

REAL

BUSINESS

50

**TO WATCH
IN MOBILE**

Feast your eyes on the hottest young firms in the British mobile industry. Ranked by our elite panel of judges, this list reveals the companies set to dominate the UK's mobile revolution. Judges: **Mike Short**, chair of the Mobile Data Association; **Eden Zoller**, principal analyst at Ovum; **Ken Blakeslee**, chair of WebMobility Ventures; **Christina Domecq**, founder of SpinVox; and **Mark Stansfeld**, sales director of O2.

O₂




What can you do with your mobile phone? Talk, text and maybe even take a photo? But did you know that you can pay a train fare, watch TV and share your home-made videos with other mobile users? Because your phone's location can be pinpointed and integrated with maps and directories, you can instantly find the nearest Michelin-starred restaurant. Your phone will tell you which bus to catch to get there. It will even tell you when the next one will arrive. And if you want to hop in the car you can see live CCTV footage of local roads.

We've compiled the *Real Business/ O2 '50 to Watch in Mobile'* to give you a tantalising glimpse of what you'll be doing with your phone in the very near future. We hope you'll be blown away by the possibilities.

Our report is a ranking of the most exciting young firms behind this revolution. Only British firms are included, but that didn't restrict our choices much – no country in the world rivals the UK when it comes to mobile talent. We reviewed over 200 firms, and our expert panel made its decision by looking at the finances, management track record, level of innovation and market potential of each business. The final 50 is a dazzling collection of entrepreneurial talent.

Report author: Stephen Pritchard





“ Users **upload video content**, creating a mobile environment rather like YouTube ”

WINNER

The men to watch: Yospace founders Dave Springall and Tim Sewell (right)

THE ONE TO WATCH

YOSPACE

Phones that can take pictures or shoot video are a great idea. But when it comes to playing back or sharing the resulting footage, a mobile's small screen is certainly less than ideal.

Yospace, this year's winner, sets out to solve this, and a few other problems besides.

Founded in 1999 by David Springall and Tim Sewell, Staines-based Yospace is backed by investment bank The Parkmead Group. The company originally produced – and still produces – emulation tools for mobile handsets. But its move into the growing arena of user-generated content is what's attracted the attention of this year's judges – and of the mobile phone industry.

Yospace calls its approach the Media Community Platform (MCP). Operators enable the MCP on their networks, and their subscribers can use their video-equipped mobiles to upload video content, creating a mobile environment rather like a mobile-friendly version of YouTube.

A key part of Yospace's MCP is the Community Gallery. Here, mobile phone users upload their content (for free). It is the viewers who pay to download the clips. Members who contribute videos are even paid a share of the revenue when others watch their footage.

In Europe, Yospace has already won deals with 3, O2, Orange,



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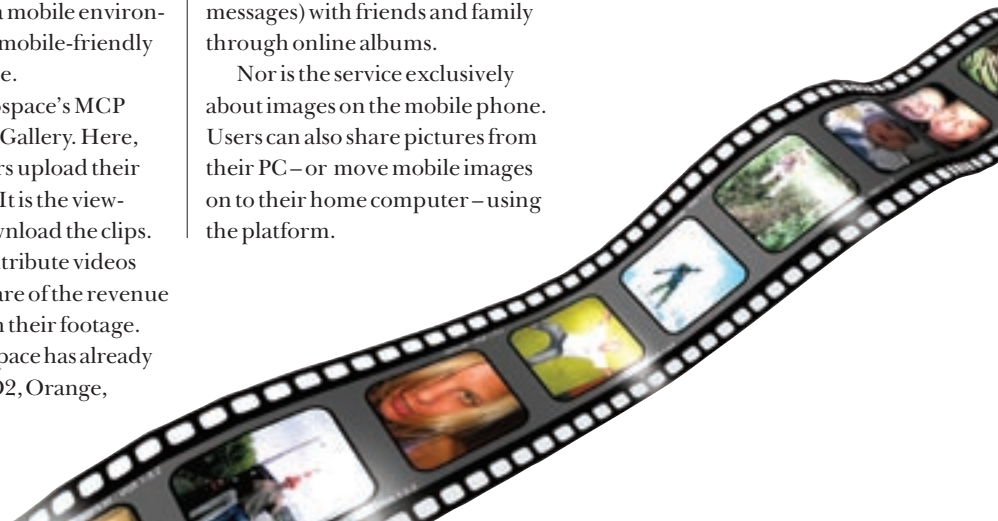
Swisscom, Vodafone and T-Mobile, to name but a few. The Community Gallery is also available to companies that are not mobile operators, such as brand owners. They can use reverse SMS billing to charge users for downloading video clips.

