

MINDBODY, Inc.  
Form 4  
November 07, 2016

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Bessemer Venture Partners VII L.P.

2. Issuer Name and Ticker or Trading Symbol  
MINDBODY, Inc. [MB]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
11/03/2016

Director  10% Owner  
 Officer (give title below)  Other (specify below)

C/O BESSEMER VENTURE PARTNERS, 1865 PALMER AVENUE, SUITE 104

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

LARCHMONT, NY 10538

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Class A Common Stock	11/03/2016		C <sup>(1)</sup>	87,400 <sup>(2)</sup> A \$ 0 <sup>(1)</sup>	87,400 <sup>(2)</sup>	I	See Footnotes (3) (4)
Class A Common Stock	11/03/2016		S	87,400 <sup>(2)</sup> D \$ 20.03 <sup>(5)</sup>	0	I	See Footnotes (3) (4)
Class A Common Stock	11/07/2016		C <sup>(1)</sup>	54,800 <sup>(7)</sup> A \$ 0 <sup>(1)</sup>	54,800	I	See Footnotes (3) (4)
Class A Common Stock	11/07/2016		S	54,800 D \$ 20	0	I	See

Edgar Filing: MINDBODY, Inc. - Form 4

Common Stock (7) (5) Footnotes (3) (4)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. P... Der... Sec... (Ins...)		
						Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
						Code	V	(A)	(D)	
Class B Common Stock	<u>(1)</u>	11/03/2016		C	87,400 <u>(2)</u>	<u>(1)</u>	<u>(1)</u>	Class A Common Stock	87,400 <u>(2)</u>	\$
Class B Common Stock	<u>(1)</u>	11/07/2016		C	54,800 <u>(7)</u>	<u>(1)</u>	<u>(1)</u>	Class A Common Stock	54,800 <u>(7)</u>	\$

## Reporting Owners

### Reporting Owner Name / Address

### Relationships

Director 10% Owner Officer Other

Bessemer Venture Partners VII L.P.  
C/O BESSEMER VENTURE PARTNERS  
1865 PALMER AVENUE, SUITE 104  
LARCHMONT, NY 10538

X X

Deer VII & Co. Ltd.  
C/O BESSEMER VENTURE PARTNERS  
1865 PALMER AVENUE, SUITE 104  
LARCHMONT, NY 10538

X

Deer VII & Co. L.P.  
C/O BESSEMER VENTURE PARTNERS  
1865 PALMER AVENUE, SUITE 104  
LARCHMONT, NY 10538

X

Bessemer Venture Partners VII Institutional L.P.  
 C/O BESSEMER VENTURE PARTNERS X  
 1865 PALMER AVENUE, SUITE 104  
 LARCHMONT, NY 10538

BVP VII SPECIAL OPPORTUNITY FUND LP  
 C/O BESSEMER VENTURE PARTNERS X  
 1865 PALMER AVENUE, SUITE 104  
 LARCHMONT, NY 10538

## Signatures

/s/ Ed Colloton, Director of Deer VII & Co. Ltd., the General Partner of Deer VII & Co. L.P.,  
 the General Partner of Bessemer Venture Partners VII Institutional L.P., Bessemer Venture  
 Partners VII L.P. and BVP VII Special Opportunity Fund L.P. 11/07/2016  
 \*\*Signature of Reporting Person Date

/s/ Ed Colloton, Director of Deer VII & Co. Ltd., the General Partner of Deer VII & Co. L.P. 11/07/2016  
 \*\*Signature of Reporting Person Date

/s/ Ed Colloton, Director of Deer VII & Co. Ltd. 11/07/2016  
 \*\*Signature of Reporting Person Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

(1) Each share of Class B Common Stock is convertible into one share of Class A Common Stock at the option of the holder and has no expiration date.

(2) On November 3, 2016, Bessemer Venture Partners VII L.P. ("BVP VII") sold 27,968 shares of Class A Common Stock, Bessemer Venture Partners VII Institutional L.P. ("BVP VII Inst") sold 12,236 shares of Class A Common Stock, and BVP VII Special Opportunity Fund L.P. ("BVP VII SOF," and together with BVP VII and BVP VII Inst, the "Funds") sold 47,196 shares of Class A Common Stock at a sale price of \$20.03.

(3) Deer VII & Co. Ltd. ("Deer VII Ltd") is the general partner of Deer VII & Co. L.P. ("Deer VII LP" and, together with the Funds and Deer VII Ltd, the "Bessemer Entities"), which is the general partner of each of the Funds. Each of Deer VII Ltd and Deer VII LP disclaim beneficial ownership of the securities held by the Funds, and this report shall not be deemed an admission that Deer VII Ltd or Deer VII LP is the beneficial owner of such securities, except to the extent of its pecuniary interests therein, if any, by virtue of its direct and indirect general partner interests in the Funds.

(4) Jeremy Levine, a director of Deer VII Ltd, serves as the representative of the Bessemer Entities on the Issuer's board of directors.

(5) The shares were sold in a single execution, which took place at the price indicated above. The Reporting Person hereby undertakes, upon request of the Staff of the U.S. Securities and Exchange Commission, the Issuer or a security holder of the Issuer, to provide full information regarding such execution.

(6) After the reported transaction, BVP VII owned 1,120,520 shares of Class B Common Stock, BVP VII Inst owned 490,226 shares of Class B Common Stock, and BVP VII SOF owned 1,890,877 shares of Class B Common Stock.

(7) On November 7, 2016, BVP VII sold 17,536 shares of Class A Common Stock, BVP VII Inst sold 7,672 shares of Class A Common Stock, and BVP VII SOF sold 29,592 shares of Class A Common Stock at a sale price of \$20.00.

(8) After the reported transaction, BVP VII owned 1,102,984 shares of Class B Common Stock, BVP VII Inst owned 482,554 shares of Class B Common Stock, and BVP VII SOF owned 1,861,285 shares of Class B Common Stock.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.