

ditto

PRESENTS

**PITCH
PERFECT** 2
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POWERED BY



**Official
Rule Book**

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.



This isn't just another pitch competition.

It's your chance to reimagine how money works in India, pitch to the Zerodha and Ditto teams, and win from a **prize pool of ₹10 lakhs** to make it real.

Ready? Here's everything you need to know.

1. Eligibility Criteria

Who can participate:

- ✓ Undergraduate and postgraduate students enrolled at Indian universities/colleges for academic year 2025-26
- ✓ Exchange students studying in India (with enrollment confirmation from home institution)
- ✓ Young entrepreneurs & builders (≤ 25 years, educational background no bar, $\leq ₹50L$ funding, $< ₹1$ Cr ARR)

2. Registration Requirements

Platform Registration:

- ✓ All teams must register on Unstop to participate in Pitch Perfect 2025
- ✓ Students should register using their official college email IDs; entrepreneurs/builders can use any professional email
- ✓ First-year students who haven't received official college IDs can register using email IDs (validated by their Placement Committee)

Team Formation Rules:

- ✓ Team size: 1-4 members with one nominated team leader. Only the team leader will make submissions, they'll be our point of contact for all competition-related communication.

- ✓ Mixed teams: Teams can include both students and young entrepreneurs/builders
- ✓ One team per student: You cannot join multiple teams
- ✓ Cross-specialization teams are welcome
- ✓ No restriction on the number of teams from an Institute
- ✓ Team modifications: No changes allowed after application deadline (August 11, 2025, 11:59 PM IST)
- ✓ Give your team a name. Ideally, the name of your team should be the name of the product/service you're pitching.

Important: Any deviation from the above guidelines will result in immediate disqualification of the entire team.

3. Competition Timeline & Deadlines

All deadlines are 11:59 PM IST on specified dates.

Phase	Dates	Deliverable
Applications	July 21 - August 11, 2025	Online form + optional video
Video Pitch	August 14 - August 22, 2025	1-5 minute video (Top 50)
Finals	September 13, 2025	Live pitch + Q&A (Top 5)

Late submissions will not be accepted under any circumstances.

4. Submission Requirements

General Requirements:

- * Language: English only
- * File formats: PDF for documents; MP4 (≤ 5 min) for videos. If there's difficulty uploading videos, you may upload the video to Google Drive/host it on YouTube and add the link in the submission.
- * File naming convention: TeamName_PitchPerfect2025.mp4/pdf
- * Uploader: Only the team leader needs to make submissions

- * Submissions can be made anytime during the challenge window until the deadline
- * Entrepreneurs must submit a PDF with their Application Questionnaire. Please include your Company Identification Number and any other information you think is relevant to your application. Falsification of any information will result in immediate disqualification.

Stage 1: Application Form

- * It is mandatory for all registered teams to answer all questions in the Application Questionnaire
- * Answer questions on problem, target user, current alternatives, proposed solution, and team story
- * Maximum 200 words per question
- * Optional video introduction (1-5 minutes)

Questionnaire Submission Instructions:

1. **Copy the questionnaire questions** into your preferred document platform (Microsoft Word, Notion, or Google Docs)
2. **Provide comprehensive answers** to each question, including:
 - Written responses
 - Supporting visuals (images, charts, graphs) where relevant
 - Creative elements that enhance your answers (if needed)
3. **Export your completed document** as a PDF file
4. **Submit the PDF** through the Unstop platform



Tips for a strong submission:

- ✓ Ensure all questions are fully addressed
- ✓ Use clear formatting and structure
- ✓ Include relevant visual aids to support your points
- ✓ Proofread before converting to PDF
- ✓ Verify the PDF displays correctly before submission

Evaluation Criteria

Criteria	What We're Looking For
Problem Understanding	<ul style="list-style-type: none">• Depth of insight into financial services dysfunction• Specific, concrete examples vs. generic statements• Understanding of root causes, not just symptoms• Evidence of personal/research-based knowledge
Practicality	<ul style="list-style-type: none">• Is this a genuine problem that requires a solution• How practical/feasible/viable is the solution• Is it markedly better than existing solutions
Solution Originality	<ul style="list-style-type: none">• Novel approach vs. existing solutions• Creative thinking beyond obvious fixes• Alignment with "good for customers = good business" philosophy• Practical innovation, not just ideation