As well as a global screening room, Yospace's Media Community Platform provides a personal media store and the ability for individuals to share MMS (picture and video messages) with friends and family through online albums.

Nor is the service exclusively about images on the mobile phone. Users can also share pictures from their PC – or move mobile images on to their home computer – using the platform.

Rounding off the package is Yospace's mobile blogging application. Users can post new words and images to their internet blog using their mobile phone: an immensely powerful, and, for Yospace, profitable proposition.

And it is that combination of simplicity and a clear idea of how to monetise the service that caught the judges' attention this year. ■





THE TOP TEN

TOMORROW'S STARS IN MOBILE: 2 - 10

Lookat this year's 50 to Watch in Mobile and it's hard not to be struck by the sheer diversity of companies working in the UK mobile space.

Second-placed 2ergo is a pure B2B play, helping businesses and operators to run services through its back-end technology, including messaging, content and mobile payment systems. More recently, the company launched a security solution to protect mobile communications and transactions. Floated on AIM in November 2005, 2ergo saw its turnover reach a stonking £29.5m in 2006.

Also in the business-to-business arena are picoChip (ranked third) and Arieso (fourth).

PicoChip is a "fabless" chip company, meaning it designs silicon circuits but doesn't actually make them. The company's main offering is a multi-core, integrated circuit for mobiles. PicoChip also has designs for emerging 4G mobile networks and WiMax wireless technology. Last year the company's turnover was £1.83m, but following the explosive growth of fabless pioneer Cambridge Silicon Radio (zero turnover to \$486m in seven years), we see similar possibilities for picoChip.

Arieso's business – network optimisation and planning – is one of those dry-sounding areas that, none the less, no-one in the industry could do without.

If you have ever failed to find a mobile phone signal, or suffered drop-outs during a call, then you

know the problems Arieso was set up to solve.

Network optimisation brings more reliable voice calls and better data services, while planning helps operators work around the physical constraints of wireless coverage, from tall buildings obstructing signals to accommodating the increasing number of restrictions on building new transmitters. Moreover, optimisation can help mobile phone networks save up to 30 per cent in operating expenditure, which explains why Arieso has won contracts with O2, Eurotel Praha and US operator Cingular.

Mobile Interactive Group takes content from various formats and makes it viewable by mobile users. The company has only been operating for two years, but it has already gained contracts with publishers and broadcasting companies such as Endemol (producers of *Big Brother*), ITV and magazine to radio group Emap. MIG produces mobile video and recently launched a mobile advertising business. MD Barry Houlihan has already grown MIG to a £22m

turnover company and has ambitions to pass £100m in the medium term. Houlihan is one of the most recognisable entrepreneurs in the European mobile world, and with the roster of clients he's building up, he's on course to hit his ambitious targets for MIG.

Another youngster is Sponge Group, founded in 2002 and placed sixth in our ranking. Sponge develops mobile marketing campaigns, mostly in conjunction with advertising agencies. Its "Win an iPod" campaign with Walkers

Crisps attracted 17m entries.

Mobile entertainment company I-play, placed seventh, is wowing the games industry with consistently imaginative and amusing games. Six million players downloaded its 2006 hit title based on the movie *The Fast and the Furious*. I-play has succeeded in mixing both proprietary and "franchise" games, including the TV spin-off *24* (left), and now has ten \$1m titles in its portfolio, helping turnover shoot past the £18m mark. For an introduction to their oeuvre, download the addictive (and rather violent) *Goodfellas*, playable on all Java-enabled phones. Price: £5.

Search has become



GROUP'S 'WIN AN IPOD' ATTRACTED 17M ENTRIES

one of the most hotly contested services on the internet, with Microsoft setting out to challenge Google's dominance. In mobile, however, the need for local information, as well as a search site that works well on a small screen, means this niche is still up for grabs.

