



21 – 22 NOVEMBER

WE BELIEVE THAT ENTREPRENEURSHIP IS ONE OF  
THE MOST EFFICIENT WAYS OF CHANGING THE  
WORLD.

Therefore, we aim to

- 1) Help founders
- 2) Create more founders
- 3) Inspire founders to tackle meaningful problems

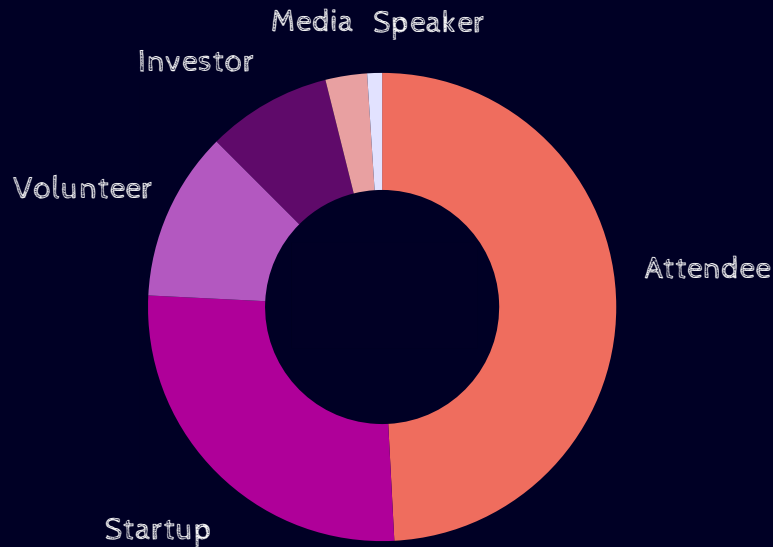


World's leading startup and technology event brings together founders and tech talent to meet with top-tier international investors, executives, and media.

Slush is a not-for-profit event organized by a community of entrepreneurs, investors, and students.



# SLUSH HELSINKI IN 2018



**20,000**

**0** VISITORS

**3,200**  
STARTUPS

**2,400**  
VOLUNTEERS

**+130**

COUNTRIES

**1,800**

INVESTORS

**650**

JOURNALISTS

# SLUSH GLOBALLY

Apart from the main event in Helsinki, other major Slush events are organized by local communities in Japan and China. All events gather around 50,000 people from their local communities and the surrounding region.



HOW DID WE  
GET HERE?



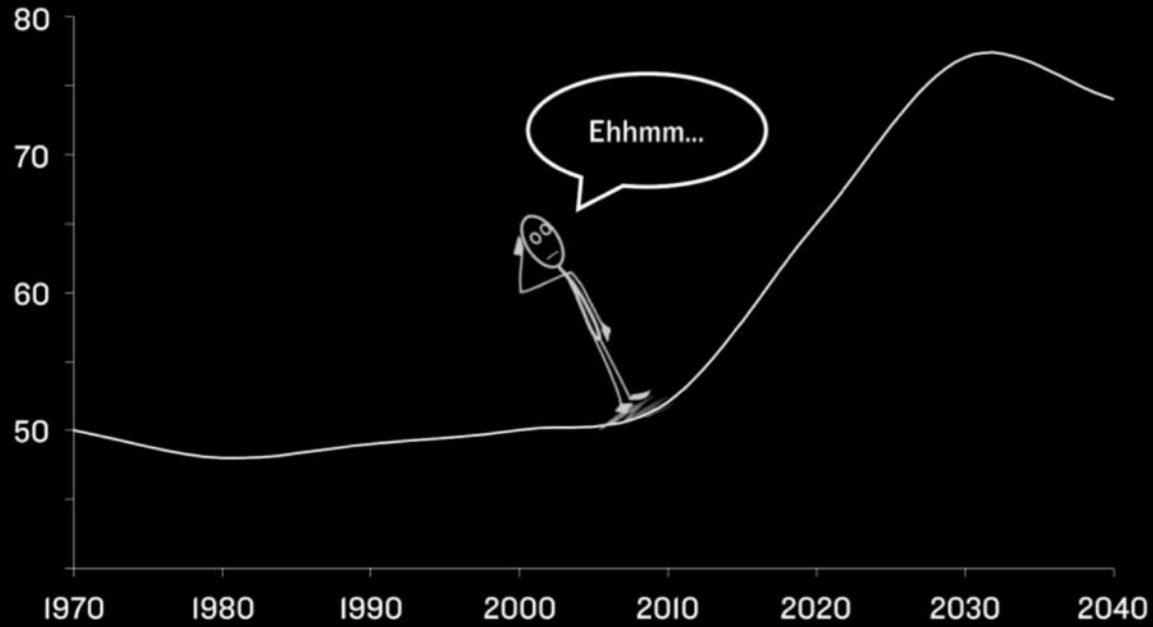






# 2008

## Dependency Ratio



# ORIGINAL PROBLEMS IDENTIFIED

1.

