

## Measure Output, Not Input



SCOTT BELSKY OF BEHANCE posted on: Wed, 25 Jun 2008

We often assume that the number of hours spent at work are an indication o...

OPEN FORUM

Insight from Business Experts

read more

BROUGHT TO YOU BY:



# VentureBeat

## VentureBeat

Search

[RSS](#) [Subscribe By Email](#)

- [Main](#)
- [DigitalMedia](#)
- [LifeScience](#)
- [CleanTech](#)
- [Mobile/Comm](#)

« [Rumor: High school social ...](#) [Main Icahn haz blog. Loves ...](#) »

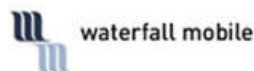
### [Latest MobileBeat nominations: NIM, RNM, Waterfall Mobile, YouMail, V-Enable, Buzzd, AppVoyage, Jibe & Morf](#)

[Matt Marshall](#) | June 19th, 2008



The countdown to [MobileBeat2008](#) continues.

Today we're adding nine companies to the list of nominees for best mobile company. They've been selected by an internal VentureBeat panel of experts that evaluated dozens of write-in candidates over the past couple of weeks. Our panel has kept the standards high, selecting only those startups that really have bold ideas and a chance to build a significant business.



They are [Networks in Motion](#), [Rhythm New Media](#), [Waterfall Mobile](#), [YouMail](#), [V-Enable](#), [Buzzd](#), [Appvoyage](#), [Jibe Mobile](#) and [Morf Mobile](#).

Meantime, readers can [continue voting](#), and we'll give special consideration to these late additions when tallying the results. We're busy catching up, and we'll be adding the newcomers to the voting list by the end of today.

Notably, one area in which the panel found itself divided was mobile VoIP. Panel members had a difficult time understanding how any of these mobile VoIP can really hit it big as businesses when there are so many players, prices continue to head toward zero, and technology is getting commoditized. Mobile VoIP is a useful service, but there's no evidence there's a breakout winner in this category. And in the end, the panel ruled out several players submitted from this area. It was torn on [Fring](#), in particular, which appears to be quick to innovate (it was fast to produce a version for the iPhone) and has a solid team and so would otherwise deserve to be on the list. Another company, [Ego](#), is interesting too. Let's hope they can prove the panel wrong and turn into break-out successes.

Again, the top 30 winners of the voting process — voting will continue at least through next week — will be invited to participate in the MobileBeat conference July 24, and the top ten will be invited to pitch directly to the entire audience. We have some great [speakers lined up](#) — from [Rich Miner, of Google's Android project](#), to [Matt Murphy, of the iFund](#).

Thanks to our sponsors, [Sun Microsystems](#), [Norwest Venture Partners](#) and [Amiando](#). If you're interested in sponsoring the event, please contact [Jacob Mullins](#). Please [go here to buy event tickets](#).

rated **5.0** by 2 people [?]

[ShareThis](#)

[Sphere It](#) [Digg this story!](#)

Display Name(disqus.com/people/**username** — [view full profile](#))



:)

[Follow comments](#)

Is this you? [Claim this profile.](#)

### Recent Comments

[\(show more\)](#)

Powered by Disqus — [Grab this!](#)

[discussion by DISQUS](#)

### Add New Comment

Type your comment here.

Name \*

[Record video comment](#)

[Expand Options \[+\]](#)

[Trackback URL](#)

- [VentureBeat Wire](#)
- [Guest Columnists](#)

Searching for Green Tips?  
There's no drought of web sites offering a variety of creativ...

Watch another video

ReGeneration.org HAVE YOU JOINED? [MORE](#)

**Where investors meet startups.**

**GO BIG**  
network

**Add stock quotes and news to your website**



**Free Signup**

Need funds for your venture?

**Go4Funding**



**REGISTER NOW!**

**Early-bird pricing!**  
Register today!



*VC Survey  
Silicon Valley  
1st Quarter 2008*

O'REILLY  
**OSCON**  
Open Source Convention  
JULY 21-25, 2008

**REGISTER NOW!**

**PartnerUp**

Where startups and entrepreneurs connect.

