonials across channels; social, mobile, email, and web.	3/31/15	\$5.0	Series A	Walden Venture Capital, Rally Ventures, Undisclosed
Sprinklr	Private	Sprinklr was founded on the core idea that it is not only possible for large enterprises to successfully adapt to the realities of a world dominated by mobile, social, and network-empowered customers, but to also dramatically thrive in it.	3/31/15	\$46.0	Undisclosed	Battery Ventures, Intel Capital, ICONIQ Capital, Undisclosed
Dream Payments	Private	Dream Payments enables merchants to sell everywhere using mobile devices.	3/30/15	\$6.0	Undisclosed	Blue Sky Ventures, Real Ventures, Undisclosed
Jswipe	Private	JSwipe, a mobile application that gives young Jewish singles a Tinder-like service to spark up new romances and friendships, aims to disrupt a landscape that has been more or less dominated by JDate.com.	3/30/15	Undisclosed	Undisclosed	Undisclosed
Sensibill	Private	Sensibill is a digital receipts ecosystem that makes it dead simple for shoppers and business to access their receipts. Branded mobile apps, financial institutions and mobile payments applications use the Sensibill API service to power their offerings with digital receipt functionality.	3/30/15	\$2.0	Seed	Impression Ventures, Ontario Centres of Excellence (OCE), Ryerson Futures, Undisclosed
Waygum	Private	Waygum is a Mobile App Platform that delivers the last mile mobile layer for Industrial Internet of Things (IIoT).	3/30/15	\$1.5	Undisclosed	Tyco Electronics, Navitas Capital
Drifty	Private	Drifty's products make it easy for anyone to build mobile apps, mobile websites, and responsive websites.	3/30/15	\$2.6	Undisclosed	Lightbank, Founder Collective, Arthur Ventures,
Quickplay	Private	Quickplay is the premier provider of solutions that manage the business of mobile video. We provide the fastest and most flexible way to manage, distribute and monetize mobile TV/video services for mobile service providers and media companies worldwide.	3/27/15	\$45.6	Undisclosed	Madison Dearborn Partners, ORIX Ventures, Difference Capital Funding
Char Software	Private	Char Software, Inc. is a Boston based software company focused exclusively on building interactive web and mobile software for its clients and our team possesses deep technical and business experience in the mobile and software sectors.	3/27/15	\$35.0	Undisclosed	Undisclosed

*Note: Pantomime is still seeking \$900,000 in funding.

