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ACCOUNTING & AUDIT

AICPA and CPA.com Announce 2023 Startup Accelerator Cohort

The Startup Accelerator supports the growth of early-stage technology companies benefiting the accounting and finance ecosystem.

Isaac M. O'Bannon • Feb. 28, 2023



The American Institute of CPAs (AICPA) and CPA.com have announced the 2023 Startup Accelerator cohort at a kick-off meeting held at AICPA headquarters in New York. This year's participants include five early-stage companies pursuing a variety of solutions in audit, accounting, tax and e-commerce.

The Startup Accelerator supports the growth of early-stage technology companies benefiting the accounting and finance ecosystem. Selected companies receive focused insight into the evolving needs of finance and accounting professionals, access to firms and finance leaders who are shaping their profession and a \$25,000 grant. They also benefit from marketplace intelligence and guidance from AICPA and CPA.com senior leaders and the program's advisory board members. Selected companies have an opportunity to showcase their solutions at [AICPA & CIMA ENGAGE](#), the premier conference for the accounting and finance profession, to be held in June at the ARIA Resort & Casino in Las Vegas.

“At CPA.com, we're focused on empowering the accounting profession for the digital age through innovative products and solutions designed to transform their practice areas,” said Kacee Johnson, vice president – Strategy and Innovation, CPA.com. “The Accelerator program has been instrumental in helping us stay ahead of emerging trends while connecting CPA firms with leading-edge solutions uniquely tailored to meet the evolving needs of the profession.”

The 2023 cohort is comprised of the following technology solutions:

- **4impactdata** – The Texas-based company created the “first ever knowledge as a service” business guidance system that equips CPA firms to be the strategic partner their business clients need. The client advisory platform is pre-built on the latest Analytics-AI cloud platform, includes industry best practices, proactive alerts and benchmarking across clients.
- **Audit Sight** – The company's platform eliminates manual work for auditors, diligence and private equity providers by automating financial transaction verification. The solution automates the audit testing process and generates a GAAS-compliant workpaper.
- **Synder** – Based in San Francisco, the business intelligence platform for CFO and accounting professionals helps automate repetitive tasks around multi-source e-commerce data and translate it into actionable insights for businesses, enabling accountants with a monthly advisory service for their clients.
- **TaxPlanIQ** – Based in Texas, the SaaS software solution automates an entire tax planning engagement from selling the plan to implementing all tasks throughout

the year, and educational resources to support the accountant with videos, checklists and templates of 100 tax strategies.

- **VERIFYiQ** – The Vancouver-based company offers solutions that augment workflow systems and CRMs to make bookkeeping more accurate and efficient, including a practice management solution that automates quality control reviews and a tool that enables sales teams to scope a potential client’s books in under five minutes.

For more information about the startup accelerator, please visit cpa.com/accelerator.

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