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High is underway and closes March 22.

Jason Bramwell • Mar. 19, 2024



The poster features a central bracket diagram with 72 numbered slots for participants. At the top, it says "ACCOUNTING HIGH presents! THE 2024 ACCOUNTANT BRACKET CHALLENGE 'ABC TOURNAMENT'". Below this, it reads "NOMINATE YOUR TOP 5 ACCOUNTING APPLICATION AND EDUCATION PLATFORMS!!!" and "enroll today at ABC.accountinghigh.com". The bottom section lists sponsors: "we love our 2024 SPONSORS" followed by "StanfordTax", "Relay" (with the tagline "The Future of Bookkeeping"), and "botkeeper". The poster is decorated with four red "AH" prize tickets in the corners, each labeled "ACCOUNTANT BRACKET CHALLENGE PRIZE TICKET".

**ACCOUNTING HIGH** presents!  
THE 2024  
**ACCOUNTANT BRACKET CHALLENGE**  
"ABC TOURNAMENT"  
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**StanfordTax** **Relay** **botkeeper**  
The Future of Bookkeeping

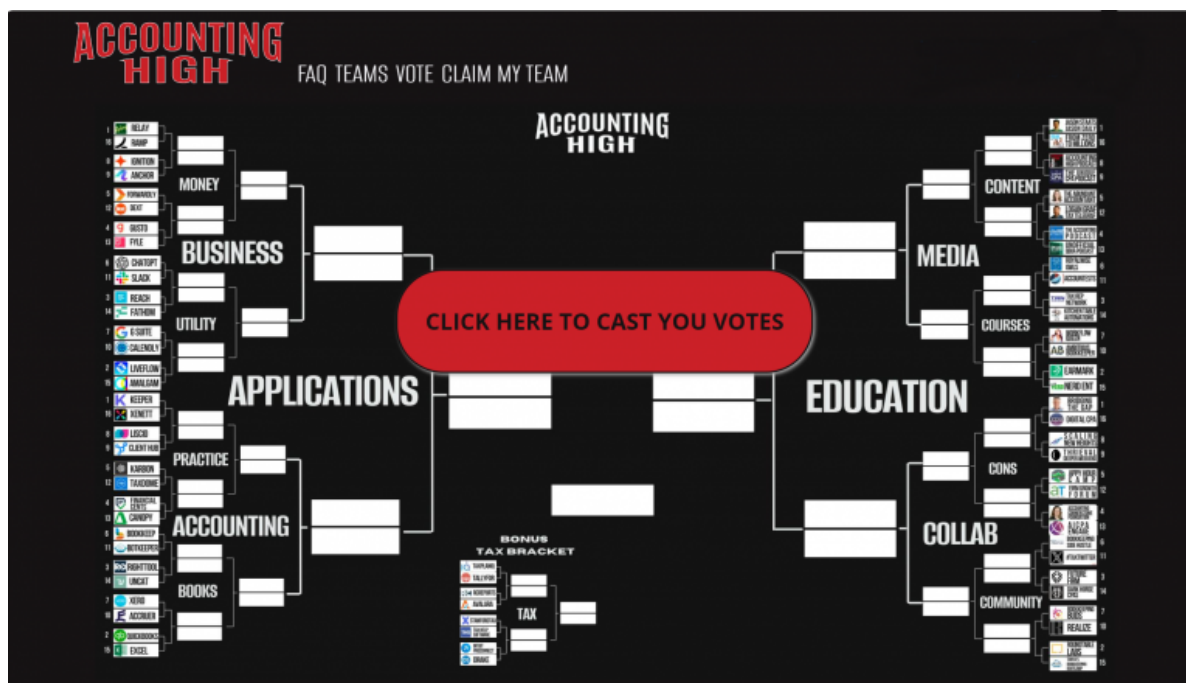
Voting is underway for the first round of Accounting High's 2024 Accountant Bracket Challenge, which includes 72 participants in four regions with Jason Staats/Jason Daily Podcast, Relay, Bridging the Gap Conference, and Keeper as the No. 1 seeds.

The eight brackets comprising 64 “teams”—plus a bonus tax bracket of eight

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- **Bonus bracket: Tax**



Here are the first-round matchups by category, region, and bracket:

## Applications Category

### Business Region

#### Money Bracket

1. Relay vs. 16. Ramp
8. Ignition vs. 9. Anchor
5. Forwardly vs. 12. Dext
4. Gusto vs. 13. Fyle

# Utility Bracket

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- 1. Keeper vs. 16. Xenett
- 8. Liscio vs. 9. Client Hub
- 5. Karbon vs. 12. TaxDome
- 4. Financial Cents vs. 13. Canopy

## Books Bracket

- 6. Bookkeep vs. 11. Botkeeper
- 3. RightTool vs. 14. Uncat
- 7. Xero vs. 10. Accruer
- 2. QuickBooks vs. 15. Excel

# Education Category

## Media Region

## Content Bracket

- 1. Jason Staats/Jason Daily vs. 16. From Zero to Millions
- 8. Accounting High Podcast vs. 9. The Unique CPA Podcast
- 5. The Abundant Accountant vs. 12. Logan Graf/Tax Telegraf
- 4. The Accounting Podcast vs. 13. Unofficial QBOA Podcast

## Courses Bracket

- 6. Royalwise Owls vs. 11. Accountests
- 3. Tax Rep Network vs. 14. Kitchen Table Automations

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4. Accounting Cornerstone Foundation vs. 13. AICPA Engage

## Community Bracket

6. Bookkeeping Side Hustle vs. 11. #TaxTwitter

3. Future Firm vs. 14. Dark Horse CPAs

7. Bookkeeping Buds vs. 10. Realize

2. Roundtable Labs vs. 15. Tanya's Bookkeeping Bootcamp

## Bonus Tax Bracket

TaxPlanIQ vs. Tallyfor

RCReports vs. Avalara

StanfordTax vs. Tax Help Software

Intuit ProConnect vs. Drake

In the inaugural ABC Tournament last year, 10-seed Uncat, an app that helps bookkeepers, accountants, and clients resolve their uncategorized transactions, defeated tech-savvy CPA and [top 10 accounting influencer](#) Jason Staats, a 3 seed, in the championship match.

Accounting • Technology

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