The technology developed by eighth-placed M-spatial helps mobile subscribers not only to search the internet but to find local information, from concerts to traffic conditions. The company has already sold its technology to three of the UK's mobile operators.

The same principle underlies the business at mobile content management company Volantis. Simply taking broadcast TV or video clips and sending them to a mobile phone is not enough. The company's technology takes content and converts it so it can be viewed on any device and across a range of mobile networks, removing a significant technical burden from operators and content owners.

None of these developments will be a success, however, if companies cannot bill subscribers for their services. Rounding off this year's Top 10, Apertio sets out to bring an operator's entire subscriber, service and network data into one place. All too often mobile operators have to look at data from several different systems in order to gain an overview of their customers. Solving this has helped Apertio to the No2 slot in the *Sunday Times* ranking of privately held, fast growing technology firms. ■

- 1 YOSPACE**
Video and picture sharing software
- 2 ZERGO**
Back-end specialist
- 3 PICOCHIP**
Fabless silicon designer
- 4 ARIESO**
Removes network blackspots
- 5 MIG**
Diverse mobile consultancy
- 6 SPONGE**
Runs mobile ad campaigns
- 7 I-PLAY**
Mobile games author
- 8 M-SPATIAL**
Mobile search technology
- 9 VOLANTIS**
Mobile television provider
- 10 APERTIO**
Puts operators' data in one place



Shirin Dehghan

The mobile world attracts an unusual type of entrepreneur.

They've got to be technically gifted, blessed with Delphic Oracle levels of foresight to predict where the industry is headed. And they've got to be able to implement strategy at lightening speed: if you are too slow, you're toast.

Shirin Dehghan's got these qualities in spades. Born in Iran, she's lived in England for over two decades, and is now one of the best-known figures in the mobile world. She founded Arieso in 2002 with a belief that algorithms could help operators save hundreds of millions of pounds in network optimisation and maintenance. She raised £1.5m with the help of the Oxford-based angel group OION, including £1m from Add Partners. To win her first big client, she wrote to O2 offering to save it £200m. Her offer was immediately accepted.

Today Arieso is a major player on both sides of the Atlantic. Dehghan's becoming an industry figurehead, picking up the title of "Outstanding Woman in Technology" at the BlackBerry awards, beating technologists from global giants such as IBM and Goldman Sachs. She stands out in the 50 to Watch in Mobile as the most impressive female figure. Keep an eye out for her. ■

TOP
WOMAN IN
MOBILE



"Shirin's a hugely impressive leader. When you meet her you can't help but realise this is a woman with a real sense of mission" says Mike Short



GAMING AND CONTENT TIME TO PLAY



Your ship has capsized. You are trapped on one of the lower decks and must race against the gushing seawater to escape, sprinting up ladders and leaping from balcony to balcony. Welcome to *Dead Water* – Tag Games’ disaster-movie homage, and one of the hits of 2006. This was the year mobile gaming really came of age. Despite the small screens of mobile phones, punters are happy to pay around £3 each for games like these, creating an industry that Jupiter Research estimates will triple in size to £5bn global sales

by 2009. “This year will see growth through a better quality experience for consumers,” says O2’s Mark Stansfeld. “It’s not just that mobiles now have the graphical power of the PlayStation One. It’s everything, from user interfaces and the possibility of multi-player to faster downloads and better pricing.”

This year’s 50 to Watch is buzzing with bright young games companies. Dynamo Games started out by producing a mobile application which supplied First Aid advice, and then a car mainte-

nance manual. A deal with games house Eidos (of *Tomb Raider* fame) brought Dynamo into the play arena, and the company’s version of *Championship Manager* is now available on four mobile networks.

Player X, founded in 2004, boasts games including *Miami Vice*, *Family Fortunes* and *Scaletrix*. Along with a growing number of companies in the sector, Player X has also moved into video, including its own exclusive-to-mobile *Geek TV* and the politically incorrect *Czech my Tits* (yes, it does

MANUFACTURING WE CAN BUILD IT

exactly what it says on the tin).

Telcogames focuses its development on titles for high-end smart phones, and picked up Nokia's Game of the Year award for Sil, a silhouette-matching puzzle. Its turnover in 2006 was £1.8m.

