

**Where tech-first accountants
discover new products**

Launch!





I'm Jason Staats

I have a problem

I am reliant upon tech to run my accounting practice. The trouble is, the sheer volume of new tech is more than I can manage. My tech stack stretches well beyond the boundaries of accounting: Communications, CRM, RPA, payments, banking, data integration, file management. I'm not simply watching the accounting tech pipeline, I'm watching the entirety of B2B. Tech-first accountants share this problem.

About Me

I am a US-based CPA in public practice. My focus is on creating innovative financial products that solve pain-points for our small business clients. Three years ago I pivoted a \$3M legacy tax practice into client accounting services, adding \$1M in annualized revenue in 18 months. Our growth was made possible by the rapid adoption of non-accounting tech. This approach is the future of our profession, and **the supporting services around these accountants do not yet exist.**

I have had the opportunity to create content with some of the largest accounting & fintech companies in the world, collaborated with the managing members of the most progressive firms in the US, and developed partnerships with tech companies who hadn't yet discovered the public accounting sector. I currently serve on Gusto's partner advisory council, and am a strategic partner with a number of core fintechs in our industry.

The Opportunity

I've already missed 80% of the best tech for me, because it's impossible to catch all the tools, and all the updates. Promoted content can re-surface that can't miss tech.

The opportunity for advertisers is to capture the attention of tech-first accounts with relevant tech, new or already released, that was lost in the noise. This audience is smart, they're already using what they believe to be the best tools. Speak from my own experience, because I'm still in public practice: If you have a compelling solution, they will respond.

Thank you for being a friend of LaunchFA.

Jason
jason@launchfa.com



Standard Format

The newsletter begins with a 3-minute video demo of last week's most popular tool. After this video, 10 tools are presented that meet one of the following three conditions:

- Recently launched for the first time
- Launched a significant product release
- Recently received a funding round

A tool that does not meet one of the above conditions can be included in the newsletter on a promotional basis, as described on the following pages.

Type

FUNDED

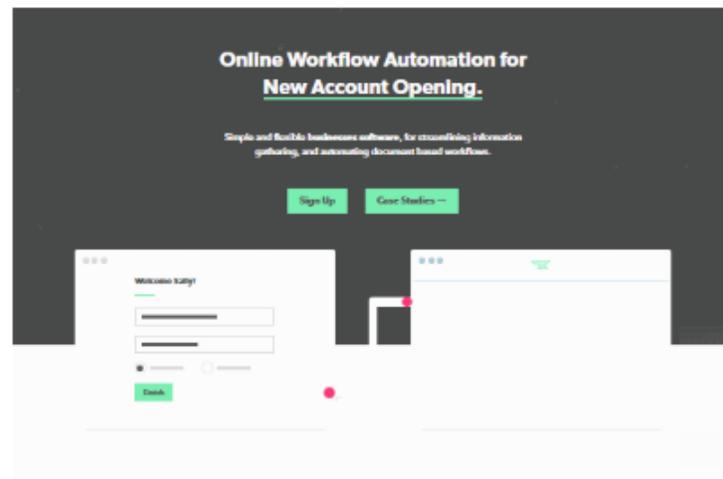
LAUNCHED

PROMOTED

FUNDED

Anvil

<https://www.useanvil.com/>



Product Quote

"Simple and flexible businesses software, for streamlining information gathering, and automating document based workflows."

My Commentary

- \$5M series A
- Custom workflow creation
- Internal & external workflows
- Complete tax forms

3 Promotional Formats

Deep Dive

A video around five minutes in length of myself demonstrating a killer use-case of your product. The one can't-miss feature, or the one aspect of your product that will make every accountant's life easier. The video will be the third product featured in the list of 10.

Because the format of the newsletter is to surface bite-sized suggestions, the scope should be limited, and easily understood from the outset of the video.

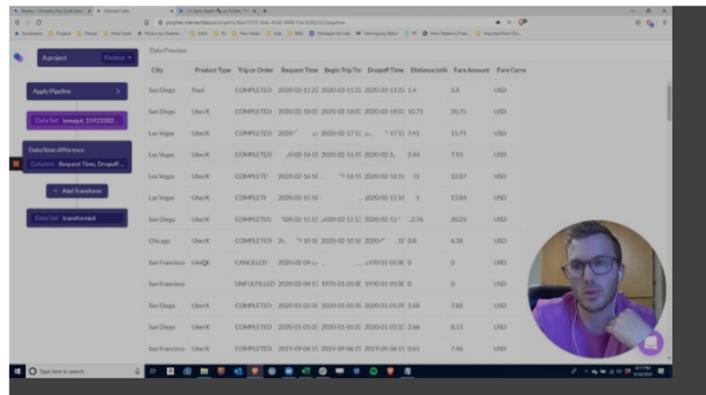
This format is especially suited for tools I am already familiar with, and a user of myself. It's also suitable for a multiple-part series. You will provide the product quote, and my commentary will be subject to your approval.

Promotion Indicated → **PROMOTED**

Reference to format → **Deep Dive: Product Name**

Additional ref to function → Brief reference to feature
<https://www.yourdomain.com/>

Video thumbnail that includes my face →



Product Quote → *"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."*

My Commentary → Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

6 Questions with a Founder

This text-based format provides an opportunity build affinity with potential customers. These subscribers have a genuine interest in tech, and a natural curiosity for your story.

