

30.11-1.12.2017



SURVIVAL GUIDE 2017

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# WELCOME TO SLUSH 2017



In fall 2008, a small group of Finnish entrepreneurs got together over a pint of beer. What started there, became an intimate gathering of two hundred people a few months later. As a product of Nordic dark humor, the event was named Slush after the dark, cold and slushy time of the year it was organized in.

Although Slush has since grown to become one of the leading startup and technology conferences in the world, the non-profit philosophy behind the event remains: Slush exists to help the next generation of great, world-conquering companies forward.

This Survival Guide gives you an overview of the two days of Slush 2017. The forthcoming 48-hour frenzy features 30,000 square meters of venue, four stages full of exhilarating program, over 380 startups at demo booths, an intensive pitching competition, and hundreds of side events, parties, dinners and roundtable sessions.

Over 2,400 volunteers, entrepreneurs and technology enthusiasts have worked hard to make this year's event possible. It is our honor to welcome you to Slush 2017.

Let the **#Slush17** begin! We hope you'll love it!

—The Slush Team

# SLUSH STATE OF MIND

**Slush is all about gathering people from all around the world together to share their passion and enthusiasm for entrepreneurship. We want Slush to be a 100% positive experience for all of our attendees from the beginning till the end. This is why we do not accept any kind of disrespectful behaviour at any of our events.**

Let's make sure that all of us can have a great time regardless of what we look like, where we come from and who we are. Want to know more? Check out our [Code of Conduct](#).

## WHAT TO DO IF SOMETHING GOES WRONG?

Sometimes things don't go as planned. If something disturbing happens to you or you see something disturbing happening at the event, please reach out to our Security Help Desk or our team. We've put a lot of time and effort this year into making Slush a better and safer event. Our zero tolerance is not just words, every violator will be expelled from the event.



# GET THE SLUSH APP

Enjoy your Slush days to the fullest with the official Slush app! You can find our app with the name Slush for iOS and Android. We recommend you to download the app already before the event or update last year's version to the newest version.

With the app you can:

- See the full list of the program and plan your own schedule
- View a map of the venue to help you navigate
- Get the latest event news and info
- Chat with other participants and share your thoughts on stage-specific and general chats
- Contact our Live Help Chat for any questions or feedback you might have
- Look for restaurants and cafes inside the venue
- Find a full list of Slush 100 participants, demo booths, partners and speakers
- View the list of side events



# GET YOUR BADGE IN ADVANCE

To get straight into business at Slush, we highly recommend you claim your Slush Badge in advance. Please have your ID and your ticket code ready when you arrive at any Badge Claim point.

If you are coming to pick up your friend's badge you need to have your friend's ID, or a copy of it, and also the ticket code.

If you want to pick up more than 5 badges for your organization, the order should be made at least 48 hours in advance. The pick-up takes place between Nov 22–29 at Maria OI (Lapinlahdenkatu 16, Helsinki). Order the badges by sending a list of names and badge types to [badges@slush.org](mailto:badges@slush.org).

## LOCATIONS AND OPENING HOURS FOR PRE BADGE CLAIM:

### Kamppi shopping center 4th floor, Urho Kekkosen katu 1, Helsinki

Mon Nov 27	10:00am-7:00pm
Tue Nov 28	10:00am-7:00pm
Wed Nov 29	10:00am-10:00pm

### Elisa Kulma Aleksanterinkatu 19 Helsinki

Mon Nov 27	10:00am-8:00pm
Tue Nov 28	10:00am-8:00pm
Wed Nov 29	10:00am-10:00pm

### Kluuvi shopping center 2nd floor, Aleksanterinkatu 9, Helsinki

Mon Nov 27	10:00am-7:00pm
Tue Nov 28	10:00am-7:00pm
Wed Nov 29	10:00am-9:00pm

### Helsinki airport Arriving Halls 1 & 2

Tue Nov 28	12:00pm-6:00pm
Wed Nov 29	8:00am-10:00pm

### The Official Slush Opening party Apollo, Mannerheimintie 16, Helsinki

Wed Nov 29	9:00pm-1:00am
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# ARRIVING & GETTING THERE

