

 #VP2020



TATA
VARSITY PITCH
2020

**MEDIA
PACK**

powered by
nacue

OVER THE YEARS...



2544 ENTRIES
RECEIVED

121,000+
ONLINE VOTES



APPLICANTS HAVE BEEN...

44%
FEMALE



56%
MALE

TEN PHENOMENAL WINNERS
(eight of the ten are still trading in some capacity)



APPLICATIONS

have been predominately
from 21-25 year old
current and post
graduate grads

70 EXCEPTIONAL
FINALISTS

Who've *wow'ed* our esteemed judges

THE TIMELINE

JUNE 2020

1 GET READY

COMPETITION LAUNCH

Wednesday 3rd June –
Friday 28th August 2020 (noon)

Entrants apply to
varsitypitchcompetition.com
60-seconds video pitch,
entered into two categories

3 SHORTLIST

THE SHORTLIST

Shortlist and Online Peoples'
Vote winner to be publicly
announced on Wednesday
7th October 2020. Keep an
eye on our twitter [@NACUE](#)

2 ONLINE VOTE

ONLINE PEOPLES' VOTE

Monday 28th September (noon)
– Friday 2nd October (noon)

Virally share your 60 second
video pitch to gain votes, the
applicant with the highest
number of votes will be fast
tracked to this year's Bootcamp
and Grand Finals.

4 SEMI FINALS

Thursday 15th
October 2020

5 TWO-DAY BOOTCAMP

Monday 26th October and
Tuesday 27th October 2020

2-day bootcamp with an
impressive line-up of 7 industry
experts, highly innovative support
on pitch training and leadership

THE GRAND FINAL

Friday 20th November 2020



THE COMPETITION

SUMMARY

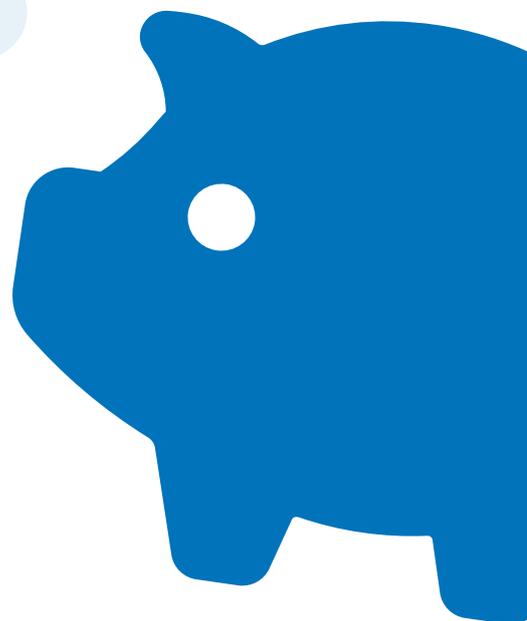
Tata Varsity Pitch Competition is a national early stage business pitching competition that celebrates the best businesses coming out of colleges and universities across the UK.

It has become one of the UK's flagship enterprise events, celebrating and showcasing the entrepreneurial flair of young businesses for over ten years now.

The three-stage competition includes an 'Online Peoples' Vote', an exclusive 2-day bootcamp with an impressive line-up of industry experts, highly innovative support organisations and an exclusive Grand Final with well-respected individuals from the entrepreneurial eco-system.

As part of the Global Entrepreneurship Week, we will host a prestigious Grand Final on Friday 20th November 2020, where student and graduate startups will compete for a prize pot of **£15,000** to develop their business and the national title.

**£15,000
PRIZE POT**



MEET SOME OF THE PREVIOUS VARSITY PITCH COMPETITION WINNERS



COSI CARE **@COSI_CARE**

Cosi Care is a business dedicated to creating products that aid children suffering with Eczema. 1 in 5 children are currently suffering with Eczema in the UK. Eczema and many other conditions can cause itchiness and scratching can cause permanent scarring and repeat infections. Their patented technology safely mimics scratching, by combining regulated cold temperature with a satisfying texture to safely kill the itching sensation.

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Find out more at
cosicare.co.uk



WASE **@WASETECHNOLOGY**

WASE develop decentralised wastewater treatment systems that embrace the circular economy to recover energy, nutrients and water that is in the wastewater. Currently at crisis level, a third of the world do not have access to safe sanitation. It is WASE's mission to take their technology to remote regions to provide wastewater treatment to communities while generating a sustainable source of energy.

