

Electronic payment firm moving into Tech Park

Advocate business staff

Published: Jul 9, 2009

LSU graduate Steve Zeringue will open a Web-based electronic payment software company in Baton Rouge after selecting a Louisiana Technology Park site on Florida Boulevard over Dallas, where Zeringue now lives.

Zeringue, who has 24 years of experience in the finance and payment acceptance fields, will tailor his Fairshare LLC company to business-to-business needs. Fairshare will employ four people, with a long-term employment target of 25. The company's initial capital investment will be less than \$500,000, according to the Baton Rouge Area Chamber, which helped recruit Fairshare to the technology park.

Fairshare plans to offer an automated clearinghouse for business partners to make transactions. As the company grows, it expects to hire software engineers, data analysts and Web developers, BRAC said.