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top company in it's list of the World's 100 Most Innovative Growth Companies.

Isaac M. O'Bannon • May. 27, 2014

The Xero logo is centered within a large, solid blue circle. The word "xero" is written in a white, lowercase, sans-serif font. The 'x' is formed by two intersecting diagonal lines. The 'e' has a horizontal bar. The 'o' is a simple circle with a central dot. The entire logo is set against a light gray background.

xero

Cloud accounting software vendor [Xero](#) has been chosen by Forbes Magazine as the

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of small businesses and accounting professionals so they can more easily manage their books and run their businesses.”

The methodology for the list is based on the framework espoused in “[The Innovator's DNA](#).” It ranks companies by their innovation premium: the difference between their market capitalization and a net present value of cash flows from existing businesses. Xero received a 91.7 innovation premium followed by NetSuite with 89.0 and Monitise with 85.6.

“Xero ranked at the top of our World's Most Innovative Growth Companies based on its astonishing rise and that investors believe it will continue to grow, profit and innovate,” says Hal Gregersen, Executive Director of the MIT Leadership Center. “On a personal level, I am deeply inspired by Rod Drury's innovative leadership and his ability to ask the kinds of questions that have led him to disrupt the accounting software market. I suspect we'll be hearing a lot more about Xero in the future.”

The full Forbes list is available on [Forbes' website](#).

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