

X #VP2024



TATA VARSITY PITCH 2024

APPLICATION
PACK

powered by
nacue

OVER THE YEARS...



MORE THAN

2075 APPLICATIONS RECEIVED

APPLICANTS
HAVE BEEN...

42%
FEMALE



56%
MALE

2% PREFER NOT TO SAY

93 EXCEPTIONAL FINALISTS



INCLUDING

BLAZE



HausBots



cosi[®]
care



Kitt⁺
Medical.



POST
CARBON
LAB



RESULTING IN 14 PHENOMENAL WINNERS

THE TIMELINE

**JUL
2024**

1 APPLICATIONS OPEN

Monday 29th July 2024 (noon-12.00 BST) – Friday 6th September 2024 (noon-12.00 BST)

Entrants apply at [TVP2024 WEBSITE](#)
Submit a 60-second video pitch for two different categories of your choice

2 ONLINE PEOPLES' VOTE

Monday 23rd September 2024 (noon-12.00 BST) – Friday 27th September 2024 (noon-12.00 BST)

Virally share your 60 seconds 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 ANNOUNCED

The 30 shortlisted semi-finalists and the Online Peoples' Vote winner to be publicly announced on Monday 30th September 2024 via NACUE's social media channels

4 SEMI-FINALS

Friday 11th October 2024

Virtual pitch presentations to each category's judging panel with each category finalist announced

5 2-DAY BOOTCAMP

Wednesday 23rd October 2024 - Thursday 24th October 2024

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

**NOV
2024**

GRAND FINAL EVENT

Tuesday 12th November 2024 in lead up to 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

CELEBRATING

15 YEARS

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.

In the lead up to the launch of Global Entrepreneurship Week, we will host our prestigious Grand Final the week before, 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



EVEN **@THEEVENPROJECT**

Even is a social enterprise designing and distributing empathetic, cost-effective, and sustainable humanitarian aid products. We are launching the first One-size-fits-all Period Underwear for low income and displaced menstruators. Proper Period Care is linked to better educational outcomes, social mobility, and psycho-social health. Unfortunately, Sanitary Aid Kits have seen little improvements since their introduction over two decades ago. 30 Disposable pads and 2 pairs of sized underwear are simply not enough to allow menstruators to take care of their periods in crises that often see individuals displaced and out of income for well over 4 years. We hope by taking the costs down this will mean many more women can access what they need to take care of themselves safely and with dignity.

Find out more at
theevenproject.com



DRILL SURGERIES **@DRILLSURGERIES**

Drill Surgeries is a high-tech startup developing the first AI algorithms to operate on patients without radiation and in less time at hospitals worldwide. By providing our unique Artificial Intelligence software combined with mixed-reality headsets, we give surgeons a universal tool to treat patients regardless of their bone injury. While we create and provide the new gold standard in surgical guidance, our current clinical trials already show a potential reduction of 75% in operating time and 60% in radiation.

