

 #VP2019



TATA
VARSITY PITCH
2019

**MEDIA
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](https://twitter.com/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.

—
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**



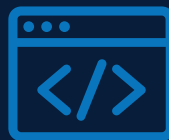
**TATA
SOCIAL
IMPACT**



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.

LET'S TELL THE WORLD



TATA VARSITY PITCH LAUNCH BLOG

The hunt is on for the best student business ideas is back on Wednesday 28th August 2019

The hunt is on for the best student and graduate business ideas has officially reopened, with £15,000 and other money can't buy opportunities to get your hands on.

Tata Varsity Pitch Competition 2019, powered by NACUE is a national initiative dedicated to both current students and recent graduates, celebrating high potential, early stage ventures coming directly out of colleges and universities across the UK.

This is the UK's premiere competition showcasing and actively supporting early stage student and graduate startups throughout their entrepreneurial journey.

The three stages of the competition include a huge public vote, a 2-day bootcamp with an impressive line-up of mentors and a Grand Final with attendees from the media, multinational businesses, investors, government, corporate and startup world. This is an amazing opportunity for young entrepreneurs to get their business noticed by some of the biggest companies in the UK.

The competition is open to any current students at a UK university or college, or anyone who graduated after 2014.

So, enter here - www.varsitypitchcompetition.com, tell your friends and get ready for the biggest Varsity Pitch yet!

ENDS

TWEETS

Are you a student or recent grad entrepreneur with budding business idea? Then don't miss out entering the @TataEurope #VP2019, powered by @NACUE and have the chance to win £15,000 to help your business at <http://bit.ly/TataVP2019>

Tata Varsity Pitch Competition 2019, powered by @NACUE is a national initiative dedicated to both current students and recent graduates, celebrating high potential, early stage venues coming directly out of colleges and universities across the UK

We're on the hunt for the next generation of entrepreneurs who have a vision they want to make a reality – and we want to help you do it. Apply to the Tata Varsity Pitch competition #VP2019 at <http://bit.ly/TataVP2019>

@TataEurope and @NACUE have teamed up to find the best talent wanting to drive positive social impact through their enterprise. Enter #VP2019 to win £15,000. Applications close at noon on 27th September 2019. Find out more: <http://bit.ly/TataVP2019>

Is your student business going to be the next big thing? Then don't miss out in applying for the Tata Varsity Pitch Competition to win £15,000 to take your business to the next level. Apply and find out more at <http://bit.ly/TataVP2019>

Created an innovative product? Win 15K to grow your business with the @TataEurope and @NACUE #VP2019. Learn more and apply now at <http://bit.ly/TataVP2019>

SHORT COPY

The hunt for the best student and graduate business ideas has officially reopened, win £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 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 after 2014. Applications close at noon Friday 27th September 2019.

So, enter here - varsitypitchcompetition.com, tell your friends and get ready for the biggest Varsity Pitch yet!

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



“

‘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 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.

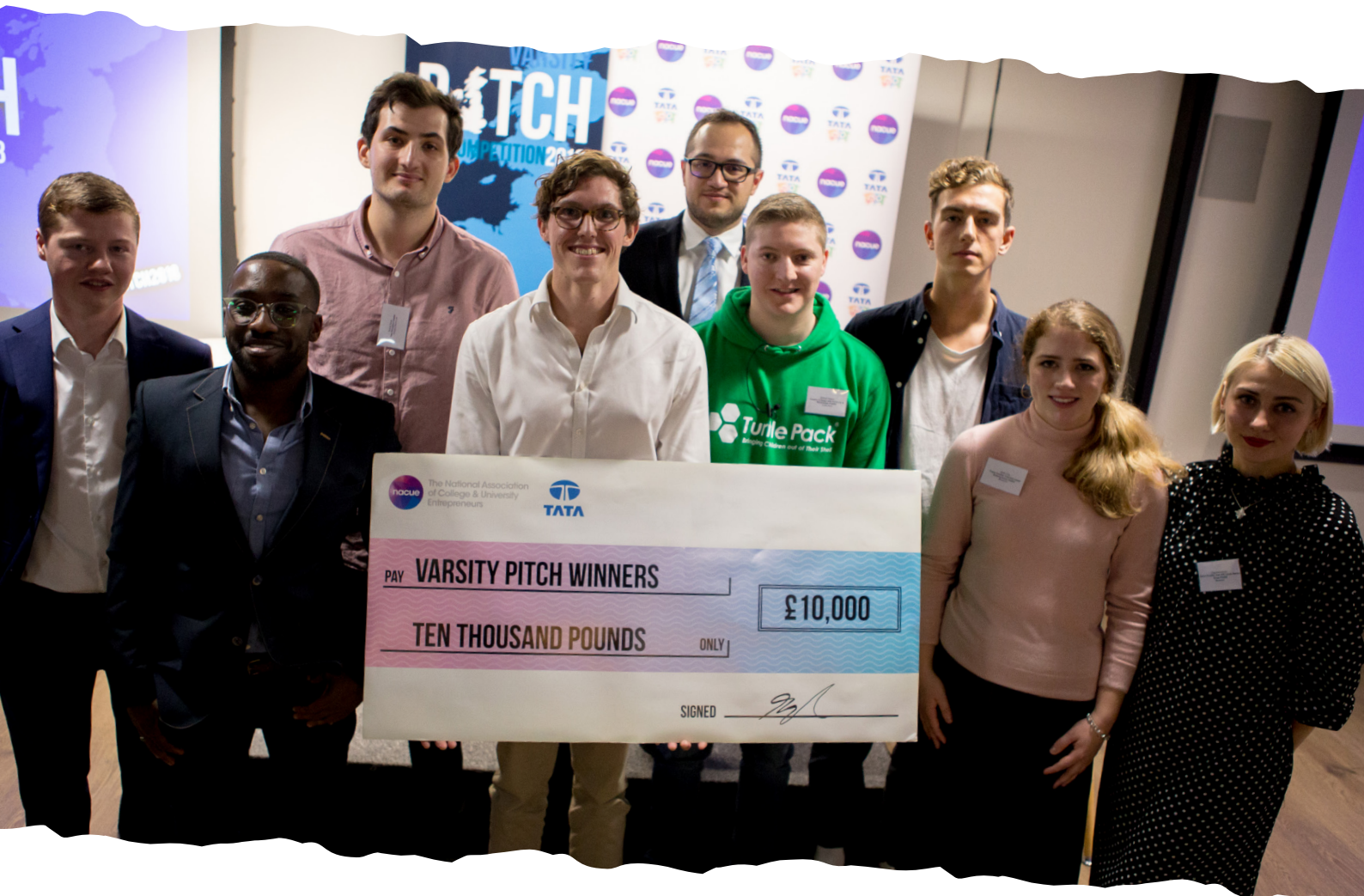
They have engaged over 180,000 students in enterprising and entrepreneurial activities and are recognised by UNCTAD as a 'global best practice in youth-led enterprise models'.

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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nacue.com

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[facebook](https://www.facebook.com/nacue)