



Start Strong. Stay Profitable.

A 4-week financial launchpad for new and aspiring DPC founders.

DPC Launch Pad Program

DPC-Curious? Just launched?

If you're starting a Direct Primary Care practice, getting your finances in order is the first, and most important step. The Goodman CPA DPC Launch Pad gives you a clear path to forecast revenue, set up QuickBooks, and price your services with confidence, all without a huge time commitment or expensive retainer.

And if you're unsure how becoming a business owner will affect your taxes? We've got that covered too.

What You Get

Everything you need to go from idea → launch-ready, including:

- Startup Forecasting Calculator (pricing, breakeven, expenses)
- QuickBooks setup + custom chart of accounts
- 1:1 CPA Kickoff Call + Startup Timeline Map
- Video walkthroughs for key tools + tax strategies
- Budget, pricing, and revenue model templates
- 7 tax strategies that can be implemented in your first year of practice to manage taxes efficiently
- **Bonus:** Optional referral list for legal, insurance, EMR vendors

How It Works

4 Weeks. 2 CPA Calls. Real Financial Clarity.

Additional check-ins available as needed

Week	Activity	Outcome
Week 1	1:1 Kickoff Call	Timeline Map, Budget & Pricing Walkthrough
Weeks 2-3	Self-Guided Tools	Setup QuickBooks, Build Forecast, Watch Training
Week 4	1:1 Wrap-Up Call	Review, Adjust, Plan for Ongoing Success

Tools & Outcomes

- Video trainings on how to read your P&L, Balance Sheet, and Cash Flow Statement
- Video training on maintaining and reviewing your budget/forecast
- Prebuilt templates & checklists on what to do to start your clinic
- Custom financial model
- QBO video tutorials
- Tax strategy cheat sheet
- Personalized support via video meeting/phone/email
- Discounted CPA ongoing support offer

Pricing

Launch Cohort Special: \$2,500 One-Time

→ Access to a 40% discount on our Essentials Package (saving you \$12,000 in your first year)

Spots are limited. Only **10 founders** will be accepted into this first cohort.

Talk to the Goodman CPA team at the Summit or scan the QR code below to apply.

Ready to finally launch your DPC with financial clarity?

Scan the code or visit:

goodmancpa.com/dpclaunchpad



Goodman CPA

 Elevating Your Financial & Tax Position

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