



# MOBILE SMART FUNDAMENTALS

MMA MEMBERS EDITION  
OCTOBER 2014

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# The Right Connections

As we start finalizing our plans for 2015 and thinking about what we'll be doing to help drive profitable growth across the entire mobile marketing ecosystem, what jumps out at me is the opportunity our global events provide. With multiple events planned in each region, from large annual conferences to more intimate, subject specific meetings, dinners and panel sessions, we will be bringing literally thousands of people together in 2015!

Core to our value as the trade association for the mobile industry is our big tent structure, with a special focus on how we can all help marketers be successful with mobile. Having leaders representing brands, agencies, media and technology enablers at each of these events and meetings, means that each constituents needs are represented in terms of the connections they need to make. We feel that this inclusive approach is what will help most effectively accelerate brand success with mobile.

Our goal in 2015 will be to continue building value in each of these events and meetings and facilitating everyone making the right connections. We hope you'll be able to join us.

As ever, 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
<b>Adam Wade</b>	Business Development Director, Amobee	Digital Director, Carat	Amobee is a mobile advertising platform offering end-to-end mobile advertising solutions and services for advertisers and publishers.	10/29/14
<b>David Hose</b>	Interim Chief Executive Officer, Rhapsody	Co-Founder, Soundwall, LLC (current position)	Rhapsody is a music subscription service that offers videos, playlists, reviews and radio stations.	10/22/14
<b>Shauna Causey</b>	Vice President of Marketing, EveryMove.org	Marketing Executive, UP Global	EveryMove.org is a Seattle health start-up.	10/22/14
<b>Garret Link</b>	Vice President of Product, EveryMove.org	Vice President of Product, Koru, Inc	EveryMove.org is a Seattle health start-up.	10/22/14
<b>Chris Donahue</b>	Director, Developer Relations, PlayFab	Vice President, Marketing and Publisher Relations, CiiNOW	PlayFab is a cloud based provider of tools and services for building and managing online games.	10/21/14
<b>Steve Bonilla</b>	Chief Operating Officer, SkyKick	Chief Operating Officer, Spiraledge	SkyKick is a Seattle start-up that helps move companies onto Microsoft's Office 365 cloud platform.	10/20/14
<b>Peter Labes</b>	Vice President of Business Development, SkyKick	Senior Cloud Strategy, Microsoft's U.S. SMB Channel Group	SkyKick is a Seattle start-up that helps move companies onto Microsoft's Office 365 cloud platform.	10/20/14
<b>Eric Jewett</b>	Vice President of International, SkyKick	Microsoft	SkyKick is a Seattle start-up that helps move companies onto Microsoft's Office 365 cloud platform.	10/20/14
<b>Suresh Kumar</b>	Corporate Vice President, Microsoft	Vice President, Worldwide Retail Systems and Retail Services, Amazon	Microsoft is a veteran software company, best known for its Microsoft Windows operating system and the Microsoft Office suite of productivity software.	10/20/14
<b>Brian Roberts</b>	Senior Vice President, Partnerships and Corporate Development, Lyft	Senior Vice President, Business Development & Strategy, Walmart eCommerce	Lyft Inc. helps commuters share rides with their friends, classmates, and coworkers travelling in the same way.	10/15/14
<b>Brian de Schepper</b>	Director of MLS and Industry Development, Zillow	Vice President, Real Estate Solutions Group, CoreLogic	Zillow is an online real estate marketplace for finding and sharing information about homes, real estate, and mortgages.	10/10/14
<b>Brian Valentine</b>	Managing Pricipal, Ivy Softworks	Senior Vice President, E-Commerce, Amazon	Ivy Softworks is a unique Innovation Studio focused on building technology and products which raise the bar on modern productivity and collaboration.	9/30/14
<b>Jill Hazelbaker</b>	VP of PR and Policy, Snapchat	Executive Vice President of Communciations, Google	Snapchat is a photo messaging app that allows users to take photos, record videos, add text and drawings, and send them to recipients.	9/26/14
<b>Hooman Radfar</b>	Founder, AddThis	San Francisco Entrepreneur in Residence, Expa	Expa builds companies. We develop new products, systems & services, and then form teams to scale them as independent entities.	9/26/14
<b>Charlie Moss</b>	Chief Technology Officer, Urbanspoon	Chief Technology Officer, Audiosocket	Urbanspoon is an information platform allowing users to find local restaurants and submit recommendations and reviews.	9/23/14
<b>Tom Casey</b>	President of Platform and Infrastructure, Apptio	Co-Founder, 9Mile Labs	Apptio is a provider of SaaS-based Technology Business Management (TBM) solutions for managing businesses in the IT field.	9/23/14
<b>John Morrow</b>	Senior Vice President, General Counsel and Secretary, Apptio	Senior Vice President for Corporate Development and Legal Affairs, Vertafore	Apptio is a provider of SaaS-based Technology Business Management (TBM) solutions for managing businesses in the IT field.	9/23/14
<b>Ed O'Keefe</b>	Chief Executive Officer, Evo Media	CIAMedia	EVO Media Group offers DevHub, a website creation platform employing internet technologies for publishers and designers.	9/17/14
<b>Pekka Rantala</b>	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
<b>Jez Humble</b>	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
<b>Bill Brynat</b>	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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Executives on the Move

Name	New Company	Old Company	New Company Summary	Date
<b>William H. Roof</b>	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
<b>Parker Barrile</b>	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
<b>Musa Tariq</b>	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
<b>Michael Paulson</b>	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
<b>Steve Singh</b>	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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Public Company Analysis

