

Overview

Stiira is a Portland, Oregon-based SaaS company that provides innovative leave management solutions for Third Party Administrators (TPAs) and mid-market employers. Our integration-friendly software addresses the lack of functionality in many modern HCM platforms when it comes to tracking government-mandated leaves of absence (i.e., Paid Family Leave, FMLA, ADA).

Problem

Managing leaves of absence is complex and time-consuming for employers, especially when it comes to tracking and navigating the intersecting compliance guidelines across federal, state, and local leave policies. Many HCM platforms do not have the required functionality, which can lead to compliance errors and costly fines.

Solution

Stiira's software streamlines the entire leave process, relieves administrative burden, and simplifies the complexity of leave compliance. It also integrates with popular HCM platforms to provide a seamless experience for users.

Business Model

Stiira generates revenue through a [subscription-based pricing model](#) with tiered plans for employers and TPAs of different sizes. Additional revenue is also generated from value-added services such as integrations, custom system setup, and consulting.

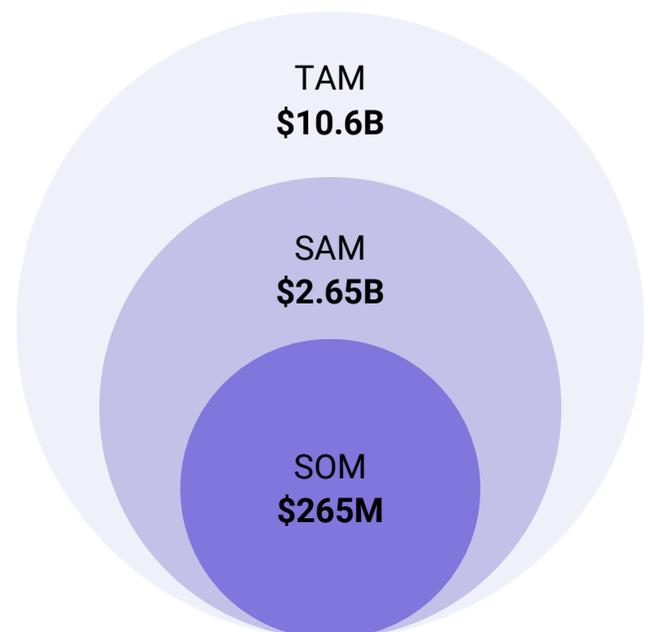
Market Opportunity

Employers

Companies across all industries with a headcount of 50+ employees that are seeking a solution to equip their internal HR team to effectively administer leaves of absence.

Third-Party Administrators (TPAs)

Companies that provide leave administration services for a range of employers. They are often used for businesses that may not have the resources or expertise to manage leave administration in-house.



Competitive Advantage

Uniquely Positioned for TPAs

Stiira is the only leave management solution purpose-built for TPAs, with architecture, pricing, and partnerships tailored to support scalable, revenue-driven leave services.

Proactive Compliance

Stiira simplifies compliance with one-of-a-kind front-end configuration options that allow administrators to quickly adapt to evolving federal and state regulations, minimizing risk and administrative burden.

Seamless Integrations

Stiira prioritizes integrations with major HCM systems with real-time APIs, for automated workflows, real-time data sync, and flexible custom integrations to boost client retention.

Unparalleled Flexibility

Stiira's multi-tenancy architecture offers granular control over policies, roles, and settings, making it easy to manage complex organizational structures across TPAs and employers.

Traction & Highlights

- 10 customers generating \$278K in revenue (\$127K in ARR)
- 33 deals currently in the sales pipeline with potential of \$787K in ARR
- Software currently supports leave function for over 100 companies and 13K users
- Integrations with three major HCM platforms (Dayforce, Paycom, UKG)
- Winner at [Westside Pitch 2024](#), [Pitch Willamette 2024](#), & [Pegasus Lightning Round III](#)

Financial Projections

| | 2024 | 2025 | 2026 | 2027 | 2028 | 2029 |
|------------|-------------|-------------|-------------|-------------|--------------|--------------|
| REVENUE | \$77,478 | \$224,630 | \$972,978 | \$3,854,728 | \$10,528,835 | \$23,953,256 |
| COSTS | \$540,212 | \$489,437 | \$1,220,783 | \$3,042,567 | \$4,609,980 | \$6,961,294 |
| NET INCOME | (\$462,734) | (\$264,807) | (\$247,805) | \$812,161 | \$5,918,855 | \$16,991,961 |
| CUSTOMERS | 7 | 20 | 64 | 155 | 294 | 483 |

Founding Team



Calvin Gower
CEO & Founder

10+ years of experience designing, managing, and marketing digital HR solutions. Former Head of Product Marketing at Trüpp.



Casey Rillahan
Head of Sales & Cofounder

12+ years of HR sales experience and bringing new leave services to market. Former Head of Sales at Trüpp.



David Karstens
Head of Development & Cofounder

30+ years of experience building scalable software solutions and lead developer for several startups. Former Head of Development at Trüpp.

Investment Ask

Stiira is raising \$1M in seed funding to compress time on the development of key features that will boost product value, remove sales barriers, and accelerate growth in 2025.

Call To Action

We invite you to learn more about Stiira and our investment opportunity. Please contact us at info@stiira.com or click the button below to schedule a meeting with our team.

[SCHEDULE A CALL](#)