**Slush 2017 is organized at the Exhibition and Convention Center of Helsinki, Messukeskus. The address is Messuaukio I, 00520 Helsinki. Remember to wear your badge and wristband at all times.**

## EVENT OPEN

Thu Nov 30      8 am–6 pm  
Fri Dec 1        8 am–6 pm

There are two entrances to the venue: **the southern entrance**, which is the main entrance, and **the northern entrance**, which can be accessed from the parking halls.

If you have claimed your badge in advance, choose the **Badge Holder** lane at the southern entrance, or enter from the northern entrance. Remember to also wear the wristband. You can also claim your badge at the venue by choosing the **Badge Claim** lane at the entrance.

## CLOAKROOMS

Cloakrooms are located near the entrances and are free of charge. Please note that cloakrooms cannot receive large items. You can leave a cabin size luggage in the cloakroom but unfortunately there is no storage for big luggage.

**Cloakrooms are open:**

Thu Nov 30      8 am–6 pm  
Fri Dec 1        8 am–6 pm

**Lost and founds** can be brought and enquired from the southern cloakroom.

# ARRIVING & GETTING THERE

## TRANSPORTATION

Messukeskus is served by excellent transport connections in all directions: the easiest being one stop by train from Helsinki Central Railway station. You can plan your local travel on Google maps or on [Journey planner](#).

We highly recommend using public transport to save your time. We'll give out a limited amount of HSL Travel cards for free with which you can use public transportation during the event days. You can get a travel card at the pre Badge claim points and at the Info Desk I in Messukeskus.

**Taxis** are reliable and easy to get during daytime. Call number +358 100 0700 or use [Taksi Helsinki](#) mobile app. A taxi rank is in front of the Messukeskus.

**A parking garage** is accessible from Ratapihantie 17. It is open 24/7 and one entry costs 12 euros (24 hours parking). You can buy parking tickets at the northern entrance. There are also automats inside the parking hall. Note that the capacity of the garage is very limited.

With **Whim** you can find your way in the city, order and pay all public transport, taxis and rental cars conveniently through one app. Use promocode WHIMIO and get 10€ free credit to get started with! Download the app from Google Play or App Store.

You can also use **DriveNow Car Sharing** to go around the city quickly and easily. 150 BMW and MINI cars are parked all over Helsinki: take a car whenever you need one! At the end of your journey, simply leave the car at residential spots within the Helsinki business area. There are **free** DriveNow spots at Messukeskus parking. Slush guests register for free for DriveNow Finland and get 20 free driving minutes. Join DriveNow [here!](#)

## SLUSH SHUTTLE BUS

There is a **free Slush shuttle bus** from Messukeskus to the Helsinki city center. You don't need a HSL ticket for the shuttle bus, only your Slush badge. The bus leaves approximately every 10 minutes next to Holiday Inn hotel outside of Messukeskus southern entrance, and drops you in front of Kiasma museum in the Helsinki city center.

### Shuttle bus hours:

Thu Nov 30      4 pm–7 pm

Fri Dec 1      4 pm–7 pm, and during the Afterparty 11 pm–3 am

# WE ARE HERE TO HELP YOU!

All of our dedicated volunteers are more than happy to help you! If you have any questions or feedback, say hi to anyone wearing a white Slush crew T-shirt. And the volunteers with beanies – they will go to the extremes for you! You can find them at the Info Desks and shuffling around the venue.

#### Info desks open:

Thu Nov 30 8 am–6 pm

Fri Dec 1 8 am–6 pm

We also provide a Live Help chat accessible through Slush app and website.

#### Live help open:

Tue Nov 28 9 am–8 pm

Wed Nov 29 9 am–8 pm

Thu Nov 30 8 am–7 pm

Fri Dec 1 8 am–7 pm

## FIRST AID & SECURITY

There is first aid service at the venue in case of accidents (see location from the map). In case of an emergency, call the emergency number 112. After that, let the staff know so they can clear the way for the arriving help.

