

agilepoint®

# AgilePoint Origins Story

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# AgilePoint Company Origins



## UMass Amherst

Our story begins in 1990 along the hallways of University of Massachusetts, Amherst.

Born and raised in Taichung, an industrial city in central Taiwan, Jesse Shiah, Co-Founder of AgilePoint, had just completed his graduate degree from UMass Amherst.

Coming from Taiwan, a country whose culture was pretty different than America, he started appreciating the various opportunities America presented.

As Jesse came close to finishing his graduate school, he had to make a difficult choice, either complete his PHD or enter the job market.

## DataViews®: Prep Work for AgilePoint

With a time-sensitive choice to make, Jesse's willingness to break with convention allowed

him to join a startup called DataViews, where he was part of the initial team that pioneered a visual-based real-time decision support tool. As VP of Product Marketing and International Operations, he helped architect its acquisition by GE.

## Uniscape, Dot com bust, and Inception of a Startup Idea

After DataViews, Jesse joined another startup, Uniscape. As their new VP of Strategic Solutions, he launched new product positioning and secured funding from Sequoia Capital.

It was here at Uniscape where Jesse met Sean Zhang, lead designer and developer of Uniscape's workflow management system, who would later become the Chief Architect and CTO of AgilePoint.



### Experience Births Innovation

At the height of the dot com boom, Jesse realized that something was wrong with the way software and apps were served to businesspeople in the large organizations.

Having attended countless meetups in the Silicon Valley, and listening directly from ex-CFOs and ex-CEOs, Jesse and Sean reached the conclusion that code is a legacy, and businesses need to be agile and resilient to survive and thrive.

From there all the dots connected, and Jesse's experience at DataViews that focused on visual decision making coupled with Sean's expertise on workflow automation with Uniscape came full circle to birth AgilePoint<sup>1</sup> in 2003.

### 2003: A 'David is Born Among Goliaths'

Founded in 2003, AgilePoint created a low-code/no-code industry where none existed<sup>2</sup>—and then led the way as that industry grew rapidly over the next two decades.

The founders, Jesse and Sean, did not pursue venture capital in the company's early years. Instead, they relied on organic growth, fiscal discipline, and a customer-oriented approach.

With this came a degree of independence and a high internal ownership stake providing employees with sustainable and meaningful careers.

From its humble beginnings in early 2003 to this day, the company maintains customer and employee retention rates that exceed the industry average.

What started as an immigrant father's dream of upward mobility has now transcended into a global, Silicon Valley-based company that delivers disruptive no-code/low-code innovation to democratize software application development.

1. Originally named Ascentn.

2. Only Pega Systems existed at that moment which was founded in 1987.