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**Alice Cheng, CPA – 2020 20 Under 40 Honoree**

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a Featured Startup at TechCrunch Disrupt New York 2017 and successfully closed an equity crowdfunding round of investment on Republic.co. Today, Alice services hundreds of startups in the niche area of GAAP and SEC due diligence for equity crowdfunding. She looks forward to continuing the advancement of digitalization and efficiency in accounting and tax as the industry embraces modern times.

**Favorite books/websites/podcasts/speakers that you find influential:**

- Favorite books: Principles by Ray Dalio, Shoe Dog by Phil Knight
- Websites: Journal of Accountancy, CPA Practice Advisor, WSJ, Harvard Business Review
- Podcasts: Robinhood Snacks Daily, NPR's How I Built This
- Speakers: Adam Grant, Tom and Lisa Bilyeu, Jay Shetty, Gary Vaynerchuck

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