

# Merit Media Kit

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MERIT

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# Dear Friends of Merit,

The fabric of society has always operated on identifying truth. The biggest institutions in the world are about reinforcing truth – their function is to state what is true about people: their identities and their accomplishments.

With the advent and evolution of the internet, it has become extremely efficient to broadcast our identities to our connections. And it has worked. We are more connected and know more about each other than we ever have before. But this has come at a meaningful cost: truth. Today the internet largely traffics in *declared* identity – what we say about ourselves. *Verified* identity and truth – the fabric of society – has taken a backseat online.

Merit aims to fix this. We have the distinct mission of creating a verified identity ecosystem by enabling organizations to provide programmatic trust, insight, and efficiency. We create the tools for organizations to issue merits to people, and then verify, track, and manage those qualifications, while protecting data and creating more persistent relationships with people.

In other words, we are taking disparate, unlinked paper-based systems in sectors of the economy and connecting them digitally. It may sound simple, but there is tremendous complexity in how organizations talk to each other and the rules they have to follow in order to create and verify qualifications. We mirror that and make it frictionless.

We are taking the existing world of trust and digitizing it to make it more accessible, portable, and transparent. We are building a network of truth because we believe that more truth leads to more trust.

Our vision is for every person to get a fulfilling way to capture and gain greater access to their life's merits in order to have the confidence, foresight, and autonomy to qualify for relevant opportunities and shape their future. Today thousands of organizations rely on Merit for their professional licensing, occupational regulation, workforce development, emergency services, recreation, and other digital credentialing needs.



**Tomer Kagan**  
CEO, Co-founder

**Jacob Orrin**  
COO, Co-founder

# About Merit

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# Product Offerings

## **The Merit Platform**

The Merit platform is accessible from the Merit mobile app or from any modern browser at [merits.com](https://merits.com). Merit is the place for organizations to digitize, standardize, send, and verify credentials, and the place for individuals to receive and maintain digital records of their personal and professional achievements. All merits, regardless of which organization issued them, are accessible from an individual's Merit profile on the platform.

## **Merit WorkNow**

Merit WorkNow helps states efficiently tackle economic recovery by utilizing a state's existing network of already attained and verified skills, credentials, and licenses in the form of merits. Fully implemented, Merit will allow state agencies – including departments of workforce, labor, licensing, regulation, unemployment, and other associated agencies – to track the real-time outcomes of unemployment insurance recipients, and help businesses grow by hiring workers with verified credentials.

# Product Offerings

## Merit ReadyNow

In order to help states efficiently deploy healthcare professionals in light of the COVID-19 pandemic, Merit is waiving all fees associated with system integration, onboarding, deployment, and support to states, medical professionals, or anyone that needs to verify credentials. This ensures that any state agency, hospital, or volunteer organization can quickly issue and verify digital medical credentials and make medical license reciprocity a reality.

## Merit Opportunities

Merit Opportunities empowers people to discover new pathways to unlock their highest potential and allow organizations to share opportunities with their desired audience at no cost. The Opportunities tab in the Merit App lists the opportunities a person is qualified for based on the merits they've already earned. Opportunities will generally fall under one of the following categories: jobs, events, memberships, offers, educational materials, classes/trainings, or services. By having a complete picture of the total capabilities associated with each merit, people have the foresight to make the best decisions available.

# Product Offerings

## **Merit Check-In**

With a simple scan of a Merit profile, people can check themselves in and out of events, allowing organizations to record activity for easy reporting and follow-up later on, such as volunteer hour tracking or material distribution. Organizations can also set specific qualification requirements that individuals have to fulfill in order to check in.

# Founding Story

The idea for Merit began during a winter holiday scuba trip in 2014 when a friend forgot his PADI card. Is he a certified scuba diver? Yes, he met the requirements. But is he a scuba diver if no one will let him dive?

