

## THE FIRST DAY OF SLUSH CULMINATED IN THE PRESENTATION OF THE TEN MOST PROMISING NORDIC STARTUPS

November 11th

**The first day of the sold-out event Slush brought together over 1700 startup companies, 800 investors, interesting speeches and leaders from many areas. The day was kicked off by Finland's Prime Minister Juha Sipilä together with Slush's CEO Riku Mäkelä and the Executive Vice President Marianne Vikkula.**

The attendees got to witness Supercell CEO and founder **Iikka Paananen**, President **Martti Ahtisaari**, SEB Chairman **Marcus Wallenberg**, Chairman of Nokia and F-Secure **Risto Siilasmaa**, Atomico founder and Skype co-founder **Niklas Zennström** and Delivery Hero CEO and founder **Niklas Östberg**, among others, rise on the stage.

A highlight of the day was also a major launch by Improbable, announced by CEO **Herman Narula**. The company published their new distributed operating system SpatialOS. The system takes the simulation technology to a whole new level by creating ubiquitous virtual realities in a fast and economical way. Virtual reality (VR) and augmented reality (AR) are clearly on the rise of the themes of this year's Slush.

Atomico and Slush released a report on the European tech scene at the event. The study is the most comprehensive review to date carried out on the European tech community, its tech talent, capital flow, entrepreneurial mindset and success stories. According to the study, the year 2015 has been exceptional, with a number of milestones achieved. Europe currently has more than 5,000 active angel investors and over 1.6 million developers. For the first time ever, private equity funds have invested more than \$10 billion in European companies. At the moment it seems like ten European software companies will reach a valuation of over a billion dollars this year.

20 of the 100 startup companies participating in the Slush 100 pitching competition made it through to the next day's semi-finals. Tomorrow the top four startups will qualify for the finals and compete for the grand prize.

The day culminated in the Nordic Showcase presentations that gathered a massive crowd of spectators, among others the Swedish **Prince Daniel**. The Nordic Showcase presented the ten most promising tech companies from the Nordics, which all have the potential of growing into world class enterprises. The companies presented their stories, business ideas, company goals and talked about how they are going to leave their mark on the global tech community. The companies involved were Acast, Beddit, Enevo, Falcon Social, Fish Brain, Kahoot!, Seriously, Sinch, Soundtrack Your Brand and Xeneta.

*Slush is a two-day startup and technology event held in Helsinki every year. The 2015 event is held on the 11th and 12th of November.*

Slush website: [slush.org](http://slush.org)

*The State of European Tech report: [www.slush.org/atomico](http://www.slush.org/atomico)*

*Photos from the first day of Slush: [www.flickr.com/photos/slushmedia/albums](http://www.flickr.com/photos/slushmedia/albums)*