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

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Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
ChowNow	Private	ChowNow is a next-generation meal ordering platform that utilizes the latest web, mobile and social networking technologies to expand restaurant's online ordering capabilities and customer reach.	3/27/15	\$10.0	Undisclosed	Upfront Ventures, Steadfast Venture Capital, Daher Capital, Karlin Ventures
Honk	Private	Honk is the on-demand mobile app for tow, tire change, jump start, fuel and lock out services nationwide, 24 hours a day, 7 days a week. Honk's faster ETAs and Guaranteed Never to Exceed prices, which start at just \$49 without membership fees or limitations, offer motorists an alternative to outdated membership-based motor clubs.	3/26/15	\$12.0	Series A	Altpoint Capital, Structure Capital, Karlin Ventures, Expansion Venture Capital, Venture51
MyCrowd QA	Private	MyCrowd has testers around the world with every device imaginable. Our on-demand platform lets you run mobile tests faster and cheaper than ever before. Test the long-tail of devices cheaper than you thought possible.	3/25/15	\$0.4*	Seed	John Houston, Jeremie Berrebi, William Bunker, Kima Ventures, Jeffrey Kruger, Robert Hielscher
Cadence Biomedical	Private	Cadence Biomedical, headquartered in Seattle, WA, is an early stage medical device company that is committed to helping the 2.3 million Americans who suffer severe mobility impairments to gain a more mobile and independent life.	3/25/15	\$1.0	Undisclosed	Undisclosed
Skycure	Private	Skycure seamlessly identifies and notifies users and IT personnel about mobile device attacks, and then applies protection based on IT policy. This is achieved by our patent-pending technology, without meddling with either business or personal activity on the device.	3/25/15	\$8.0	Series A	Shasta Ventures, New York Life Capital Partners
Tales2Go	Private	Tales2Go, based in Bethesda, MD, is a Netflix-like service that streams thousands of audiobook titles from leading publishers to desktops, laptops and mobile devices in the classroom and beyond. The company has innovated on both the delivery and business model of providing schools with audio books.	3/25/15	\$2.4	Series A	NewSchools Venture Fund, Maryland Venture Fund
Kitchenbowl	Private	Kitchenbowl is a community for cooking enthusiasts to share and discover new recipes.	3/25/15	\$1.0	Seed	Indicator Fund, Andy Liu, Chasing Unicorns, Rob Greyber, Jon Stenberg
Localytics	Private	Localytics is an analytics and marketing platform for mobile and web apps.	3/24/15	\$35.0	Series D	Sapphire Ventures, Foundation Capital, Polaris Partners
Slidejoy	Private	Slidejoy is an Android application that pays users daily for having relevant articles, deals and ads displayed on their lockscreen.	3/24/15	\$1.2*	Seed	Harvard Angel Group, Undisclosed
The Loadown	Private	The Loadown makes it easy to manage your mobile app pricing & boost your sales in real-time. See our white paper below on the impact of price changes (and version updates) on app discovery.	3/24/15	Undisclosed	Seed	Undisclosed
A Plus	Private	A Plus is a digital media company that features stories that make a difference and create positive change. We reflect the era of our founding, with an emphasis on mobile-first design, media-rich content, and an emphasis on short, direct text.	3/23/15	\$3.5	Undisclosed	Sound Ventures, SV Angel, Venture51, Social Starts
Cyanogen	Private	CyanogenMod is a customized, aftermarket firmware distribution for several Android devices. Based on the Android Open Source Project, CyanogenMod is designed to increase performance and reliability over Android-based ROMs released by vendors and carriers such as Google, T-Mobile, HTC, etc.	3/23/15	\$80.0	Series C	Premji Invest, Twitter Ventures, Qualcomm Ventures, Telefonica Ventures, Index Ventures, Access Industries, Vivi Nevo, Benchmark Capital, Andreessen Horowitz, Redpoint Ventures, Tencent Holdings
Strajillion	Private	Creator of RAKKON, a cloud-based solution and mobile app that allows parents to monitor, control, educate and help their kids make smarter choices when they use mobile devices.	3/23/15	\$0.1	Undisclosed	Maryland TEDCO
Uber	Private	Uber created a mobile application that allows users to request car service to pick them up wherever they are located.	3/23/15	Undisclosed	Undisclosed	Times Internet
Draft	Private	Draft is a head-to-head fantasy game built for the ground up for iOS. 40 million people play fantasy but no one has built a truly mobile first fantasy game. Not a game where you have to commit for a full season. Not a game for only the hardcore.	3/20/15	\$3.5	Series A	Upfront Ventures, Advancit Capital, The Chernin Group
Parkifi	Private	Parkifi is making parking less of a hassle with our real time parking occupancy platform. Utilizing our sensor technology we provide real time data to parking lot operators, cities, and mobile applications to let them know where open and available parking spots are.	3/20/15	\$1.4*	Undisclosed	Undisclosed
Pear Therapeutics	Private	Pear Therapeutics' patented eFormulation approach combines mobile health apps with supplements, medical foods, and pharmaceuticals, to create more efficacious treatment solutions. eFormulations are simple to use. A software access code on the product packaging provides access to Pear's health apps.	3/20/15	Undisclosed	Undisclosed	5AM Ventures

