

 #VP2022



TATA VARSITY PITCH 2022

**MEDIA
PACK**

powered by
nacue

OVER THE YEARS...



1750 APPLICATIONS RECEIVED

APPLICANTS HAVE BEEN...

45%
FEMALE



55%
MALE

79 EXCEPTIONAL FINALISTS



INCLUDING

BLAZE



Twipes

HausBots

bio-bean
powered by coffee

cosi[®]
care



DOUBLE
DUTCH

Turtle Pack[®]

WASE

POST
CARBON
LAB



RESULTING IN 12 PHENOMENAL WINNERS

THE TIMELINE

**AUG
2022**

1 GET READY

**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

2 ONLINE VOTE

**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

3 SHORTLIST

**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

4 SEMI-FINALS

**Thursday 13th
October 2022**

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

5 2-DAY BOOTCAMP

**Monday 24th - Tuesday
25th October 2022**

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

**NOV
2022**

GRAND FINAL EVENT

**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



POST
CARBON
LAB

cosi[®]
care

WASE

MUSEMIO



BLAZE

Twipes



swogo

bio-bean
powered by coffee

COMP
TENT

HausBots

DOUBLE
DUTCH

[S]

THE CATEGORIES

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!**



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.

LET'S TELL THE WORLD

TATA VARSITY PITCH LAUNCH NEWSLETTER

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 in 2017 or later.

So, find out more and apply here - varsitypitchcompetition.com by midday on 9th September, tell your friends and get ready for the Tata Varsity Pitch yet!



TWEETS

Are you a student or recent grad entrepreneur with budding business idea? Then don't miss out entering the @TataEurope #VP2022, powered by @NACUE and have the chance to win £15,000 to help your business at <http://bit.ly/TVP2022>

@TataEurope and @NACUE have teamed up to find the best talent wanting to drive positive impact through their enterprises. Enter #VP2022 to win £15,000. Applications close at noon on 9th September 2022. Find out more: <http://bit.ly/TVP2022>

Is your student business going to be the next big thing? Then don't miss out in applying for the @TataEurope #VP2022 to win £15,000 to take your business to the next level. Find out more and apply at <http://bit.ly/TVP2022>

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*



SUPPORTED BY



TATA COMMUNICATIONS



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'.

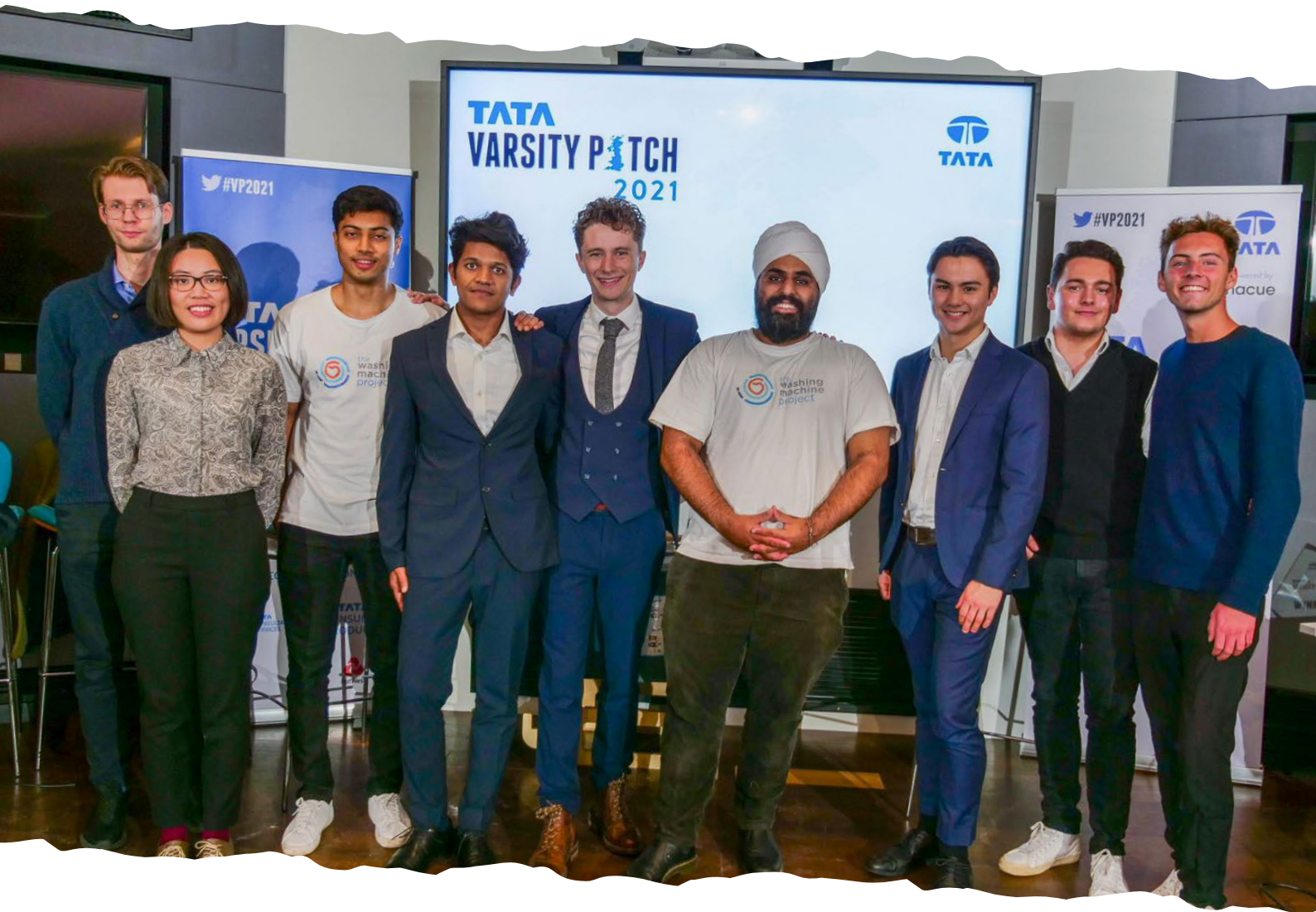
ABOUT THE TATA GROUP

Founded by Jamsetji Tata in 1868, the Tata group is a global enterprise, headquartered in India. 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



Questions?

Contact the Events Team:
events@nacue.com

Connect with us

nacue.com

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