Public Companies	Ticker	Exchange	Stock Price 11/1/14	Stock Price 10/1/14	% Change	52 Week High	52 Week Low	Market Cap	Enterprise Value (in Millions)	Revenue (LTM)	Revenue Multiple (EV/Rev.)
<b>Indexes</b>		Russel 3000	1,199.57	1,152.87	4.1%	1,207.75	1,043.07				
		S&P 500	2,018.05	1,946.16	3.7%	2,034.26	1,737.92				
		NASDAQ Composite	4,630.74	4,422.09	4.7%	4,654.18	3,869.12				
<b>Large-Cap (&gt; \$10B)</b>											
Adobe Systems, Inc	ADBE	NASDAQ	\$ 70.12	\$ 67.54	3.8%	\$ 74.69	\$ 48.87	\$34,972	\$32,960	\$4,115	8.0X
America Movil	AMX	NYSE	24.41	24.53	-0.5%	26.95	19.02	54,379	54,379	63,712	0.9X
Apple Inc.	AAPL	NASDAQ	108.00	99.18	8.9%	108.04	68.33	633,403	643,621	182,795	3.5X
AT&T	T	NYSE	34.84	34.96	-0.3%	37.48	31.74	180,680	254,859	131,171	1.9X
Barti Airtel	BHARTIARTL.BO	BSE	6.50	6.54	-0.7%	6.90	4.57	25,970	36,938	14,804	2.5X
CenturyLink	CTL	NYSE	41.48	40.42	2.6%	45.67	27.93	23,673	44,451	18,135	2.5X
China Mobile	CHL	NYSE	62.09	57.73	7.6%	65.55	41.35	253,073	181,141	100,500	1.8X
Dentsu	4324:JP	TSE	36.08	37.42	-3.6%	43.18	35.80	10,406	12,296	22,904	0.5X
Fiserv, Inc.	FISV	NASDAQ	69.48	64.32	8.0%	70.07	48.95	16,951	20,390	5,013	4.1X
Google	GOOG	NASDAQ	559.08	607.22	-7.9%	604.83	502.80	189,718	132,800	64,756	2.1X
LG	034220.KS	KRX	29.33	30.73	-4.5%	34.43	20.33	10,496	13,293	23,988	0.6X
Microsoft	MSFT	NASDAQ	46.95	45.90	2.3%	47.57	32.80	387,002	322,012	91,505	3.5X
Motorola Solutions	MSI	NYSE	64.50	62.34	3.5%	68.33	58.61	15,527	15,161	7,134	2.1X
Neustar, Inc.	NSR	NYSE	69.25	68.24	1.5%	96.24	67.86	15,297	15,386	9,561	1.6X
Nippon Telegraph & Telephone Corp.	NTT	NYSE	31.48	30.99	1.6%	34.08	24.77	71,566	71,566	106,085	0.7X
Nokia	NOK	NYSE	8.27	8.20	0.9%	8.73	6.22	30,971	30,971	20,406	1.5X
Omnicom	OMC	NYSE	71.86	67.44	6.6%	76.87	61.35	17,834	22,121	15,181	1.5X
Publicis Groupe	PUB.PA	Paris	69.25	68.24	1.5%	96.24	67.86	15,297	15,386	9,561	1.6X
Samsung	005930.KS	KRX	1,164.00	1,087.85	7.0%	1,421.68	1,097.17	171,456	171,456	203,301	0.8X
Sprint	S	NYSE	5.93	6.25	-5.1%	11.47	5.36	23,459	23,459	35,294	0.7X
Telefonica S.A.	TEF	NYSE	14.98	15.27	-1.9%	17.51	14.86	68,174	148,282	73,208	2.0X
Telenor	TELNF	OTC	22.46	21.79	3.0%	25.18	20.80	33,717	42,504	17,658	2.4X
TIM	TSU	NYSE	27.52	25.28	8.9%	30.52	22.18	13,325	13,939	8,546	1.6X
Turkcell Iletisim Hizmetleri A.S.	TKC	NYSE	14.63	12.86	13.8%	16.63	11.72	12,874	12,874	5,531	2.3X
Vodafone Group	VOD	NASDAQ	33.22	32.74	1.5%	42.14	31.87	88,044	115,729	63,018	1.8X
WPP Group	WPPGY	NASDAQ	97.59	97.83	-0.2%	115.40	96.46	25,685	31,769	18,779	1.7X
Yahoo!	YHOO	NASDAQ	46.05	40.32	14.2%	46.52	31.70	43,626	33,815	4,631	7.3X
					<b>Average</b>			91,392	93,095	48,937	2.3X
					<b>Median</b>			30,971	33,815	20,406	1.8X
<b>Mid-Cap (\$2B - \$10B)</b>											
Alcatel-Lucent	ALU	NYSE	\$ 3.00	\$ 2.97	1.0%	\$ 4.68	\$ 2.94	\$8,442	\$10,672	\$18,099	0.6X
BlackBerry	BBRY	NASDAQ	10.50	9.95	5.5%	11.65	5.44	5,538	4,344	4,051	1.1X
Gemalto	GTOFF	OTC	76.44	90.57	-15.6%	124.74	92.12	6,728	6,244	3,280	1.9X
Interpublic Group of Companies	IPG	NYSE	19.39	17.90	8.3%	20.64	15.28	8,109	9,540	7,453	1.3X
Oi (Formerly Telemar)	OIBR	NYSE	0.53	0.68	-22.0%	1.96	0.52	3,033	24,484	13,080	1.9X
Pandora Media Inc.	P	NYSE	19.28	23.23	-17.0%	40.44	21.47	4,012	3,696	778	4.8X
Telecom Argentina S.A.	TEO	NYSE	23.07	20.21	14.2%	25.56	13.93	2,224	1,947	4,316	0.5X
Telefonica Brasil S.A.	VIV	NYSE	17.49	16.99	3.0%	19.60	16.05	6,675	7,968	N/A	N/A
ValueClick	VCLK	NASDAQ	35.25	34.08	3.4%	35.56	18.62	2,272	2,253	598	3.8X
ZTE	000063.SZ	Shenzhen	2.49	2.47	0.7%	2.80	1.95	6,981	10,447	12,427	0.8X
					<b>Average</b>			5,401	8,160	7,120	1.8X
					<b>Median</b>			6,107	7,106	4,316	1.3X

## NOTES:

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

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

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		S&P 500	2,018.05	1,946.16	3.7%	2,034.26	1,737.92				
		NASDAQ Composite	4,630.74	4,422.09	4.7%	4,654.18	3,869.12				
<b>Small-Cap ( &lt; \$2B )</b>											
Axiom Corporation	ACXM	NASDAQ	\$ 18.84	\$ 16.25	15.9%	\$ 39.30	\$ 16.20	\$1,454	\$1,371	\$1,317	1.0X
Bango	BGO	LSE	1.58	1.56	1.3%	3.19	1.54	82	79	12	6.4X
Blue Calypso Inc.	BCYP	OTC	0.08	0.11	-22.1%	0.21	0.09	19	18	1	N/A
Boingo wireless	WIFI	NASDAQ	7.01	7.05	-0.6%	7.70	5.06	251	214	114	1.9X
Cincinnati Bell	CBB	NYSE	3.67	3.31	10.9%	4.13	2.62	768	2,776	1,278	2.2X
Digimarc Corporation	DMRC	NASDAQ	28.99	20.39	42.2%	37.00	17.85	223	201	27	7.6X
GFK Retail and Technology UK	GFK:DE	Xetra	41.35	43.59	-5.2%	61.99	39.08	1,509	2,180	2,006	1.1X
Glu Mobile	GLUU	NASDAQ	3.87	5.08	-23.8%	7.60	2.50	373	318	185	1.7X
Hipcricket	HIPP	NASDAQ	0.09	0.14	-35.7%	0.67	0.06	10	12	28	0.4X
Internetq Plc	INTQ	LSE	4.16	3.83	8.6%	6.91	3.66	166	166	175	0.9X
Marchex	MCHX	NASDAQ	3.83	4.20	-8.8%	12.84	3.92	144	69	189	0.4X
MDC Partners	MDCA	NASDAQ	20.70	18.45	12.2%	26.62	18.01	1,028	2,252	1,206	1.9X
MEDL Mobile	MEDL	OTC BB	0.12	0.17	-29.5%	0.48	0.12	6	5	3	2.0X
Millennial Media	MM	NYSE	2.05	1.88	9.0%	8.44	1.66	220	128	306	0.4X
Mobivity (Formerly CommerceTel)	MFON	OTC BB	1.50	1.15	30.4%	2.75	0.85	33	33	4	8.3X
Opera Software ASA	OPERA.OL	Oslo	12.50	13.82	-9.5%	15.36	10.92	1,790	1,646	416	4.0X
Single Touch Systems Inc.	SITO	OTC BB	0.29	0.42	-29.8%	0.70	0.29	44	47	9	5.2X
Smith Micro Software Inc	SMSI	NASDAQ	0.98	0.88	11.5%	2.69	0.66	44	31	38	0.8X
Tanla Solutions Limited	TANLA	NSE	0.23	0.28	-17.0%	0.35	0.05	24	20	17	1.1X
TeleCommunication Systems, Inc. (TCS)	TSYS	NASDAQ	2.88	2.81	2.5%	3.59	2.08	157	236	345	0.7X
Unwired Planet	UPIP	NASDAQ	1.55	1.76	-11.9%	2.44	1.26	173	88	38	N/A
Velti	VELT	NASDAQ	0.02	0.02	26.9%	0.18	0.01	2	3	232	0.0X
Voltari Corporation (Formerly Motricity)	VLTC	NASDAQ	1.48	1.64	-9.8%	5.00	1.45	7	25	19	1.3X
Zynga	ZNGA	NASDAQ	2.55	2.69	-5.2%	5.89	2.60	1,957	1,230	674	1.8X
					<b>Average</b>	-1.6%		437	548	360	2.3X
					<b>Median</b>	-2.9%		161	108	145	1.5X