Ring tones were Babel Media's mainstay before it moved into games. The diversification pushed Babel's turnover to £8.8m. And few companies are more diverse than ROK, which develops mobile TV, gaming and even internet telephony applications. ROK has also launched a question-and-answer-by-text service, to compete with other 50 to Watch member AQA. At 50p a question, ROK's service is half the price of AQA – an aggressive move that will delight the many customers of this rapidly growing service.

AIM-listed Probability has taken advantage of the massive interest in online and mobile gambling, to the extent that the company has 180,000 registered players and a market value, at the time of writing, of just under £9m.

But if all these games companies sound rather frivolous, check out mxData. It puts traffic information, including real-time camera footage of motorways and A roads, on your mobile. An annual subscription costs £40, a small price to pay for helping you navigate Britain's grid-locked roads. ■

Gaming will be a £5bn global industry by 2009 predicts Jupiter Research

“3Way Networks’ small scale 3G base stations count Britain’s tank division as loyal fans”

British manufacturing is in a grim condition, but the mobile space is one niche looking more alive than ever, with five manufacturers in our ranking.

Aerial designer Antenova is exploiting the trend among mobile device designers to cram more and more functions into their phones.

The addition of GPS, Bluetooth and WiFi into mobiles requires better and better aerials. Antenova's modules are in use in Samsung and Motorola handsets and the company is also active in designs for laptops and other mobile devices.

Sarian makes specialist networking hardware that helps businesses to use mobile communications – especially HSDPA, also sometimes known as 3.5G – as part of their fixed networks. When a firm's main broadband link fails, Sarian's kit can provide emergency backup. Turnover is £3.8m.

Founded in 2004, 3Way Networks develops small-scale 3G base stations that companies or government agencies can use where existing mobile coverage is weak. Britain's tank division is a loyal client.

EZurio specialises in short-range radio systems including WiFi and Bluetooth. It focuses on the fast-growing market of machine-to-machine communications, as well as handheld devices ranging from defibrillators to chip and pin card readers.

Although not a manufacturer, Argogroup is a company that handset designers could not be without. For ten years, the company has developed software that tests handsets and mobile data applications. It operates in 37 countries, with a turnover of £5.4m. ■



LAST YEAR'S 50 HOW THEY'RE DOING

We were almost spot on. Last year's *Real Business/O2 '50 to Watch in Mobile'* proved eerily accurate, with almost all members prospering. Dunce of the class of '06 was Digital Rum, which went bust in October, but other alumni went on to great things. Same-day delivery company eCourier, founded by Tom Allason and Jay Bregman, two university friends who founded it with no experience in the industry and on a shoestring budget, has gone on to win a slew of awards and is now causing consternation at DHL and FedEx. Its purple vans are a frequent site on the streets of London.

MX Telecom, which specialises in media streaming as well as providing text and multi-media messaging systems, now has a turnover of £45m and has spawned a number of competitors. MX Telecom's founders,

Tom O'Donohoe and Mark Fitzgerald, though barely 30, are fast becoming elder statesmen in the entrepreneurial community.

Two other text message companies from last year – TynTec and HSL – are ranked in this year's 50 to Watch. TynTec specialises in delivering enterprise-grade SMS to large businesses that need highly reliable messaging. HSL also provides messaging gateways, both to enterprises and carriers.

A second year in our ranking shows that your company is doing the right thing. By establishing markets and moving into the black, these repeat performers have only confirmed their solid credentials. So we find Bango, Trackaphone, Sponge Group and mBlox all back for another year. Some, including mBlox and Bango, are well on the way to becoming established industry players.

Even for those that shine, there are

off days. Opera Telecom, a company that received a number of awards for entrepreneurship, has been featured on the BBC's *Watchdog*, investigated by Ofcom and fined £175,000 by premium-rate phone operator ICSTIS. Not all publicity is good publicity. ■



"A second year in our ranking shows that your company is doing the right thing, establishing markets and moving into the black"



MOBILE TICKETING NO MORE QUEUING

The next stage in mobile commerce is to allow consumers to pay for physical goods and services, not just electronic content, through a handset. Several projects are underway to create electronic wallets for smaller transactions, but one of the most promising technologies lies in systems that allow consumers to pay for tickets via a

mobile or use an on-screen coupon or voucher.

