

# 2022 startup accelerator broadens focus to accounting, ESG and regulatory tech

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Companies must apply for programme by 30 November 2021

CPA.com and the Association of International Certified Professional Accountants, representing AICPA & CIMA, are seeking applicants for their 2022 startup accelerator programme, which specialises in accounting and regulatory technology. This year's programme is also expanding to early-stage companies devoted to environmental, social and governance (ESG) issues.

The accelerator is open to pre-Series A startups worldwide. Successful applicants get a deep dive into the accounting profession and access to business intelligence from senior leaders of both the Association and CPA.com, as well as the programme's advisory board members who have diverse backgrounds and complementary skills in entrepreneurship, startup tech companies, accounting and finance. In addition, companies receive \$25,000 (circa £18,000) in seed funding.

"Being accepted into the accelerator programme was a shot in the arm when we needed it most. It validated our technology and business model," said Jim Dowd, founder of North Capital Investment Technology, Inc., a previous graduate of the programme.

Applications for the 2022 accelerator close on 30 November 2021, and selections will be announced in January. Companies that are chosen will be featured next summer at AICPA & CIMA ENGAGE 2022, one of the leading accounting and finance conferences in the world, and later in the year at the AICPA/CPA.com Digital CPA Conference, which specialises in accounting technology and practice development topics.

"Innovation across the accounting and finance profession has never been greater or more important," said Erik Asgeirsson, president and CEO of CPA.com. "The startup accelerator keeps us deeply connected to the companies driving this transformation and to collaborate in a strategic and meaningful way for the benefit of the profession."

To be eligible, companies should be:

- At seed or pre-Series A stage (with some exceptions)
- Have a working product or service
- Focused on fintech, regulatory technology or ESG solutions

"I'm a seasoned entrepreneur but what I've realised is we're always learning," said Sherwood Neiss, co-founder and principal of Guardd Inc., another graduate of the programme. "One of the coolest things about the accelerator is it connected me to people and influencers who've helped me shape the way I'm thinking about growing this company in a new way that's very different from the way I've started companies in the past."

For questions about the programme, please contact Kacee Johnson, senior director of strategy and innovation for CPA.com, at [kacee.johnson@hq.cpa.com](mailto:kacee.johnson@hq.cpa.com). To apply, please visit the startup accelerator programme page at [cpa.com/accelerator](https://cpa.com/accelerator).

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