## NOTES:

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# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
10/30/2014	Accor Hotels	Wipolo	Wipolo is a social and mobile application to organize and share trips and weekends with friends.	
10/28/2014	New Call	Nimbuzz*	Nimbuzz is a free instant mobile messenger and calling app for Windows PC, Mac smartphones, and other mobile devices.	\$175.0
10/28/2014	Publicis Groupe	Run	Run is a cross-device programmatic ad platform with a focus on mobile.	
10/28/2014	Matomy Media Group	MobFox	MobFox is a leading mobile advertising platform in Europe	\$17.6
10/28/2014	Soft Space	Fasspay	Fasspay is a payment service provider based in Malaysia.	
10/24/2014	Deezer	Stitcher	Stitcher is a San Francisco-based aggregator of podcasts and talk radio programming.	
10/24/2014	DigitasLBi	Liquorice	Liquorice is a leading digital marketing agency in Africa.	
10/22/2014	Skyscanner	Distinction	Distinction is a Budapest-based mobile app development company.	
10/20/2014	MasTec	WesTower Communications, Inc.	WesTower Communications, Inc. is a U.S. subsidiary of Exchange Income Corporation (TSX:EIF). WesTower is a telecommunications services firm	
10/15/2014	IMImobile	TextLocal	TextLocal is a UK-based mobile marketing & communications company.	\$17.7
10/13/2014	Accanto Systems	InstantCEM	InstantCEM is an application provider enabling device-based customer experience feedback and operator communication.	
10/09/2014	AppLovin	Moboqo	Moboqo is a premium mobile advertising network for leading mobile game developers from all over the world.	
10/07/2014	Scripps	WeatherSphere	WeatherSphere is the company behind the #1 Paid weather application on iOS, and maker of three of the Top 10 Paid weather apps as well as three of the Top 20 Grossing weather apps.	
10/07/2014	Boku	Mopay	Mopay is a payment platform for online dealers to bill charges directly to customers' cell phone, land line and broadband accounts.	
10/06/2014	Pulse Secure	MobileSpaces	MobileSpaces helps enterprises mobilize their applications, govern their data, and respect the privacy of their employees.	
10/03/2014	Yahoo!	MessageMe	MessageMe is a mobile messenger application enabling users to personalize their messages and connect with others.	
10/02/2014	Quantcast	Struq	Struq is a leading Cross Device Retargeting and ad personalization platform. Struq enables e-commerce businesses to increase their sales through highly-targeted, personalized remarketing and prospecting ad campaigns across display, video, social media and mobile channels.	
10/01/2014	Windstream	Only Broadband	Only Broadband is a fixed wireless enterprise services provider.	
09/26/2014	Adobe	Aviary	Aviary is an application that provides a photo-editing platform.	

\*Note: New Call acquired a 70% stake in the business for \$175 million, valuing the full company at \$250 million.

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

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

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

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

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

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

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# M&A Transactions

## TRANSACTION DATA

Announced	Acquirer	Target	Target Summary	Deal Amount (in \$M)
08/04/2014	<b>Rhapsody</b>	Ex.fm	Ex.fm is a music discovery service firm.	
08/04/2014	<b>Rhapsody</b>	Soundtracking.com	Soundtracking.com is an "instagram for music" application.	
08/04/2014	<b>Square</b>	Caviar*	Caviar is a food delivery service.	\$90.0
08/04/2014	<b>Tune</b>	MobileDevHQ	MobileDevHQ, a Seattle-based startup providing tools for App Store Optimization (ASO) and additional insights for mobile developers.	

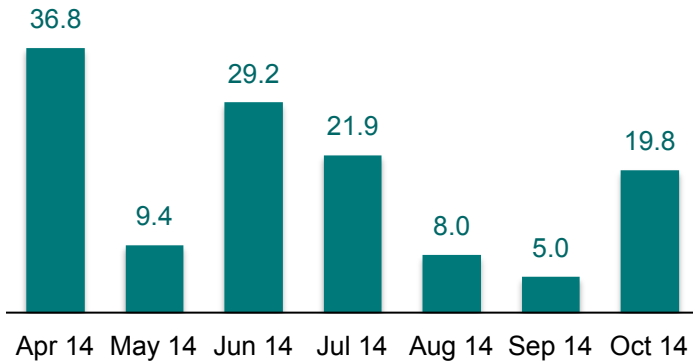
\*Note: Caviar acquisition transaction made in form of equity financing.

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

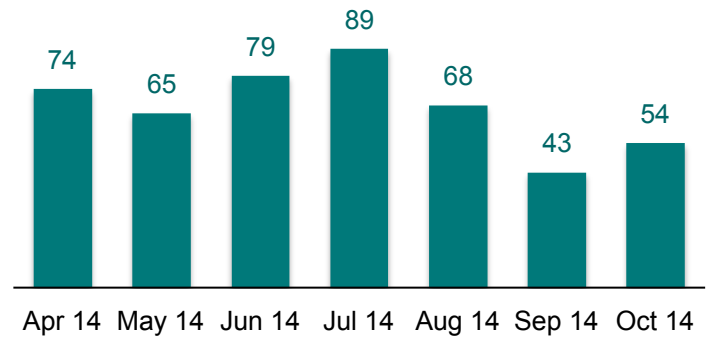
\*Data collected in this issue of Mobile Smart Fundamentals was collected throughout October 1-31 2014.