At the time, Tomer Kagan was running his first start up, Quixey, a mobile search company. This notion of certification and proof stuck with him, and more examples of scenarios popped up: employment verification, nursing licenses, etc. There's a wide range of industries and sectors that this same situation affects.

In February 2016, Jacob Orrin, who was running partnerships at Quixey, left to pursue what is now Merit. Tomer joined him nearly a year later. It was just an idea, and they reached out to a handful of organizations that provide certifications to see where the need was, and worked on a prototype that launched that summer.

It is and always will be free for organizations to send merits, for individuals to receive merits, and for individuals or entities to verify merits. In other words – we do not charge for using the Merit platform, treating it like a utility. While Merit is a free platform, we do offer services such as training, on-boarding, continuous support, as well as tools like advanced analytics.



# Fact Sheet

**Founded:**

Merit was founded in 2016  
by Tomer Kagan and Jacob Orrin.

**Headquarters:**

1001 Broadway  
Millbrae, CA 94030

**Employees:**

65 full-time employees

**Total Funding:**

\$28.4M

**Most Recent Funding:**

\$15.1M Series A round in August, 2019

**Key Investors:**

Andreessen Horowitz, Govtech Fund, Bow  
Capital, and other strategic investors

# Recent News

## **Merit Unveils WorkNow Program to Assist State Governments, Employers, and Job Seekers With Economic Recovery**

Merit WorkNow will allow state agencies to track the real-time outcomes of unemployment insurance recipients and help businesses grow by hiring workers with verified credentials.

[Press release](#)

## **Merit and Credential Engine Partner to Expand Nationwide Credential Ecosystem**

Integrating Merit's verified identity platform and Credential Engine's credential registry will facilitate a transparent nationwide credential marketplace.

[Press release](#)

## **Merit Launches 'ReadyNow' Medical License Reciprocity Program to Aid Nationwide COVID-19 Response**

Digital licensing and verification for medical professionals cuts administrative barriers so medical personnel can respond to the crisis across state lines.

[Press release](#)

## **University Of Utah Health Launches Digital Credentials For Online Volunteer Emergency Response Training Program**

The program is the first-of-its-kind to issue only digital credentials, allowing greater communication, real-time information sharing between state agencies and qualified volunteers, and more efficient crisis response.

[Press release](#)

# Recent News

## **Merit Launches Career Skills Program for Veterans**

New initiative seeks to help veterans navigate the job search and connect to opportunities commensurate with their skills and experience.

[Press release](#)

## **Virginia First State to Adopt Digital Licensing Through Partnership with Merit**

Virginia's Department of Professional and Occupational Regulation (DPOR) is streamlining individual professional licensing and driving innovation, digital transformation, and efficiency for hundreds of thousands of occupational license holders in the Commonwealth of Virginia.

[Press release](#)

## **California Volunteers, Office of the Governor Teams With Merit To Empower Communities And Engage Californians On Emergency Preparedness**

Merit is helping power the California For All Emergency Preparedness Campaign to deploy a network of volunteers and transform how Californians get ready for the next disaster.

[Medium post](#)

## **Merit Named One of the Best Workplaces in the Bay Area**

The 35 best small and medium workplaces in the Bay Area were selected based on promoting growth, transparency, and diversity in the workplace.

[View the list](#)

# FAQs

## How does Merit work?

Organizations (companies, universities, agencies, associations, etc.) send merits (representing certificates, licenses, records, awards, etc.) to people. This allows those organizations to have standardized, organized communications and interactions with people, and opens up programmatic policy distribution. For individuals, Merit is a place to store, access, and use the records (and the information they contain) needed in everyday life in a standardized format.

## What is a merit?

A merit is a standardized, categorical statement of truth about an individual that carries the reputation of the issuing organization. A single merit is a personal or professional accomplishment that can act as a qualification. These are the verified and unique components of someone's identity. By digitally capturing merits and making them readily available and verifiable, the people who hold these merits can take advantage of relevant opportunities, achieve their own goals, and ultimately shape their futures.

