



# From CFO to Founder With This One Mantra

**Howard Katzenberg**

Founder & CEO



**Graham Stanton**  
Avisé

What is the secret to startup accounting?

**Howard Katzenberg**  
Glean



**Keep it simple.**

As a Pre-Series A company, it's so critical to just have a good grasp of what is going on from a cash perspective.

So, do your prepaid amortizations and defer your revenue, but aside from that, don't overcomplicate things.



**Edgar's Debit Depot**

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

**Howard Katzenberg**  
Glean



I play platform tennis — it's kind of like pickleball but it's played in the cold.

I'm also a big basketball and baseball fan, so right now, my boys and I are watching every Knicks game.