Like the deep dive this will be featured as the third post in the feed. These could stretch beyond the founder, to introduce several leaders in a series, or fellow accountants who have successfully adopted your tool.

Photo of yourself



PROMOTED

Founder Name

6 questions with a founder

<https://www.optionaldomain.com/>



Quote of your choosing



"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua."

My intro



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6 questions



Tell us a bit about yourself; How did you come to be in X role at Y?

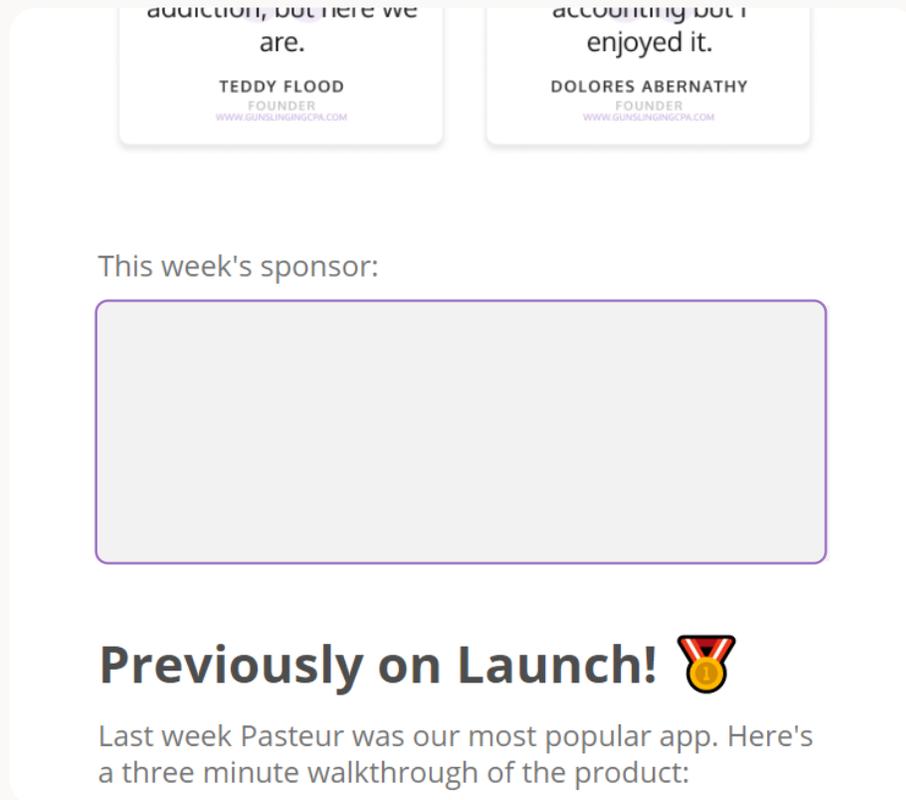
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What problem are you trying to solve at Y?

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General Sponsorship

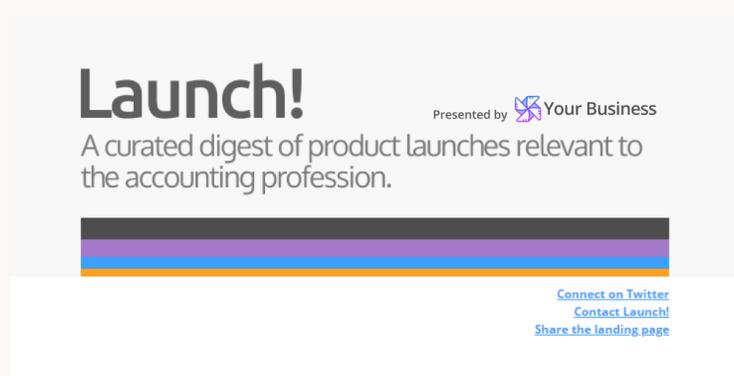
A 600x240 card between the personal message I put at the top of the newsletter, and the "Previously" section that begins the feed.



The screenshot shows a white card with rounded corners. At the top, there are two small white boxes with rounded corners. The left box contains the text "addition, but here we are." followed by "TEDDY FLOOD" and "FOUNDER" and "WWW.GUNSLINGINGCPA.COM". The right box contains the text "accounting but I enjoyed it." followed by "DOLORES ABERNATHY" and "FOUNDER" and "WWW.GUNSLINGINGCPA.COM". Below these boxes is the text "This week's sponsor:" followed by a large, empty rectangular box with a purple border. Below this box is the text "Previously on Launch!" followed by a gold medal icon. Below the medal icon is the text "Last week Pasteur was our most popular app. Here's a three minute walkthrough of the product:"

Bonus

For a sponsorship of four issues or more, your logo will be included in the header of the newsletter.



The screenshot shows a white header area. On the left is the "Launch!" logo. To the right of the logo is the text "Presented by" followed by a purple logo and the text "Your Business". Below this is the text "A curated digest of product launches relevant to the accounting profession." Below the text is a horizontal bar with three segments: black, purple, and blue. Below the bar is a white box containing three links: "Connect on Twitter", "Contact Launch!", and "Share the landing page".