# Financing Transactions Overview

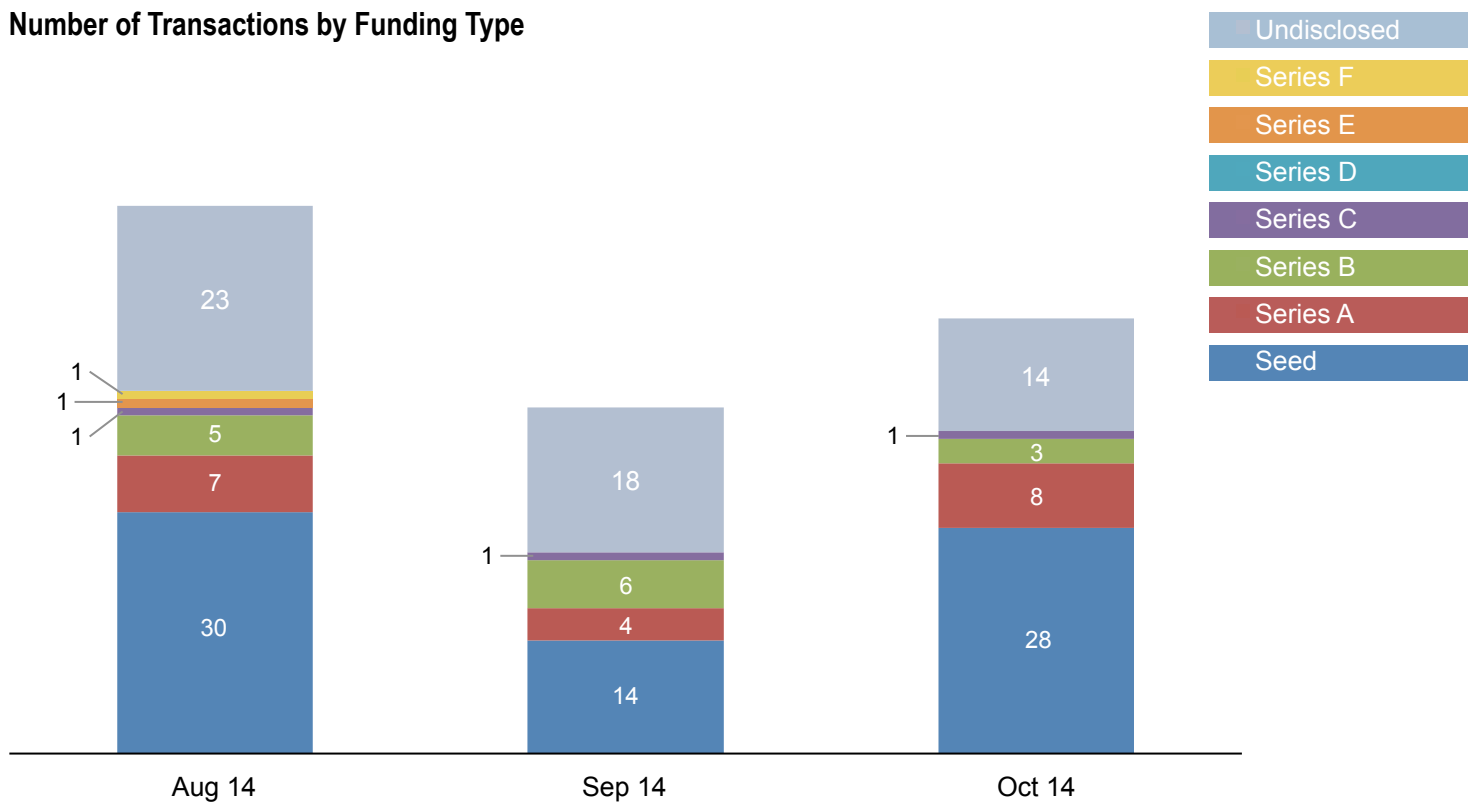
Average Value of Transactions (\$MM)



Number of Transactions



Number of Transactions by Funding Type



Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>VideoSelfie</b>	Private	VideoSelfie is a mobile video messaging app for iOS devices.	10/31/14	\$0.9	Seed	East Ventures, Klab Ventures, Cyberagent Ventures, 500 Startups
<b>Abacus Labs</b>	Private	Abacus is a simple, fast way for businesses to reimburse their employees for company expenses.	10/30/14	\$3.5	Seed	Bessemer Venture Partners, General Catalyst Partners, CrunchFund, FundersClub, Google Ventures, Homebrew Ventures, Sherpaloo Ventures
<b>Linkable Networks</b>	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.	10/30/14	\$8.0*	Undisclosed	Undisclosed
<b>uBeam</b>	Private	uBeam is a wireless power startup that transmits power over-the-air to charge electronic devices.	10/30/14	\$10.0	Series A	Ludlow Ventures, CrunchFund, Andreessen Horowitz, Upfront Ventures, Founders Fund, Marissa Mayer, Tony Hsieh, Troy Carter, Mark Cuban, Ellen Levy, Shawn Fanning
<b>Lassy Project</b>	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.	10/29/14	\$1.1*	Seed	David Cohen, Walter Winshall, Nicole Glaros, Techstars Austin, RMR Capital, Pilot House Ventures Group
<b>Fleksy</b>	Private	Fleksy offers an innovative keyboard designed to make typing on any touchscreen device fast, accurate, and easy.	10/28/14	\$2.0	Undisclosed	Thanos Triant, Militelto Capital, Highland Capital Partners, Middleland Capital, Eniac Ventures, Digital Garage
<b>Adsquare</b>	Private	adsquare is a mobile audience targeting platform that enables mobile ad networks and publishers to optimize the effectiveness of ads.	10/28/14	\$4.3	Series A	Berlin Ventures, Target Partners
<b>Sandstone Diagnostics</b>	Private	Sandstone's Trak mobile app allows their customers to monitor their key fertility stats over time, identify sources of fertility impairment, and take steps to improve their health and chances of conception.	10/27/14	\$1.2*	Seed	LaunchCapital, Life Science Angels, June Fallon, Astia Angel
<b>Beekley</b>	Private	Beekley by HiBeek is a mobile app for small restaurant businesses that brings in new customers by sending ads to their phones, and keeps customers coming back with loyalty rewards.	10/24/14	\$0.0*	Seed	Blue Startups
<b>InTouch</b>	Private	InTouch allows users to automatically view up-to-date information of contacts on their mobile and online.	10/24/14	\$0.0*	Seed	Blue Startups
<b>Mozido</b>	Private	Mozido provides a platform of cloud-based, white-label, mobile payment, shopping and marketing solutions with real-time customer analytics.	10/24/14	\$185.0	Series B	MasterCard, Wellington Management Company, Sheikh Nahyan, Julian Robertson
<b>Tissue Analytics</b>	Private	Tissue Analytics provides remote management of wound healing through image analysis of mobile-generated photos.	10/22/14	\$0.0*	Seed	DreamIt Ventures Philadelphia
<b>Urban Airship</b>	Private	Urban Airship provides an easy, affordable way to deliver real-time push notifications and in-app purchase content for mobile developers.	10/22/14	\$12.1*	Undisclosed	Undisclosed
<b>XAPPedia</b>	Private	XAPPedia exists to give consumers a voice and connect them directly with brands. We are a technology company that provides interactive audio services.	10/22/14	\$2.0*	Undisclosed	Undisclosed
<b>YieldMo</b>	Private	YieldMo is rethinking mobile advertising to optimize yield for publishers, ROI for marketers, and the experience for consumers.	10/22/14	\$10.0	Undisclosed	Time Warner Investments, Google Ventures, Union Square Ventures
<b>youAPPi</b>	Private	youAPPi revolutionizes the way mobile applications and users meet, interact and monetize.	10/22/14	\$3.0	Series A	Gilott Capital Partners, 2B Angels, Flint Capital
<b>Flint Mobile</b>	Private	Flint Mobile, Inc. is a startup that provides a secure way to use mobile devices to accept credit cards and to acquire customers through social and online marketing.	10/22/14	\$9.4	Series C	Verizon Ventures, Peninsula Ventures, True Ventures, Storm Ventures, Digicel

\*Note: Linkable Networks still seeking \$11,962,728 in funding.

\*Note: Lassy Project is still seeking \$195,000 in funding.

\*Note: Sandstone Diagnostics still seeking \$315,000 in funding.

\*Note: Beekley transaction amount rounded, actual amount received was \$20,000.

\*Note: InTouch transaction amount rounded, actual amount received was \$20,000.

\*Note: Tissue Analytics transaction amount rounded, actual amount received \$25,000.