Attitude & Culture  
towards  
entrepreneurship

2.

Knowledge, skills &  
passion

3.

Lack of  
international  
venture capital

# ORIGINAL GOALS OF SLUSH

1.

Building a radically positive culture of entrepreneurship

2.

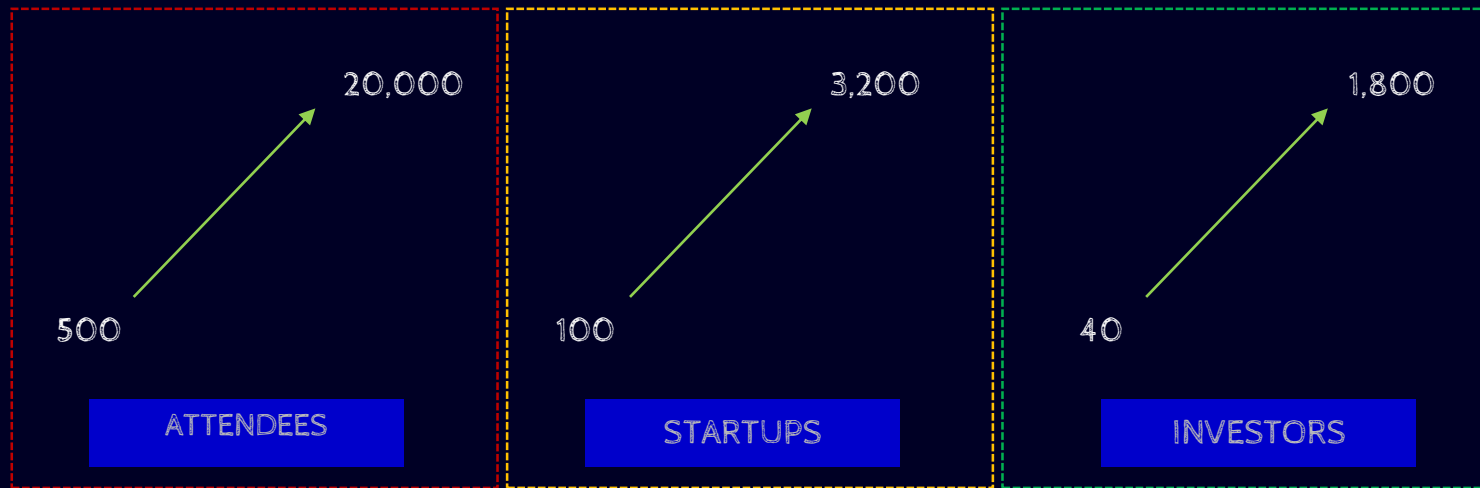
Profiling the Nordics as one of the major tech hubs globally and creating talent to build scalable businesses

3.

Making venture capital more accessible

Students took over organizing Slush.

# ENTER: YEARS OF SCALING 2011-2018





WHERE HAS THAT  
GOT US?

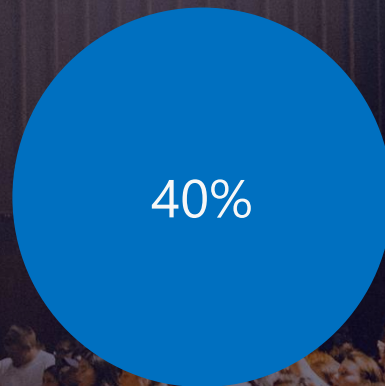
FINLAND

# 1. ATTITUDE & CULTURE

FINNISH HIGH SCHOOL - UNIVERSITY STUDENTS:  
I WOULD LIKE TO START A COMPANY



2000



2017

FINLAND

## 2. KNOWLEDGE & SKILLS

A SELECTION OF COMPANIES FOUNDED BY  
SLUSH & AALTOES ALUMNI

OTHER SPIN-OFFS

~~TALK THE TALK~~

Slush Shanghai, Singapore, Tokyo  
Slush Y Education, Slush Y Science etc  
Slush Academy  
Slush Media  
Slush Research

BOOKS!