YourRail is a start-up that has already embarked on trials for mobile train tickets with Chiltern Railways. Instead of buying a paper ticket, you use your phone to go to a website and make your purchase. A barcode is sent to your mobile via text message, which is then scanned at the turnstile.

BUSINESS TO BUSINESS DOING IT SO YOU DON'T HAVE TO

If you are reading this report and thinking the boom in mobile services is passing you by: despair not. Many of the companies in this year's 50 to Watch serve the business marketplace with a view to helping your firm make the leap into the mobile world. With the right advice you could be advertising, broadcasting and coordinating your workforce through mobile devices.

Bango creates platforms for advertisers and content providers so they can put content onto the mobile web and make money from it too. Siren helps broadcasters make the most of the mobile world. ITV's *I'm a Celebrity* show employed Siren to create voting, quizzes and competitions for mobiles, and Five has signed up Siren as its exclusive mobile partner. MBlox provides the vital link for businesses that do not want to create their own mobile billing systems, enabling consumers to pay for content from their phones. TxtNation also offers billing systems to businesses, primarily through premium and standard-rate SMS.

Wyless has a rather more left-field proposition. It can connect any device you like to the mobile network. For example, pest-controller Rentokil wanted to know when one of its rat traps had caught a victim. Wyless hooked the devices up to

How do you know your trap's caught a rat? By hooking it up to the wireless network, says Wyless



the mobile network, so Rentokil would be able to monitor thousands of traps in real time. Wyless also connects vending machines, air conditioning units and vehicles to the mobile network. Stream Media is another name to watch in this rapidly growing niche.

TBS Mobility helps companies run their applications on mobile devices, another area set for strong growth this year. Lebara and AwayPhone both set out to cut firms' communications costs, primarily by delivering lower-cost international and roaming calls.

One of the strongest categories of B2B entrants is marketing consultancy. With firms like Marvellous and Top 10-ranked Sponge Group able to introduce you to the mobile world, there's no excuse for standing on the sidelines. ■

Never again will you need to queue for a ticket: a godsend for anyone who's had to wait 40 minutes in a line at Euston Station on a Friday night.

Mobiqa provides a broader range of tickets and coupons, especially for large public events such as the O2 Wireless Festival – as does competitor Trinity Mobile. It's a method of selling that is on the brink of going mainstream. As O2's sales director Mark Stansfeld points out, £100,000 worth of mobile tickets were sold in the first week of sale for last year's O2 Wireless Festival (headlined by American rock

stars The Strokes, *left*). "When you have the right proposition people will use M-commerce," he says.

The Light Agency, meanwhile, allows brands to text out discounts in the form of barcodes. It's a technique that will shortly be adopted by every retailer, from the supermarkets that wish to turbo-charge their loyalty programmes, to tiny brands looking to upstage larger manufacturers.

If The Light Agency can become the partner of choice in this booming niche, its growth could be spectacular. ■



"As O2's director of sales Mark Stansfeld points out, £100,000 worth of mobile tickets were sold in the first week of sale for last year's O2 Wireless Festival"



USER-GENERATED CONTENT

IT'S ALWAYS ME, ME, ME

Time Magazine's person of the year was "You". From the millions who posted videos on YouTube to wannabe scholars who've edited Wikipedia pages, *Time* recognised that the stars of today are consumers who also create. Naturally, the mobile world has been pioneering the trend.

For example, last year mobile phone giant Nokia set the tone by forming an alliance with Flickr, the online photo sharing service owned by Yahoo! Nokia did this to provide an easy way for owners of its camera phones to upload, backup and share their pictures.

One of last year's 50 to Watch members, Scoopt, is based entirely around the idea of selling user-generated content. In this case, the company serves as a picture and video library, where amateur photographers and "citizen journalists" can sell their work to the media.

"When every member of every audience has the potential to be a producer as well as a viewer, the challenge is how to acquire, package and reward this vast resource," explains Scoopt founder Kyle McRae. "With 3G camera

phones capable of capturing and receiving multimedia content, the mobile medium is the perfect platform for user-generated content."