If you notice anything dangerous or suspicious at the event, do not hesitate to contact the staff.

There is a Security Helpdesk in the corner of the southern cloakroom, where you can ask or report about security related issues. We want to make you feel safe and secure.

## ACCESSIBILITY

Both entrances at the venue are accessible by wheelchair. There are also places for wheelchairs in front of all stages. Wheelchair accessible toilets are marked on the venue map. You can ask more about accessibility at Security Helpdesk.

# VENUE MAP



# AREAS

**At Slush, we have put together multiple areas with different functions to make your experience useful and extraordinary. See the list and descriptions below – locations are found from the map.**

## **Founder Stage**

highlights the founder stories of the most inspiring entrepreneurs.

## **Central stage**

hosts a selection of one hour sessions divided in 3-4 keynotes. The themes vary from Health and Wellbeing to Augmented Humans and Robotics.

## **Fireside Stage**

hosts a selection of in depth discussions on specific topics and allows the audience to dive deeper into the themes.

## **Founder Studio**

is an intimate venue where we invite our speakers of the Founder Stage to hold a more intimate session with stories and a Q&A after their talk on the Founder Stage. The venue is open to everyone.

## **Central Studio**

is the place where discussion continues after sessions at Central Stage. After a themed session at Central Stage ends, some of the speakers join Central Studio to talk more and discuss matters

## **Startup Station**

gives the most hands-on advice early-stage founders will ever get at a conference, delivered by the finest speakers at Slush.

## **Speakeasy**

speakers spread the most value by giving back one hour of their time. It's where speed-dating transforms to speed-mentoring.

## **Roundtable Area**

hosts an intimate 6-person discussion at a hidden-in-plain-sight spot to generate the best discussion you've ever had. Discussions are for pre-registered startups.

## **Startup Square**

is the place for startups to showcase their ideas. Note that around 380 startups have a demo booth, whereas more than 2,600 startups are attending Slush. You can find the full list of registered startups on our website.

# AREAS

## Meeting Area

is where the magic happens. The area brings investors and startups seeking funding together for negotiations.

Please note that the area is accessible only with scheduled meetings.

## Media Area

is a designated working space for the 600 journalists attending Slush. Accessible only with Media Badge.

## Opportunity Alley

is a new recruiting area that helps you discover new opportunities easily. The recruiting software will be there for you to use, and in case of a perfect match, the direct communication channel will open directly on your mobile device. Opportunity Alley is for everyone to access and walk through.

## Warehouse

is a platform for smaller industry or track related invite-only discussions.

# AGENDA

**What kind of technologies should we design, and how should we use those to serve us, the population and our universe? How do we take care of our Planet Earth? What kind of societies do we want to foster? How do we want to live our own life, and what kind of role does technology play in it?**

This is the discussion that will take over the stages at Slush 2017. The main theme this year is **how entrepreneurs can solve the biggest problems of the universe with the help of technology.**

Stage program is divided into specific themes and tracks that help you find relevant topics from fields close to your interests. The themes and tracks are covered on all of the stages and structured on the agenda under the following headlines:

## THE WEALTH OF OUR PLANET

covers the topics of Climate change & Environment, Energy & Cleantech, Space, Food & Water, and Biotech & Materials.

## THE REWIRED SOCIETY

covers the topics of Smart cities & Mobility, Media & Communication, Financial Systems, Direction of Work, Design, Data & Democracy, and Inclusion & Diversity.

## THE NEW HUMAN

covers the topics of Learning & Education, Augmented Humans & Robotics, Health & Wellbeing, Privacy & Cybersecurity, Online life, and Gaming & Entertainment.

In the following pages you'll find the full agenda of Slush 2017. To get more info about a specific program, please visit Slush App or [slush.org/agenda](http://slush.org/agenda).

