

We Talk with Wes Schroll, CEO of Fetch Rewards, Softbank's latest Unicorn

Jon Eckhardt (University of Wisconsin-Madison)

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On April 1, Madison, Wisconsin-based company [Fetch Rewards](https://www.fetchrewards.com) became a unicorn, with a **\$210 million** investment round lead by SoftBank VisionFund 2. EIX Editor in Chief Jon Eckhardt interviewed the company's founder, Wes Schroll, on how he built Fetch Rewards in Madison, Wisconsin, into a billion-dollar company. This interview is a preview of our upcoming customer development series that will be launched soon at EIX.

Highlights

- Wes was 19 when he started Fetch Rewards in 2013
- In the startup phase staying focused on learning instead of immediate financial profit metrics can be a path towards finding a novel business model.
- Fetch Rewards worked closely with a local grocery store to discover the business model.

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Ch 10 Wes Schroll

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