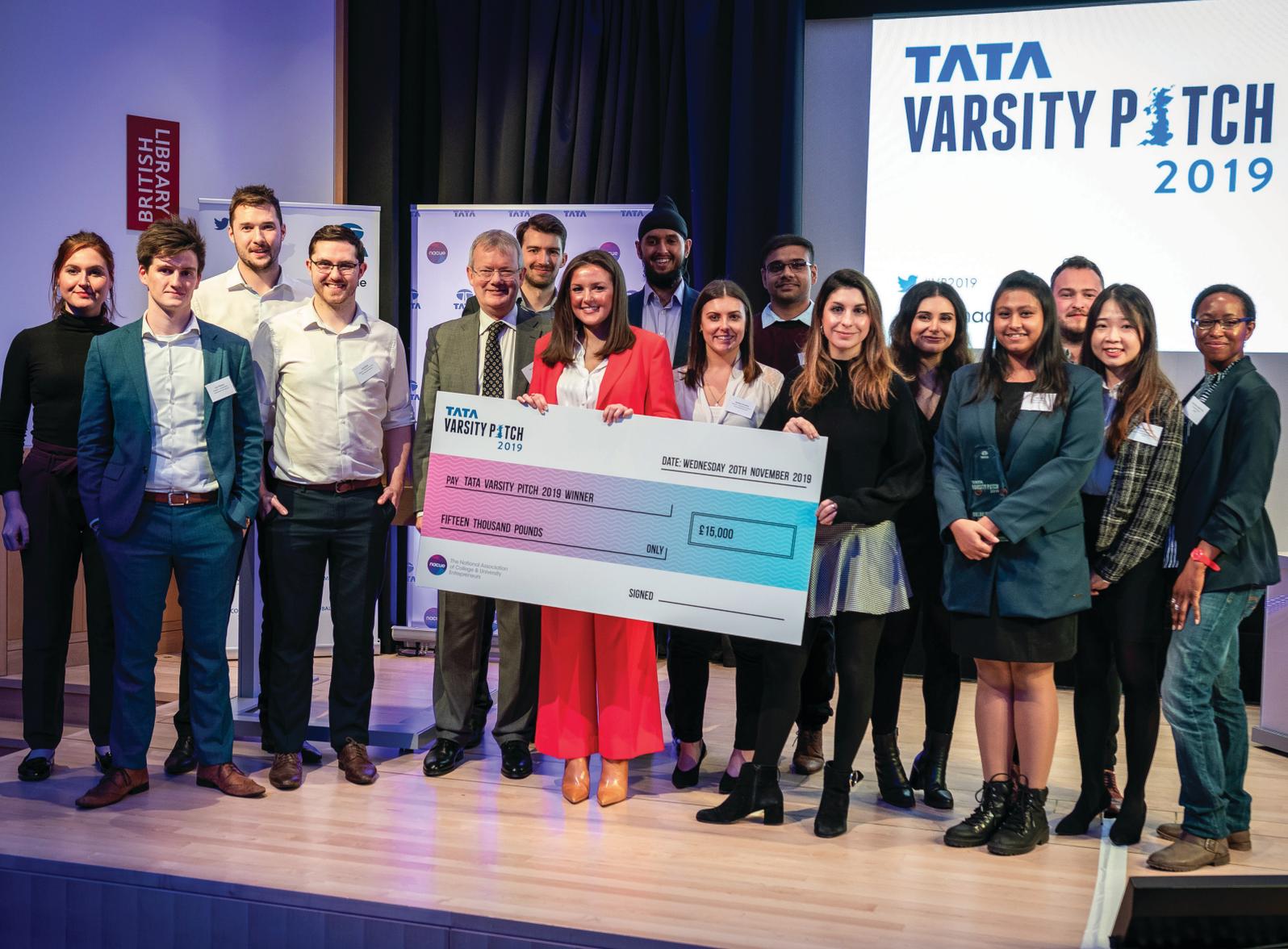
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Find out more at
wase-tech.com



AEROPOWDER **@AEROPOWDER**

AEROPOWDER are exploring several avenues developing novel, high value applications utilising waste chicken feathers. Propositions include lightweight, biodegradable composites; sound-absorbing panels; sustainable insulation materials and even water repellent coatings. These solutions will allow the possibility to not only tackle the pressing waste issue facing the poultry industry but also introduce products into wider society that will minimise societies impact on the environment.

