OVER THE YEARS...

1750 APPLICATIONS RECEIVED

APPLICANTS HAVE BEEN...

45% FEMALE

55% MALE

79 EXCEPTIONAL FINALISTS

INCLUDING

RESULTING IN 12 PHENOMENAL WINNERS
Applications Open Wednesday 3rd August – Friday 9th September 2022 (noon)
Entrants apply to bit.ly/TataVarsityPitch
Submit a 60-second video pitch, entered into different two categories

Online Peoples’ Vote – Monday 26th September (noon) – Friday 30th 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 the Bootcamp and Grand Final

The Shortlist Announced
30 shortlisted Semi-finalists and the Online Peoples’ Vote winner to be publicly announced on Wednesday 5th October 2022. Keep an eye on our Twitter @NACUE

Virtual pitching presentations to category’s judging panel. Finalists announced

1:1 mentoring sessions with an immersive line-up of 7 industry experts and innovative support on pitch training and leadership

Week commencing 14th November 2022
Global Entrepreneurship Week
Final live pitch presentations of 7 finalists, competing for a national title and prize pot of £15,000 equity free funding.
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 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

THE WASHING MACHINE PROJECT
@THEWASHORG

The Washing Machine Project is a Community Interest Company dedicated to alleviating the burden of hand-washing clothes for low-income and displaced persons around the globe. Hand washing clothes is a laborious task that can take up to 20 hours a week and adds to the burden of unpaid domestic labour disproportionately carried out by women and girls. By developing off-grid, manual washing machines that save time, labour and water, The Washing Machine Project aims to address issues of gender inequality, unpaid domestic labour and water scarcity in humanitarian settings.

Find out more at thewashingmachineproject.org

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
PREVIOUS VARSITY PITCH COMPETITION FINALISTS
Applicants can enter two of the following categories:

- TATA SOCIAL IMPACT
- TATA EARLY STAGE
- GENUINE INNOVATION with Tata Consumer Products
- DIGITAL AND TECHNICAL with Jaguar Land Rover
- CREATIVE AND DESIGN with Tata Consultancy Services
- HEALTH AND WELLBEING with Tata Communications

Triple your chances of success in our competition by entering TWO categories of your choice, as well as participating in the Online Peoples’ Vote!
Last year, the Online Peoples’ Vote winner triumphed with an impressive 15% of the overall public vote!

In 2021, RIIVAL 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 26th 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 2022, alongside the category winners. 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.
How do you shoot a good 60-second video pitch using your smartphone? Check out our Top Tips that will provide you with useful advice for preparing your video pitch, in both form and content, as well as upload suggestions.

Learn more here: bit.ly/60secVideoTips

- Plan a script
- Flip it to film it
- Get good light
- Stabilise your smartphone
- 60 second Varsity Pitch
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 2022, we expect either yourself or a co-founder for your business to attend all events of the competition. Any applicant who will not be able to have a team member present at the Semi-Finals, Bootcamp and Grand-Final, will not be eligible to continue in the competition and will be replaced by another applicant.

**SEMI FINALS**

Wednesday 13th October 2022 – (virtual event)

**TWO-DAY BOOTCAMP**

Monday 24th – Tuesday 25th October 2022 (in person event)

**GRAND FINAL**

Week commencing 14th November 2022, Global Entrepreneurship Week – London (in person event)
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

Winning the Tata Varsity Pitch 2021 has been a dream come true! The competition was tough and we were pitching with some incredible organisations. We’re so thankful that the judges chose The Washing Machine Project and its mission to empower the lives of those less fortunate and give back the dignity of clean clothes to millions of families across the world. We’re looking forward to working with Tata as a strategic partner to help accelerate our mission and get our machines in some of the biggest markets in the world.”

NAVJOT SAWHNEY
Founder of
The Washing Machine Project
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. 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 2020-21, the revenue of Tata companies, taken together, was $103 billion. These companies collectively employ over 800,000 people. Each Tata company or enterprise operates independently under the guidance and supervision of its own board of directors.

Tata Sons has a wholly-owned subsidiary, Tata Limited, in London, UK. Among other functions, the office has the responsibility of promoting the Tata brand, identifying new business opportunities for the group, and facilitating synergies between group companies in the region. In the UK, Tata operations span a diverse portfolio of 19 companies with over 60,000 employees. These companies include iconic brands such as Jaguar Land Rover and Tetley Tea as well as leading businesses such as Tata Steel, Tata Consultancy Services, Tata Communications, the Indian Hotels Company, Air India and Vistara.
GET IN TOUCH

Check out our Application Guide and FAQ’s

Still have questions?

Contact the Events Team: events@nacue.com

Connect with us

nacue.com
@nacue