**Note! All stages will be streamed live on Slush website.**

# AGENDA

## FOUNDER STAGE

### Thursday, Nov 30

- 10:00 Opening Show  
10:15 Opening Keynote by Al Gore  
11:05 Founder Story: Mark Pincus from Zynga  
11:20 Launch: The State of European Tech 2017 by Atomico & Slush  
12:00 Indexing Change on Earth by Will Marshall  
12:20 Founder Story: Lukasz Gadowski from Delivery Hero  
12:40 Founder Story: Leila Janah from Samasource  
1:05 Powering Europe's Next Wave of Entrepreneurs by Martin Mignot  
1:35 Founder Story of Trello: Michael Pryor  
1:55 Launching a Revolution in VR by Urho Konttori  
2:35 Founder Story of TomTom: Leading Your Company Through Tough Times  
3:00 Putting Your Culture and Values into Action by Nicolas Dessaigne and Adam Fridman  
3:20 Founder Story of MOVE Guides: Brynne Kennedy  
3:40 Driving Innovation in the Data Economy by Young Sohn  
4:00 IPOs, Exits and Series F. What's Next for the Billion Dollar Companies? by Adena Friedman, Jacob de Geer, Scott Stanford and Arjun Kharpal  
4:20 Nasdaq US Market Opening by Adena Friedman  
4:40 Founder Story of Truecaller: Scaling in the Next Billion Markets by Alan Mamedi  
5:00 Product Launch  
5:15 Keynote: Scott Sandell  
5:30 ofo Founder Story: the World's Biggest Scaling Exercise by Dai Wei and Mattias Ljungman

### Friday, Dec 1

- 9:55 Can a Machine Brain Cure Disease? by Ken Mulvany  
10:10 Founder Story: Pete Flint  
10:30 Keynote: Seth Bannon from Fifty Years  
10:55 Tencent Meets Supercell: Martin Lau & Ilkka Paananen  
11:40 Founder Story of Funding Circle by Neil Rimer and Samir Desai  
12:00 Showcasing the Next Nordic Tech Superstars  
12:45 Founder Story of Hyperloop: Josh Giegel  
1:10 How Companies Build and Honor Trust by Ida Tin and Victoria Turk  
1:30 Founder Stories: Lessons Learnt from Misfit and Elemental Machines by Sonny Vu and Sridhar Iyengar  
1:50 Founder Story of Casper: Neil Parikh  
2:10 Founder Story of Mapbox: Eric Gundersen  
2:30 Dive into VR With Your Bare Hands by Michael Buckwald  
2:55 Fireside Chat with Mood Rowghani & Ankur Jain  
3:15 Founder Story of Blinkist: How to Build a Successful Consumer Subscription Business  
3:35 Founder Story of uBiome: From Scientist to Entrepreneur by Jessica Richman and Kimmy Scotti  
3:55 Fireside Chat with Hemant Taneja & Kevin Maney  
4:15 Founder Story of OnePlus: How Not to Die as a Startup by Carl Pei  
4:35 Slush 100: Finals  
5:50 Slush 100: Announcing the Winners  
10:00 Slush Afterparty

Check the detailed agenda from the app. Note! All stages will be streamed live on the Slush website.

# AGENDA

## FIRESIDE STAGE

### Thursday, Nov 30

- 10:30 What Can Corporate Venture Capital Bring to the Table?
- 11:00 Founder Story of Kiip: Keeping Advertising Relevant in the Age of Adblock
- 11:20 Feeding the Planet in 2025: Marriage of Food & Technology
- 11:45 Farewell to Centralised Data
- 12:15 Freedom or Safety? Giving Up Decision Making for Smarter Cities
- 12:45 Designing for Use, Not Addiction
- 1:05 Can Self-Organization Work or Is It Just a Myth?
- 1:30 If We Started from Scratch What Would Schools Look Like?
- 2:00 From Dark Matter to Media: a Fireside Chat with Alex Mahon
- 2:20 How Profitability Will Be Our Planet's Best Insurance
- 2:50 Demographics Have Shifted - How About Your Investments?
- 3:15 How Best to Create a World-Conquering Team?
- 3:40 Consolidation and Innovation in the Games Industry: What's Happening in 2018?
- 4:10 The State of Diversity in Tech
- 4:30 What Is It All for Anyway? Misery and Success Don't Mix
- 4:50 The Good, Bad and Ugly of Running a Startup with a Big Vision
- 5:10 Don't Let Early Product Decisions Haunt You Later
- 5:30 The Less-Known Benefits of the Democratized Space Industry