# FAQs

## **How does Merit make money?**

We charge organizations for the continuous support, roll-out, training, and achievement of partner-specific metrics in an ongoing manner. We do not charge for using the Merit platform. That means the software is free for organizations, there are no fees to receive, access, or verify digital versions of certificates or achievements for individuals, and now we don't charge developers to hook into our system to build functionality like license renewals or updates.

## **Does Merit sell customer data?**

We do not ever sell partner or consumer data to third parties. Selling data would not add value to the ecosystem we are building and participating in.

# Who We Work With

[Testimonials](#)

[Case Study:](#)

[Virginia's Department of Professional and Occupational Regulation](#)

MERIT

# Who We Work With

Over 1,000 public and private sector agencies and organizations use Merit for professional licensing, occupational regulation, workforce development, emergency services, recreation, and other digital credentialing needs.



# Testimonials

*“Electronic credentials will help cut red tape and modernize what is currently an antiquated system. The innovative use of technology by a state agency to streamline and enhance its services to Virginia’s citizens, consumers, workers, and industry is one of the reasons why our Commonwealth is the best place for business.”*

- **Ralph Northam,**  
Governor of Virginia

*“Our joint partnership between the Virginia Department of Professional and Occupational Regulation (DPOR) and Merit will provide a consistent, efficient platform for licensed professionals across the Commonwealth to use their hard-earned credentials. In doing so, we’re empowering Virginia’s strong and competent workforce.”*

- **Mary Broz-Vaughan,**  
Director, Virginia Department of Professional and Occupational Regulation

*“This partnership will provide [...] cutting-edge technology to track engagements and preparedness trainings with one million Californians.”*

- **The Office of the Governor of California**

*“As Governor, Job 1 is getting our workforce to work, faster and into good high paying careers. Verified credentialing means a military spouse being able to get to work tomorrow, rather than being unemployed for a year. Merit is changing the way that governments work by putting credentials in the palm of licensees’ hands. Merit allows state governments, and companies to issue workforce certifications efficiently and effectively.”*

- **Phil Bryant,**  
Former Governor of Mississippi

# Case Study

Virginia's Department of Professional & Occupational Regulation

## Challenge

Virginia's Department of Professional and Occupational Regulation (DPOR) wanted to **modernize the agency** and the services it provides for its constituents by **making licenses and credentials available on a digital platform to increase accessibility** for regulants.

## Solution

DPOR partnered with Merit to **issue more than 200,000 digital licenses across 114 license types in over 40 professions**. Every licensed professional now has the ability to carry their credentials anywhere they go, making certifications more accessible to consumers and businesses, and increasing public trust when engaging with licensed professionals.

## Results

As part of Virginia's declared state of emergency surrounding the COVID-19 pandemic, DPOR is required to give licensees extra time to renew/reinstate the tens of thousands of licenses set to expire during the period of emergency. Because DPOR had already made the investment to digitize credentials with Merit, within 24 hours Merit was able to update every license to hide the expiration date, and add text indicating that the validity of the license had been extended. As a result, **tens of thousands of individuals – many of these deemed “essential employees” – are able to keep working without worrying about having to replace or renew a license**.

# Executive Bios & Headshots

Tomer Kagan, CEO & Co-founder

Jacob Orrin, COO & Co-founder

Trevor Cornwell, President, of Government Affairs

Viral Kadakia, Chief Product Officer

Praveen Amancherla, Chief Technology Officer

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# Tomer Kagan

## CEO & Co-founder

Tomer Kagan is the CEO and Co-founder of Merit, the platform that lets everyone access, track, and organize their life's achievements and gives them the confidence, autonomy, and foresight to pursue their life's goals. Kagan was previously CEO and Co-founder of Quixey, the first natural-language search engine technology for the mobile app ecosystem.

