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PRESENTS

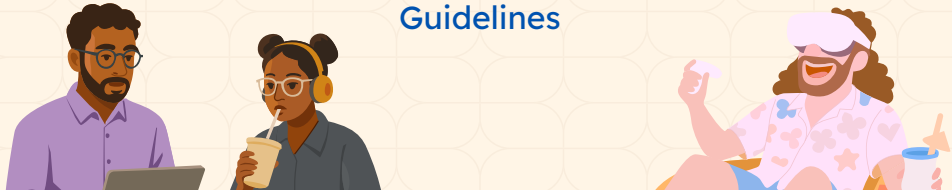
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Application Questionnaire and Video Submission Guidelines





About Ditto

India's #1 rated insurance advisory platform.

With Ditto, you don't just compare insurance. You understand it. Narrow down choices. Avoid pitfalls and make better decisions.



8 lakh+ Indians
choose Ditto for unbiased,
100% honest insurance advice



No spam. Ever.



STAGE 1

The Questionnaire

We're looking for thoughtful ideas that can transform how Indians interact with financial services and products.

Question 1: Your Team & Background

Introduce yourselves and tell us what makes your team uniquely qualified to tackle one of India's trickiest problems. What experiences have shaped your understanding of financial opacity? What perspectives do you bring that established players don't see?

Question 2: The Problem You're Solving

What's fundamentally broken in Indian financial services? Dig deep into a specific pain point where complexity, confusion, or opacity is hurting people. Don't just tell us - show us with stories, data, and insights that make us feel the problem. What's the real cost of this dysfunction for everyday Indians?

Question 3: Your Solution

How will you fix what others haven't? Pitch your solution that makes financial products genuinely understandable and beneficial for users. Explain how your approach aligns business success with customer outcomes rather than profiting from confusion.

Question 4: The India Context

Why will this work specifically in India? Financial solutions that thrive here need to understand our unique context. How does your solution tap into distinctly Indian behaviors, needs, or opportunities? What makes your approach impossible to simply import from elsewhere?

Question 5: From Idea to Reality

Let's say you're offered ₹1 Crore to work on your idea, what would your first 100 days look like? How would you measure whether your solution is truly improving financial transparency and trust for Indians?

Optional: Video Introduction

We'd love to see the people behind the ideas. Consider uploading a short (1–5 minutes) video introducing yourself or your team and briefly explaining what drives your passion for this problem.

A simple smartphone video is perfectly fine – we're interested in your thinking, not production quality.

You can talk about:

- What you're building (or thinking about building)
- Why this idea excites you
- A personal story behind the problem
- Or anything else that helps us understand your vision

Note: This is optional, but recommended.

STAGE 2

Video Submission Guidelines (1-5 minutes)

What to Include in Your Video Pitch

Your video submission should be a compelling, well-researched presentation of your idea. The video may address:

1. Problem Statement & Market Opportunity

- Clear articulation of the specific problem you're solving
- Market size analysis (TAM/SAM/SOM) with credible data points
- Current solutions in the market and their limitations

2. Your Solution

- Clear explanation of your product/service
- Key differentiators and unique value proposition
- How it specifically addresses the identified problem

3. Business Model & Economic Viability

- Revenue streams and monetization strategy
- Unit economics (if applicable)
- Path to profitability
- Scalability potential across different Indian demographics

4. Implementation & Feasibility

- Technical and operational feasibility
- Required resources and timeline
- Potential challenges and mitigation strategies

5. Team Capabilities

- Why your team is uniquely positioned to execute this idea
- Relevant skills, experiences, or insights you bring to the table

Production Tips



Keep it concise: Focus on substance over length. A tight 3-minute pitch is better than a rambling 5-minute one.



Visual aids matter: You may use simple graphics, mockups, or prototypes to illustrate your concept.



Be creative: While content is paramount, creative presentation approaches that showcase your uniqueness are encouraged.



Production quality: While professional-grade production isn't required, ensure clear audio and visuals that don't distract from your message.



Practice makes perfect: Rehearse your pitch to ensure you cover all key points within the time limit.

You can supplement your video submission with pitch decks, documents, or anything else that you think is relevant.

Remember: The most compelling pitches will demonstrate both a thorough understanding of the problem and a practical, innovative solution with clear market potential.

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**Have a bold idea to fix how millions
of Indians build wealth?**

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