



## Larissa Feeney

### Accountant Online

#### GOING FOR GROWTH PROFILE

##### NAME:

Larissa Feeney

##### BUSINESS

Accountant Online

##### POSITION

CEO

##### WHAT WE DO

Online financial technology services company providing clients with a secure and easy service for forming a company, launching and scaling the business.

##### CONTACT US

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**ACCOUNTANT  
ONLINE**

Larissa Feeney is passionate about entrepreneurship and the greater opportunities afforded by web technologies. She has seen first-hand how businesses thrive by embracing the internet to reach wider markets and run more efficiently. Larissa began her career as a qualified chartered accountant spending a number of years as a sole practitioner, providing accountancy services to a wide range of business clients in her local area. Working from her base in Donegal, she saw demand for her services grow but knew that if she was to expand her business and reach more clients she would have to develop a new business model. At the same time, the tech startup environment in Ireland was at its most vibrant and growing, with a new generation of entrepreneurs who were much more confident using web technologies to access professional services than previously. This seemed like the perfect time to develop an online professional service offering and expand beyond the confines of geography.

"Accountancy services are traditionally offered via high street bricks and mortar offices, but this does not serve online and tech businesses well. They need accessibility to professional expertise online. This was our chance to grow and offer value to a wider audience", says Larissa. She then went on to set up the award-winning online accountancy firm Accountant Online, based in Letterkenny, Co Donegal. In 2017, she joined forces with Rose Kervick, an accomplished digital entrepreneur and together they opened a second office in Dublin, in order to be closer to the capital's startup technology community. The company's service is particularly focused on entrepreneurs and early stage small businesses. They have a team of accounting and company secretarial professionals, using cloud technology to provide clients with a secure and easy service for forming a company, launching and scaling the business. They provide a complete range of financial and governance services, from company setup stage through to secretarial, tax, payroll and company filings, ensuring the client's accounts and compliance needs are met.

Accountant Online has invested in developing new technologies and e-commerce capabilities that allow them to deliver their services online to clients in any location. Their priority is on helping founders to do what they do best – to focus on starting and growing their business, secure in the knowledge that their business is compliant. Their services essentially ease the administrative burden on the entrepreneur, ensuring that they meet all compliance requirements in how they manage their business. A key part of their strategy is to prioritise educating the small business community through live online webinars for the non-financial entrepreneur, helping companies to overcome the complexity of starting up and maintaining their legal and compliance standards. The monthly 'startup webinar' attracts around 100 participants a month and the website is a popular resource for startup entrepreneurs, with over 20,000 website users a month.

According to Larissa, participating in Going for Growth played a crucial part in supporting her to grow the business. "It was extremely helpful to realise that I was not alone in the challenges I faced in growing my business, and that my problems were not unique. I got superb support and help from the other entrepreneurs in my group. And just as important was the time and space it gave me to step back from the day to day business issues, and focus on the business itself", she said.

When Larissa first participated in Going for Growth in 2016, she employed four people. Since then, Accountant Online has grown rapidly and the company now employs 45 staff. The business continues to grow year on year. Their success has been widely recognised, seeing them selected as winners in the Irish Accountancy Awards 2017 and 2018 and Shortlisted for 2019 Medium Practice of the Year, Best Use of Technology and Accountant of the Year. Larissa and her team are continuing to grow the export side of the business and will be expanding further to European markets later next year.