Criteria	What We're Looking For
India Context	<ul style="list-style-type: none">• Understanding of India-specific challenges• Tailored solution for Indian market dynamics• Cultural/behavioral insights• Regulatory awareness
Execution Readiness	<ul style="list-style-type: none">• Clear first 100 days plan• Realistic milestones and metrics• Resource requirements understanding• Awareness of implementation challenges• Team composition: complementary skills and backgrounds, relevant experience or unique

Stage 2: Video Pitch (Top 50 only)

- * Maximum 300 seconds
- * Must address: problem, solution, market opportunity, differentiation, and implementation plan
- * Clear audio required; smartphone quality acceptable
- * No copyrighted background music
- * Submit as public URL or direct upload

Evaluation Criteria

Criteria	What We're Looking For
Business Viability	<ul style="list-style-type: none">• Sound business model and revenue streams• Realistic market size analysis (TAM/SAM/SOM)• Unit economics that make sense• Scalability potential across India• Path to profitability
Innovation & Differentiation	<ul style="list-style-type: none">• Unique value proposition vs. competitors• Technology/approach innovation• Barriers to replication• Potential for market disruption
Market Research Quality	<ul style="list-style-type: none">• Depth of customer insights• Competitive landscape analysis• Data-driven assumptions• Primary research evidence

Criteria	What We're Looking For
Implementation Feasibility	<ul style="list-style-type: none">• Technical feasibility assessment• Resource requirements clarity• Regulatory considerations• Risk mitigation strategies
Presentation Quality	<ul style="list-style-type: none">• Clear, structured storytelling• Engaging delivery and visuals• Professional presentation skills• Creative use of video medium

Stage 3: Finals Deck (Top 5 only)

- * Maximum 10 slides
- * Visual aids and prototypes welcome
- * Submit final deck by September 10, 2025, 11:59 PM IST

5. Finals Participation

Travel & Accommodation:

- ✓ We cover round-trip travel for Top 5 teams
- ✓ Accommodation provided
- ✓ Coverage for maximum 4 members per team
- ✓ Grand Finale will be held in Bangalore

If you can't attend: Notify organizers within 24 hours of selection; next-ranked team will be invited

6. Code of Conduct

All participants must:

- ✓ Treat judges, mentors, organizers, and peers with respect
- ✓ Compete ethically with no falsification of data or plagiarism
- ✓ Follow venue safety rules and applicable laws
- ✓ Maintain professional behavior online and offline

Violations may result in disqualification and removal from the event.

7. Intellectual Property & Confidentiality

- Your IP: You retain full ownership of all intellectual property
- Our rights: Limited, royalty-free right to photograph, record, and publicize pitches for promotional purposes
- No NDAs: Judges and staff won't sign confidentiality agreements; share only what you're comfortable making public
- Investment discussions: Any Rainmatter funding discussions will require separate agreements

8. Plagiarism & Originality

- All content must be original to your team
- Direct quotes or third-party images must be credited
- Detected plagiarism (textual or visual) results in immediate disqualification

9. Verification & Compliance

- Student status verified via Unstop platform
- Entrepreneur/builder eligibility verified through self-declaration and spot checks (age, funding, revenue documentation)
- We reserve the right to verify any claims (market size, pilots, IP, etc.)
- Supporting evidence may be requested

10. Prizes & Recognition

Cash Prizes:

Winner:
₹5,00,000

First
Runner Up:
₹3,00,000

People's
Choice
Award:
₹2,00,000

Total Prize Pool:
₹10,00,000

Additional Benefits:

- Mentorship: Direct access to industry pioneers
- Investment opportunities: Potential funding discussions with Rainmatter
- Network access: Connect with Ditto and Zerodha teams

11. Grounds for Disqualification

Teams may be disqualified for:

- ✗ Falsifying eligibility information
- ✗ Missing submission deadlines
- ✗ Violating code of conduct or plagiarism policies
- ✗ Using abusive or discriminatory language
- ✗ Attempting to manipulate judging processes

12. Appeals & Queries

General questions: pitch.perfect@joinditto.in

Score confidentiality: Individual scores will not be shared

Final decisions: Appeals committee decisions are binding

13. Acceptance of Terms

Submitting your application constitutes acceptance of all our terms and conditions.



Ready to reimagine finance in India?

We're excited to see what you'll build. This competition exists because we believe the best ideas come from curious minds who see problems differently.

Go solve something that matters.

APPLY NOW