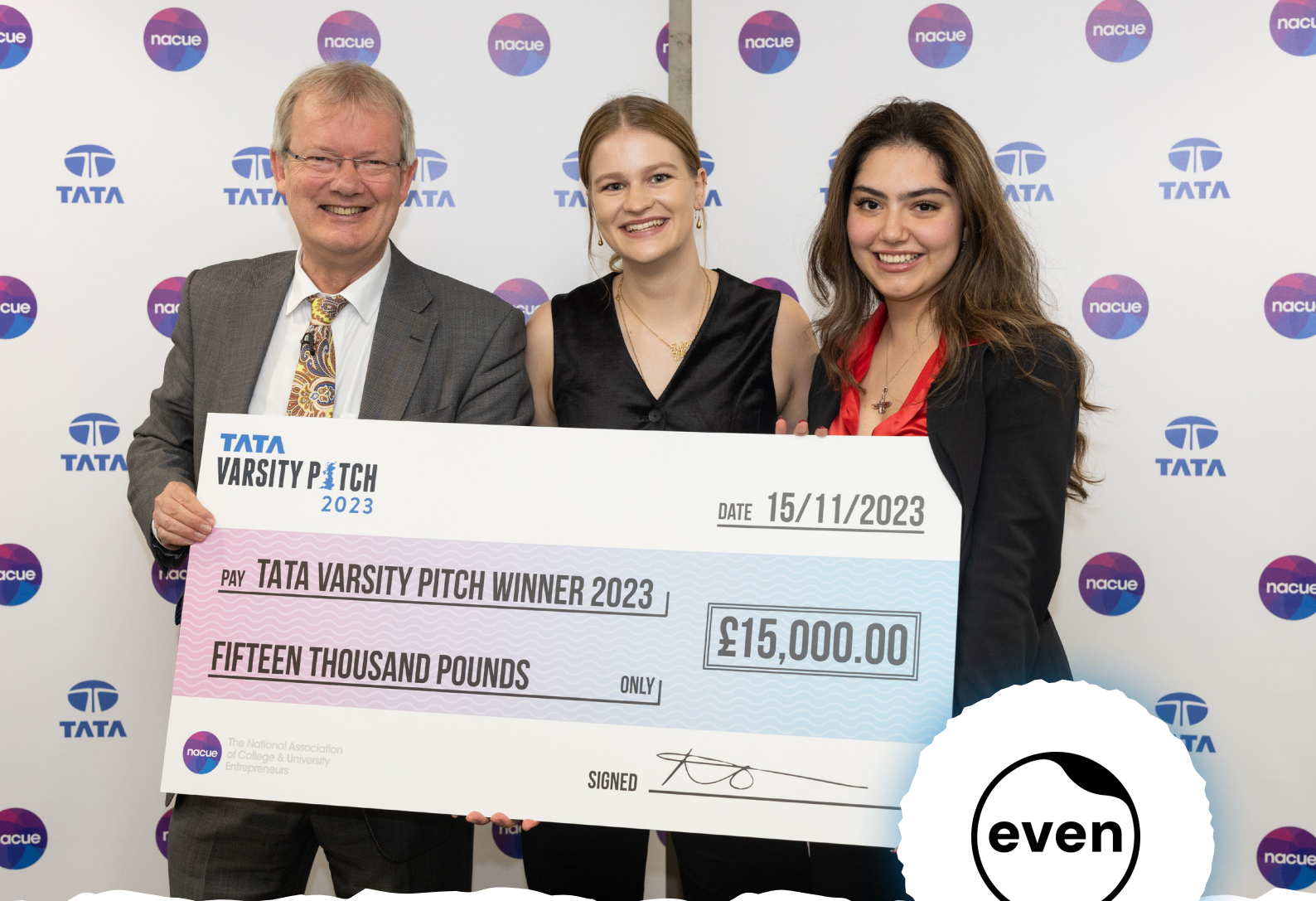
Find out more at
drillsurgeries.com



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



PREVIOUS VARSITY PITCH COMPETITION FINALISTS



POST
CARBON
LAB



BLAZE



COMP
A
TENT



THE CATEGORIES

Applicants can enter two of the following categories:



SOCIAL IMPACT

*with Tata Consultancy
Services*



EARLY STAGE

with IHCL



GENUINE INNOVATION

*with Tata
Consumer Products*



DIGITAL AND TECHNICAL

with JLR



CREATIVE AND DESIGN

with Tata Elxsi



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 11% of the overall public vote!

In 2023, Elbow Engineers 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 Noon (12.00 BST) on Monday 23rd September 2024 entries will be publicly revealed and open for votes, until Noon

(12.00 BST) on Friday 27th September 2024 only. 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 on 12th November 2024.

All pitches submitted are eligible to be fast tracked, regardless of the categories they are applying for. The pitch with the highest number of public votes wins the place to compete at the Grand Final in November, alongside the individual category winners.

THE PITCH

How do you shoot a good 60-second video pitch using your smart phone? 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:
TVP2024 VIDEO TOP TIPS



**Plan a
script**



**Flip it to
film it**



**Get good
light**



**Stabalise
your smartphone**



**60 second
Varsity Pitch**

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 2024, we expect either yourself or a co-founder of your business to attend all events of the competition, as required. 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

Friday 11th October 2024 (virtual online event)

TWO-DAY BOOTCAMP

Wednesday 23rd & Thursday 24th October 2024 (in person event)

GRAND FINAL

Tuesday 12th November 2024 (in person event)

TESTIMONIALS



“The goal of the Tata Varsity Pitch competition is to engage and encourage young entrepreneurs. It has been a privilege to work with The National Association of College and University Entrepreneurs (NACUE) to build and develop the competition over the last fifteen years, with hundreds of young companies participating and showcasing their businesses.

Many Tata businesses participate as mentors, and we believe the Tata Varsity Pitch is an exceptional platform for young entrepreneurs to reach a wider audience and build out their network of contacts.

We are very excited to have WIRED involved again this year, we’re looking forward to seeing the entrants and we wish them all the very best of luck.”

TIM JONES CBE

Executive Director, Tata Limited

“The Tata Varsity Pitch 2023 was an incredible springboard for Even, with massive upshifts in our pace and visibility. For any start-ups considering applying so go for it! The Tata Varsity Pitch is really a huge partnership with so many organisations coming together to create opportunities for young entrepreneurs. Since joining the family, it feels like we have 100’s more people fighting in our corner.”

SARAH BAILEY

Co-founder, Even



SUPPORTED BY



JLR



TATA
COMMUNICATIONS

tcs **TATA**
CONSULTANCY
SERVICES

TATA
CONSUMER
PRODUCTS

TATA ELXSI

PARTNERS



WIRED

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



Still have questions?

Check out our Application Guide and FAQ's on our [competition website](#)

Contact the Events Team:
events@nacue.com

Connect with us

nacue.com

X [@nacue](#)

f [@nacue](#)