

Guidance for completing your Tata Varsity Pitch 2024 application

We are pleased you have decided to apply for Tata Varsity Pitch 2024 and look forward to receiving your application. Below, are our top tips to help you in preparing and completing the online application form.

Before you start your entry:

- Look at the [Application Pack](#) and [Application Form Detail](#).
- Choose TWO categories which fit most for your business idea. They must be two different categories so that you enhance your chance of getting to the next stage of the competition.
- Check the deadlines, plan how much time you will need to prepare your 60 seconds video pitch and complete the application. Don't leave it to the last minute to submit your entry. It will be harder to complete the application if you are rushed.

Check out the following useful resources that will help you to prepare your application and answer any questions you may have about the competition:

- The [Video Top Tips](#) will provide useful advice on how to prepare your 60 seconds video pitch in both content and shooting techniques.
- The [FAQs](#) answers common questions about the Tata Varsity Pitch competition.
- Look at the [Terms & Conditions](#) to see what we will expect from you on entering the competition and if you are this year's winner.

When completing your application:

- Review the judging criteria – Innovation, Market Opportunity and Financial Viability – and make sure you have this all covered in your video pitch and online application form.
- Use plain English and explain things as clearly as you can.
- Be careful that you do not repeat yourself too many times.
- Upload your 60-second video pitch (don't exceed 60 seconds) on either [YouTube](#) or [Vimeo](#), making sure you have made the link publicly available and not private.
- Before you submit your [Online Application](#), check that you have uploaded the pitch video link in your application.

If you have any questions or need any further information, please contact us by email at events@nacue.com.

We look forward to receiving your application.

GOOD LUCK!