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Find out more at
aeropowder.com



PREVIOUS VARSITY PITCH COMPETITION FINALISTS



THE CATEGORIES

Applicants can enter two of the following categories:



**TATA
DISRUPTIVE
BUSINESS**



**TATA
SOCIAL
IMPACT**



IDEAS
with Tata
Communications



**GENUINE
INNOVATION**
with Tata Consumer
Products



**DIGITAL
AND
TECHNICAL**



**CREATIVE &
DESIGN**
with Tata
Consultancy Services

Triple your chances of success in our competition by entering **TWO** categories of your choice, as well as automatically entering the **Online Peoples' Vote!**

THE PITCH

How to shoot a good 60-second video pitch using your smart phone



Plan a script



Flip it to film it



Get good light



Stabalise your smartphone



60 second Varsity Pitch

Learn more here:
<http://bit.ly/shoot1min>



THE ONLINE PEOPLES' VOTE

Last year, the Online Peoples' Vote virtually rocketed, with over 37,000 votes cast across the various businesses in the competition.

In 2019, Totowell was fast-tracked through to the final, receiving the benefit of the Bootcamp stage mentoring in preparation for pitching alongside the other category finalists for the grand prize.

At 12 noon on Monday 28th September entries will be publicly revealed and open for votes. Share your pitch amongst your community and encourage them to vote to be in with the chance of being fast-tracked for a guaranteed place in the 2-day exclusive Bootcamp and the Grand Final in November 2020.

All pitches submitted are eligible to be fast tracked, regardless of the categories they are applying for. The pitch with the highest number of votes wins the place to compete at the finals in November.

THE JUDGING CRITERIA

We realise that there is a lot to fit into 60 seconds. The purpose of the Tata Varsity Pitch Competition is to provide a platform to effectively communicate your business in precisely 60 seconds.



CONCEPT

Tell us the concept of your business and its purpose.



PROBLEM

Tell us the problem you address and how your business is providing a solution.



UNIQUENESS

Why are you unique and different?

LET'S TELL THE WORLD



TATA VARSITY PITCH LAUNCH BLOG

The hunt is on for the best student business ideas

The hunt for the best student and graduate business ideas has officially launched, with £15,000 and other money can't buy opportunities to get your hands on.

Tata Varsity Pitch Competition 2020, powered by NACUE, is a national initiative dedicated to both current students and recent graduates, celebrating high potential, early stage ventures coming directly out of colleges and universities across the UK.

This is the UK's premiere competition showcasing and actively supporting early stage student and graduate startups throughout their entrepreneurial journey.

The three stages of the competition include a huge public vote, a 2-day bootcamp with an impressive line-up of mentors and a Grand Final with attendees from the media, multinational businesses, investors, government, corporate and startup world. This is an amazing opportunity for young entrepreneurs to get their business noticed by some of the biggest companies in the UK.

The competition is open to any current students at a UK university or college, or anyone who graduated after 2015.

So, enter here - www.varsitypitchcompetition.com, tell your friends and get ready for the biggest Varsity Pitch yet!

For more information, contact events@nacue.com

ENDS

TWEETS

Are you a student or recent grad entrepreneur with budding business idea? Then don't miss out entering the @TataEurope #VP2020, powered by @NACUE and have the chance to win £15,000 to help your business at http://bit.ly/TATA_VP2020

Tata Varsity Pitch Competition 2020, powered by @NACUE is a national initiative dedicated to both current students and recent graduates, celebrating high potential, early stage ventures coming directly out of colleges and universities across the UK. http://bit.ly/TATA_VP2020

We're on the hunt for the next generation of entrepreneurs who have a vision they want to make a reality – and we want to help you do it. Apply to the Tata Varsity Pitch competition #VP2020 at http://bit.ly/TATA_VP2020

