

THE WINNER OF SLUSH 100 PITCHING COMPETITION CAREMONKEY IS OFFERED A EUR 650 000 INVESTMENT

12th of November

The winner of the Slush 100 pitching competition is CareMonkey. The winner is offered a 650 000 euro investment by Evli Bank, FiBAN business angels and a group of private investors.

The competition received almost 1000 applications, of which a jury of international investors elected the 100 most promising early-stage startups. Of the 100 startups that participated in Slush 100 four were selected to the finals: Astro Digital from USA, CareMonkey from Australia, PlugSurfing from Germany and Velmenni from Estonia.

The winner company CareMonkey has a risk management system that automatically keeps medical and emergency data up to date and makes it instantly available on mobile devices. CareMonkey attended Slush Down Under in Melbourne in the spring, won the pitching competition and got tickets to Slush in Helsinki. The success continued today in Helsinki, when CareMonkey won the Slush 100 pitching competition and was offered a 650 000 euro investment.

“By supporting the Slush 100 pitching competition Evli Bank helps startup companies in improving their visibility and attracting new investors. It is great to support startups in an event like Slush”, comments **Esa Pensala**, Head of Wealth Management Services at Evli.

In addition, PwC and Mäkitalo Rantanen & Co support the winner by providing their services to the value of EUR 15 000 each.

The jury in the finals consisted of Inventure partner **Ilkka Kivimäki**, Accel partner **Fred Destin**, Mosaic Ventures partner **Mike Chalfen**, Atomico partner **Mattias Ljungman**, and FiBAN Chairman **Jaakko Salminen**.

The investment offered to the Slush 100 winner was once again the largest investment ever offered as grand prize in a similar pitching contest. The 2014 winner Enbrite.ly was offered an investment of EUR 500 000. During the spring, SpeedInvest joined the funding round, making the total size of the funding EUR 750 000.

Slush gathered 15 000 people from 103 different countries to Helsinki

The second day of Slush continued in a lively atmosphere with interesting speeches and encounters between investors and startup companies. During the day the audience witnessed F-Secure's Chief Research Officer **Mikko Hypponen**, Commissioner of the European Union and former Finnish Prime Minister **Jyrki Katainen**, the European Investment Bank (EIB) Vice-President **Jan Vapaavuori**, Flickr and Hunch-founder **Caterina Fake**, Google Ventures partner **Tom Hulme**, among others, rise on stage.

Slush gathered 15 000 visitors and 1700 startup companies to Helsinki Exhibition and Convention center this year. The event was also attended by 800 investors from 250 private equity funds, as well as 700 media representatives.