

### 6.1.73 Mforma – US

Company description	Address
<p>Mforma's mission is to deliver the first independent open application development platform for the wireless services market. It combines a suite of wireless services built on a common development platform to deliver a solution for managing and deploying wireless services to carriers and for developers. Mforma also provides entertainment services (games, horoscope, chat etc), location and information services (airline flight guides, weather reports, driving directions etc.)</p> <p>Mforma is an international company with offices in Seattle, San Diego, New York, Paris, London and Madrid.</p> <p>Employees: 40</p> <p>The company was formed in 2001.</p>	<p>Mforma Pier 56 1201 Alaskan Way #201 Seattle WA 98101 USA</p> <p>Tel: +1 206 505 7700 E-mail: <a href="mailto:info@mforma.com">info@mforma.com</a> URL: <a href="http://www.mforma.com">www.mforma.com</a></p>
Management, board	Position, size of portfolio
<p><b>Management:</b> CEO: John Forbes (Co-founder Mforma, former Vice President and General Manager Visio Corporation) VP Corp. Dev.: David Bluhm (Co-founder Mforma) CTO: Eric Bilange, Ph.D (CTO and co-founder of Indiqu and Director of Product Management Internet Solutions for Alcatel)</p> <p><b>Board:</b> Chairman: Daniel Kranzler (Co-founder Mforma, former CEO of AccessLine Technologies, a global software company and involved in over 20 start-ups)</p>	<p><b>Service focus:</b> Application development platform, entertainment and content services <b>In-house dev't:</b> Use 100 independent developers <b>No of services in portfolio:</b> 150+ <b>Hosting abilities:</b> Yes <b>Portfolio SMS services:</b> N/A <b>Services consumer focused:</b> 100%</p>
Owners, investors, financials	
<p><b>Investors in Mforma:</b> Efund, ARCH Venture Partners, Madrona Venture Group, Vault Capital, Venture Strategy Partners. (Mid-2001 raised US\$10 million)</p>	
Customers, reach and business model	Accounts
<p>Mforma targets wireless carriers, wireless ISPs, mobile portals, mobile virtual network operators and wireless system integrators with its open independent platform. The platform is integrated to 14 wireless operators.</p> <p><b>Customers:</b> <b>Operators:</b> AT&amp;T Wireless, Bell Mobility, Bouygues Telecom, France Telecom, Cingular, Eircell, Sprint PCS, Mobistar, Nextel, Qwest, Rogers, Telefonica and Telus Mobility. <b>Others:</b> GO2</p>	<p><b>Sales 2000:</b> - <b>Sales H1 2001:</b> N/A <b>Projected sales 2001:</b> N/A <b>Funding available:</b> US\$10m <b>Break-even date:</b> N/A</p>
Distinguishing features	Major partners
<p>Potential reach of 120+ million subscribers. Mforma drives eight million minutes of WAP usage per month.</p>	<p>Partners with 100 independent developers that use the platform to develop games. Partners include Springtoys, Airborne Entertainment and Handy Games</p>
Comments	Competitors
<p>Potentially strong future player. Strong financials and broad customer base. Secured funding at a time when others could not raise capital. Has integrated its platform to carriers and has many application developers using its platform. Very good strategy execution and position. Potential future leader in the provision of games.</p>	<p>InfoSpace, End2End, Springtoys, Digital Bridges, iTouch</p>