

SLUSH TAKES NORDIC STARTUPS AND STARTUP ORGANIZATIONS TO NEW YORK FOR MASSIVE NORDIC SHOWCASE EVENT

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Nordic startup collaboration will be celebrated this week, when Slush brings a delegation of startup companies and organizations to New York for a Nordic Showcase event that draws together all of east coast's top influencers. The event is a continuation to last year, when Slush closed trading on NASDAQ and celebrated entrepreneurship in the city. New York's event will be a significant spotlight for Nordic innovation because the attendees include all of east coast's major venture capital firms, including Bessemer Venture Partners, Union Square Ventures, Rubicon Ventures, Silver Point Capital and First Round Capital, and journalists including New York Times, Wall Street Journal, Fobres, Wired, CNBC and Quartz.

In October of 2014, Slush first took nine Finnish startups to New York and closed trading on the NASDAQ stock exchange. This year's event will serve as a continuation, and draw together all of the relevant players from the Nordic startup ecosystem. The showcase will develop Nordic cross-border collaboration, and make the Nordic technology story better known globally.

The showcase is joined by ten Nordic startup organizations, including Finnish Aalto Entrepreneurship Society, Swedish SUP46, and Iceland's Klak Innovit. Every country's organizations have selected two promising startup entrepreneurs to join the delegation. During the trip, the entrepreneurs and startup organizations will get better acquainted with the New York startup scene and local investors and media.

"It is a great honor to be organizing an event that draws together all of the Nordic startup communities for the first time. Collaboration in the startup space is especially important, because the Nordic countries together are a more widely recognized brand than each country individually", says Slush CEO Riku Mäkelä.

A year ago, Slush rang the NASDAQ closing bell and hosted a sold-out event at the Spotify NYC office afterwards. Again this year, the delegation will close the stock exchange, and then host an invitation-only event for New York's key influencers. This year the event will take place on Manhattan at Scandinavia House under the Nordic Showcase brand. The entrepreneurs will have an opportunity to pitch to some of New York's most influential investors and journalists.

The Nordic Showcase concept, organized now for the first time, will be next featured at Slush on November 11th, when the region's leading entrepreneurs will again gather to present to a global audience.

The closing of the NASDAQ exchange will also serve as the official launch of the #NordicMade hashtag. The hashtag was invented to bring all the Nordic startup and technology news under one brand.

FURTHER INFORMATION

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