### Friday, Dec 1

- 10:00 What Will Happen in Artificial Intelligence Next Year?
- 10:10 The Existential Risk of AI
- 10:30 Should We Infact Reinvent the Wheel?
- 11:00 Draining the Swamp: How Can Technology Help?
- 11:30 Building a Successful Entrepreneur-VC Relationship
- 12:00 What's Interesting in VR & AR now?
- 12:30 Founder Story of Slack: How to Build Software for Humans
- 12:50 Threesome: Tech as a Third
- 1:40 Invented Here: Is It Possible to Build the Next Google in Europe?
- 2:10 Performing under Pressure: Tips from F1 Driver Mika Häkkinen
- 2:30 Building Life
- 3:15 Everyone Asks What's the Next Big Thing But We Should Ask What's the Next Good Thing
- 3:35 From logistics to leadership - a fireside chat with Fadi Ghandour and Mårten Mickos
- 3:55 Preparing Our Kids for Jobs That Don't Exist Yet
- 4:55 Blockchain Forks and Economic Competition
- 10:00 Slush Afterparty

Check the detailed agenda from the app. Note! All stages will be streamed live on the Slush website.

# AGENDA

## CENTRAL STAGE

### Thursday, Nov 30

- 10:30 A New Chapter in Personal Health
- 11:40 Mobility Enforcing Urbanism
- 12:35 Back to the Future of Work
- 1:45 Building for Growing Energy Needs & Environmental Consciousness for the Masses
- 2:55 Diversity in Tech
- 3:40 Beyond the New Realities of Entertainment
- 4:20 Transforming Food for the Next Generation
- 5:05 Implications of Startup Culture in Governments & Redefining Citizenship

### Friday, Dec 1

- 8:50 Slush I00 Showcase: Semifinals
- 10:30 Meeting Point of Content Creation, Content Consumption and Communication
- 11:00 New Forms of Design – Reimagining Creativity
- 11:55 The Democratisation of Financial Services
- 12:30 Are Users Able to Take Control of Their Data?
- 1:10 Science Pitching Finals
- 2:40 Tech Brought to Life – How Biology Benefits from Technological Discoveries
- 3:45 Augmenting Human Capabilities to New Dimensions
- 4:45 Individual Learning Experiences for Personal Growth
- 5:10 Lift-off for More Accessible Space Exploration
- 10:00 Slush Afterparty

## STARTUP STATION

### Thursday, Nov 30

- 10:15 Slush I00 Showcase
- 4:30 Startup Sauna Demo Day Pitches

### Friday, Dec 1

- 9:55 New Model. New Fund. Exploring the Opportunities for Startup Founders
- 10:10 Tips on How Early Stage Startups and Corporates Get The Best Out of Co-operation
- 10:30 Interview with Thilo Koslowski, CEO of Porsche Digital
- 10:55 Wärtsilä Wants to Change the World With You: Wärtsilä Startup Challenge
- 11:40 Slush Impact Showcase
- 12:00 Pitch Practice
- 12:45 Growth Metrics and Avoiding the Valley of Death
- 1:10 Navigating Exits: Strategic M&A from the Perspectives of Entrepreneurs Who Have Achieved Big Wins
- 1:30 Public Relations
- 1:50 Leveraging Platforms to Build Deeper Connections at Scale
- 2:10 The Entrepreneurs Guide to Hiring
- 2:30 Product Marketing, Expertise, Network and the Importance of Referrals
- 2:55 The Growth Engine That Took Hotjar From €0 to €10 Million in Just 2.5 Years
- 3:15 Mythbusting IPOs
- 3:35 Growing Your Community and Bootstrapping
- 3:55 Designing Your Startup for Execution

Check the detailed agenda from the app. Note! All stages will be streamed live on the Slush website.

