

MINDBODY, Inc.  
Form SC 13G  
February 16, 2016

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

**SCHEDULE 13G**  
**Under the Securities Exchange Act of 1934**  
**(Amendment No.    )\***

**MINDBODY, Inc.**

**(Name of Issuer)**

**CLASS A COMMON STOCK**

**(Title of Class of Securities)**

**60255W105**

**(CUSIP Number)**

**December 31, 2015**

**(Date of Event Which Requires Filing of this Statement)**

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, *see* the *Notes*).

1. NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Deer VII & Co. Ltd.

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a)  (b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

Cayman Islands

5. SOLE VOTING POWER

NUMBER OF

SHARES 6. 6,480,027  
SHARED VOTING POWER

BENEFICIALLY

OWNED BY 0  
EACH 7. SOLE DISPOSITIVE POWER

REPORTING

PERSON 8. 6,480,027  
SHARED DISPOSITIVE POWER

WITH

0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

6,480,027

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

..

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

21.1%\*

12. TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

CO

\* Represents shares of Class A common stock of the Issuer (the Class A Common Stock ) underlying shares of Class B common stock of the Issuer (the Class B Common Stock ) beneficially owned by the Reporting Persons, which shares of Class B Common Stock are convertible, at the option of the holder, into shares of Class A Common Stock on a 1-for-1 basis (determined in accordance with Rule 13d-3 of the Act). The percentage of shares beneficially owned as set forth in row 11 above is based on 24,296,346 shares of Class A Common Stock outstanding as of December 31, 2015, based on information provided to the Reporting Persons by the Issuer.

1. NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Deer VII & Co. L.P.

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a)  (b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

Cayman Islands

5. SOLE VOTING POWER

NUMBER OF

SHARES 6. 6,480,027  
SHARED VOTING POWER

BENEFICIALLY

OWNED BY 0  
EACH 7. SOLE DISPOSITIVE POWER

REPORTING

PERSON 8. 6,480,027  
SHARED DISPOSITIVE POWER

WITH

0

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11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

21.1%\*

12. TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

PN

\* Represents shares of Class A common stock of the Issuer (the Class A Common Stock ) underlying shares of Class B common stock of the Issuer (the Class B Common Stock ) beneficially owned by the Reporting Persons, which shares of Class B Common Stock are convertible, at the option of the holder, into shares of Class A Common Stock on a 1-for-1 basis (determined in accordance with Rule 13d-3 of the Act). The percentage of shares beneficially owned as set forth in row 11 above is based on 24,296,346 shares of Class A Common Stock outstanding as of December 31, 2015, based on information provided to the Reporting Persons by the Issuer.

1. NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Bessemer Venture Partners VII L.P.

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a)  (b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

Cayman Islands

5. SOLE VOTING POWER

NUMBER OF

SHARES 2,073,610  
6. SHARED VOTING POWER

BENEFICIALLY

OWNED BY 0  
EACH 7. SOLE DISPOSITIVE POWER

REPORTING

PERSON 2,073,610  
8. SHARED DISPOSITIVE POWER

WITH

0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

6,480,027

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

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12. TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

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\* Represents shares of Class A common stock of the Issuer (the Class A Common Stock ) underlying shares of Class B common stock of the Issuer (the Class B Common Stock ) beneficially owned by the Reporting Persons, which shares of Class B Common Stock are convertible, at the option of the holder, into shares of Class A Common Stock on a 1-for-1 basis (determined in accordance with Rule 13d-3 of the Act). The percentage of shares beneficially owned as set forth in row 11 above is based on 24,296,346 shares of Class A Common Stock outstanding as of December 31, 2015, based on information provided to the Reporting Persons by the Issuer.



1. NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

Bessemer Venture Partners VII Institutional L.P.

