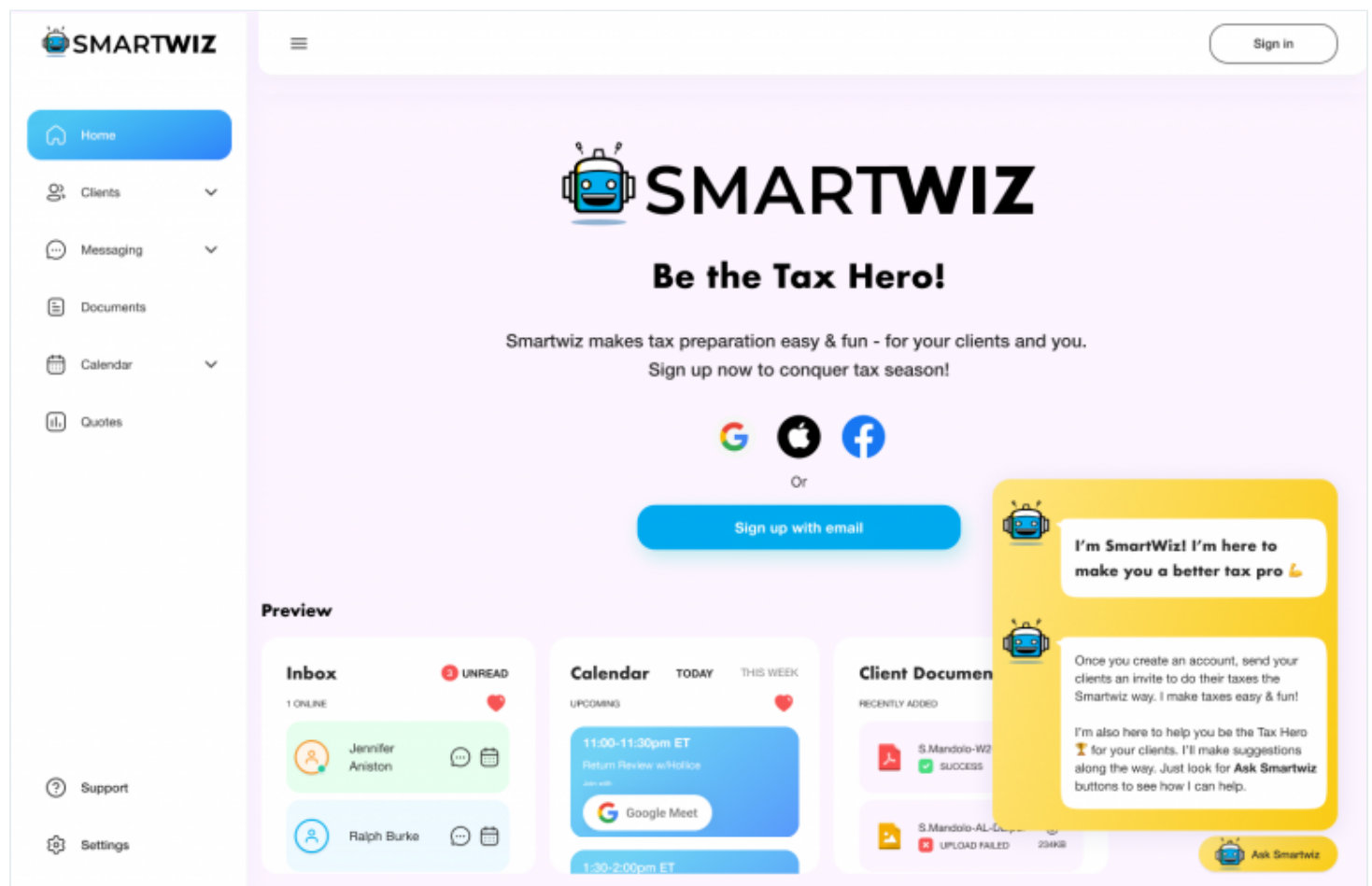


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first-ever all-in-one tax software for tax professionals serving underserved communities.

Jul. 27, 2023



By Neal Reid.

Five alumni of Auburn University who teamed together to create the software development company **SmartWiz** have been awarded \$150,000 in developmental funds by Google to advance and distribute their tax accounting software.

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communities. SmartWiz is [one of 46 U.S. recipients](#) of the 2023 Google for Startups [Black Founders Fund](#) and [Latino Founders Fund](#) awards. Its software was approved by the Internal Revenue Service (IRS) last year, and the company also recently spent three months in Los Angeles as part of a TechStars cohort.

“Our team is very big on strategic partnerships,” said Johnson, a 2018 graduate who played on the Auburn women’s basketball team. “We are big on working with partners who understand our vision to change the world with the way taxes are done forever, and Google has offered such amazing resources and opportunities to us. This funding means to us the ability to build our product faster, scale our organization and really take over the digital space with improved support on how we market our software using Google SEO.”

The six-figure [Google for Startups investment](#) will allow SmartWiz to impact the way millions of Americans file their taxes. The funds are equity-free, and SmartWiz also will receive sales and fundraising training, technical support from Google mentors, up to \$100,000 in Google Cloud credits, mental health coaching from a team of Black and Latino therapists and participation in the fund’s interactive community.

“As we build out our engineering team, we now have the ability to really focus on improving the technology and AI capabilities to bring tech to the tax industry,” said Johnson, who was named to the 2017 SEC Academic Honor Roll. “We will be giving our users a more innovative, fun and revolutionary approach to tax preparation while ensuring every single person who gets their taxes done by someone using our software will have an improved experience every single year. Being Black founders, and even me being a woman, we don’t take this opportunity for granted because we know it is a blessing from God to be chosen by Google for Startups to be a part of this journey.”

Since 2020, the Google for Startups Founders Fund has provided more than \$45

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in any industry to be successful.”

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