

## **April Gentry, Camp Accounting**



**Sum your business up in a sentence.** Provide accounting “basics” boot camps

**What's the business model?** Workshop fees no more than \$100 each or less. Educating high school and college students, and entrepreneurs.

**Who are your competitors?** Other educational bootcamps

**What's your USP?** Our bootcamps are in a comfortable setting, demystifying a previously held belief that Accounting is difficult and boring.

**How have you funded it so far?** Savings

**What were you doing before?** Accounting and Quickbooks consulting

**Where did the idea come from?** God and Him showing me the struggles that entrepreneurs go through with not knowing how to read basic accounting reports. Sitting in on college accounting courses and seeing blank stares from the students.

**What's the smartest thing you've done so far?** Created a unique Map in which to teach the material in a fresh, natural way and throwing out the old school way of teaching accounting.

**What's the one thing you would do differently?** Spend time on the business model every day, except the Sabbath.

**If your business was a flavor of ice-cream, what would it be?** Cookie Dough. Because it reminds me of a warm, comfortable cookie smell and taste. That is what we want for Campers at Camp Accounting. Camping is warm and has a great smell to it.

**What outside ideas have inspired you?** Acrostics that books have come up with to help a student remember accounting terms. It makes me marvel at how badly the accounting industry needs a new lens in which to look through

**Where are you going to be in 12 months' time?** Building workshops nationwide in various locations throughout the US using our Accounting Trail Map which will empower the next three generations.

**What's the best financial advice that you have received, that you would like to pass onto our audience?** Be in front of your bills, not way behind. Plan well.

**What 3 attributes are most important to you if were going to hire somebody?** Faith in God, Sincerity, Hard Worker

**Find out more about** .....[www.campaccounting.com](http://www.campaccounting.com)