HOOK  
FINLAND



Singa

fiksari



wave  
ventures



PrompterAI

Wolt

mehackit



sumpli

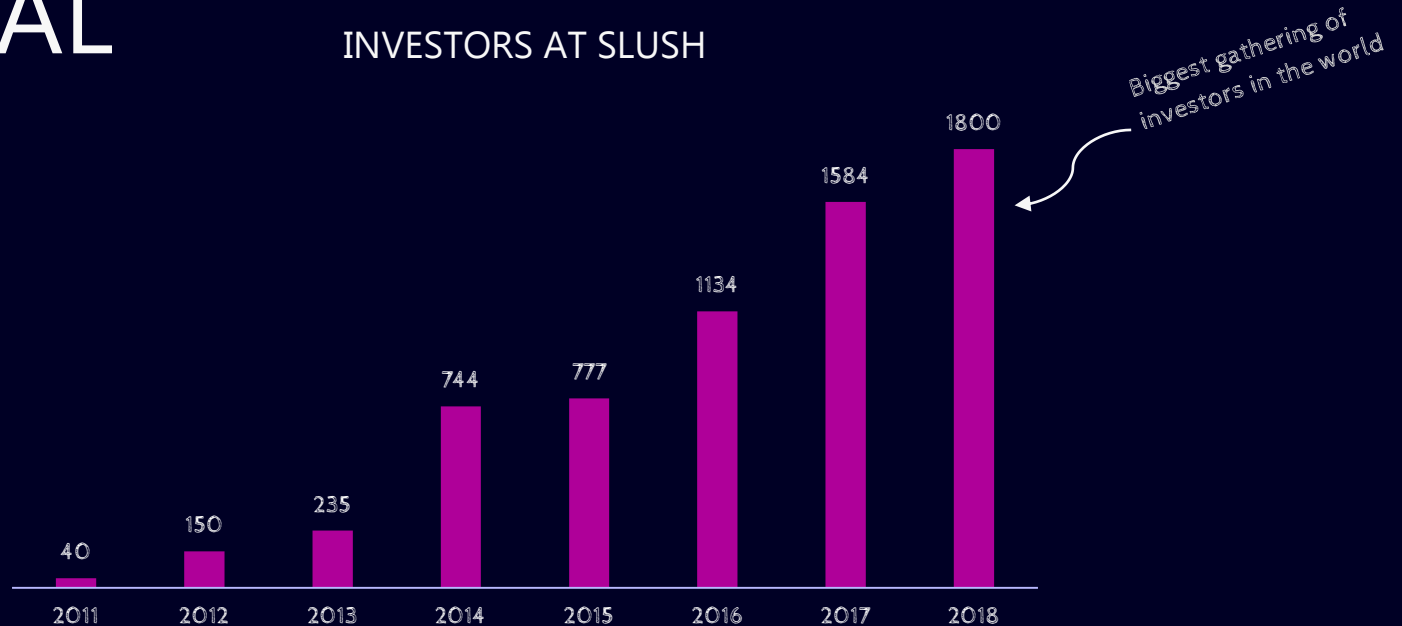


TIITUS

SLUSH

# 3. LACK OF VENTURE CAPITAL

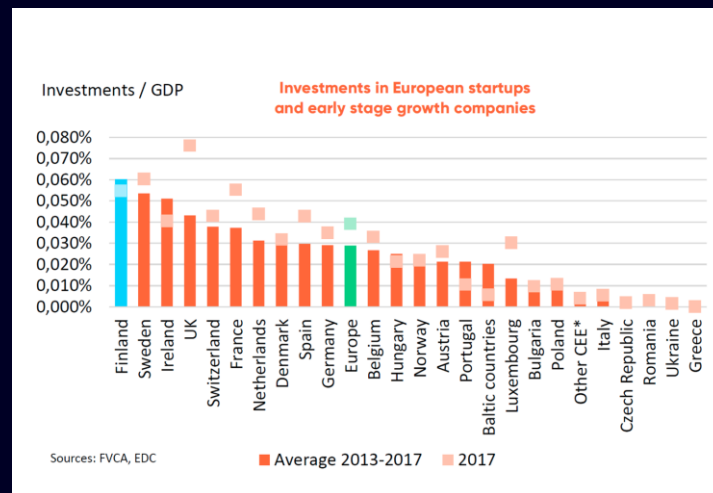
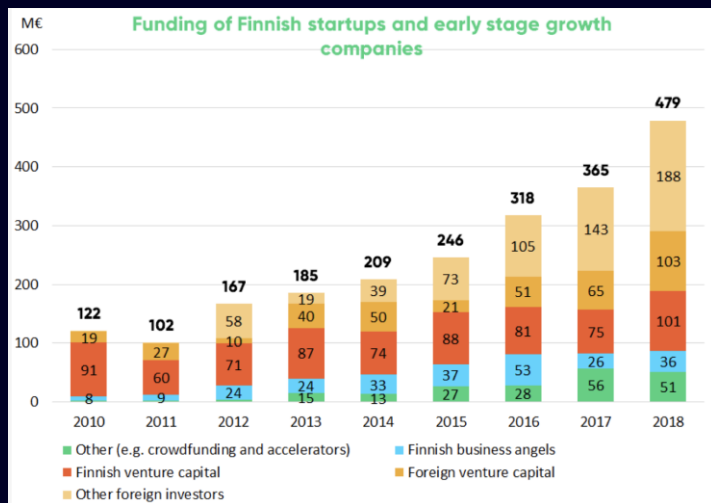
INVESTORS AT SLUSH



# 3. LACK OF VENTURE

INVESTMENTS INTO FINNISH STARTUPS HAVE GROWN 5X AND GRADE WELL EUROPE-WIDE

## CAPITAL

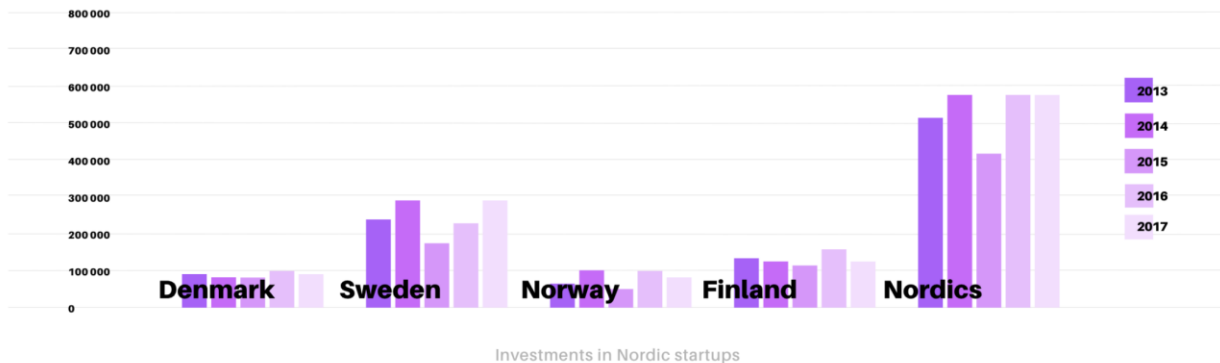


# LACK OF VENTUR CAPITAL

Source: Nordics.vc