# WHAT'S NEW THIS YEAR?

## EVERY SLUSH SPEAKER DEVOTES ONE HOUR FOR STARTUPS

This year, we ask all of our speakers to contribute one hour of their time to help the startups at Slush. Why? Because these successful entrepreneurs and investors are uniquely positioned to help the next generation of founders by answering the most pressing company building questions they have. Everybody started somewhere.

We are introducing three new program concepts that aim to provide the best possible help for startups. **Speakeasy** is a one-on-one speed-mentoring spot for early-stage founders, **Startup Station** is a smaller stage where the program provides the most concrete advice, and **Roundtables** bring more experienced founders, investors and industry professionals together around the same table discussing about shared interests.

## MATCHING TALENTS WITH OPPORTUNITIES

At Slush there will be over 1,500 job providers present, 2,000 people actively looking for a job, and 7,000 attendees interested in new opportunities. We match the most-talented visitors with relevant job positions suiting their skills, experience, and interest through the **Slush Recruiting App** and the **Opportunity Alley**.

The **Slush Recruiting App** scans the job-seekers' skills, experience, and interests based on the given answers. Then it suggests the most relevant job offers for the applicant and enables a direct communication channel between the talent and the company. Whether you're actively seeking for a job, or just open for new opportunities, have a look at this and expand your Slush Experience! Download the Slush Recruiting App [here](#). The app is provided in co-operation with our partner Meet Frank.

**Opportunity Alley** is a new area that helps you discover new opportunities easily. The recruiting software will be there for you to use, and in case of a perfect match, the direct communication channel will open directly on your mobile device. Opportunity Alley is for everyone to access and walk through.

# SLUSH SAUNA VILLAGE

## Wait, What? Can I Go to a Sauna at Slush?

Well yes you can! This has been a dream for us for a while – to bring the most Finnish experience, sauna, to our guests at the venue. We are building a village of saunas right at the spot, and you are very very waaaarmly welcome to join!

For both days, there are five saunas open from early morning to late afternoon. You can book them for meetings and private gatherings, or just drop by whenever you feel like it.

So if you wanna know what löyly and kiuas mean for real, and don't wanna leave the venue (for example in between Friday's official program and the afterparty), this is exactly for you.

Book a Sauna! <http://saunaonline.fi/slush>



# SLUSH 100

**It's not only a pitching competition. Slush 100 gives top 100 early-stage founders an opportunity to showcase their products and services and win the main prize of Slush. The competition consists of three rounds.**

## Pre-Qualifications round

Wed Nov 29: 8 am–6 pm

Helsinki City Hall, Pohjoisesplanadi II-13

100 companies make a three minute pitch

- 9:00 am–10:45 pm AR & AI
- 10:50 am–12:30 pm Cleantech Biotech energy
- 12:35 am–2:20 pm IOT, Consumer electronics, e-commerce
- 2:20 pm–4:00 pm Fintech Edtech Medtech
- 4:05 pm–5:50 pm Blockchain, gaming, enterprise software

Everyone is welcome to cheer at the Pre-Qualification round. The event is open for everyone, also visitors without Slush pass.

## First round

Thu Nov 30 10 am–4:30 pm

**Startup Station**

**50 of the best companies**

## Semi-finals

Fri Dec 1 9 am–10.30 pm

**Central Stage**

**10 companies give a four minute pitch**

## Finals

Fri Dec 1 4.30 pm– 5.20 pm

**Founder Stage**

**3 companies give a five minute pitch**

The results will be available in Slush News and the Slush app.



