

1. We believe if you're only focused on payments, you're missing the big picture.
2. We believe "closed ecosystems" are for aquariums, not innovation.
3. We believe it's high time to overhaul the broken commerce system.
4. We believe brilliant businesses can't run on dumb terminals.
5. We believe customer interaction is the only currency worth its weight.
6. We believe technology that enables commerce should look and feel like an epiphany.
7. We believe in the big ideas of small businesses.
8. We believe jockeying over processing fees is a race to the bottom.
9. We believe in a better way to buy, sell, pay, and all the magic moments in-between.
10. We believe whoever leads the way for merchants will lead the future of commerce.

