



## **Global Startup Accelerator Program for Accounting Profession Seeks New Round of Applicants**

*Benefits for Early-Stage Fintech and EdTech Firms Include Strategic Insight, Market Access and Funding*

**JOHANNESBURG (Oct. 03, 2018)** – The [Association of International Certified Professional Accountants](#) (Association) and [CPA.com](#) are seeking candidates for their joint startup accelerator program, designed to foster innovation in accounting and finance.

The accelerator, launched last year, focuses on early-stage companies in two categories: technology and financial information, and professional competency innovation. Successful applicants can tap the expertise and insight of senior leadership and advisors of the Association and CPA.com, gain access to CPA firm leaders and other influencers within the profession, and qualify for up to \$25,000 in funding.

Applications are due Nov. 30, 2018. Selections will be made by early 2019, and the program will last approximately six months. Companies who are chosen will be featured in June at AICPA ENGAGE, one of the leading public accounting conferences in North America. “The Association and CPA.com can offer startups a huge boost to their strategic engagement with the accounting profession,” said Erik Asgeirsson, president and CEO of CPA.com. “And for us, this is a great opportunity to see what disruptive technologies are emerging in accounting and finance.”

The startup accelerator program is open to entrepreneurial companies worldwide. To be eligible, firms should be:

- At seed or pre-Series A stage (with some exceptions)
- Have a working product or service
- Focusing on Fintech or EdTech solutions

“Our first round of four companies made great progress this past year, sparked innovation in the profession and we’re excited to see what the new applicants will bring,” said Lawson Carmichael, chief operating officer of the Association.

For questions about the program, please contact Mark Brooks, the Association’s associate director of innovation and strategic partnerships, [mark.brooks@aicpa-cima.com](mailto:mark.brooks@aicpa-cima.com), or Kacee Johnson, strategic advisor for CPA.com, [kacee.johnson@hq.cpa.com](mailto:kacee.johnson@hq.cpa.com).

To apply, please visit startup accelerator program page at [aicpa-cima.com/accelerator.html](http://aicpa-cima.com/accelerator.html).



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### **About CPA.com**

CPA.com is known for bringing innovative solutions to the accounting profession, either in partnership with leading providers or directly through its own development. The company has established itself as a thought leader on emerging technologies and as the trusted business advisor to practitioners in the United States, with a growing global focus.

Our company's core mission is to drive the transformation of practice areas, advance the technology ecosystem for the profession, and lead technology research and innovation efforts for practitioners.

A subsidiary of the American Institute of CPAs, the company is also part of the Association of International Certified Professional Accountants, the world's most influential organization representing the profession. For more information, visit [CPA.com](http://CPA.com).

### **About the Association of International Certified Professional Accountants**

The Association of International Certified Professional Accountants (the Association) is the most influential body of professional accountants, combining the strengths of the American Institute of CPAs (AICPA) and The Chartered Institute of Management Accountants (CIMA) to power opportunity, trust and prosperity for people, businesses and economies worldwide. It represents 667,000 members and students across 184 countries and territories in public and management accounting and advocates for the public interest and business sustainability on current and emerging issues. With broad reach, rigor and resources, the Association advances the reputation, employability and quality of CPAs, CGMAs and accounting and finance professionals globally.

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