



Cash Prizes!

Pitch Up provides the opportunity for you to improve your ability to win investment while also boosting your business's profile.



Pitch your opportunity to potential investors



Boost self-confidence



Develop pitch composition and delivery skills



Build your network

Selection Process:

Application Deadline : 12th January 2026

Eligibility criteria apply

- ★ After shortlisting, up to 20 selected applicants will be invited to pitch at a Pitching Practice Event (27 Jan or 5 Feb or 9 Feb 2026).
- ★ The top 6 will be invited to pitch and exhibit at Venturefest WM on 10th March 2026 in Wolverhampton.



“Winning Pitch Up was a clear validation of what we are building. It gave us a confidence boost, created a useful reference point for conversations with customers and investors, and helped strengthen RACE Software’s position as a global company.”

**RAOUL POPESCU-GHIMIS, CEO, RACE Software
Winner of Pitch Up 2025**

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From two 7-minute pitches at the Pitch Up finals held at Venturefest, I received £750,000 of investment offers.”

Kloé Avon , Community Red
Minerva Birmingham Pitch Up 2023 Semi-Finalist



I wholeheartedly encourage you to be part of this remarkable event. It’s a golden opportunity to not only grow your business but also to establish a meaningful presence in the ever-evolving world of entrepreneurship. Don’t miss out on what could be the turning point for your venture.”

Kameese Davis, Nylah’s Naturals
Minerva Birmingham Pitch Up Winner 2023



We were exposed to a large audience which enabled us to create new connections! ”

Olivia Simpson, SybioTex
Minerva Birmingham Pitch Up Finalist 2023



I would definitely recommend Pitch Up to my network, the opportunity to present and network with likeminded individuals is a unique and valuable opportunity.”

Hardeep Randhawa, Prolimbs
Minerva Birmingham Pitch Up 2023 Semi-Finalist



Pitch Up is delivered by Aston University, Centre for Enterprise and Entrepreneurship, University of Birmingham, Enterprise and Minerva Business Angels, Warwick University Science Park.

Pitch Up is an investment readiness competition and is part of Venturefest WM.