

Mobisoft Unveils New Brand Identity to Drive Expanded Applications

Mobisoft, acquired by Sky Camp Ventures, is now MiO

February 18, 2025, Denver, CO – Sky Camp Ventures, a subsidiary of Flight Camp Ventures (<https://www.flightcampventures.com/>), has completed the acquisition of Mobisoft (<https://www.mobisoft.mobi/>), a leader in mobile solutions for enterprise ERP, WMS, and CRM system integrations. With this acquisition, the company is rebranding as MiO (Mee-Oh) (www.getmio.co), which stands for Mobile Inventory Ordering. The transition marks the beginning of a new phase of growth and innovation. MiO will expand on the support and offerings for the company's existing customers in retail and grocery, while also reaching additional industries, such as automotive, healthcare, and others.

"This rebrand and acquisition marks an exciting new chapter for the company and our dedicated, long-standing customers, while opening the door for managers of a wide range of product types. Sky Camp Ventures is well positioned to bring great value to our customers," says Deb Kamp, co-founder and former CEO of Mobisoft.

MiO builds on Mobisoft's success over the last two decades in delivering seamless mobile integration for enterprise systems; the company currently **serves more than 14,000 users across 25 clients**, and manages over a million SKUs.

"Our vision for MiO is to build on an already exceptional platform and create new opportunities for businesses to interact with their data in real time," says Jennifer Grenz, CEO of MiO. "The ability to dynamically visualize and interact with SQL databases on a mobile device is a powerful tool for companies that are managing complex operations. This acquisition allows us to scale the technology into new industries while deepening our investment in innovation. We are excited to lead MiO into its next chapter of growth."

MiO enables wholesalers to provide a mobile-friendly inventory ordering system, whether online or off, for their customers. It also includes a browser-based portal to facilitate communication, order visibility, permissions, and even customization for sales reps, retailers, district managers, and more.

The SQL-based software is flexible and fast, which allows businesses to not only streamline workflows and improve operational efficiency, but also discover new revenue opportunities. With the backing of Sky Camp Ventures, MiO will enhance its core technology, invest in additional acquisitions, and leverage growth capital to expand its application across new markets.

The core offering is MOBI4/ MiO, which offers clients and their customers the ability to:

- Scan barcodes with their mobile devices, whether online or off
- Check on order status
- Set up banner ads and clickable PDF flyers
- Discover similar products
- Reorder popular items fast
- Communicate with stores, region managers, sales reps, and more

These features cause faster orders and receivables, increased sales and revenue potential, optimized customer satisfaction and loyalty, and decreased ordering errors, costs, and labor.

“As a founder of Mobisoft, I am excited to see what this transition brings. This technology has always been about making enterprise operations more efficient through mobility. With a larger investment strategy, this really represents an opportunity to see our technology reach new heights and a wider audience,” says Dave Ulrich, co-founder of Mobisoft and continuing CTO of MiO.

MiO will accelerate the development of new features and integrations tailored to its existing customer base and emerging market needs. The company remains committed to enhancing enterprise mobility with scalable, innovative solutions. For more information, visit <https://www.getmio.co>.

About Sky Camp Ventures

Sky Camp Ventures is a subsidiary of Flight Camp Ventures (<https://www.flightcampventures.com/>), a boutique investment firm that buys, builds, and grows companies. Sky Camp Ventures’ management team has deep experience in mobile applications, developing new technologies, operations and revenue management, and client management and is focused on growing successful small technology companies that show great potential for expansion.

About MiO

MiO offers mobile inventory ordering solutions that integrate with wholesalers’, big brands’, and manufacturers’ existing enterprise ERP, WMS, and CMS systems. This seamless integration eliminates the need to replace large, deeply embedded corporate infrastructure and gets customers set up and ordering fast.

MiO’s intuitive, powerful, and purposeful solutions have been helping clients take orders, manage inventory, sales and marketing, engage with customers and employees, and dozens of other tasks, both online and off, for more than 20 years.

Sky Camp Ventures owns and operates MiO.

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