Royal Jay builds business improvement software and mobile applications to help companies improve efficiencies. Royal Jay’s client base consists of health care providers, law firms, and other small to medium size businesses that don’t have in-house developers or just need a special project completed.

Jarod Ferguson started Royal Jay in a business incubator called the Greenhouse, a joint partnership between the Idaho Small Business Development Center (SBDC) and the City of Boise. Jarod took advantage of many in-house resources provided to Greenhouse residents by the Idaho SBDC, including one-on-one consulting and training opportunities. Jarod was a participant in the first “Becoming an Investor Ready Entrepreneur” program, which provided valuable training in human resource management, client consulting, and introductions to potential clients.

Jarod later merged the company with another software development company owned by Candace Swigert. The company now has 11 employees.

“Being a small business helps them relate to their own clients, applying lean startup principles.”

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