**Over 250 Angel Groups**

Access →

[Entrepreneurs  
need to know...](#)  
[www.fenwick.com](http://www.fenwick.com)


[Carefree Luxury  
Vacationing](#)  
140 private homes  
World-class  
Destinations  
Memberships from  
\$70k  
[www.UltimateEscapes.com](http://www.UltimateEscapes.com)

[Want to buy text  
links on  
VentureBeat?](#)


## Top Stories

- [The next revolution in advertising? Peer39 thinks ...](#)
- [Microsoft to buy semantic search engine Powerset ...](#)
- [The dry IPO market is creating demand ...](#)
- [Mobile-only social network MocoSpace serves up 1.5 ...](#)
- [Musical chairs day at Yahoo](#)

## Recent Comments

-  [Kevin M](#) Seems like MS is determined to lead semantic search and semantic advertising. Fasten your seatbelts - the race has begun.

[Microsoft to buy semantic search engine Powerset for \\$100M plus](#) — [13 minutes ago](#)

-  [MG Siegler](#) It does seem to be him writing it Ethan, and most of the posts are fairly interesting but long winded. I like it because it gives us direct insight into his thinking on a huge deal (his takeover of Yahoo), ...


[Icahn haz&#8230;been busy, plans to blog on Yahoo shortly](#) — [15 minutes ago](#)

-  [MG Siegler](#) Unfortunately, no.

[Rumor: iPhone 3G to include MMS after all](#) — [26 minutes ago](#)

-  [Daniel](#) Finally a tech. solving a REAL problem in the online advertising place.

[The next revolution in advertising? Peer39 thinks it&#8217;s semantics](#) — [32 minutes ago](#)

-  [marco](#) This is a much needed service. I am an avid traveler and am always looking for new ideas on where to go. The great thing about the site is that by entering budget and time constraints, it gives you ideas ...

[TravelMuse launches a good looking vacation recommendations site](#) — [1 hour ago](#)

Powered by [Disqus](#)

## Featured Guest Columnists

- David Gal  
[Is Facebook's Platform a strategic mistake?](#)
- Richard Wong  
[View from Barcelona: The end of the operator-dominated era?](#)
- Bernard Moon

[U.S. tech trends for 2008](#)

## Job Board

- [Sr. SW Engineer - Eclipse Plug-in/RCP](#)  
at **Silver Key, Inc.** (*Mountain View, CA*)
- [Product Marketing Manager - Wireless LAN](#)  
at **Silver Key** (*Santa Clara*)
- [Technical Account Manager - Professional Services](#)  
at **Silver Key** (*Cupertino, CA AND Detroit, MI*)
- [More Jobs »](#) | [Post a Job »](#)

## Links

- [About VentureBeat](#)
- [Contact Matt Marshall](#)
- [Story Tips](#)
- [Advertise on VentureBeat](#)
- [Contact VentureBeat Team](#)
- [Freelance for VentureBeat](#)
- [Blogroll](#)
- [Twitter](#)
- [VentureBeat Sponsors](#)

## Venturebeat Writers

- [Matt Marshall](#), Editor-in-Chief
- [Dean Takahashi](#), Lead Writer, DigitalMedia
- [Eric Eldon](#), Editor, DigitalMedia
- [David Hamilton](#), Editor, LifeScience
- [MG Siegler](#), Writer, DigitalMedia
- [Anthony Ha](#), Writer, VentureBeat
- [Chris Morrison](#), Writer, CleanTech
  
- For advertising, contact [Jacob Mullins](#).
- [Log in](#)

## Forbes.com Technology Headlines

- [The Netflix Hope: Time Inc's Maghound Set To Launch in Sept](#)
- [The Death Of Helio](#)
- [Coming Battle Over Open Source Phones](#)

## Font Size

- [SMALL](#) | [MEDIUM](#) | [BIG](#)



© 2004-2008(c) Matt Marshall. All rights reserved.

Site produced by [RubyRed Labs](#), [Evan Levelle](#)  
powered by [Wordpress](#)