\*Note: Urban Airship still seeking \$7,977,182 in funding.

\*Note: XAPPedia is still seeking \$1,550,000 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
<b>Glamsquad</b>	Private	Glamsquad is a New York-based on-demand beauty business.	10/22/14	\$7.0	Series A	Montage Ventures, Lerer Hippeau Ventures, SoftBank Capital
<b>MediaHound</b>	Private	MediaHound web and mobile apps improve search, sharing, and discovery across content sources and devices, providing a unified entertainment user experience.	10/21/14	\$4.5	Undisclosed	Kleiner Perkins Caufield & Byers
<b>VOIQ</b>	Private	VOIQ empowers thousands of individuals to earn money making calls and millions of businesses to benefit from an on-demand, mobile callforce.	10/21/14	\$0.1*	Seed	Andres Barreto, Charlie Kemper, Mario Tapia, Jack Basavaiah, Steven Lee
<b>Magic Leap</b>	Private	Magic Leap is a proprietary wearable technology that will enable humans to interact with digital devices in a completely visually cinematic way.	10/21/14	\$542.0	Series B	Legendary Entertainment, Qualcomm Ventures, Andreessen Horowitz, KPBC Holdings, Google
<b>Osmo</b>	Private	Osmo is reimagining Entertainment with Education. Digital with Physical.	10/21/14	\$12.0	Series A	K9 Ventures, Upfront Ventures, Accel Partners
<b>LISNR</b>	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.	10/20/14	\$0.1	Seed	R/GA Connected Devices Accelerator
<b>Fresvii</b>	Private	Fresvii's AppSteroid is a mobile cloud platform designed for smartphone game developers.	10/20/14	\$1.8	Undisclosed	Nissay Capital
<b>Sworl</b>	Private	Sworl started when Tom Riley and Steve Dodd, longtime picture framing colleagues, had a brainstorm: "How can we do framing from mobile devices?" What they had in mind—printing, framing and delivering iPhone photos—simply didn't exist.	10/18/14	\$0.3	Undisclosed	Adrian Hanauer, Nick Hanauer, Greg Slyngstad, Mike Slade, Pete Higgins
<b>Wilshire Axon Sports</b>	Private	Wilshire Axon Sports mission is to provide the best suite of tools for teams to connect with their fans. Focused completely on driving revenue, they marry advanced technology with breathtaking design all delivered through the mobile device.	10/17/14	\$2.0	Series A	Mosaik Partners, KGC Capital
<b>Quantified Care</b>	Private	Quantified Care is committed to helping clinicians and their patients learn about and adopt evidence-based mobile medical apps and devices that have the potential to improve quality of care while lowering costs.	10/16/14	\$0.1*	Seed	John Cammack, Ken Karpay, Thierry Marbach, Maury Weinstein, Paul Grossinger
<b>Shelfbucks</b>	Private	Shelfbucks aims to level the playing field between physical and online retail.	10/16/14	\$2.1*	Undisclosed	Undisclosed
<b>Pulse.io</b>	Private	Pulse.io provides a mobile app performance service that helps developers identify issues slowing down their production apps.	10/16/14	\$0.1*	Seed	Partech International, Camp One Ventures
<b>Quantance</b>	Private	Quantance manufactures semiconductors that increase data speed and battery life in mobile devices.	10/14/14	\$6.0*	Undisclosed	Undisclosed
<b>Complex Polygon</b>	Private	Complex Polygon is a product studio that designs, builds and launches mobile applications with the purpose of bringing people closer together.	10/14/14	\$1.7	Seed	Greylock Partners, First Round Capital, Khosla Ventures, CrunchFund, SV Angel, Lowercase Capital, Sherpa Ventures, Undisclosed
<b>Let</b>	Private	Let is a teen social networking app with a focus on gamification.	10/14/14	\$0.6	Seed	David Graham, Breega Capital
<b>GoGoGab</b>	Private	GoGoGab delivers rich second screen experiences to accompany content you already love watching.	10/13/14	\$0.3*	Seed	Structure Capital
<b>Hello Doctor</b>	Private	Hello Doctor is a free mobile app that empowers people to control their health.	10/13/14	\$0.7	Undisclosed	BlueRun Ventures
<b>Petcube</b>	Private	Petcube is a home gadget that lets you watch, talk and play laser games with your pet through mobile app anytime, anywhere.	10/13/14	\$0.9*	Seed	SOSventures, Almaz Capital Partners, AVentures Capital
<b>Pressly</b>	Private	Pressly is a mobile publishing platform that gives publishers and marketers an easy way to engage a growing mobile audience.	10/13/14	\$0.8*	Seed	John Ruffolo, Karamdeep Nijjar, Kevin Swan, Christopher Arsenault, David Crow

\*Note: VOIQ still seeking \$1,080,000 in funding.

\*Note: Quantified Care still seeking \$675,000 in funding.

\*Note: Shelfbucks still seeking \$7,899,581 in funding.

\*Note: Pulse.io still seeking \$675,000 in funding.

\*Note: Quantance still seeking \$2,999,987 in funding.

\*Note: GoGoGab still seeking \$200,000 in funding.

\*Note: Petcube still seeking \$312,500 in funding.

\*Note: Pressly still seeking \$250,000 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
<b>Totspot</b>	Private	Totspot is a mobile marketplace for moms to shop and sell kids fashion.	10/13/14	\$1.8	Seed	GGV Capital, 500 Startups, Queensbridge Venture Partners
<b>JustFamily</b>	Private	JustFamily is a mobile and web application purposefully designed to help families stay close.	10/10/14	\$3.5	Undisclosed	Undisclosed
<b>mParticle</b>	Private	mParticle is a mobile technology company based in New York City.	10/10/14	\$1.5	Seed	Bowery Capital, Harbinger Venture Management, Battery Ventures
<b>All4Staff</b>	Private	All4Staff replaces the tedious, paper-heavy HR onboarding process with one that is mobile-friendly, efficient, and error-free.	10/9/14	\$0.3	Seed	Undisclosed
<b>Chat Sports</b>	Private	Chat Sports delivers personalized, mobile sports news in one social feed.	10/9/14	\$0.7*	Seed	Rothenberg Ventures
<b>Avaamo</b>	Private	Avaamo provides secure mobile messaging for businesses.	10/8/14	\$6.3	Seed	WI Harper, Rembrandt Venture Partners, Streamlined Ventures, Eleven Two Capital, Ovo Fund
<b>Comply365</b>	Private	Comply365 is a software company that offers a full suite of enterprise mobility software and solutions.	10/8/14	\$12.0	Undisclosed	Drive Capital
<b>HangIt</b>	Private	HangIt plans to launch its open, turnkey service later this year for free to app developers and publishers to enable advanced location based messaging and marketing in any app.	10/8/14	\$6.2	Seed	Undisclosed
<b>Product Hunt</b>	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.	10/8/14	\$6.1	Series A	Andreessen Horowitz, A Grade Investments, Betaworks, Cowboy Ventures, CrunchFund, Greylock Partners, Ludlow Ventures, Slow Ventures, SV Angel
<b>Inbox</b>	Private	Inbox Messenger is a mobile messaging app designed to cultivate meaningful conversations with your friends.	10/6/14	\$1.0	Seed	Undisclosed
<b>Square</b>	Private	Square is a merchant services aggregator and mobile payment company that aims to simplify commerce through technology.	10/6/14	\$150.0	Undisclosed	Government of Singapore Investment Corporation, Goldman Sachs, Rizvi Traverse Management
<b>FlameStower</b>	Private	Flamestower efficiently captures excess heat to power your mobile device, using a sophisticated thermal energy generator.	10/3/14	\$0.6*	Seed	StartX
<b>Tourlandish</b>	Private	Tourlandish is a mobile marketplace for 'things-to-do.'	10/3/14	\$0.1*	Seed	Undisclosed
<b>UrbanBuddy</b>	Private	UrbanBuddy is evolving local hospitality with a new mobile app for hotels - an on-the-go concierge service.	10/3/14	\$0.1*	Seed	Undisclosed
<b>AppBoy</b>	Private	Appboy is an SDK and web offering that enhances mobile apps to help developers expand, engage and understand their user base.	10/2/14	\$15.0	Series B	InterWest Partners, Icon Venture Partners, Blumberg Capital, T5 Capital, IDG Ventures
<b>BYNDL</b>	Private	BYNDL Creates Vending Industry's First Mobile Payment and Customer Engagement Platform.	10/1/14	\$1.5	Seed	Rudy Gadre, Serena Glover, Gerald McIntyre, Peter Amalraj, Kenneth Leiter, TIE Angels Group Seattle
<b>Tile</b>	Private	Tile is a location-tracking device and app for tracing valuable items if they are lost.	10/1/14	\$9.5	Series A	Michael Lazerow, Bob Lee, Charles Huang, AME Cloud Ventures, Nick Woodman, GGV Capital, Kass Lazerow, Chris Hulls, Slow Ventures, Rothenberg Ventures, Tandem Capital
<b>Remerge</b>	Private	Remerge offers a platform for app advertisers to efficiently segment, manage and retarget their app's user base	10/1/14	\$1.0	Seed	WestTech Ventures, Point Nine Capital
<b>StepLeader</b>	Private	StepLeader was formed in 2004 when it developed the nation's first news app for local media. Today, the company offers solutions and thought-leading expertise to help trusted content producers deliver their stories across mobile apps, mobile websites and smart TV apps.	9/30/14	\$0.5*	Undisclosed	Undisclosed

