

 #VP2019



TATA
VARSIITY PITCH
2019

**INFO
PACK**

powered by
nacue

OVER THE YEARS...



2094 APPLICATIONS RECEIVED

84,000+ ONLINE VOTES



APPLICANTS HAVE BEEN...

41%
FEMALE



59%
MALE

NINE PHENOMENAL WINNERS

(5 of the 9 are still trading, with two of the non-trading having launched new startups)



BLAZE



Twipes

HausBots

bio-bean
powered by coffee



DOUBLE
DUTCH

Turtle Pack

WASE

63 EXCEPTIONAL FINALISTS

Who've *wow'ed* our esteemed judges

APPLICATIONS

have been predominately from 21-25 year olds, university graduates, current & post graduate grads, current university students.



THE TIMELINE

JUNE 2019

1 GET READY

COMPETITION LAUNCH ROUND TWO

Wednesday 28th August –
Friday 27th September

2 ONLINE VOTE

ONLINE PEOPLES' VOTE

Monday 30th September (noon)
– Friday 4th October (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 LIVE Grand Finals.

4 SEMI FINALS

Thursday 17th October
Central London

5 TWO-DAY BOOTCAMP

Monday 28th & Tuesday 29th October
Central London

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

3 SHORTLIST

THE SHORTLIST

Shortlist and Online Peoples' Vote winner to be publicly announced on Wednesday 9th October 2019. Keep an eye on our twitter [@NACUE](#)

THE GRAND FINAL

Wednesday 20th November 2019
The British Library, Euston, London



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 new businesses. 2019 sees the celebration of 10 years of supporting young entrepreneurs, championing over 2000 Varsity Pitch alumnus, many of whom not just involved in the competition but beyond too.

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 Finals with well-respected individuals from the entrepreneurial eco-system.

As part of Global Entrepreneurship Week, we'll host a prestigious Grand Final on Wednesday 20th November, where student and graduate startups 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



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.

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Find out more at
wase-tech.com



AEROPOWDER **@AEROPOWDER**

AEROPOWDER are exploring several avenues developing novel, high value applications utilising waste chicken feathers. Propositions include lightweight, biodegradable composites; sound-absorbing panels; sustainable insulation materials and even water repellent coatings. These solutions will allow the possibility to not only tackle the pressing waste issue facing the poultry industry but also introduce products into wider society that will minimise societies impact on the environment.

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Find out more at
aeropowder.com



BLAZE **@BLAZEFEED**

Blaze's vision was to become world leaders in urban cycling technology. Their Laserlight was created to tackle the biggest problem for city cyclists: being caught in the blind spot and now ships to more than 65 countries worldwide, as well as being incorporated into all of London's Santander Cycle bike share scheme bicycles. The launch of the first rear light, the Burner, was one of the most successful bike light campaigns in the history of Kickstarter.

—
Find out more at
blaze.cc



PREVIOUS VARSITY PITCH COMPETITION FINALISTS



THE CATEGORIES

Applicants can enter two of the following categories:



**TATA
DISRUPTIVE
BUSINESS**



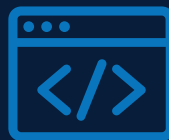
**TATA
SOCIAL
IMPACT**



IDEAS
with Tata
Communications



**GENUINE
INNOVATION**
with Tata Global
Beverages



**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 30,000 votes cast across the various businesses in the competition.

In 2018, Museumio 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 30th 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 LIVE Grand Finals in November 2019.

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 finals in November.

THE JUDGING CRITERIA

We realise that there is a lot to fit into 60 seconds. The purpose of the Varsity Pitch Competition is to provide a platform to effectively communicate your business in precisely 60 seconds.



CONCEPT

Tell us the concept of your business and its purpose.



PROBLEM

Tell us the problem you address and how your business is providing a solution.



UNIQUENESS

Why are you unique and different?

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 Varsity Pitch Competition 2019, we expect either yourself or a co-founder for your business to be in attendance at all events of the competition. Any applicants which cannot have a team member present at the Semi-Finals, Bootcamp and Grand-Finals will not be eligible to continue in the competition and another applicant will be chosen.

SEMI FINALS

Thursday 17th October 2019 – London

BOOTCAMP

**Monday 28th and
Tuesday 29th October 2019 – London**

GRAND FINAL

Wednesday 20th November 2019 – London

TESTIMONIALS

“

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

TIM JONES CBE

Executive Director, Tata Limited



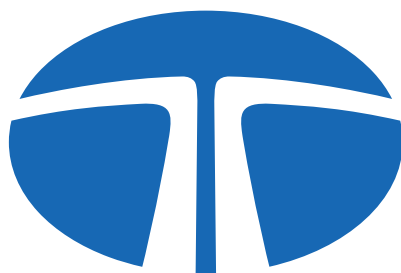
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‘Varsity Pitch is a fantastic opportunity for any entrepreneur, the process is great with help and advice at each stage that is valuable in growing your idea.’