# FOOD & DRINKS

**There are several restaurants around the venue serving delicacies from all over the world. Restaurants are open all day during the event's opening hours. Prices vary from 5 to 15 euros.**

Food options at Slush this year emphasize the use of local and organic ingredients. There are plenty of sustainably produced options to choose from and most of the food vendors have vegetarian dishes on their lists. All food disposables at Slush are biodegradable and belong to the organic waste.

**Coffee and tea** are served for no charge throughout the day in several spots.

**Water stations** can be found around the venue. We serve locally produced and filtered Thoreau water. Locally produced means that we use Finnish tap water – it is ranked as one of the best in the world - and filter and chill it on the spot. Tap water is an environmentally friendly choice, and Finnish tap water is fresh and 100% drinkable.

There are biodegradable water cups to drink from. After use, cups belong to the organic waste. Please note that there are no water bottles at the event. **Feel free to bring your own reusable bottle with you! #BYOB**

# SUSTAINABILITY

**Sustainability is one of our core values, and we actively explore ways to decrease the ecological footprint of the event. Sustainability has been integrated into various aspects of the event production, such as favoring recycled materials in venue props and collaborating with like-minded companies. All this is supported by Ekokompassi / EcoCompass; event environmental management system.**

There are 45 recycling spots located all over the venue. Recycling spots can be recognized from black signs which say “Raw material collection”. Here you can recycle incinerable waste, organic waste, bottles/cans, paper and cardboard. If you have something else to recycle, ask help from a Sustainability volunteer next to the raw material collection.

We use only biodegradable disposables at Slush and these belong to the organic waste. We co-operate with a local partner who helps us to make best use of the waste such as creating energy.

**Note that sharing flyers and other printed materials is forbidden at the event to avoid unnecessary waste. Please have all your materials in digital format.**

# PARTIES & SIDE EVENTS

**From dusk till dawn – we've got you covered. The Slush week would feel slightly off without parties, right?**

Slush is organizing two official parties: the first one to kick it off, and the second one to wrap it up. In between, the Founder Street, Day I Afterworks and side-events call for our tech-heads.

## SLUSH 2017 OFFICIAL OPENING PARTY

**Wed Nov 29, 9 pm–2 am**

Apollo, Mannerheimintie 16, 00100 Helsinki

Let's kick it off! The Official Slush Opening Party on Day 0 is celebrated at Apollo Live Club. Live music, DJ's, and entrepreneurial-minded company set the perfect foundation for the upcoming days. Starting something new is always a good reason for celebration!

Access to the party with Slush wristband. Remember to claim your badge in advance. There is a pre Badge claim point at the Opening party from 9 pm to 1 am.

## FOUNDERS' STREET

**Wed, Thu & Fri, Nov 29–Dec 1**

Several bars on Kalevankatu, 00100 Helsinki

It hit us on a dark, November night. Why not gather all Slush attendees to take over one, whole street? The main gathering point of Slush goers in central Helsinki glows in utopia and has six bars inviting you in for the drinks.

## SLUSH AFTERWORKS

**Thu Nov 30, 6 pm–3 am**

Different bars around Helsinki

Day I is over in Messukeskus but no time to feel tired, no no. Tonight is a go go – let us show you the afterworks concept. Founder Street bubbles like you might have guessed but this time we scatter a bit more around. Altogether over 35 bars, pubs, restaurants and clubs, serving everything from cozy artisan beers to sophisticated cocktails, have their doors open and calling you in. See more on: [slush.org/afterworks](http://slush.org/afterworks)

## THE UTOPIC SLUSH AFTERPARTY

**Fri Dec 1 10 pm–3 am**

Messukeskus

When the official stage program at Slush ends, the Slush venue turns into a hazer-laser-filled Chamber of Secrets, it's time to loosen up the hustle for real. Let the rhymes shake a true Finn out of ya!

Access the party with your Slush badge and wristband.