Passionate about improving people's lives using science and technology, Kagan has served on the board of the Machine Intelligence Research Institute and worked with the National Science Foundation's futurist project. He has spoken at the World Economic Forum, Mobile World Congress, and other premier events, and was named one of Forbes Magazine's "30 Under 30." He holds a bachelor's degree in molecular, cellular, and developmental biology from the University of California, Santa Cruz.



# Jacob Orrin

## COO & Co-founder

Jacob Orrin is the COO and Co-founder of Merit, the platform that lets everyone access, track, and organize their life's achievements and gives them the confidence, autonomy, and foresight to pursue their life's goals. Orrin provides critical leadership through vision, strategic planning, and overall company direction.

Prior to Merit, Orrin was the VP of Business Development at Quixey, where he secured major distribution partnerships including Microsoft, Nokia, and Vodafone. He has held strategic business development and leadership roles across a diverse range of technology related businesses from startups to Fortune 25 companies.



# Trevor Cornwell

## President, of Government Affairs

Trevor Cornwell is Merit's President of Government Affairs, where he is responsible for managing the go-to-market strategy for new and existing government partnerships.

Cornwell previously founded the business jet reservation network Skyjet which was acquired by Bombardier, Inc., as well as founded appbackr inc., an Intel Capital Portfolio Company and winner of the PayPal X Developer Challenge. He is also the President and Co-founder of Forum280, a nonprofit public benefit corporation which hosts the Summit.Ahead event on the future of work in partnership with the Reykjavik Mayor's Office.

Cornwell has served in positions of responsibility for political organizations, notably as Deputy Political Director for the U.S. Democratic Senatorial Campaign Committee under the Chairmanship of then-Senator John F. Kerry. He also served Secretary Colin Powell and has held leadership positions with several U.S. political campaigns. Cornwell has been featured or appeared in People magazine, Fortune magazine, The New York Times, ABC News, MSNBC, and Fox News. He received a Bachelor of Arts degree from Johns Hopkins University.



# Viral Kadakia

## Chief Product Officer

Viral Kadakia is Chief Product Officer at Merit, where he brings more than 20 years of industry experience as an entrepreneur and product strategist.

Most recently, Viral was Vice President of Products at PlanGrid, the largest digital blueprint repository in the world.

As co-founder & CEO of 500 Miles, Viral's team built a data-driven recruiting product for college students and recent graduates that analyzed millions of data points to render insights and make hiring easier for job-seekers and recruiting teams.

Previously, he was Vice President of Product Management at Hightail (formerly YouSendIt), where his team transformed the legacy YouSendIt product into the Hightail service and laid the foundation for a solid cloud storage platform. Prior to Hightail, Viral was Group Product Manager at LinkedIn where he managed products in the Core products group. In 2010, he founded TrustHop, a social marketplace for local services providers that was acquired by LinkedIn.

Viral earned his MS degree in Computer Engineering from the University of Texas at Austin and his MBA from the Kellogg School of Management at Northwestern University



# Praveen Amancherla

## Chief Technology Officer

Praveen Amancherla is Merit's Chief Technology Officer, where he brings in over 20 years of experience in designing and delivering highly available, massively scalable, and secure software products and platforms. Amancherla previously served as Chief Technology Officer at Quisk, where he was responsible for all technology and product development.

Prior to Quisk, Amancherla held various senior technical leadership roles at CyberSource Corporation, an ePayments processor, a VISA Inc., company, where he led the architecture and delivery of very high volume payment processing systems, complex merchant portals, and key mobile payments initiatives. Amancherla holds a Master of Science degree in Computer Science from Michigan State University.



