

 #VP2021



TATA VARSITY PITCH 2021

**INFO
PACK**

powered by
nacue

OVER THE YEARS...



1574

APPLICATIONS RECEIVED

188,000+



ONLINE VOTES

APPLICANTS HAVE BEEN...

44%
FEMALE



56%
MALE

11

PHENOMENAL WINNERS

(nine of the eleven are still trading in some capacity)



BLAZE



Twipes

HausBots

bio-bean
powered by coffee

[s]

DOUBLE
DUTCH

TurtlePack

WASE

77

EXCEPTIONAL FINALISTS

Who've *wow'ed* our esteemed judges

cosi[®]
care

POST
CARBON
LAB

APPLICATIONS

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



THE TIMELINE

JUNE 2021

1 GET READY

COMPETITION LAUNCH

**Wednesday 2nd June –
Friday 3rd September 2021** (noon)

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

2 ONLINE VOTE

ONLINE PEOPLES' VOTE

Monday 20th September (noon)
– **Friday 24th September** (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 Final.

3 SHORTLIST

THE SHORTLIST

Shortlist and Online Peoples'
Vote winner to be publicly
announced on Wednesday
29th September 2021. Keep
an eye on our twitter
[@NACUE](https://twitter.com/NACUE)

4 SEMI FINALS

**Wednesday 6th
October 2021**

5 TWO-DAY BOOTCAMP

**Monday 18th October –
Tuesday 19th October 2021**

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

THE GRAND FINAL

Week commencing 8th November 2021



GLOBAL
ENTREPRENEURSHIP
WEEK

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 where student and graduate start-ups 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



POST CARBON LAB **@POSTCARBONLAB**

Post Carbon Lab is a biotech social enterprise offering sustainable microbial dyeing and coating services to textile-based SMEs. To push the perception of sustainable fashion further, Post Carbon Lab offers service pilots of pioneering microbiological processes for textile applications to designers and brands — Microbial Pigmentation & Photosynthetic Coating — as proactive and regenerative pathways to climate-positive fashion.

Find out more at
postcarbonlab.com



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.

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.

Find out more at
wase-tech.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**
with Jaguar Land Rover



**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 67,000 votes cast across the various businesses in the competition.

In 2020, Project Stealth Tech 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 20th 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 2021.

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 grand final 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.



INNOVATION

Tell us how your business idea will innovate in its field. Are you shaking up an existing product, service or product with a new approach? What is your unique selling point (USP)? How do you differ from competitors and why is your business innovative?



MARKET OPPORTUNITY

Have you clearly defined your market? Have you considered competitors and how to deal with them? What is your opportunity for growth?



FINANCIAL VIABILITY

Tell us how your business idea will be financially sustainable in the near future? Have you considered how the business will generate income? How do you see this business viable in the future?

YOUR COMMITMENT

If you successfully wow our external judges and go through to the next stage of the event, we need to ensure that you will be available for each part of the competition going forward.

Attendance at events

As an applicant of the Tata Varsity Pitch Competition 2021, we expect either yourself or a co-founder of your business to be in attendance at all stages of the competition. Any applicants who are unable to have a team member present at the Semi-Finals, Bootcamp and Grand-Final, will sadly not be eligible to be taken forward and will be replaced in the competition.

In light of the ongoing health situation, we are following government guidelines in regard to COVID-19 and potential implications in regards to hosting a physical event.

In the event that circumstances do not allow for social gatherings, we will make provisions for the Grand Final event of the competition to be hosted virtually. Watch this space for further updates.

SEMI FINALS

Wednesday 6th October 2021 – Virtual

TWO-DAY BOOTCAMP

Monday 18th – Tuesday 19th October 2021

GRAND FINAL

**Week commencing 8th November 2021,
Global Entrepreneurship Week – London**

TESTIMONIALS

“

Tata Varsity Pitch is a great platform for supporting students and recent graduates to realise their potential. There are many inspired and passionate young entrepreneurs out there, and we are proud to work with NACUE to help power the enterprising generation.

TIM JONES CBE

Executive Director, Tata Limited

“

It was nerve-wracking to pitch in front of the judges especially alongside very strong competitors, we felt very lucky to have been selected amongst them all. Thank you for the opportunity!

DIAN-JEN LIN

*Co-founder of
Post Carbon Lab*

Tata Varsity Pitch 2020 Grand Final

ists' Pitches

TATA
VARSITY PITCH
2020



SUPPORTED BY



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)