

AUM grads mark decade in Web business

Square Root Interactive, a Montgomery-based, full-service Web site design and development agency founded by Auburn Montgomery graduates Andy Martin and Mark Cline, recently reached a major business milestone: its 10th anniversary.

To celebrate, the agency created Project: Start-Up – a special project designed to give back to the River Region business community by donating a complete Web site package to a start-up business. These services are valued up to \$10,000 and include site planning, design, development, search engine optimization, consulting, hosting and the ability to make site updates in-house using a content management system.



Square Root Interactive founders Andy Martin (left) and Mark Cline have seen their small business grow from a graduate of the Montgomery Area Chamber of Commerce Small Business Resource Center into a full-service interactive agency with a team of 12 employees.

“One of the challenges a start-up company faces is marketing,” said Martin, Square Root Interactive president, who graduated from Auburn Montgomery in 1989 with a business degree. “Now more than ever, people are going to the Internet to find information about businesses and products. Creating a high quality Web site is usually the last expense new business owners can afford. This is an opportune way for a local business to realize the benefits of an interactive Web site that effectively communicates with customers, employees, partners and the community.”

Project: Start-Up is open to businesses that are less than 3 years old (founded on or after June 30, 2006), are locally owned, based in the River Region and have a valid business license. Applications can be found at www.squareroot-inc.com/project-start-up.aspx. The application deadline is June 30.

Businesses being considered for the project will be notified by July 24 for interviews. The winner of Project: Start-Up will be announced following those final interviews.

“Because of our start-up history, we decided to partner with the Small Business Resource Center to help us reach out to new businesses in the River Region in need of a quality Web site,” said Cline, Square Root’s vice president, who received a business administration degree from Auburn Montgomery in 1990.

The Montgomery Area Chamber of Commerce was more than willing to partner with one of its Small Business Resource Center graduates.

“We at the Chamber’s Small Business Resource Center are proud of the accomplishments of Square Root Interactive, one of our early Incubation Program graduates,” said Douglas Jones, vice president of business services.

“Eighty percent of business start-ups never make it to their fifth year, let alone their 10th year. I am proud of their willingness to give back to the community by using their expert resources to assist a local startup business. We are pleased to be part of Square Root Interactive’s efforts.”

Founded May 9, 1999, as a software solutions company, Square Root presently employs 12 people, works with clients throughout North America and has earned multiple industry awards.

