

TAXJAR BRAND STORY

The Condensed Version

TaxJar was founded with an innovative spirit and a heartfelt objective: to offer businesses a stellar sales tax technology service that provides peace of mind and a 'human' experience.

There's nothing like the complexity of managing tax codes across fifty states while trying to grow your business, or the fear of a notice from the IRS. Back in 2012, solutions on the market were clunky, expensive and lacked a certain empathy for the business user.

We started TaxJar as an alternative with a mission to make sales tax the least taxing part of day.

By listening to our customers, we built the industry's fastest solution and most reliable API on the market. It's dependability, scalability, and integrity are unmatched in the industry. This level of efficiency is so important that our team is fully remote. So unlike our competitors, the level of talent we offer isn't hindered by geography.

We believe that engaging with a software provider should be reliable, with altruistic educational tools and offer peace of mind. We aim to support your dreams just like our 20,000 customers have been supporting our for the past six years.

We aim to be transparent, not only with our journey and technology, but with our team's diversity. We are proud to be a team of women, people of color, members of the LGBTQ community, individuals with disabilities, and veterans. And in 2020, we will announce our plans to advance these diversity efforts.

We're growing and the industry is noticing. But by sticking to our [core values](#), we will be able to introduce advanced technologies and resources that support our customer's growing businesses, across borders and platforms, without alienating the audience we hold dear to our heart, the small-to-medium business.

It's simple. A trustworthy team creates and an exceptional experience. TaxJar is not just a company. TaxJar is company.

TAXJAR BRAND STORY

The Full Version

How We Got Here.

TaxJar started with an appreciation for the small business owner. The innovator who is willing to put everything on the line to create something new. The person who can stomach overdraft charges in order to follow their dreams. The sacrificer who sometimes foregoes bedtime stories with their kids to catch a red eye flight. The optimist who does all of this with the hopes of making a difference in the world and to do so with integrity. All do it to passionately solve problems of their customers.

So at a seafood joint on the outskirts of Santa Cruz, two entrepreneurs realized they had just the problem to fix. A problem they steadfastly believed would help the audience they hold near and dear to their heart – the business owner.

The problem was that sales tax was a massive headache for e-commerce sellers. Its complexity and ever changing regulations are not top of mind for businesses. Yet, if they are non-compliance, things can go south quickly. In 2012, business owners had to suffer through clunky technology that lacked a human touch.

TaxJar's goal was to do the opposite – build a stellar sales tax technology platform and offer extraordinary service in the most efficient and enjoyable environment. It wasn't an easy 'ask' and there were many bumps along the way. So how did we do this? We started with an ethos of customer-first sales tax solution and one in an environment that felt comfortable and understanding, like company.

TBD

We believe in a culture of experimentation and are always transparent when things don't go as planned. By listening to our customers and having the freedom to innovate, our sales tax software leads the industry in dependability, scalability, integrity and speed. Customers don't have to talk to anyone to get started, if they don't want to because software is developer-friendly with a streamlined, multi-channel integration and it works out of the gate. Our pricing model is transparent and straight-forward. How we approach business is how we market our own products and it's how 20,000 customers have come to love working with us.

This level of efficiency is so important to us that our team is fully remote. So unlike our competitors, the level of talent we acquire isn't hindered by geography. Proof of our success is reflected in our team's job satisfaction and our efforts to educate e-commerce sellers in ways that serve them, not us. We are proud to be a team of women, people of color, members of the LGBTQ community, individuals with disabilities, and veterans. And in 2020 we will announce our plans to advance our diversity efforts. Again, we are accountable.

Eight years ago our first customer joined us. They are still with us today. We're growing and the industry is noticing. With \$60M in funding, we've tripled the team and added a powerhouse of new talent who deeply understand the complexities of sales tax. With this lift, we'll introduce advanced technologies and resources that support our customer's growing businesses, across borders and platforms. This is a game changer but it doesn't change our North Star. Our guiding principle has always been to work with people who value the right thing over profits and it just so happens this mindset is also good for business. It's a mindset that TaxJar and our customers have in common.

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