stiira

Stiira

Stiira is a specialized SaaS solution designed to help companies effectively manage the complexities of government-mandated leaves of absence (FMLA, ADA, Paid Family Leave...

Company Overview

Stiira is a Portland, Oregon based SaaS company that specializes in providing innovative leave management solutions for businesses across industries. Our software was officially brought to market in February 2023 as an affordable and viable option to an otherwise limited landscape of expensive and overly complicated HR technology solutions. However, the beta version of the software has been in use to support a strategic HR partner's national leave administration outsourcing service since 2021. Over 80 organizations and 4,500 users are currently using Stiira, spanning various industries, sectors, locations, and company sizes.

Problem

Stiira's integration-friendly software is designed to address the lack of functionality in many HCM platforms when it comes to tracking compliance-heavy leaves of absence like Paid Family Leave, FMLA, ADA.

Highlights

We hit the ground running on February 1st, leveraging our extended network for a Stiira roadshow, fine-tuning our marketing engine, and delivering a customer-centric approach to SaaS sales that has resulted in 55 product demos completed, 14 deals currently pending with a potential of $233,000, and 3 customers that have generated $49,000 in revenue thus far.

Our three existing customers represent our primary target market segments, a mid-sized employer managing leaves in-house, and two TPAs offering leave outsourcing services to a diverse client-base.

Stiira already supports 80 employers and their 26,000 employees…with 4,500 active users and 5,000 leave cases being actively managed.

Despite all the logistics of spinning off into a new organization this year, our product team hasn't missed a step. We've stayed on track with scheduled releases, adapted our development roadmap to market needs, and even increased our efficiency along the way.

Go-To-Market Strategy

Stiira's go-to-market strategy was initiated upon product launch in Q1 of 2023, with a focus on establishing and optimizing the inbound marketing engine, leveraging strategic partnerships, multi-channel placements, and introduction to extended network.

Inbound Marketing Engine

Financial Info

Raising
$1M
Valuation
$5M

Location
Portland, OR, USA

Business Stage
Paying Customers

Business Type
SaaS, B2B, Technology

Meet the Team

Casey Rillahan
VP of Sales & Cofounder

Calvin Gower
President & Founder

Launch Landing Page

Landing page serves as the initial introduction to the market. The primary goal of this website is to provide the foundation for inbound marketing efforts and to push visitors to request a demo of the product.

Key elements of landing page include:

- Product overview video
- Value proposition
- Feature highlight
- Pricing
- Resources

Web Optimization

Search Engine Optimization (SEO) efforts and content creation to increase traffic to our website.

Key elements of optimization efforts include:

- Ongoing analysis for improved SEO results
- Scheduled blog posts and downloadable assets
- Call-to-actions
- Scheduled social media posts

Strategic Partnerships

Leverage Trüpp Partnership

Leverage partnership with Trüpp to reach an established network that encompasses our target market. By collaborating with Trüpp, Stiira was able to increase reach immediately after product launch, giving a boost to contacts and leads for future marketing opportunities.

Co-marketing activities include:

- Email campaigns introducing Stiira to specific segments of Trüpp contacts list
  - "Lost leave deals" - Trüpp leave administration prospects that didn't go through with Leave Administration Outsourcing (LAO) services
  - All contacts (excluding LAO clients)
- Co-hosted webinar for "How to Administer FMLA" and leverage technology to improve leave administration process
- Referral process between Trüpp & Siinch
  - Established workflow for referring prospects based on needs (services or software solution?)

Marketplace Partnerships

Prioritization placed on HRIS, Payroll, and Benefits technology marketplace partnerships in order to tap into additional vendor communities to expand our marketing reach and customer-base. This involves integrating with adjacent HR software solutions to complete their "tech stack" and gain access to their existing customer base. Current target partners include:

- isolved
- NEO GOV
- ADP
- Paylocity
- Workday
- PrismHR

HiBob
UKG
Paychex

Multi-Channel Placements

Vendor Directories & Associations

Paid directory placements and social profiles to extend reach to HR consulting networks.
Set up and optimized profiles for the following vendor directories/associations:

BenefitPitch
Shortlister
SHRM (paid advertising placement in addition to directory)
G2
Capterra
GetApp
Software Advice
USI
DMEC
SaaSHub

Introduction to Extended Network

Personal Network

Arranged Stiira introduction and demo sessions with personal network to establish an initial
client base and identify key resources to leverage for marketing efforts.

Professional Network

Arranged Stiira introduction and demo sessions with Trüpp's partners to establish an initial
client base and network of potential resellers.

Benefit Broker Roadshow

Series of product demos aimed to introduce Stiira to brokers to inform extended network of
solution available to employers.

Introductory demos completed with the following Benefit Brokers:

IMA
Spring Consulting Group
Brown & Brown
OneDigital
USI
Marsh & McLennan
CU Benefits Alliance
McGohan Brabender
Alliant
The Horton Group
PayneWest Insurance
Gallagher
Epic Insurance
Woodruff Sawyer

What Makes Us Special

Competitive Advantage

Informed by the expertise and insights of leave experts
Potential buyers are seeking a leave administration solution that they can trust. Stiira has the unique advantage of being birthed out of an HR consulting organization that lives and breathes compliance, establishing it as a creditable option for employers to choose.

Focused on ease of use rather than endless configurations
While competitors emphasize customization, Stiira focuses on a seamless, intuitive, process-oriented approach that meets the needs of all employers. Our app is essentially an optimized project management tool for leaves. By simplifying the complication of managing all aspects of a leave, we offer a user experience that users will find easy, informative, and enjoyable.

Knowledgeable and responsive sales and support
We eliminate the frustration of a dragged-out sales and support process. Our methodology is to be transparent, informative, and efficient with all our potential and current clients. No more waiting on pricing. No more waiting on inquiry responses. We care about your experience and understand the urgency and importance of meeting your business needs.

Right sized for mid-market TPAs
We offer a solution specifically designed for TPAs to enhance their leave service model with a scalable and affordable system. With Stiira, you get a solution that is for you and guided by you. We focus on the relationship with our clients and making their lives easier at all costs. We provide a market-driven solution that listens to its users and uses feedback to evolve our product.

Lower pricing model with more transparency
In a market where high pricing is hidden with smoke and mirrors, we offer a lower pricing model with full transparency from the start. Our standard pricing model is shown on our website and our sales team is open to discussing details right away. Compared to our competitors, who don't reveal pricing before they demo their product, which can take weeks or longer. We essentially beat our competition to the punch by providing the pricing information you need to make a decision right away.

Streamlined onboarding process
Unlike other providers, our goal is to expedite the onboarding process. Our approach for setting up employers and importing employee leave information is streamlined to ensure you can transition to our solution seamlessly and efficiently.