

Dwolla

innovationLEADER of the Year Award

1) Originality of innovation

Dwolla is transforming how businesses transfer money. Dwolla uses its proprietary technology which links into the Federal Reserve system.

2) Impact of innovation

Dwolla saves these businesses time and money by making its process highly efficient. Dwolla has helped to transfer over \$10 billion.

3) Commercial impact of innovation

Dwolla helps companies sell their products and services in an easy and user-friendly fashion. For example, GOAT (www.goat.com), which is an online specialty shoe store, sells millions of dollars of shoes by utilizing Dwolla's technology.

4) Developing a culture of innovation

Dwolla has brought Silicon Valley talent and technology to Des Moines as well as leading venture capital firms like Union Square Ventures and Foundry Group. Dwolla is also a leader in fostering new technology as current and former Dwolla employees have invested in or started up new Iowa businesses.