\*Note: Chat Sports still seeking \$80,000 in funding.

\*Note: Flamestower is still seeking \$1,400,000 in funding.

\*Note: Tourlandish still seeking \$696,000 in funding.

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>UXCam</b>	Private	UXCam is an innovative platform in Usability Testing of a digital product.	9/30/14	\$0.1*	Seed	500 Startups
<b>AnyPresence</b>	Private	AnyPresence's cloud-based platform dramatically reduces the time it takes to build cross-device HTML5 and native mobile apps.	9/29/14	\$6.0	Undisclosed	Undisclosed
<b>Spor</b>	Private	Spor is a no nonsense solar powered battery charger for your mobile devices.	9/29/14	\$0.2	Undisclosed	Francis Wisniewski, Undisclosed
<b>Skillz</b>	Private	Skillz games currently reach more than 25 million mobile gamers.	9/26/14	\$6.0*	Series A	Atlas Venture, NextView Ventures, Mark Jung, Chris Gaffney
<b>Accuris Networks</b>	Private	AccuROAM's platform is designed to enable Communication Service Providers to have integrated and disruptive solutions by connecting current and emerging mobile broadband networks such as GSM CDMA, LTE and Wi-Fi, which includes smartphone client software, access server/gateway technology and billing integration.	9/25/14	\$15.0	Undisclosed	Ulster Bank Diageo Venture Fund
<b>GetFeedback</b>	Private	GetFeedback is a modern online survey software tool that allows anyone to create visually engaging, branded, mobile-ready surveys in minutes.	9/25/14	\$2.3	Undisclosed	Salesforce Ventures
<b>Gametime</b>	Private	Gametime's top priority is providing the best mobile ticket purchase experience on your mobile device.	9/24/14	\$4.0	Undisclosed	Accel Partners, Colin Evans, Undisclosed
<b>Kinvey</b>	Private	Kinvey makes it ridiculously easy for developers to setup, use and maintain a cloud backend for their mobile apps.	9/23/14	\$10.8	Series B	NTT DOCOMO Ventures, Verizon Ventures, Avalon Ventures, Atlas Venture
<b>Duo Security</b>	Private	Duo Security provides strong two-factor authentication as a service built to prevent account takeover and data theft. Duo uses a mobile phone as the second factor to make authenticating easy and convenient.	9/22/14	\$12.0	Series B	Benchmark Capital, Google Ventures, True Ventures, Radar Partners
<b>Izenda</b>	Private	Izenda is a leading provider of embedded self-service analytics, mission is to create agile business intelligence tools that empower ordinary people to make better business decisions.	9/22/14	\$3.0	Series A	Ethos Capital Partners, Hawthorne Capital Corp
<b>EveryPost</b>	Private	Everypost is a mobile application that allows you easily create multimedia content and post it simultaneously to your preferred social networks.	9/19/14	\$0.9	Undisclosed	Krillion Ventures, NXP Labs, Handmade Ventures, Undisclosed
<b>SchoolMint</b>	Private	SchoolMint is an enrollment and communications platform for K-12 public, private and charter Schools enabling all the manual admissions and enrollment processes as well as communications with parents on mobile/online.	9/19/14	\$2.2	Seed	NewSchools Venture Fund, Runa Capital, Crosslink Capital, Kapor Capital, Imagine K12, Romulus Capital, Fresco Capital, EdMentor VC
<b>Apptive</b>	Private	Apptive enables eCommerce merchants to create and manage awesome native mobile apps without any coding or technical knowledge required.	9/18/14	\$0.2*	Seed	Undisclosed
<b>SocialChorus</b>	Private	SocialChorus is the Leading Enterprise Advocate Marketing Platform for Employees & Brand Ambassadors.	9/18/14	\$7.5	Series B	Kohlberg Ventures, Undisclosed
<b>Chobolabs</b>	Private	Chobolabs exists to make competitive multiplayer gaming a reality on mobile.	9/17/14	\$1.3	Seed	Innovation Endeavors, Western Technology Investment, XG-Ventures
<b>Common Sensing</b>	Private	Common Sensing Inc. manufactures a diabetes management product. The company offers an insulin pen cap that records a person's insulin intake information and transmits it to a mobile phone or a connected glucose meter.	9/17/14	\$0.2	Undisclosed	Undisclosed
<b>MileIQ</b>	Private	MileIQ takes the hassle out of mileage tracking. A mobile app catches drives automatically & puts them in the cloud for easy logging, editing & reporting.	9/17/14	\$3.0	Seed	CRV, Marc Benioff, SV Angel, Undisclosed
<b>MobLabs</b>	Private	MobLabs is a studio focusing on building and launching mobile products with high engagement and massive reach. We want to build apps that people love.	9/17/14	\$0.4	Seed	Clark Landry, Dennis Phelps, Kelly Perdew, Robert Herscu, Allen DeBevoise, Plus Capital
<b>Trusper</b>	Private	Trusper is a free mobile app and website that allows you to quickly share and discover tips of daily life with trusted friends, family, and fans.	9/17/14	\$16.0*	Series B	Undisclosed
<b>Fastly</b>	Private	Fastly delivers the world's only real-time content delivery network.	9/16/14	\$41.5	Series C	August Capital, O'Reilly AlphaTech Ventures, Battery Ventures, Amplify Partners, IDG Ventures