Not everyone with a multimedia phone wants to sell their pictures to the red tops of course. Most people are happy to be able to share their images, video and possibly even blog content with friends and family members. Business users, for their part, want quick and easy ways to share information with suppliers, customers and staff.

The idea behind this year's winner, Yospace, is to make it quick and easy for mobile operators to create areas where subscribers can post and share photos and videos. The mobile phone then becomes more than just a way of taking pictures: it becomes a window to an online photo gallery. Cognima's product, Shozu, has a similar goal.

Tocmag is a concept that goes further than simply sharing images: users of the service can create their own mobile magazines using a range of templates designed



by the company. The result is quick and professional-looking pages, called tocmags, generated entirely by users. The popularity of the best produced is formidable. A tocmag dedicated to "How to make the perfect spliff"

was downloaded 5,000 times in three days before it was pulled by the site's administrators. More reputable tocmags include reviews of Microsoft's Xbox games, a newcomers' guide to London and a tribute to Arsenal striker Thierry Henry. Users can choose to publish their magazines – via the Tocmag site – or keep them private, for personal use.

4D Interactive claims over one million unique customers for its mobile social networking services, which include chat, blogging and even dating. The company also runs moderated gateways that allow would-be stars to send clips to websites and TV channels.

Another approach is that taken by Activefone. The company's mobile blogging application, Momo, is a white-label technology designed so that network operators and brands can quickly set up blogging services.

In fact, the development of user-generated content is limited only by the imagination: Activefone has already signed up several companies in the adult arena... ■



LOCATION-BASED SERVICES

THE GO-TO GUYS

Location-based services have been slow in coming. For too long the ability to pinpoint a user's location through their mobile has been inaccurate. But as that changes, with superior triangulation technology and phones with GPS transmitters, LBS is a niche ready to take the market by storm.

Companies such as Trackaphone are using location-based services for business applications such as vehicle tracking. Trisent is using its location technology for lone worker protection, vehicle tracking and community safety.

In the coming year, we are likely to see more location-aware services on our personal phones too.

APD specialises in providing tracking and other location data to

the emergency services, as well as workers such as local council highway maintenance teams.

Scottish company JMW's mobile division provides traffic management and real-time information, with a strong focus on public transport. When you are waiting for a bus and the digital display tells you the number 37 will be along on in eight minutes, it's JMW's handy-work you're looking at.

One of the fields attracting significant interest from the mobile networks is local search. Mobile Commerce, for example, feeds location information into search results in order to give consumers more relevant results. They, like Trackaphone, market their technologies primarily to the network

operators.

This is a field that is going to develop rapidly. The more a phone knows about where you are, the more powerful it is as a marketing tool. And from a personal perspective the advantages will be enormous. Imagine never being lost. Even better: picture being able to go into town on a Friday night and instantly pinpoint the location of your friends. As for finding the nearest local services: you'll be spoilt for choice. ■



THREATS

DON'T BE SCARED OF SKYPE

Skype scared the hell out of the big telcos. The concept of free telephone calls threatened their very livelihood. Now the mobile networks are starting to pay attention too. WiFi-equipped handsets can now allow customers to make calls without using traditional mobile networks. In many cases users are able to make mobile calls and download data for free.

James Tagg's Truphone is one firm trying to make this concept a reality.

Truphone's free software allows any WiFi-enabled Nokia phone to make calls without using the normal mobile network. If the person you are calling also has Truphone and is in a WiFi zone, your call will be free (assuming zero WiFi subscription costs).

It's a vision that's persuaded Wellington Partners, amongst others, to invest a total of £12.5m in Truphone: the largest pre-revenue tech funding since the end of the dotcom boom in 2001. Tagg's reputation did much to

swing the deal. A serial entrepreneur who holds a string of patents in touch-screen technology, he's developed, and sold, a number of mobile ventures in Europe. (Oddly, he's also an accomplished cheesemaker...).