# Media Assets

Logo

Product Shots

MERIT

# Logo

**Merit logo package available here!**

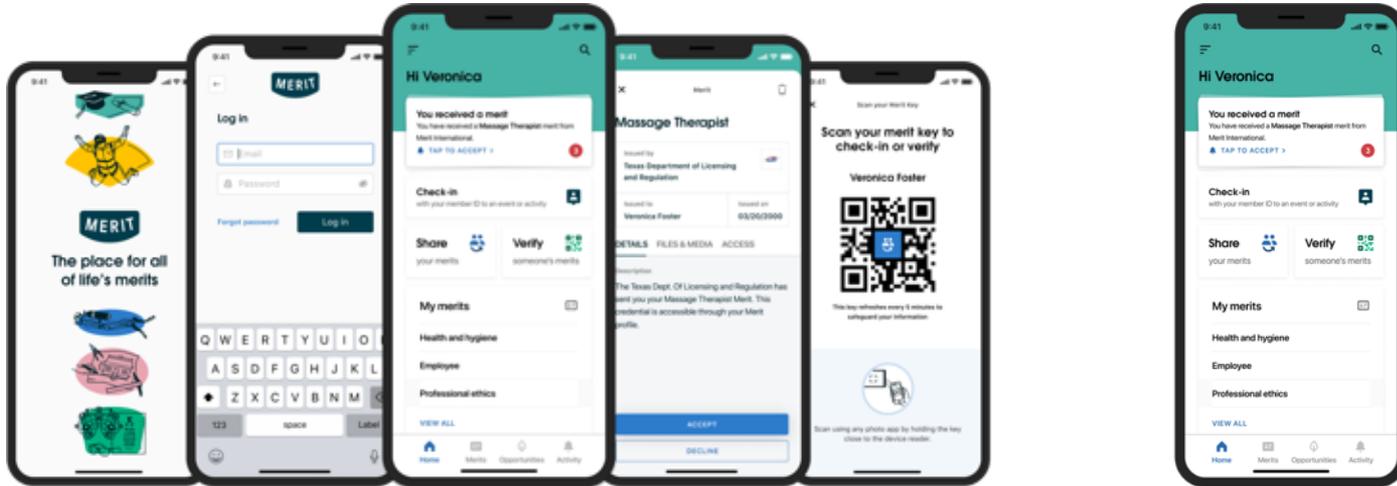
The Merit logo serves as the core element of the brand identity system, consisting of a wordmark and containing shape. The logo has been carefully constructed and should not be modified or reconstructed in any way. When using the logo, maintain a minimum clear space equal to the height of the “M,” and do not use the logo at sizes smaller than .18 inches high for print applications or 30px high for digital ones.



Minimum size = .18" high (print)  
/ 30px high (web)