THOMAS FUDGE

CEO of Wase

IN PARTNERSHIP WITH



TATA



TATA COMMUNICATIONS

TATA GLOBAL BEVERAGES

**TATA
CONSULTANCY
SERVICES**

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.

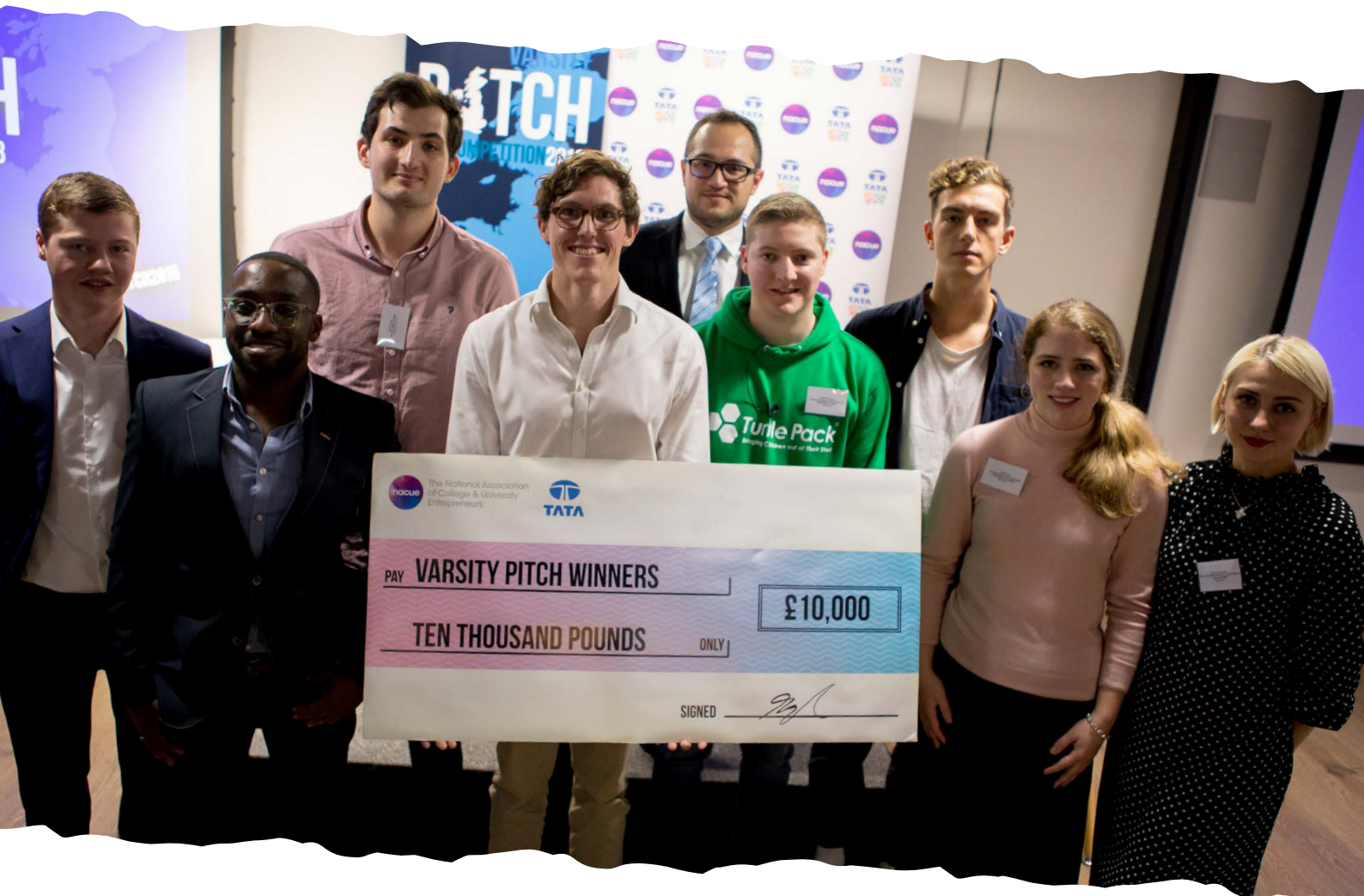
They have engaged over 180,000 students in enterprising and entrepreneurial activities and are recognised by UNCTAD as a 'global best practice in youth-led enterprise models'.

ABOUT 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 Global Beverages (Tetley Tea), and Tata Communications. (www.tata.com)

GET IN TOUCH



Questions?

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Connect with us

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