@TataEurope and @NACUE have teamed up to find the best talent wanting to drive positive social impact through their enterprise. Enter #VP2020 to win £15,000. Applications close at noon on 28th August 2020. Find out more: http://bit.ly/TATA_VP2020

Is your student business going to be the next big thing? Then don't miss out in applying for the Tata Varsity Pitch Competition to win £15,000 to take your business to the next level. Apply and find out more at http://bit.ly/TATA_VP2020

Created an innovative product? Win 15K to grow your business with the @TataEurope and @NACUE #VP2020. Learn more and apply now at http://bit.ly/TATA_VP2020

SHORT COPY

The hunt for the best student and graduate business idea has officially launched, with £15,000 and other money can't buy opportunities to get your hands on.

NACUE has partnered with Tata, to fuel the fantastic ideas coming out of colleges and universities across the UK with their national business pitching competition and celebrate over 10 years of supporting young entrepreneurs.

Practice your pitching skills, gain feedback for your business and get your idea in front of the people that matter. The winner takes home £15,000 equity free cash, a national title and marketing opportunities.

The competition is open to any current students at a UK university or college or anyone who graduated after 2015.

So, enter here - varsitypitchcompetition.com, tell your friends and get ready for the biggest Varsity Pitch yet!

TESTIMONIALS

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Tata Varsity Pitch is a phenomenal opportunity for business-minded students and recent graduates to develop their potential. The global challenges faced by us all this year have shown that we must be ready to adapt to our situation and champion innovative ideas. We are proud to continue our work with NACUE to support today's entrepreneurs as they strive to become the future of tomorrow's ever-changing world.

TIM JONES CBE

Executive Director, Tata Limited

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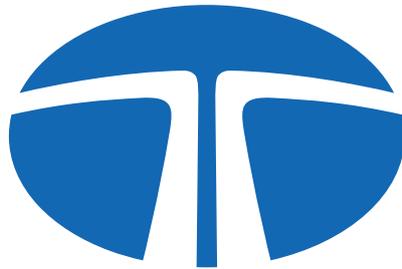
Being a part of the Tata Varsity Pitch Competition was a really rewarding experience. The opportunity to pitch to a larger audience alongside other businesses with such strong social impact is amazing. Winning was overwhelming and the funding and support will massively help us grow!

LAUREN BELL

Founder of Cosi Care



SUPPORTED BY



TATA



TATA COMMUNICATIONS

**TATA
CONSULTANCY
SERVICES**

**TATA
CONSUMER
PRODUCTS**

ABOUT NACUE

NACUE (National Association of College and University Entrepreneurs) is committed to advancing education and supporting bespoke solutions in developing greater engagement with students, to encourage the knowledge building of enterprise and entrepreneurship, working with students from diverse backgrounds, providing unique opportunities to support them in developing the skills they need to succeed.

Launched in 2009, NACUE completed a national roll out focusing on the development and sustainability of over 200 enterprise societies driven by young people on a peer-to-peer basis, with the support from the UK Government and corporate backers.

NACUE runs some of the largest student enterprise events in Europe, such as the Student Enterprise Conference and has seen over 20,000 people attend their events. Their community alone has generated over 1,600 businesses in innovative spaces, creating hundreds of jobs and supporting the investment our country needs.