Unfortunately this technology is being held back by the phone companies, who only include WiFi in their top models. WiFi coverage in public places remains patchy too – keeping Tagg's dream of universal free calls a vision that'll take years to achieve. ■

THE RANKING

	COMPANY	BOSS	REVENUE	ACTIVITY
1	YOSPACE	Tim Sewell	£1.5m	YouTube for mobiles
2	2ERGO	Barry Sharples	£29.5m	Back-end specialist
3	PICOCHIP	Pete Claydon	£1.8m	Fabless silicon designer
4	ARIESO	Shirin Dehghan	£n/a	Removes network blackspots
5	MOBILE INTERACTIVE GROUP	Barry Houlihan	£22m	Diverse mobile consultancy
6	SPONGE GROUP	Alex Meisl	£2.5m	Ran Walkers' Win an iPod campaign
7	I-PLAY	David Gosen	£11.9m	Britain's largest mobile games firm
8	M-SPATIAL	Andy Walker	£0.24m	Mobile search
9	VOLANTIS SYSTEMS	Mark Watson	£7.9m	Mobile TV enabler
10	APERTIO	Paul Magelli	£8.5m	Puts operators' data in one place
11	SARIAN	Andy Hood	£3.9m	Makes 3.5G routers
12	MBLOX	Andrew Bud	£21.7m	Processes bills
13	ANTENOVA	Greg McCray	£1m	Next-gen aerials designer
14	LEBARA	Yoganathan Ratheesan	£n/a	Low cost overseas calls
15	WYLESS	Paul Smith	£1m	Wirelessly enables rat traps
16	EZURIO	Chris Shannon	£1.8m	Makes Bluetooth modules
17	PLAYER X	Tony Pearce	£0.4m	Games author
18	ROK	John-Paul DeJoria	£0.5m	Mobile TV, Q&A
19	PROBABILITY	Charles Cohen	£n/a	Gambling software
20	YOURRAIL	Martin Hathaway	£n/a	Train tickets by SMS
21	STREAM	Nigel Chadwick	£1m	M2M billing and networking
22	TRISENT	Dr Gordon Povey	£<0.1m	Ultra accurate location pinpointing
23	TAG GAMES	Paul Farley	£n/a	Glasgow based games firm
24	APD	Steve Denison	£12.5m	LBS used by police
25	JMW	Vernon Williamson	£n/a	Traffic management technology
26	TRACKAPHONE	Simon Derry	£n/a	LBS
27	MARVELLOUS	Jon Carney	£n/a	Versatile marketing firm
28	TXTNATION	Michael Whelan	£0.9m	Text billing
29	AWAYPHONE	Sherry Madera	£0.1m	Cheap roaming
30	THE LIGHT AGENCY	Marc Lewis	£n/a	Discounts via text
31	TOCMAG	Bradley Ells	£n/a	User-generated magazines
32	TRINITY MOBILE	Rod McKinty	£0.1m	Tickets and coupons via text
33	3WAY NETWORKS	David Cleevly	£0.1m	3G hardware
34	ARGOGROUP	David Frodsham	£5.4m	Tests handsets for glitches
35	TELCOGAMES	Jamie Conyngham	£1.7m	Adapts and publishes games
36	4D INTERACTIVE	Chris Bradbury	£17m	Rapidly growing marketing firm
37	ACTIVEFONE	John Ford	£n/a	Enables mobile blogging
38	BANGO	Ray Anderson	£7.5m	Platform for advertisers/content providers
39	AQA	Colly Myers	£1.8m	Q&A
40	SIREN	Chris Pressley	£2.8m	Manages mobile services for broadcasters
41	HSL (HAY SYSTEMS)	Mark Hay	£1.2m	SMS gateway and mobile messaging
42	MOBIQA	Iain McCreedy	£0.3m	Mobile ticketing
43	MOBILE COMMERCE	Steve Page	£1.5m	Helps operators make money from search
44	MXDATA	David James	£0.4m	Traffic TV
45	TYNTEC	Michael Kowalzik	£3.9m	SMS gateway and mobile messaging
46	BABEL MEDIA	Algy Williams	£8.8m	Ringtones and games
47	DYNAMO GAMES	Brian McNicoll	£0.1m	Championship Manager adapter
48	TBS MOBILITY	Jon Poynton	£1.8m	Puts business apps on mobiles
49	TRUPHONE	James Tagg	£n/a	Make calls via WiFi
50	COGNIMA	Mark Bole	£n/a	Share photos and video