



Contact Information:
Devon Kirk
Marketing Manager
devon@getpayroll.com
Direct: 214-222-0306
Cell: 484-433-6125

FOR IMMEDIATE RELEASE

Supporting The Next Wave of Entrepreneurs, Millennials

*GetPayroll™ Disrupts Financial Tech Industry with Payroll App
Designed Exclusively for Micro-Businesses with Up to 10 Employees*

Lewisville, Texas. March 2, 2017 – According to a report by Bentley University, documented through Forbes.com, [roughly 25% of the current United States population is made up of millennials](#). With this new generation emerging as a true force in the workplace, the traditional business model has begun to become a thing of the past. The study also revealed that [67% of millennials' main goal is to start their own business](#), rather than work their way up the “corporate ladder” like their parents and grandparents. As the future continues to trend toward this younger, more tech-savvy generation, a new financial tool also needs to emerge to help these start-ups thrive in a unique entrepreneurial environment.

While most products in the market are geared towards assisting large corporations with their payroll, no current product offers an efficient solution or service for companies with 10 or fewer employees (micro-businesses). But, what about the small businesses and start-ups that are quickly emerging in the entrepreneurial world? Most can't afford to outsource for major payroll services and find themselves well behind the eight ball when it comes to compensating employees. What's more, most micro-businesses do not require the full range of services provided by such companies, and end up spending money for amenities they don't use or apply to their business. The stress and unwanted IRS attention is simply too much to handle, forcing micro-businesses and startups to fend for themselves.

Fortunately, GetPayroll has decided to disrupt the financial tech industry and lend a helping hand to millennials struggling to find the solution that meets their startup's payroll needs.

GetPayroll™, a fully assisted, digital payroll and payroll tax compliance service for businesses of all sizes has developed the first green and completely mobile solution geared toward micro-business owners. [SIMON](#), a 3-Click Paperless Payroll app, provides entrepreneurs with all the necessary tools to affordably, easily, and efficiently manage their company's payroll at their fingertips. SIMON is presently available for iPhones, with an Android version set to release shortly.

“This youthful generation – millennials – desires to integrate technology into everything in order to improve efficiency and remove wastefulness from the workplace,” said Charles Read, President and CEO of GetPayroll. “The days of overprinting and bounding over physical hurdles are done. Given how far we've come with technology over the last 10 years, it's mind-boggling that nobody has developed a simple solution to support the largest generation which is rapidly emerging as the fastest growing segment of our economy.”

On Monday, March 13 at SXSW 2017 in Austin, TX, GetPayroll will host a news conference to officially launch SIMON. Following a brief introduction, the GetPayroll team will demonstrate the app and its capabilities, then open the floor for Q&A.

For additional information on GetPayroll and SIMON, go to our digital [press kit](#).

Note To Media

GetPayroll will exhibit from the Interactive Trade Show at SXSW in Austin, Texas March 12-15, 2017, from **Booth # 1026, 1028**.

To arrange for interviews and/or a private demonstration of SIMON please contact **Michael Wertheim** at mwertheim@aboutsage.com or 240-461-7276 or **Kerry Lynn Bohlen** at kbohen@aboutbwf.com or 703-533-4823.

For additional information, please visit <http://www.getpayroll.com/SIMON/>.