# Title

Square

## Overview and Origin

Square is a platform for small business to accept credit card payments. The company is branching into new services such as Customer and Staff management tools.

\* What is the name of the company?

Square. Parent company is Block inc (NYSE:SQ)

\* When was the company incorporated?

Square was founded on Feb 14, 2009 and changed its name to Block inc in December 2021

\* Who are the founders of the company?

Jack Dorsey and Jim McKelvey

\* How did the idea for the company (or project) come about?

The founder Jim McKelvey had an issue with completing a large transaction because he could not accept credit cards. McKelvey reached out to Dorsey, then CEO of Twitter, to help him come up with a solution to the problem

\* How is the company funded? How much funding have they received?

The company went public in 2015 with an $2.9B valuation. Prior to their IPO, the company was funded through multiple rounds of VC funding. Their last round was Series E where the company was valued at $6B pre-money

## Business Activities

\* What specific financial problem is the company or project trying to solve?

Small business previously faced significant fees in order to accept credit card payments. Square initial solutions allowed small business owners to leverage smartphones to accept credit card payments in person. Square has expanded it’s service to integrate it’s payments processing service into websites, providing a single solution to address all the credit card processing needs of a company.

\* Who is the company's intended customer? Is there any information about the market size of this set of customers?

\* What solution does this company offer that their competitors do not or cannot offer? (What is the unfair advantage they utilize?)

\* Which technologies are they currently using, and how are they implementing them? (This may take a little bit of sleuthing–– you may want to search the company’s engineering blog or use sites like StackShare to find this information.)

## Landscape

\* What domain of the financial industry is the company in?

\* What have been the major trends and innovations of this domain over the last 5–10 years?

\* What are the other major companies in this domain?

## Results

\* What has been the business impact of this company so far?

\* What are some of the core metrics that companies in this domain use to measure success? How is your company performing, based on these metrics?

\* How is your company performing relative to competitors in the same domain?

## Recommendations

\* If you were to advise the company, what products or services would you suggest they offer? (This could be something that a competitor offers, or use your imagination!)

\* Why do you think that offering this product or service would benefit the company?

\* What technologies would this additional product or service utilize?

\* Why are these technologies appropriate for your solution?

<https://www.crunchbase.com/funding_round/square-series-e--2346cba0>

https://producthabits.com/how-square-became-a-30-billion-company-by-reimagining-payments/#:~:text=In%202009%2C%20Square%20was%20launched,prohibitively%20expensive%20merchant%20services%20fees.