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a)  (b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

Cayman Islands

5. SOLE VOTING POWER

NUMBER OF

SHARES 907,202  
6. SHARED VOTING POWER

BENEFICIALLY

OWNED BY 0  
EACH 7. SOLE DISPOSITIVE POWER

REPORTING

PERSON 907,202  
8. SHARED DISPOSITIVE POWER

WITH

0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

6,480,027

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

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11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

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12. TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

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\* Represents shares of Class A common stock of the Issuer (the Class A Common Stock ) underlying shares of Class B common stock of the Issuer (the Class B Common Stock ) beneficially owned by the Reporting Persons, which shares of Class B Common Stock are convertible, at the option of the holder, into shares of Class A Common Stock on a 1-for-1 basis (determined in accordance with Rule 13d-3 of the Act). The percentage of shares beneficially owned as set forth in row 11 above is based on 24,296,346 shares of Class A Common Stock outstanding as of December 31, 2015, based on information provided to the Reporting Persons by the Issuer.

1. NAMES OF REPORTING PERSONS

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

BVP VII Special Opportunity Fund L.P.

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

(a)  (b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

Cayman Islands

5. SOLE VOTING POWER

NUMBER OF

SHARES 3,499,215  
6. SHARED VOTING POWER

BENEFICIALLY

OWNED BY 0  
EACH 7. SOLE DISPOSITIVE POWER

REPORTING

PERSON 3,499,215  
8. SHARED DISPOSITIVE POWER

WITH

0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

6,480,027

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

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11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

21.1%\*

12. TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

PN

\* Represents shares of Class A common stock of the Issuer (the Class A Common Stock ) underlying shares of Class B common stock of the Issuer (the Class B Common Stock ) beneficially owned by the Reporting Persons, which shares of Class B Common Stock are convertible, at the option of the holder, into shares of Class A Common Stock on a 1-for-1 basis (determined in accordance with Rule 13d-3 of the Act). The percentage of shares beneficially owned as set forth in row 11 above is based on 24,296,346 shares of Class A Common Stock outstanding as of December 31, 2015, based on information provided to the Reporting Persons by the Issuer.

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**Item 1(a). Name of Issuer:**

MINDBODY, Inc. (the Issuer )

**Item 1(b). Address of Issuer's Principal Executive Offices:**

4051 Broad Street, Suite 220, San Luis Obispo, CA 93401

**Item 2(a). Name of Person Filing:**

This statement is being filed by the following persons with respect to the shares of Class A Common Stock of the Issuer directly owned by Bessemer Venture Partners VII L.P. ( BVP VII ), Bessemer Venture Partners VII Institutional L.P. ( BVP VII Institutional ), and BVP VII Special Opportunity Fund L.P. ( BVP VII SOF ) and, collectively with BVP VII and BVP VII Institutional, the Funds ).

(a) Deer VII & Co. Ltd. ( Deer VII Ltd ), the general partner of Deer VII & Co. L.P. ( Deer VII LP );

(b) Deer VII LP, the sole general partner of each of the Funds;

(c) BVP VII, which directly owns 2,073,610 Shares; and

(d) BVP VII Institutional, which directly owns 907,202 Shares

(e) BVP VII SOF, which directly owns 3,499,215 Shares

Deer VII Ltd, Deer VII LP, BVP VII, BVP VII Institutional, and BVP VII SOF are sometimes individually referred to herein as a Reporting Person and collectively as the Reporting Persons.

**Item 2(b). Address of Principal Business Office or, if None, Residence:**

The address of the principal business office of each of the Reporting Persons:

c/o Bessemer Venture Partners

1865 Palmer Avenue; Suite 104

Larchmont, NY 10583

**Item 2(c). Citizenship:**

Deer VII Ltd Cayman Islands

Deer VII LP Cayman Islands

BVP VII Cayman Islands

BVP VII Institutional Cayman Islands

BVP VII SOF Cayman Islands

**Item 2(d). Title of Class of Securities:**

Class A Common Stock

**Item 2(e). CUSIP Number:**

60255W105

**Item 3.** Not Applicable.

**Item 4. Ownership.**

For Deer VII Ltd:

- (a) Amount beneficially owned: 6,480,027 Shares
- (b) Percent of class: 21.1%
- (c) Number of shares as to which such person has:
  - (i) Sole power to vote or to direct the vote: 6,480,027
  - (ii) Shared power to vote or to direct the vote: 0
  - (iii) Sole power to dispose or to direct the disposition of: 6,480,027
  - (iv) Shared power to dispose or to direct the disposition of: 0

For Deer VII LP:

- (a) Amount beneficially owned: 6,480,027 Shares
- (b) Percent of class: 21.1%
- (c) Number of shares as to which such person has:
  - (i) Sole power to vote or to direct the vote: 6,480,027
  - (ii) Shared power to vote or to direct the vote: 0
  - (iii) Sole power to dispose or to direct the disposition of: 6,480,027

(iv) Shared power to dispose or to direct the disposition of: 0

For BVP VII:

(a) Amount beneficially owned: 6,480,027 Shares

(b) Percent of class: 21.1%

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote: 2,073,610

(ii) Shared power to vote or to direct the vote: 0

(iii) Sole power to dispose or to direct the disposition of: 2,073,610



(iv) Shared power to dispose or to direct the disposition of: 0  
For BVP VII Institutional:

(a) Amount beneficially owned: 6,480,027 Shares

(b) Percent of class: 21.1%

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote: 907,202

(ii) Shared power to vote or to direct the vote: 0

(iii) Sole power to dispose or to direct the disposition of: 907,202

(iv) Shared power to dispose or to direct the disposition of: 0  
For BVP VII SOF:

(a) Amount beneficially owned: 6,480,027 Shares

(b) Percent of class: 21.1%

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote: 3,499,215

(ii) Shared power to vote or to direct the vote: 0

(iii) Sole power to dispose or to direct the disposition of: 3,499,215

(iv) Shared power to dispose or to direct the disposition of: 0

**Item 5. Ownership of Five Percent or Less of a Class**

Not applicable.

**Item 6. Ownership of More than Five Percent on Behalf of Another Person.**

As the general partner of Deer VII LP, which in turn is the general partner the Funds, Deer VII Ltd may be deemed to beneficially own all 6,480,027 Shares held directly by the Funds and have the power to direct the dividends from or the proceeds of the sale of such Shares.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.**

Not applicable.

**Item 8. Identification and Classification of Members of the Group.**

Exhibit 2 sets forth information regarding the identity of members of a group. The Reporting Persons disclaim membership in a group and this report shall not be deemed an admission by any of the Reporting Persons that they are or may be members of a group for purposes of Rule 13d-5 or for any other purpose.

**Item 9. Notice of Dissolution of Group.**

Not applicable.

**Item 10. Certification.**

Not applicable.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: 2/12/16

DEER VII & CO. LTD.

By: /s/ Scott Ring  
Name: Scott Ring  
Title: General Counsel

DEER VII & CO. L.P.

By: Deer VII & Co. Ltd, its General Partner

By: /s/ Scott Ring  
Name: Scott Ring  
Title: General Counsel

BESSEMER VENTURE PARTNERS VII L.P.

By: Deer VII & Co. L.P., its General Partner  
By: Deer VII & Co., Ltd., its General Partner

By: /s/ Scott Ring  
Name: Scott Ring  
Title: General Counsel

BESSEMER VENTURE PARTNERS  
INSTITUTIONAL VII L.P.

By: Deer VII & Co. LLC, its General Partner  
By: Deer VII & Co., Ltd., its General Partner

By: /s/ Scott Ring  
Name: Scott Ring  
Title: General Counsel

BVP VII SPECIAL OPPORTUNITY FUND  
L.P.

By: Deer VII & Co. LLC, its General Partner  
By: Deer VII & Co., Ltd., its General Partner

By: /s/ Scott Ring  
Name: Scott Ring  
Title: General Counsel

EXHIBIT INDEX

- Exhibit 1. Joint Filing Agreement as required by Rule 13d-1(k)(1) under the Securities Exchange Act of 1934, as amended
- Exhibit 2. List of Members of Group