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

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

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Causemo</b>	Private	Causemo is a fundraising platform.	9/15/14	\$1.7	Seed	Michael Katz, Lars Albright, Real Ventures, Michael Weider, Bret Siarkowski
<b>Prairie Cloudware</b>	Private	Prairie Cloudware is an company whose mission is to provide financial institutions with the tools and services to meet their customers' need for choice, convenience and security in an increasingly mobile world.	9/15/14	\$2.1*	Undisclosed	Undisclosed
<b>AskingPoint</b>	Private	AskingPoint is a mobile apps analytics service.	9/12/14	\$0.1	Seed	Howard Love, Clifford Ribaud
<b>Hi-Art</b>	Private	Hi-Art is a mobile application that allows users to search, download, sort and send content for messaging.	9/12/14	\$0.5	Seed	Zachary Aarons, Potomac Energy Fund, Sam Miller-Little, Daniel Duron
<b>MemberSuite</b>	Private	MemberSuite provides customizable association management software to track and manage information flow.	9/11/14	\$3.5	Series A	Bonaventure Capital, Fidelis Capital
<b>Bastille Networks</b>	Private	Bastille Networks provides security for the Internet of Things.	9/10/14	\$1.5	Seed	John J. Huntz, Christopher J. Rouland, Tom Noonan
<b>Efreightsolutions</b>	Private	Efreightsolutions is a SaaS solution provider that allows clients to take full advantage of an automated transportation management system.	9/10/14	\$2.5	Undisclosed	Undisclosed
<b>Parkmobile</b>	Private	Parkmobile offers parking management solutions, pay by phone parking and digital parking in the US, Australia, Canada and Turkey.	9/9/14	Undisclosed	Undisclosed	BMW Group
<b>Soneter</b>	Private	Soneter is extending the smart grid to water and gas.	9/9/14	\$6.0	Undisclosed	GRA Venture Fund, LLC
<b>Merlin Mobility</b>	Private	Merlin Mobility uses Augmented Reality (AR) to deliver technical instructions to iOS and Android devices.	9/8/14	\$0.6	Undisclosed	Undisclosed
<b>Trustlook</b>	Private	Trustlook is a global leader in next-generation mobile security solutions.	9/6/14	\$3.0	Seed	ZhenFund, Danhua Capital
<b>Cignifi</b>	Private	Cignifi is revolutionizing the way financial service companies meet the needs of 2.7 billion people worldwide with a mobile phone but no access to formal financial services.	9/5/14	\$4.9	Series B	Omidyar Network, American Express Ventures, Undisclosed
<b>Delta ID</b>	Private	Delta ID offers biometric products and applications.	9/5/14	\$5.0	Series A	Intel Capital
<b>Flywheel</b>	Private	Flywheel is developing a taxi cab application for the mobile phone.	9/5/14	\$1.2	Undisclosed	Linseed Capital, Hyde Park Venture Partners, Lightbank, Ludlow Ventures
<b>Propeller Health</b>	Private	Propeller is a leading mobile platform for respiratory health management.	9/5/14	\$14.5	Series B	Safeguard Scientifics, The Social+Capital Partnership
<b>Adinch</b>	Private	Adinch.com is a universal self-service mobile advertising platform.	9/4/14	\$3.0	Undisclosed	TMT Investments, Undisclosed
<b>Anews</b>	Private	Anews is an agregator of news and blogs.	9/4/14	\$3.0	Undisclosed	TMT Investments
<b>Ntensify</b>	Private	Ntensify was founded to create awesome merchandise based on our favorite mobile games and apps.	9/4/14	\$0.0*	Seed	DreamIt Ventures Philadelphia
<b>PlusN</b>	Private	PlusN is an innovator in developing carrier aggregation software solutions for increasing capacity in mobile data networks.	9/4/14	\$0.6	Undisclosed	Pitch Johnson, Christopher Brody, John Levy
<b>Stitch App</b>	Private	Stitch is mobile email for salespeople. Be more successful in your job - and have more time at the end of each day - by being more responsive to customers and colleagues.	9/4/14	\$0.0*	Seed	500 Startups, GENerator, Silicon Badia
<b>Centri Technology</b>	Private	Centri Technology develops a broad suite of solutions that make it possible for mobile phones to download files, access the Internet and send emails at speeds three times as fast as the current standard.	9/2/14	\$6.3*	Undisclosed	Undisclosed
<b>8Tracks</b>	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
<b>eXacly</b>	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
<b>Fitter</b>	Private	Fitter offers a unique mobile personal trainer experience and guidance while connecting each fitness studio or personal trainer with their customers in a personal and intuitive way.	8/26/14	\$0.0*	Seed	Health Wildcatters

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

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

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

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Mobiquity</b>	Private	Mobiquity is a strategy-led, implementation driven Mobile Computing professional services firm focused on architecting, developing and deploying custom mobile solutions for the Global 2000.	8/26/14	\$5.0	Undisclosed	NewSpring Capital, Longworth Venture Partners, Sigma Prime Ventures
<b>DraftKings</b>	Private	DraftKings is a application platform that enables people to participate in daily fantasy sports competitions where they can win real cash prizes that range in value from pocket change to \$1 million. The service offers fantasy competitions that primarily focus on baseball, football, basketball, and hockey.	8/25/14	\$10.0	Undisclosed	The Raine Group, Redpoint Ventures, GGV Capital, and Atlas Venture.
<b>Fairwaves</b>	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
<b>Zumigo</b>	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
<b>LTG Exam Prep Platform</b>	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
<b>Play It Interactive</b>	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
<b>Product Hunt</b>	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
<b>Vessyl</b>	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	Felicitas Ventures, Horizons Ventures
<b>ViaForensics</b>	Private	ViaForensics is dedicated to advancing mobile security.	8/22/14	Undisclosed	Undisclosed	Jump Capital
<b>Wearable Intelligence</b>	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
<b>EyeVerify</b>	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
<b>Flybits</b>	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
<b>Kasisto</b>	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
<b>MobileDay</b>	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
<b>Xamarin</b>	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
<b>Aptible</b>	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
<b>Bearch</b>	Private	Bearch designs a variety of social, mobile applications.	8/19/14	\$2.1	Seed	Dirk Elmendorf, Rony Kahan, Doss Cunningham
<b>Kash</b>	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
<b>Product Hunt</b>	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
<b>RE2</b>	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

\*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 October 1-31 2014.