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

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
PlayBuzz	Private	PlayBuzz is a free content platform that enables publishers, bloggers and brands to create, distribute and embed quizzes, polls, lists and other playful formats of engaging content on any website or mobile app.	3/19/15	\$16.0	Series B	83North, Undisclosed
UniKey Technologies	Private	UniKey Technologies Inc. (UniKey) is a mobile applications and security services company founded on the concept of bringing today's wireless, mobile and internet technologies to the access control mass market.	3/19/15	\$5.0*	Series A	Undisclosed
Altocloud	Private	Altocloud is a cloud platform that combines predictive analytics with voice, video, and chat interactions to identify the right website and mobile visitors and best moments for communications.	3/18/15	\$2.0	Seed	Delta Partners, Digical Group, ACT Venture Capital
BetterIt	Private	BetterIt Communications is the Denver-based company behind the mobile SAAS platform BetterIt. The company specializes in the creation of technology products that drive collaborative problem solving and value creation.	3/18/15	\$3.0	Seed	Redwood Venture Partners
CaféX Communications	Private	CaféX creates software that makes it amazingly simple for companies to transform online customer engagement and mobile workforce collaboration.	3/18/15	\$21.0	Series B	Intel Capital, USAA, Illuminate Ventures
Twin Prime	Private	Twin Prime is a venture backed startup based in Silicon Valley founded by a team of network engineers dedicated to delivering superior mobile experiences for its customers.	3/18/15	\$9.5	Series A	DFJ, True Ventures, Millways Ventures, Moment Ventures
Audvisor	Private	Audvisor offers advice in the form of three-minute audio clip from more than 100 contributors.	3/13/15	\$1.4	Seed	Formation 8's Shirish Sathaye
Bento Labs	Private	Bento Labs is working on the next generation of anticipatory search for mobile phones. We believe that mobile apps and anticipatory search are where the web was in 1996 prior to the innovation in browsers and search engines.	3/12/15	\$2.0	Seed	First Round Capital, Google Ventures, The Social+Capital Partnership
Branding Brand	Private	Branding Brand powers mobile commerce sites and apps for the world's leading retailers, including American Eagle Outfitters, Crate & Barrel, Ralph Lauren, and Sephora. Our transformative technology is proven, reliable, and limitless. Our work is regularly noted by independent research firms, including Forrester and L2.	3/12/15	\$4.0	Undisclosed	Undisclosed
Bugcrowd	Private	Bugcrowd is crowdsourced cybersecurity. It is the premier marketplace for security testing on web, mobile, source code and client-side applications.	3/12/15	\$9.0	Series A	Costanoa Venture Capital, Rally Ventures, Paladin Capital Group, Blackbird Ventures
Cinq Music	Private	Cinq Music is the ultimate music distribution company, focusing on creative new ways to monetize each client's brand while continuing to harness traditional revenue streams.	3/12/15	Undisclosed	Undisclosed	Undisclosed
GlimpzIt	Private	GlimpzIt is a visual dialogue platform for marketers.	3/12/15	\$1.1	Undisclosed	David Humphrey
Platypi	Private	Instagift, an online gift card service, is the easiest way to sell gift cards online and build complementary rewards programs for retail clients. Prior to working with Platypi, Instagift had a website that was optimized for mobile.	3/12/15	\$2.0	Seed	Undisclosed
Snapchat	Private	Snapchat is a new way to share photos with friends and family. We're making social media fun again. And we're totally mobile.	3/12/15	\$200.0	Undisclosed	Alibaba Group
Elastica	Private	Elastica Enterprise is now about flexibility in how employees are enabled to use most efficient cloud services and mobile, to stay agile and competitive. Security is often the deterrent to such flexibility. Elastica solves the cloud security problem to enable your Elastic Enterprise.	3/11/15	\$30.0	Series B	Third Point, Mayfield Fund, Telstra, Pelion Venture Partners
Rapitow	Private	Rapitow was created by two software industry professionals and a tow company owner. Our goal is to improve the efficiency of roadside assistance by using mobile technology to connect people who need roadside assistance to the closest roadside assistance provider.	3/11/15	Undisclosed	Undisclosed	Undisclosed
ChipCare	Private	ChipCare is developing a handheld cell analyzer based on mobile technology. Its vision is to become a global leader in developing and providing point-of-care (POC) testing solutions for global health.	3/5/15	\$5.5	Series A	Puffin Partners, Mars, Maple Leaf Partners, EPIC Ventures, Undisclosed
Pressly	Private	Pressly is a mobile publishing platform that gives publishers and marketers an easy way to engage a growing mobile audience.	3/5/15	\$2.1	Undisclosed	Gibraltar Ventures Fund One, iNovia Capital, OMERS Ventures
Quixey	Private	Quixey specializes in functional search for apps. It allows you to describe your needs in plain English and find the best functional matches. Whether it is a mobile device, a tablet, a desktop or a web application or service, Quixey will find the apps you need.	3/5/15	\$60.0	Undisclosed	Alibaba Group, SoftBank Capital, Goldman Sachs, GGV Capital