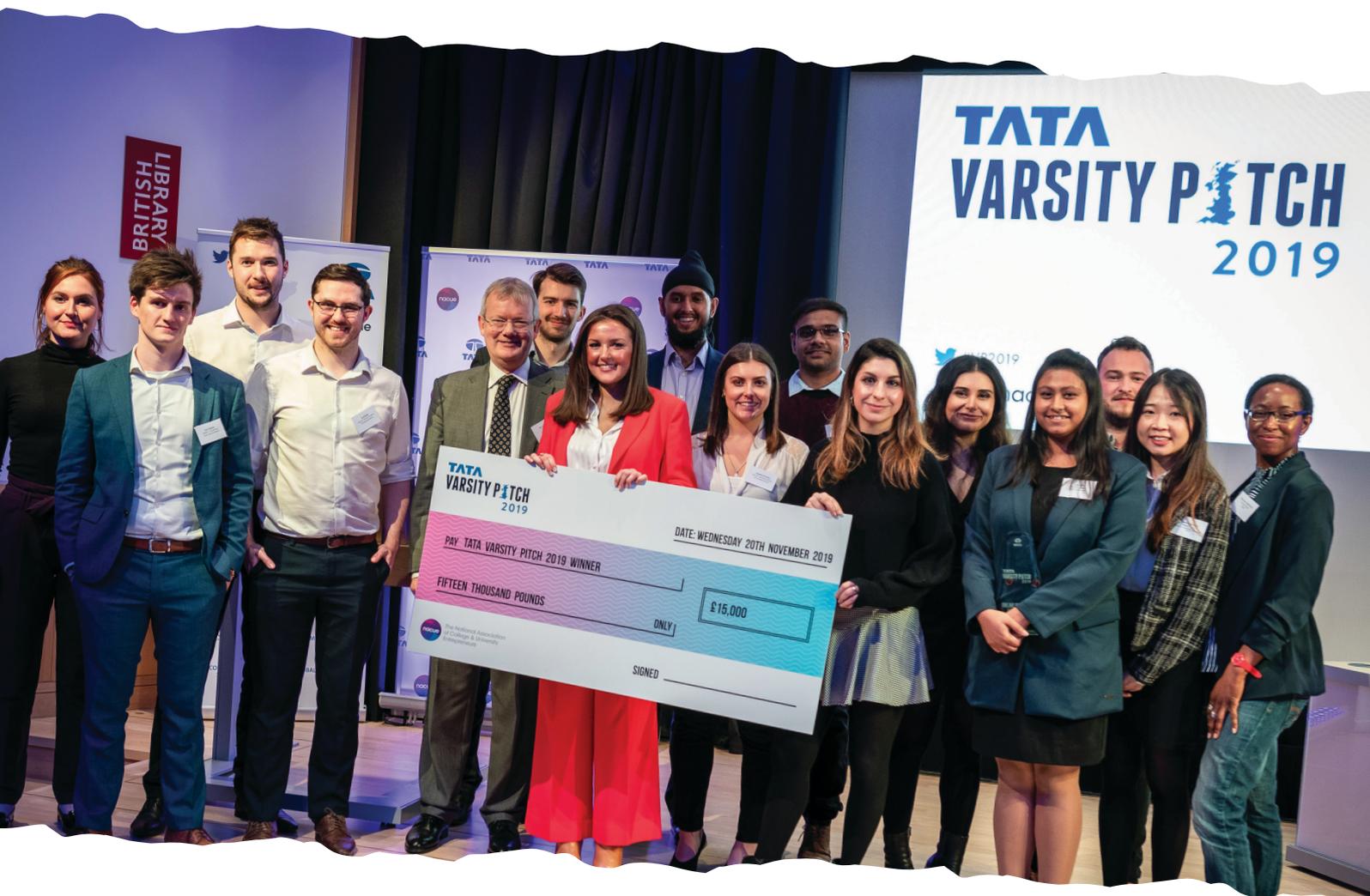
They have engaged over 180,000 students in enterprising and entrepreneurial activities and are recognised by UNCTAD as a 'global best practice in youth-led enterprise models'.

ABOUT THE TATA GROUP

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, headquartered in India, comprising over 100 independent operating companies. The group operates in more than 100 countries across six continents, with a mission 'To improve the quality of life of the communities we serve globally, through long-term stakeholder value creation based on Leadership with Trust'. Tata Sons is the principal investment holding company and promoter of Tata companies. Sixty-six percent of the equity share capital of Tata Sons is held by philanthropic trusts, which support education, health, livelihood generation and art and culture.

In 2015-16, the revenue of Tata companies, taken together, was \$103.51 billion. These companies collectively employ over 660,000 people. Each Tata company or enterprise operates independently under the guidance and supervision of its own board of directors and shareholders. There are 29 publicly-listed Tata enterprises with a combined market capitalisation of about \$134 billion (as on 31st March 2015). Tata companies with significant scale include Tata Steel, Jaguar Land Rover, Tata Consultancy Services, Tata Consumer Products and Tata Communications. (www.tata.com)

GET IN TOUCH



Questions?

Contact the Events Team:
events@nacue.com

Connect with us

nacue.com

[@nacue](https://twitter.com/nacue)

[@nacue](https://www.facebook.com/nacue)