# PARTIES & SIDE EVENTS

## SIDE EVENTS

Slush week paints the whole city! Originally a two-day event, Slush has now become an entire week of exhilarating program around the Helsinki metropolitan area. In addition to the events and parties organized by Slush, there are dozens of industry and theme-specific gatherings diversifying the experience for Slush attendees. Check the complete list at [slush.org/side\\_events/](http://slush.org/side_events/)



# CHECKLIST FOR YOUR SLUSH JOURNEY

If the survival guide seems too long, here's a shorter checklist of things for you. These tips will ensure you'll be in the right place, at the right time and in the right mind...

## BEFORE

- Download Slush app on your phone. The app is available in Apple AppStore and Google Play.
- Claim your badge in advance if possible.
- Get to know Helsinki: [slush.org/helsinki-guide](http://slush.org/helsinki-guide)
- Get to know your route to the event, the venue map and plan your schedule in advance.
- Pack comfortable shoes and plenty of business cards.
- Charge your laptop and phone! If you have a power bank, there is no harm to take it with you.
- Start following the #SlushI7 feed in advance as well as @SlushHQ account! These are good channels to find out the latest news!
- Talk about Slush in advance. You never know who else is coming.

## DURING

- Arrive early in the morning to ensure you're in time for the opening show the first day.
- Arrive early to sessions. You'll have better seats, less queueing and a chance to catch up with others.
- Never skip lunch. Food brings people together.
- Remember to drink the world-class tap water from the water points around the venue
- Collect contact details and take notes on people you've met.
- Try to collate the main points from each talk and discussion.
- Visit the startups at their booths in Startup Square.
- Check the Slush swag and souvenirs at Slush store.
- Join the discussion on social media during panels and keynotes. Follow #SlushI7 and @SlushHQ.
- High five a volunteer. Slush is non-profit, so most of the staff are volunteers – they'll make you smile and wow!
- Join the after party, however tired you are. Everyone will be there.

## AFTER

- Contact the people you met. This is the point where acquaintances turn into valuable contacts.
- Use Slush as a reference point in contacting people you didn't get to meet, but would like to connect with.
- Share your learnings with your colleagues. Compare experiences with other attendees.
- Check back on [slush.org](http://slush.org) for the recorded talks, videos, photos and anything you might have missed during the days or want to recall back home.
- We will collect feedback from you. It will help us improve your experience for the next year.
- Look forward to the early-bird ticket sales for Slush 2018!

MESSUKEKSUS

# MAP OF HELSINKI

Pasila  
Railway Station

HELSINKI  
CITY CENTRE

CABLE FACTORY  
Slush Music

# PARTNERS

## GLOBAL PARTNERS



## MAIN PARTNERS



# PARTNERS

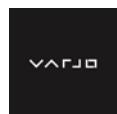
## KEY PARTNERS



Invented for life



HELSINKIN YLIOPISTO  
HELSINKIUNIVERSITY  
UNIVERSITY OF HELSINKI



# PARTNERS

## MEDIA PARTNERS



s a n o m a



Les Echos

GRÜNDERSZENE

THE MEMO



QUARTZ

## SUPPORTING PARTNERS



NESTE



Blueprint Genetics



jyväskylän yritystehdas



Outside  
Insight



PitchBook  
Better Data. Better Decisions.

QVIK

RAKLI  
Tila elämälle

Rovaniemen Kehitys



SAN FRANCISCO



SmartRecruiters  
YOU ARE WHO YOU HIRE

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione svizzera  
Confederaziun svizra  
Embassy of Switzerland in Finland

HSL HRT

VentureZphere  
Börse Stuttgart

Teamleader

T E S L A

울산테크노파크  
Ulsan Technopark

TATA  
CONSULTANCY  
SERVICES



wirecard

ZOΛN

MAGNETIC  
LATVIA

THE SWEDISH TRADE & INVEST COUNCIL

BUSINESS  
SWEDEN

# PARTNERS

## PRODUCTION PARTNERS



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30.11-1.12.2017

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**SEE YOU AT SLUSH!**