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
Shocase	Private	Shocase is marketing's professional network, functioning as a social network, marketing archive + online portfolio.	3/5/15	Undisclosed	Undisclosed	Social Venture Fund
Swifttype	Private	Swifttype is a hosted search solution that lets site owners deliver powerful, customizable search for their website or mobile app with just a few lines of code.	3/5/15	\$13.0	Series B	New Enterprise Associates, Undisclosed
CloudMine	Private	CloudMine is a platform that eliminates the need for mobile app developers to build custom backend solutions for their mobile apps. Development of server-side components is expensive, repetitive, and distracts from perfecting your app. Let us handle it so you can focus on making your app awesome.	3/3/15	\$5.0	Series A	Safeguard Scientifics, MentorTech Ventures, DreamIt Ventures Philadelphia, Ben Franklin Technology Partners, Mid-Atlantic Angel Group, Robin Hood Ventures
YouMail	Private	YouMail is a patented, easy, fun and social mobile messaging experience that allows subscribers to create unique outgoing voice greetings for individual inbound callers, based on caller ID.	3/3/15	\$5.5	Series B	Undisclosed
Linkable Networks	Private	Linkable Networks is the bridge between advertisers, consumers, and financial institutions, delivering to advertisers unprecedented accountability from online, mobile, email, print, TV, and radio advertising through online and in-store purchasing. Consumers receive one-click access to meaningful savings, while Financial Institutions receive top of wallet loyalty.	3/2/15	\$11.7	Undisclosed	Undisclosed
Twenty20	Private	Twenty20 connects brands and creative agencies with authentic, real-world imagery from a global community of over 250,000 mobile photographers. We are helping the world create more authentic and beautiful websites, apps, and digital ads by providing a better source for imagery.	3/2/15	\$8.0	Series A	Canaan Partners, First Round Capital, Bullpen Capital, Version One Ventures

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

Financing Transactions

DEBT FUNDING

Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Transaction Type	Lender
STAND	Private	STAND is the first mobile-first crowdfunding platform—an easy, empowering and exciting way to raise money and awareness for the causes you care about.	5/18/15	\$0.5	Debt	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.	5/8/15	\$8.3	Debt	Undisclosed
Gigsky	Private	GigSky is the first global mobile network designed for travelers.	4/23/15	\$3.1	Debt	Undisclosed
Opanga Networks	Private	Opanga Networks is a provider of pragmatic video optimization solutions that convert network capacity in real time to pre-position content.	4/23/15	\$0.4	Debt	Undisclosed
CARDFREE	Private	The CARDFREE mobile merchant platform offers a one-stop commerce solution that enables merchants to deepen engagement and enhance every aspect of the customer experience.	4/21/15	\$4.0	Debt	Undisclosed
CookBrite	Private	Cookbrite is a startup that is being built to last, founded and led by a team of successful entrepreneurs, brilliant technologists and world-class designers from the tech, mobile, and food industries. With experience at Cisco, DocuSign, HP, IBM, Kraft, LiveU, McDonalds, Netscape, Nielsen and PepsiCo, we love to solve big problems.	3/26/15	\$0.4	Debt	Undisclosed
ChoreMonster	Private	ChoreMonster combines digital gaming with a Web-services facet through a suite of mobile and Web applications that allows parents and children ages 6-12 to collaborate interactively to complete household tasks. Parents assign real-life rewards for completing chores and gaining points.	3/19/15	\$0.3*	Debt	Undisclosed
Zagster	Private	Zagster is a transportation provider offering bike rental services in the U.S.	3/13/15	\$0.4	Debt	Undisclosed

*Note: Sapho still seeking \$4,657,272 in funding.

