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March 9 to set this year's field of 64.

Jason Bramwell • Mar. 04, 2024



The image is a promotional graphic for the 2024 Accountant Bracket Challenge. It features a central text area with a bracketed background. At the top, it says "ACCOUNTING HIGH presents! THE 2024 ACCOUNTANT BRACKET CHALLENGE 'ABC TOURNAMENT'". Below this, it says "NOMINATE YOUR TOP 5 ACCOUNTING APPLICATION AND EDUCATION PLATFORMS!!!" and "enroll today at ABC.accountinghigh.com". The graphic is decorated with four red "AH" tickets in the corners, each labeled "ACCOUNTANT BRACKET CHALLENGE PRIZE TICKET". At the bottom, it lists the 2024 sponsors: StanfordTax, Relay, and botkeeper (The Future of Bookkeeping).

Uncat, an app that helps bookkeepers, accountants, and clients resolve their uncategorized transactions, came out of nowhere as a 10 seed to defeat tech-savvy CPA and [top 10 accounting influencer](#) Jason Staats, a 3 seed, in the championship of the inaugural Accountant Bracket Challenge last year.

So, who will be the accounting profession's Cinderella story this year?

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- Influencers
- Education platforms

The entrants will then be seeded in an NCAA basketball tournament-style bracket.

Each nomination earns you five prize tickets, and each testimonial on a particular entry earns you a bonus five prize tickets. Prize tickets allow you a chance to win an Apple Vision Pro and other prizes through a raffle.

To make nominations for this year's "ABC Tournament," click [here](#) and log in through your LinkedIn account. But hurry, the nomination period closes on March 9.

Once the categories and the field of 64 "teams" are set, live voting begins on the [Accounting High YouTube channel](#). The first round of votes starts on March 18 and runs through March 21.

Last year the Final Four matchups were Uncat vs. Gusto and Staats vs. Future Firm.

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You can watch the video below from the Accounting High YouTube channel that explains what's new for this year's tournament and provides more information on the nomination process.

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