

Square - Company Profile

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Square (Part of Block, Inc.) - Company Profile ### 1. Basic Information **Founded Year:** 2009
Founders: Jack Dorsey, Jim McKelvey **Current CEO:** Jack Dorsey (CEO of Block, Inc., parent company of Square) **Headquarters Location:** San Francisco, California, USA **Number of Employees:** Approximately 13,000 (as of late 2023 for Block, Inc.) **Website:** squareup.com
Contact: support@squareup.com | +1-855-700-6000 ### 2. Company Overview Square, an integral part of Block, Inc., offers a comprehensive ecosystem of business tools designed to empower merchants of all sizes. It provides hardware and software solutions for point-of-sale, payment processing, and a suite of financial and business management services. Square aims to simplify operations and enable entrepreneurs to start, run, and grow their businesses effectively. **Company Mission:** Block's (and by extension, Square's) purpose is "economic empowerment." The company builds tools to help people access the economy. **Brief History Highlights:** Founded in 2009, Square launched its first mobile card reader and app in 2010, revolutionizing mobile payments for small businesses. It went public in 2015. In 2021, the parent company rebranded from Square, Inc. to Block, Inc., to encompass its growing portfolio of businesses including Square, Cash App, Spiral, TIDAL, and TBD. ### 3. Key Products and Services Square offers a wide range of integrated products and services tailored for various business needs: * **Square Point of Sale (POS):** Software for managing sales, inventory, and customers. * **Square Readers:** Compact devices for accepting credit and debit card payments (magstripe, chip, contactless). * **Square Terminal:** An all-in-one payment device for printing receipts and processing payments. * **Square Register:** A complete POS system with dual screens and integrated payment processing. * **Square Online:** E-commerce platform for creating online stores, selling on social media, and managing orders. * **Square Invoices:** Tools for creating and sending professional invoices, tracking payments. * **Square Payroll:** Full-service payroll and tax filing for employees and contractors. * **Square Banking (now Block Financial Services):** Business checking accounts, savings, and loans (Square Capital). ### 4. Leadership Team As Square is an ecosystem within Block, Inc., its leadership is part of the broader Block executive team: * **CEO & Chairman:** Jack Dorsey * **Chief Financial Officer (CFO):** Amrita Ahuja * **COO (Cash App/Square Banking):** Brian Grassadonia (co-lead of Cash App) ### 5. Market Position **Market Capitalization:** Block, Inc. (NYSE: SQ) typically has a market capitalization ranging from \$40-50 billion (as of mid-2024, subject to market fluctuations). **Main Competitors:** PayPal (Zettle), Shopify POS, Toast, Clover, Stripe. **Industry Standing:** Square is a leading provider in the small and medium-sized business (SMB) payment processing and point-of-sale market, known for its user-friendly hardware and integrated software solutions. **Geographic Presence:** Square operates across North America, Europe, and Asia-Pacific, including the United States, Canada, Australia, Japan, United Kingdom, Ireland, France, and Spain. ### 6. Recent Achievements (2023-2025) * **Strong Financial Performance:** Block, Inc. reported solid financial results through 2023 and into early 2024, with continued growth in Gross Payment Volume (GPV) for Square and Cash App. * **Product Enhancements:** Ongoing integration of AI-powered tools within Square's ecosystem to help businesses with marketing, inventory management, and customer relationship management. * **Expansion of Banking Services:** Continued development and adoption of Square Banking (now Block Financial Services), offering more robust financial products like business checking, savings, and lending options to sellers. * **Strategic Partnerships:** Collaborations aimed at extending Square's reach and functionality, enhancing its offerings for specific vertical markets and business needs.