**A total of €2.7 billion has been  
invested into Nordic startups over  
the last 5 years**

**Investments in Nordic startups**





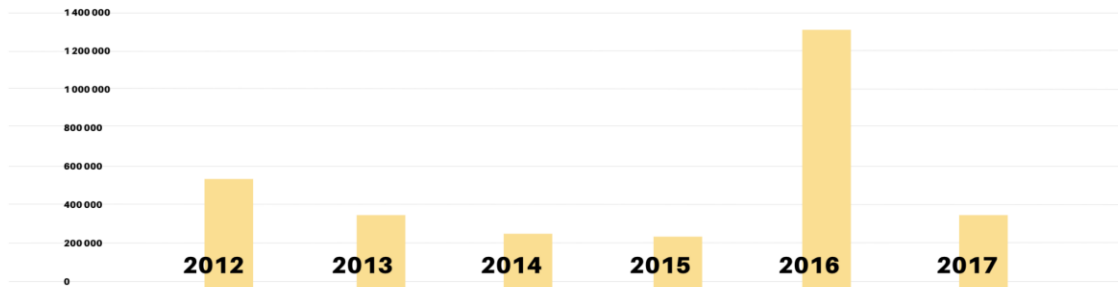
# LACK OF VENTURE CAPITAL

Source: Nordics.vc

**More than €3 billion has been raised by VC funds in the Nordics over the last 5 years**

EQT Ventures, the largest VC in the Nordic countries, launched a €566 million fund in 2016, contributing to the exceptionally high number for the year.