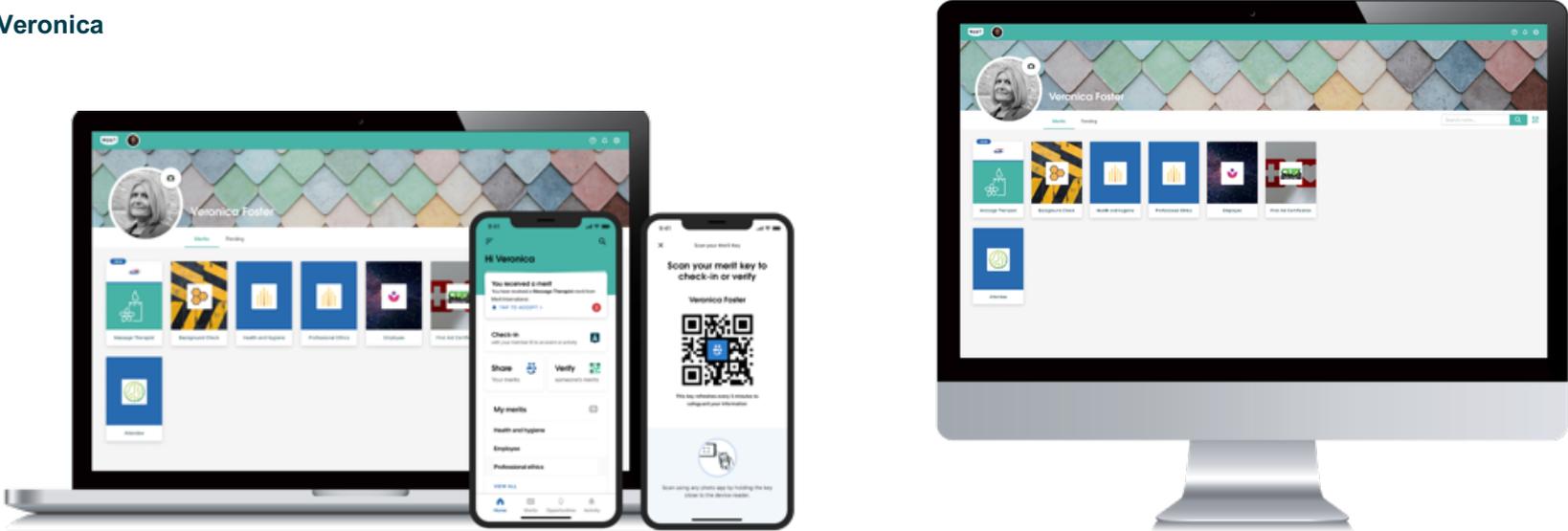
# Product Shots

Persona: Veronica



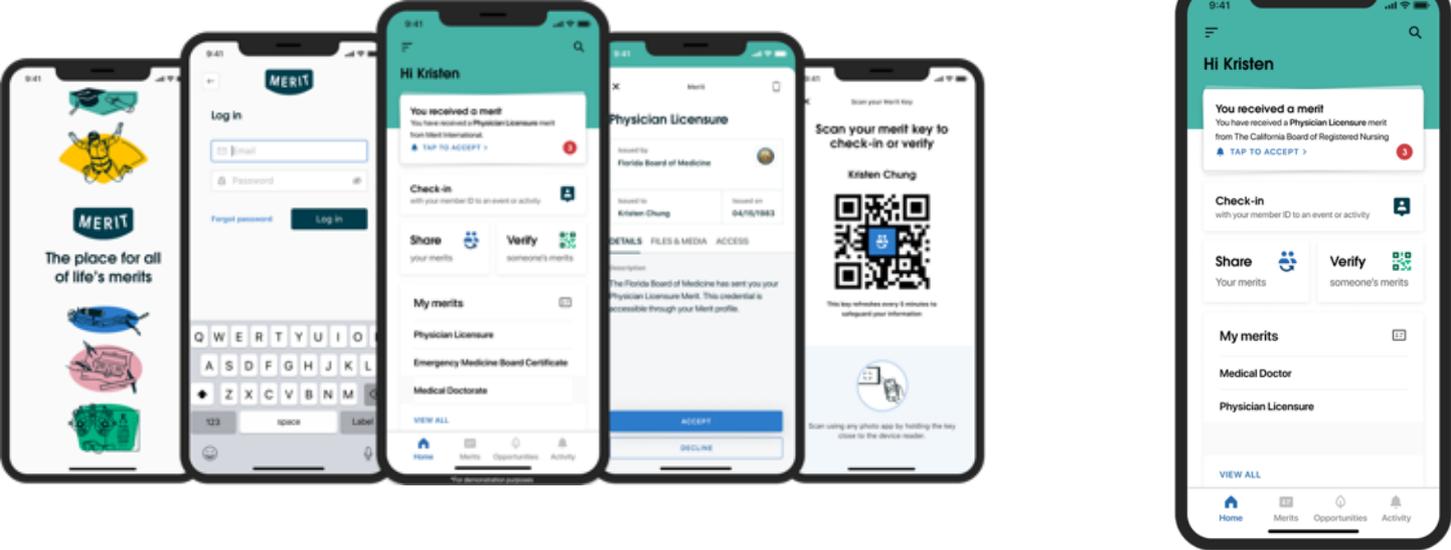
# Product Shots

Persona: Veronica



