

Edel Hayes

Accelerate Accounting Solutions



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It wasn't until Edel Hayes saw the struggles of the entrepreneurs among her circle of friends that the certified chartered accountant realised where a business of her own could add value.

"I had worked as a financial controller in various companies and in that time a lot of my friends became entrepreneurs. I could see that they were having difficulty with their accounts and from that I knew I was going to move into this space," she says.

The result is Accelerate Accounting Solutions, a virtual accountancy service for SMEs, which operates out of Edel's home in Kildare town.

She explains that most businesses require support with their accounts, tax and finances, but are too small to engage an accountant on an ongoing basis. This often leads to financial mismanagement and, sadly, business failure. Accelerate Accounting helps avert disaster and bridges the knowledge gap for entrepreneurs, who pay to retain the company's services for a set number of hours in a given period.

The company has achieved remarkable success in its first three years, recording a 30% increase in revenue since the beginning of the Covid-19 pandemic. Edel attributes the growth figure to businesses being forced to embrace virtual services, due to the closure of in-person offices during the public health emergency.

Edel is a full-time employee of Accelerate Accounting and is supported by three part-time staff who work across accounts and administration. She hopes to grow the staff to between five and ten people in the near future.

The firm's founder hails the influence of ACORNS on her success. "The Lead Entrepreneurs were so knowledgeable and really set the standard for our group sessions, which had a variety of voices offering high-level feedback," she adds.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
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