



Where to **Actually** Spend Your Time, Even When You're Tempted to Dot and Cross All the I's and T's

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What is the secret to startup accounting?

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For making decisions: Get comfortable with the uncomfortable and imprecision.

You need to have enough information where you feel comfortable making a decision and being right 50%+1 of the time.

For accuracy: Do just enough to move the business forward without taking on excessive risk.

Your GL and COA don't need to be perfect. Follow best practices, but you only need enough information to answer key questions.
e.g. What are our payback rates? Should we invest in X? How is our runway?

→ Invest heavily in understanding how the business runs, building relationships, and establishing thoughtful processes.

Whatever software you use will invariably break. So long as you have a solid foundation and understand how the business operates, you will be fine.



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What is something that surprises people, knowing you're an accountant?

Brian Weisberg
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My son got into skateboarding during the pandemic. Following his lead and learning as an adult has been a bit...painful. Yes, I have all the pads. "Old man" hip pad included.