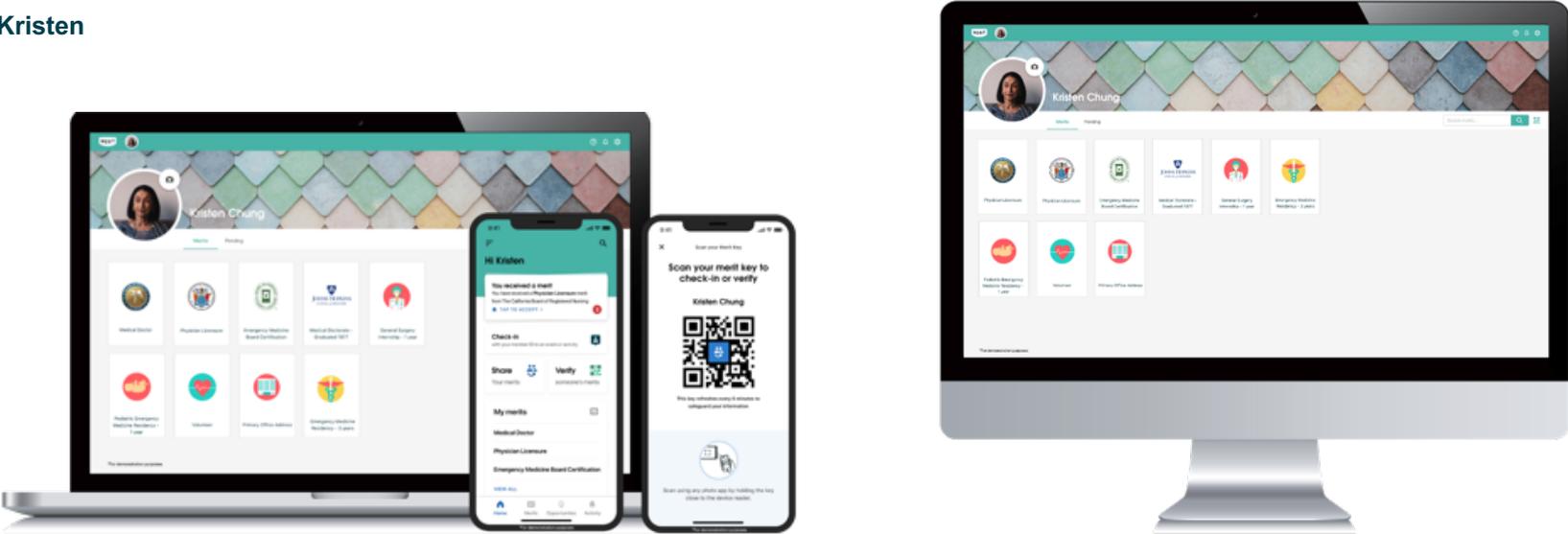
# Product Shots

Persona: Kristen



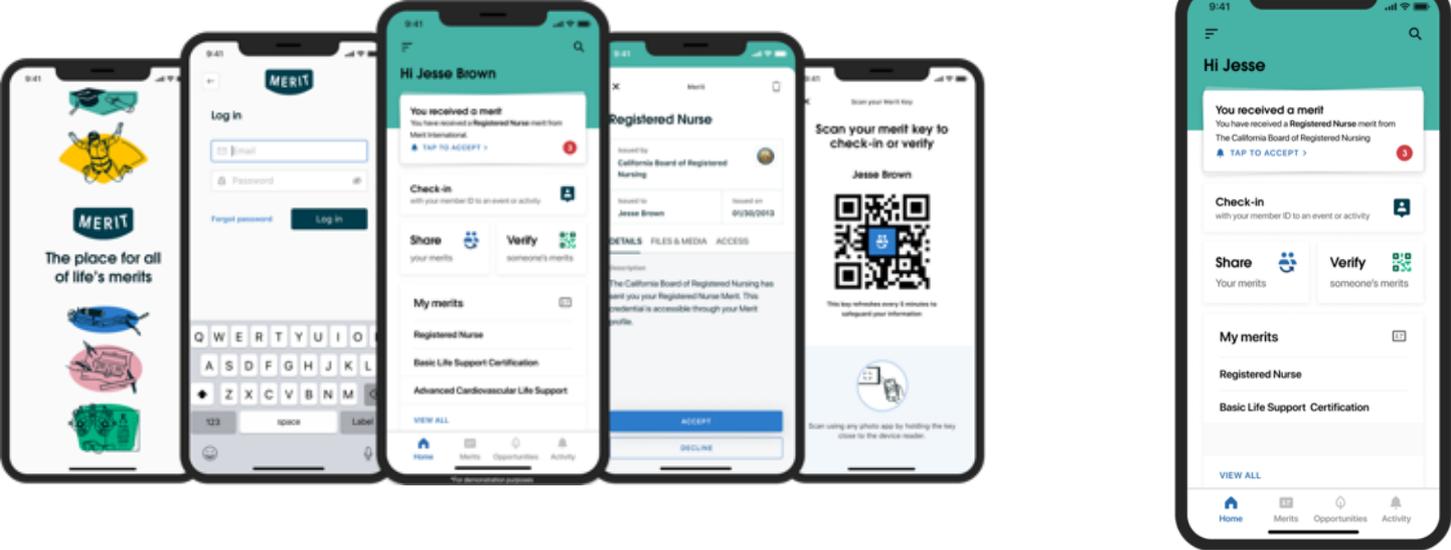
# Product Shots

Persona: Kristen



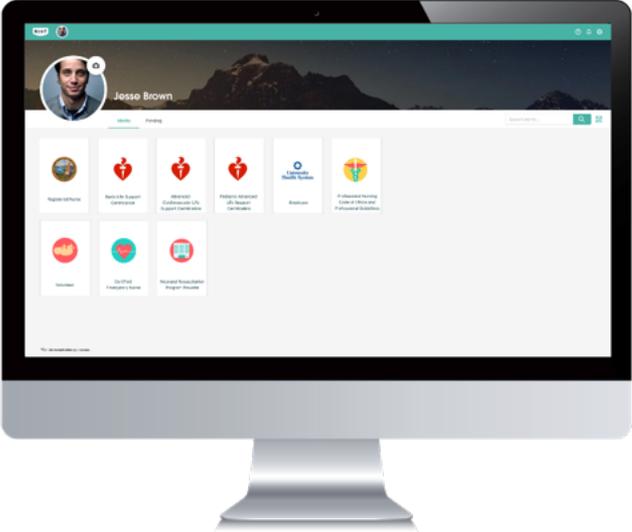
