



Wave at a glance

Brand name: Wave (not "Wave Accounting" or "Wave Apps", please)

Launched: November 16, 2010

Co-founders: Kirk Simpson & James Lochrie

CEO: Kirk Simpson

Target customer: Entrepreneurs; owners of small and micro businesses (0-9 employees); freelancers

Mandate: To simplify the entire range of financial management headaches that entrepreneurs face, with elegant, seamlessly integrated financial services and software. In general, entrepreneurs know their business (e.g., carpentry, photography, massage therapy, architecture, consulting...) but lack formal training in financial matters (e.g., cash flow management, bookkeeping, payroll...). Wave uses technology and innovation to bridge this gap, to make entrepreneurs successful.

Adoption: More than 3.5 million businesses registered

Company (team) size: 200 people

Location: Toronto

Funding: US\$77 million/CAD\$95 million

Key Investors: CRV, OMERS Ventures, BDC, Social Capital, Portag3 Ventures, Huff Capital, OurCrowd, National Australia Bank, RBC

PRODUCT SUITE AND PRICING

SOFTWARE

Invoicing	100% free and unlimited. No tiers. No usage caps. No limitations. No credit card required to sign up.
Accounting	As above.
Receipt Scanning	As above.
Personal Finance	As above.
iOS and Android apps	As above.

FINANCIAL SERVICES

Payments, U.S. & Canada

Credit card processing	2.9% + 30¢ for Visa, Mastercard and American Express.
Bank payments (EFT/ACH)	1% (\$1 minimum fee per transaction)

Payment processing is available outside North American via Stripe.

See waveapps.com/payments for details.

Payroll, U.S.

In California, Florida, New York, Texas, Illinois, and Washington	\$35 base plus \$4 per active employee, monthly. Includes complete tax service and direct deposit.
All other states	\$20 base plus \$4 per active employee, monthly. Includes direct deposit.

Payroll, Canada

All provinces except Quebec	\$20 base plus \$4 per active employee, monthly. Includes CRA remittances and direct deposit.
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RECENT AWARDS (2017/2018)

Growth 500
Deloitte Fast 50
Deloitte North American Fast 500
KPMG Fintech 100
CB Insights Fintech 250
Canadian Innovation Awards, Financial Services
Fintech Breakthrough Award
Trust Radius Top Rated
Comparably, Best Company Culture
Comparably, Best CEO
Comparably, Best Teams (Engineering; Operations)
Comparably, Best Company Leadership
Comparably, Best Company Managers
Comparably, Best eNPS
Comparably, Best Company Outlook
Great Place to Work, Technology
Great Place to Work, Inclusion
Great Place to Work, Millennials
Globe & Mail Employee Recommended Workplace
Startup Canada (Ontario) Global Entrepreneurship Award
2018 Best Workplaces for Women
Canada's Best Workplaces 2018
Great Place to Work Certified
Narwhal List

Information is accurate as of September 2018.

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