## Fundraising in the Nordics 2012-2017



Money raised by VC funds in the Nordics over the last 5 years

# LACK OF VENTURE CAPITAL

NON-NORDIC TOP FUNDS WHO INVESTED IN THE NORDICS SINCE 2011

*Source: Pitchbook, Crunchbase*

Sequoia Capital  
New Enterprise Associates  
Intel Capital  
Accel  
SOSV  
Kleiner Perkins Caufield & Byers  
Right Side Capital Management  
Bessemer Venture Partners  
DFJ  
Index Ventures  
Goldman Sachs  
Greylock Partners  
Andreessen Horowitz

Khosla Ventures  
Battery Venture  
GV  
Atlas Venture  
High-Tech Gründerfonds  
Kima Ventures  
RRE Ventures  
True Ventures  
Greycroft  
Lerer Hippeau  
Founders Fund  
BDC Venture Capital  
Felicis Ventures

FundersClub  
Internet Initiatives Development  
Fund (IIDF)  
Data Collective  
Insight Venture Partners  
Partech  
Versant Ventures  
Seedcamp  
Comcast Ventures  
Dreamit  
e.ventures  
IVP (Institutional Venture Partners)  
Balderton Capital

CrunchFund  
Business Growth Fund  
Draper Associates  
Sofinnova Ventures  
Global Founders Capital  
Eight Roads Ventures  
Sofinnova Partners  
LocalGlobe  
83North  
Wellington Partners  
Novartis Venture Fund  
Earlybird Venture Capital

# 2019

# WHAT REMAINS TO BE SOLVED?

## 3 Problems:

- ~~1. Attitude & culture towards entrepreneurship~~
2. Knowledge, skills & passion
- ~~3. Lack of international venture capital~~

## 3 Goals:

- ~~1. Building a radically positive culture of entrepreneurship~~
2. Profiling the Nordics as one of the major tech hubs globally and creating the talent to build scalable businesses
- ~~3. Making venture capital more accessible~~

# PRACTICALLY, TALENT

## MORE SPECIFICALLY,

1

The availability of skilled talent for rapidly growing teams

2

Access to advice, particularly for later stage ventures

3

A culture of entrepreneurship that attracts a more diverse group of people



# HOW DO WE START SOLVING THIS?



1

The availability of skilled talent  
for rapidly growing teams

# 25 000 ATTEENDEES INTO TECH MATCHMAKING RECRUITING FEATURE FOCUSED SIDE-EVENTS

SLISH

ROOTS | PAST GOALS & PROGRESS | NOW | FUTURE

2

Access to advice, particularly  
for later stage ventures



STAGE PROGRAM, OUR OWN  
MEDIA

+ ALL SPEAKERS GIVE 1 HOUR  
OF THEIR TIME FOR  
MENTORING FOUNDERS



# 3

A culture of  
entrepreneurship that attracts  
a more diverse group of people

## CREATING DIFFERENT ROLE MODELS THROUGH STAGE PROGRAM & OUR OWN MEDIA

SLUSH

ROOTS | PAST GOALS & PROGRESS | NOW | FUTURE

PRESENT MOMENT:

WE HAVE A NEW SHIFT  
HAPPENING,  
WHICH WE WANT TO  
DRIVE



**CAPITALISM.  
TIME FOR A  
RESET.**



# COMPANIES MUST CONSIDER THEIR TOTAL IMPACT

A shift from shareholder thinking to  
stakeholder thinking is happening

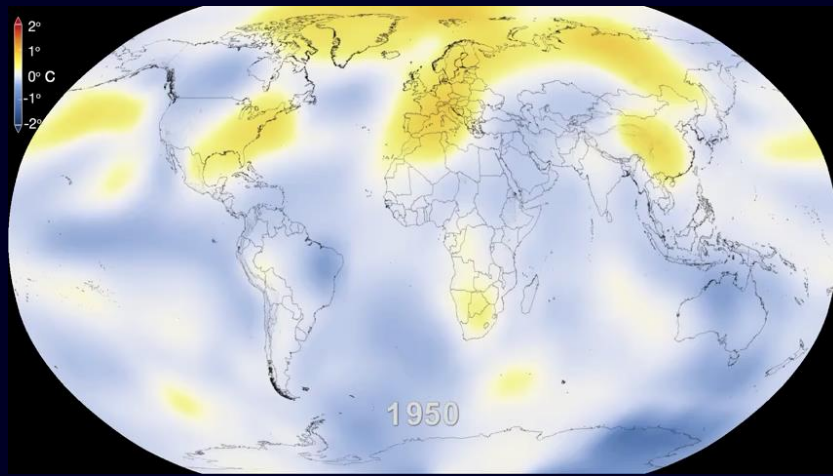
Continuing to “boost”  
entrepreneurship



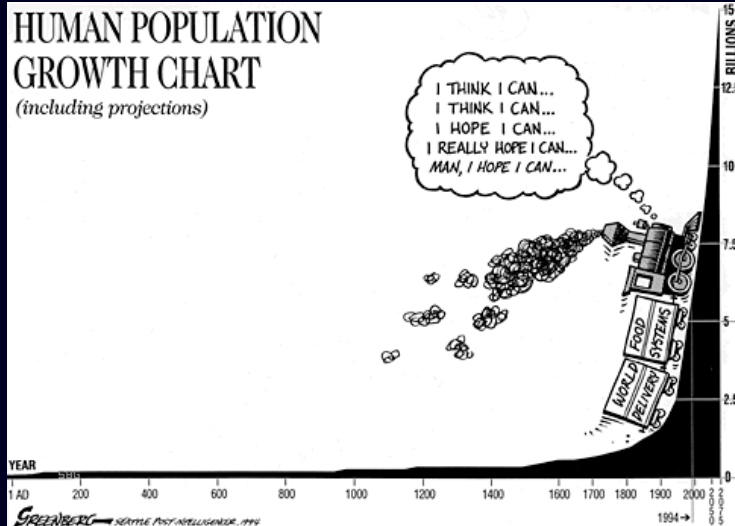
Shaping the perceived company ideal



We want to see a world where building world-changing companies is attractive, cool and the resources are easily available.



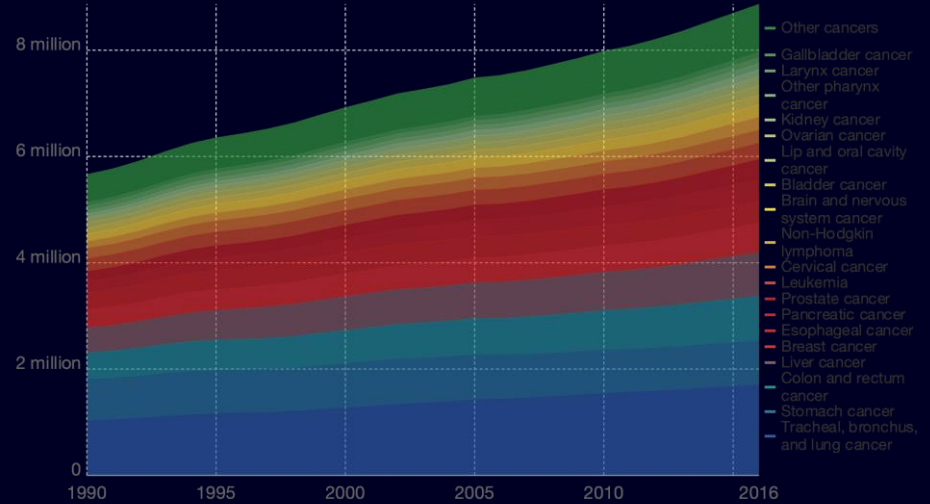
## HUMAN POPULATION GROWTH CHART (including projections)



## Cancer deaths by type, World

Annual cancer deaths by cancer type, measured as the total number of deaths across all age categories and both sexes. Smaller categories of cancer types with global deaths <100,000 in 2016 have been grouped into a collective category 'Other cancers'. See sources for list of grouped cancers.

Our World  
in Data



Source: IHME, Global Burden of Disease (GBD)

OurWorldInData.org • CC BY-SA

To have significantly higher chances of solving some of the most difficult challenges of our time, we need to

- 1) Help founders
- 2) Create more founders
- 3) Inspire founders to tackle meaningful problems



21 – 22 NOVEMBER

FOR MORE INFORMATION

Tommi Bergström  
Head of Research