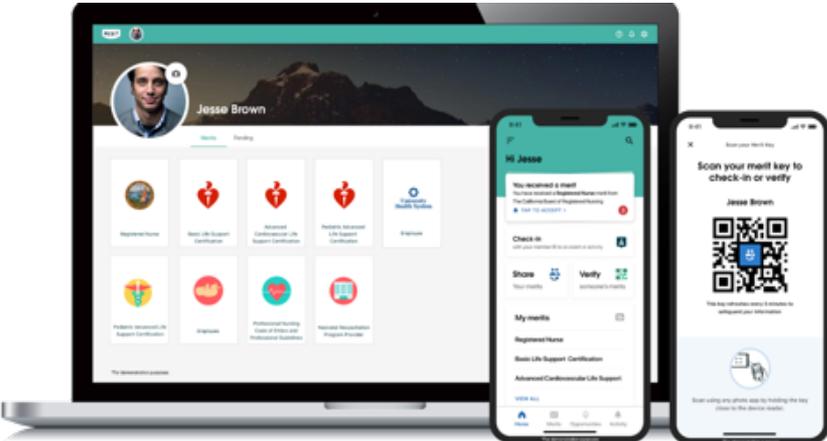
# Product Shots

Persona: Jesse



# Product Shots

Persona: Jesse



# Thank You

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