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Featured Entrepreneur

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SheerID

WHO: Jake Weatherly, David Shear, and Marci Hansen met while working for a software company. But Jake and David had dreams of creating their own company. It wasn't long before they quit their jobs and found themselves spending countless hours at Agate Alley Bistro brainstorming and trying to poke holes in their idea. Once they had an idea cemented, they worked through an accelerated business incubation program at Beaverton's Open Technology Business Center. With an investor-read pitch and first version of the platform developed, it was time to build the team and go to market. The founding team raised the start-up capital and based their newly founded company, SheerID, in Eugene.

THE BIG BUZZ: SheerID helps businesses perform instant verification of customers, such as teachers, students, and military personnel, for online discounts during web sales transactions. SheerID's free verification plug-in helps target coupons, discounts, and other incentives directly to specific populations who may be on the hunt for their products, and allows for businesses to accurately and instantly verify whether or not their customers qualify for the discount. The plug-in can be configured for any e-commerce website, internal customer sales system, or mobile application, or it can be used at the point of service.

IN THEIR WORDS: SheerID's team sees exponential growth in its future. When the company began in 2011, it offered the instant eligibility verification solution. Since then, the team has added authoritative data sources and rounded out of their solution offerings. "As we grow, its important for us to keep the culture of a small company," says Jake. "Finding the balance of open communication, having everyone celebrate each success, and include everyone in brainstorming solutions while growing is very rewarding."