

Electronic payment software startup locating to Baton Rouge

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Fairshare, a web-enabled electronic payment software solutions and services company, will base its startup location in the Louisiana Technology Park, according to an announcement this morning by the Baton Rouge Area Chamber.

Founded and majority owned by LSU graduate Steve Zeringue, Fairshare will deliver payment products and related services using ACH Network, an automated clearinghouse. Initially, the company will have four employees and will steadily expand to approximately 25. As the company adds employees, it will market its products to software engineers, data analysts, web developers, and support personnel.

Fairshare's initial capital investment is estimated to be between \$200,000 and \$500,000. The company decided to locate to Baton Rouge because of an abundant workforce, resources available through the LTP and incentives package offered through BRAC and Louisiana Economic Development. The company considered setting up operations in Dallas, where Zeringue currently lives.

"The story of Fairshare is quickly becoming the story of Baton Rouge's competitive edge in attracting high-tech companies," Mayor Kip Holden says. "Our great universities and community college are producing a workforce that is helping us land technology companies, which in turn bring the jobs that will keep our best and brightest at home."—**Emma James**