# Financing Transactions

Company Information	Status	Company Description	FUNDING			
			Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Shift</b>	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
<b>Shout</b>	Private	Shout is a mobile app which allows people to exchange freely with those around them.	8/19/14	\$0.1	Seed	Y Combinator
<b>Think Gaming</b>	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
<b>Aptible</b>	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
<b>LocusPlay</b>	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
<b>Stremor Corp</b>	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
<b>RxREVU</b>	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
<b>Social Bicycles</b>	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
<b>Clef</b>	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
<b>Fairwaves</b>	Private	Fairwaves helps mobile operators radically widen subscriber base and boost profitability in low-income regions.	8/14/14	\$0.1	Seed	Techstars Boston
<b>HelloTel App</b>	Private	HelloTel is a mobile app that turns any hotel check-in into a rich social network.	8/14/14	\$0.5	Undisclosed	Undisclosed
<b>Streamroot</b>	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
<b>DockOn</b>	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
<b>Adello</b>	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
<b>Happier</b>	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
<b>Lookout</b>	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
<b>Push Technology</b>	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
<b>Sentri</b>	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
<b>SkyCross</b>	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
<b>Validic</b>	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

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

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

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

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

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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# Financing Transactions

FUNDING						
Company Information	Status	Company Description	Announced	Transaction Amount (in \$M)	Funding Round	VC's
<b>Azumio</b>	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
<b>Axial</b>	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
<b>RelayRides</b>	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
<b>Foodpanda</b>	Private	Foodpanda is a food delivery service based in Berlin, Germany.	8/11/14	\$60.0	Undisclosed	Falcon Edge Capital, Rocket Internet AG
<b>Colátris</b>	Private	Colátris enables app developers and stakeholders to outsource their entire internationalization effort within literal minutes.	8/11/14	\$0.1	Seed	Techstars Seattle
<b>Stand In</b>	Private	Stand In is a mobile prototyping tool for designers and developers.	8/11/14	\$0.1	Seed	Techstars Seattle
<b>Touchbase</b>	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
<b>Quettra</b>	Private	Quettra is a mobile intelligence startup that compiles massive amounts of information about mobile users.	8/8/14	\$2.9	Seed	Google Ventures, Horizon Ventures, Data Collective, Miramar Digital Ventures, CrunchFund, and SV Angel
<b>ClearDATA Networks</b>	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.
<b>Convertix</b>	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
<b>Ulula</b>	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
<b>ReplyBuy</b>	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
<b>Kiwi</b>	Private	Kiwi is a mobile entertainment company that builds industry leading games.	8/6/14	\$12.0	Series B	Northgate Capital, DFJ, Sequoia Capital
<b>Promolta</b>	Private	Promolta is a video advertising platform for music videos.	8/6/14	Undisclosed	Seed	500 Startups
<b>Rover</b>	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
<b>Uplette</b>	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
<b>UXCam</b>	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
<b>WeDidIt</b>	Private	WeDidIt is a web platform and mobile app for nonprofit fundraising.	8/6/14	Undisclosed	Seed	500 Startups
<b>Whim</b>	Private	Whim is a mobile app that sends you out on a date TONIGHT.	8/6/14	Undisclosed	Seed	500 Startups
<b>Wildcard</b>	Private	Wildcard is a seamless replacement for the Internet on your phone.	8/6/14	\$7.0	Series A	Undisclosed
<b>Drop Messages</b>	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
<b>Bitglass</b>	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
<b>SecureAuth</b>	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
<b>Smaato</b>	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
<b>Resy</b>	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

Source: Thomson Reuters, VentureDeal and Hidden River, LLC

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

# S-1 Filings

## S-1 FILINGS: FILED

Company	Date Filed	Description
<b>Workiva, Inc.</b>	10/17/14	Workiva, Inc. pioneers a cloud-based and mobile-enabled platform for enterprises to collaboratively collect, manage, report and analyze critic.
<b>WeWearables</b>	9/8/14	WeWearables, Inc. is an online retail provider of digital fitness and wireless sensor healthcare products.
<b>Sysorex Holdings</b>	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.
<b>GrubHub</b>	8/25/14	GrubHub is an online food ordering company in the United States.
<b>HubSpot</b>	8/25/14	HubSpot is a company that develops and markets a software-as-a-service product for inbound marketing also called HubSpot.
<b>Kallo</b>	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.
<b>Spelzon</b>	8/25/14	Spelzon is a development stage company, focuses on developing and selling mobile games
<b>Eventure Interactive</b>	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.
<b>TYG Solutions</b>	8/21/14	TYG Solutions is an application development company.
<b>Digital Caddies</b>	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.
<b>Asn Technologies</b>	8/15/14	Asn Technologies is a global website design and development solution company and an offshore web Solutions provider.
<b>Nxt-id</b>	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.
<b>Legendary Ventures</b>	8/5/14	Legendary Ventures is a firm that invests in early stage new media, telecommunications, and information technology.
<b>Glassesoff</b>	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.

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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](http://www.mmaglobal.com).

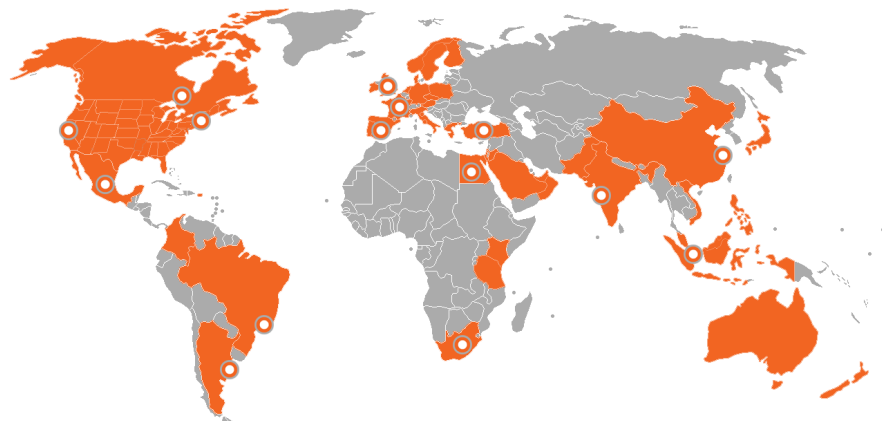
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# Mobile Marketing Association

## Calendar of Events

**NOVEMBER 13, 2014**

**MMA Forum Indonesia**

Jakarta, Indonesia

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

**JULY 26–28, 2015**

**CEO & CMO Summit**

Sonoma, CA, USA

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

PREMIER GLOBAL  
NON-PROFIT TRADE  
ASSOCIATION

# Hidden River

## About Hidden River

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

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

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

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

## Executive Contacts

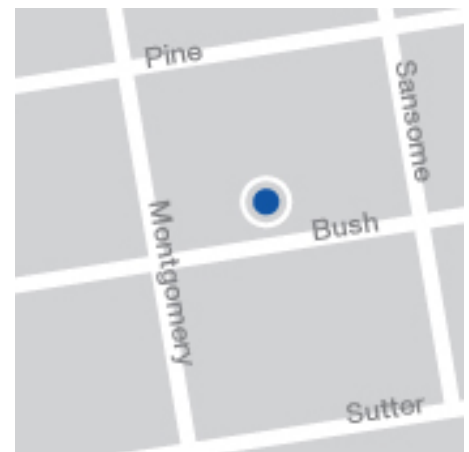
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DEDICATED  
 EXCLUSIVELY TO THE  
 MOBILE ECOSYSTEM

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# STRATEGY EXECUTION ANALYSIS INITIATIVE EXPERIENCE COMMITMENT

If you would like to be removed from the distribution list for the Mobile Marketing Newsletter of the Mobile Marketing Association, Inc. ("MMA") and Hidden River, LLC ("Hidden River"), please contact the MMA at [mma@mmaglobal.com](mailto:mma@mmaglobal.com). The information contained herein is obtained from sources we believe to be reliable but its accuracy and completeness, and that of the opinions based thereon, are not guaranteed. As a condition to receiving such Mobile Marketing Newsletter, you agree that Hidden River and MMA are not liable for anything contained within such Mobile Marketing Newsletter. Hidden River, MMA, and/or any of their affiliates, may have an interest in the securities or companies discussed herein. All rights reserved by Hidden River, LLC and the Mobile Marketing Association, Inc. 2012  
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