*Note: Gigsky is still seeking \$950,000 in funding.

*Note: Opanga is still seeking \$593,700 in funding.

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

S-1 Filings

S-1 FILINGS: FILED

Company	Date Filed	Description
Shopify Inc.	4/14/15	Shopify provides a leading cloud-based commerce platform designed for small and medium-sized businesses.
Apigee Corp	3/20/15	Apigee is an API management and predictive analytics platform.
Etsy	3/4/15	Etsy operates a marketplace where people around the world connect, both online and offline, to make, sell and buy unique goods.

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

Mobile Marketing Association

About the Mobile Marketing Association (MMA)

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

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

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

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

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

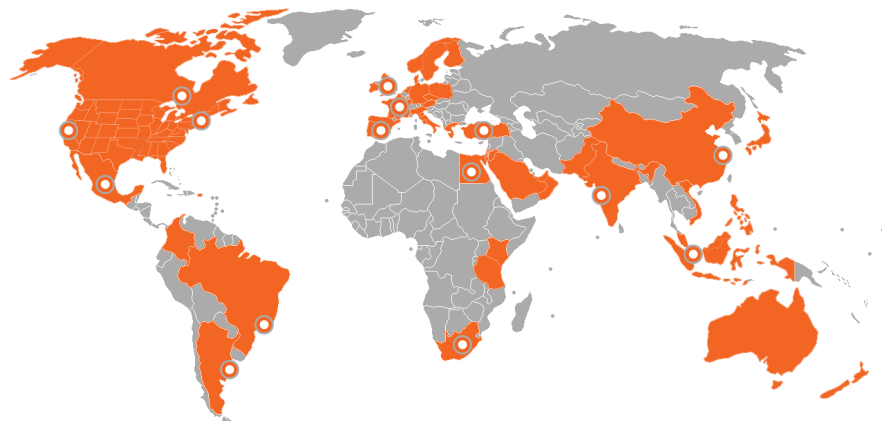
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Mobile Marketing Association

Calendar of Events

JULY 26–28, 2015

CEO & CMO Summit **SOLD OUT**

Sonoma, CA, USA

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

SEPTEMBER 28–29, 2015

SM2 Innovation Summit

New York, NY, USA

<http://mmaglobal.com/sm22015>

PREMIER GLOBAL
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ASSOCIATION

Hidden River

About Hidden River

Hidden River, LLC provides corporate development and consulting services to companies in the mobile ecosystem. For the last five years, Hidden River has focused in the marketing, advertising and mCommerce space. Segment focus and mobile expertise gives Hidden River unique market insights and access to decision-makers and opportunities.

Hidden River's team comes from the corporate development groups of some of the biggest mobile companies in the world, working at the nexus of strategy, finance and operations.

The management team have been business operators, as CEOs, CFOs and start-up founders. So Hidden River understands the difficult balance necessary to grow operations while exploring transaction opportunities.

Hidden River provides you with quick-ramping corporate development bandwidth that leverages over 100 years of collective experience in mobile. Hidden River becomes a part of your senior management team, available as and when needed, to analyze, structure and execute strategies and transaction opportunities while you continue to grow your business.

Executive Contacts

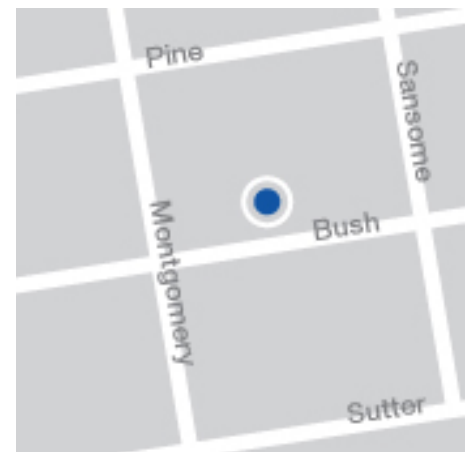
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DEDICATED
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 MOBILE ECOSYSTEM

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STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

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