



**SURVIVAL GUIDE 2016**



# TABLE OF CONTENTS

**03** Welcome to Slush  
2016

**04** What's new this  
year?

**05** Get the Slush App

**06** Venue map

**07** At the venue

**08** Agenda

**11** Slush 100

**12** Claim your badge in  
advance

**13** Arriving and getting  
there

**14** We are here to you  
help you!

**15** Food and beverages

**16** Slush Store

**17** Power up your mobile  
phone / First aid and  
safety

**18** Parties and side  
events

**20** Slush Music

**21** Checklist for your  
Slush journey

**22** Helsinki state of  
mind

**23** Helsinki Map

**24** Partners

# WELCOME TO SLUSH 2016

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 philosophy behind this non-profit event remains: to help the next generation of world-conquering founders forward.

This Survival Guide gives you an overview of the two days of Slush 2016. The forthcoming 48-hour frenzy features 30,000 square meters of venue, five stages full of exhilarating program, 260 startups at demo booths, a fierce pitching competitions, at least 8,000 investor-startup meetings, 20 restaurants and cafeterias, and hundreds of side events, parties, dinners and roundtable sessions.

Over 2,400 volunteers, entrepreneurs and tech enthusiasts have worked hard to set you up with an unforgettable experience. It is our honor to welcome you to Slush 2016.

Let #slush16 begin! We hope you'll love it!

– THE SLUSH TEAM



CONNECT TO WIFI  
**SLUSHxELISA**  
slush.org

# WHAT'S NEW THIS YEAR?

Slush is much more than the two-day event in Helsinki – there are actually a lot of things happening around it all the time. Here are a few of the new projects introduced in 2016. You can read more stories at [slush.org/news](http://slush.org/news)

## **GLOBAL EVENTS**

We now have Slush events in Tokyo, Shanghai and Singapore doing the very same as we are doing here in Helsinki: helping the next generation of founders forward.

## **FIRST MAJOR VERTICAL EVENT: SLUSH MUSIC**

Slush Music is a two-day music and technology conference that welcomes 1,500 music and tech influencers to Helsinki. The event encourages honest discussion on building the future of the music industry together. By introducing an entirely new event to its lineup, Slush wants to help entrepreneurs in the music industry bridge the gap between tech, music and entrepreneurship.

## **PRODUCTION GETS BIGGER: 80 TONS OF STONES AND REAL FIRE ADDED!**

This year the venue has UV lights, 80 tons of stone and real fire added, with a river running through one of the stages. In addition, we are building the world's biggest-ever 360-degree conference stage. Slush is the largest technical production ever executed in Finland.

## **SUSTAINABILITY DEVELOPS FURTHER**

Sustainability is one of our core values. Slush holds the EcoCompass certificate, which stands for our commitment to decrease the ecological footprint of the event. In 2015, we measured our biggest environmental impacts and since then we have actively continued working to improve our sustainability performance. This year we will, for example, focus even more on waste recycling, decrease the consumption of bottled water by equipping the venue with tap water points, and favor environmentally friendly solutions in all our main procurement.

## **SPEAKER STUDIO**

For the first time, we are introducing Speaker Studio. It is a small, intimate venue where the audience can hear more stories from the speakers. There will be casual interviews with top-notch speakers including Q&A sessions where the audience has an opportunity to ask questions from the speakers. Speaker Studio is open to everyone.

## **THE SLUSH FLIGHT**

Slush is partnering up with Finnair to fly Slush participants from San Francisco to Helsinki. This kind of a collaboration is organized for the first time to ease the barriers of traveling from Silicon Valley to Helsinki. The direct flight from San Francisco will bring around 300 founders, investors and speakers to the event!

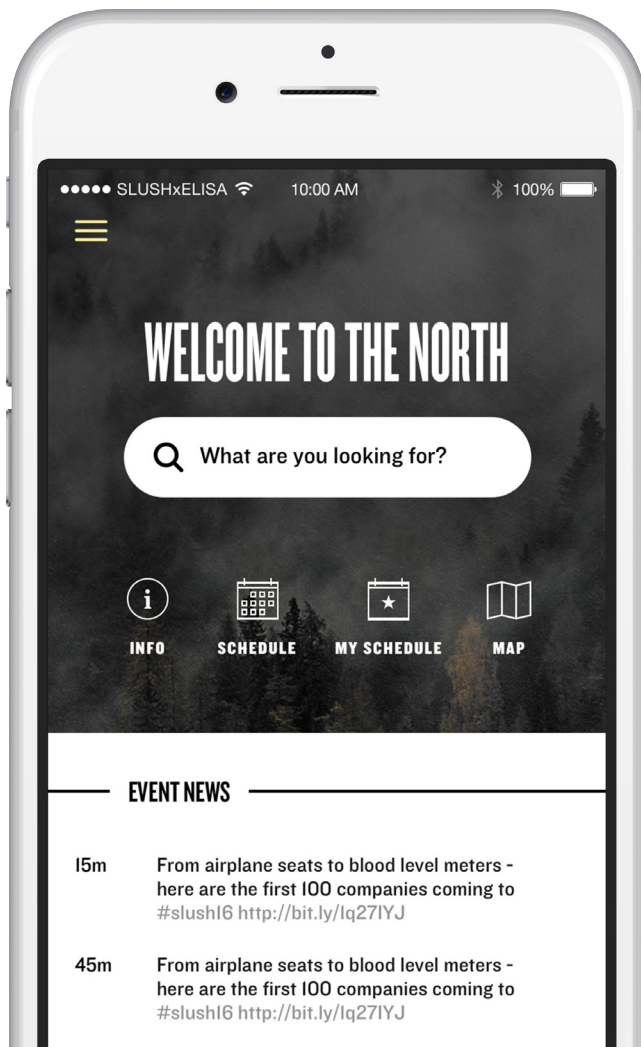


# GET THE SLUSH APP

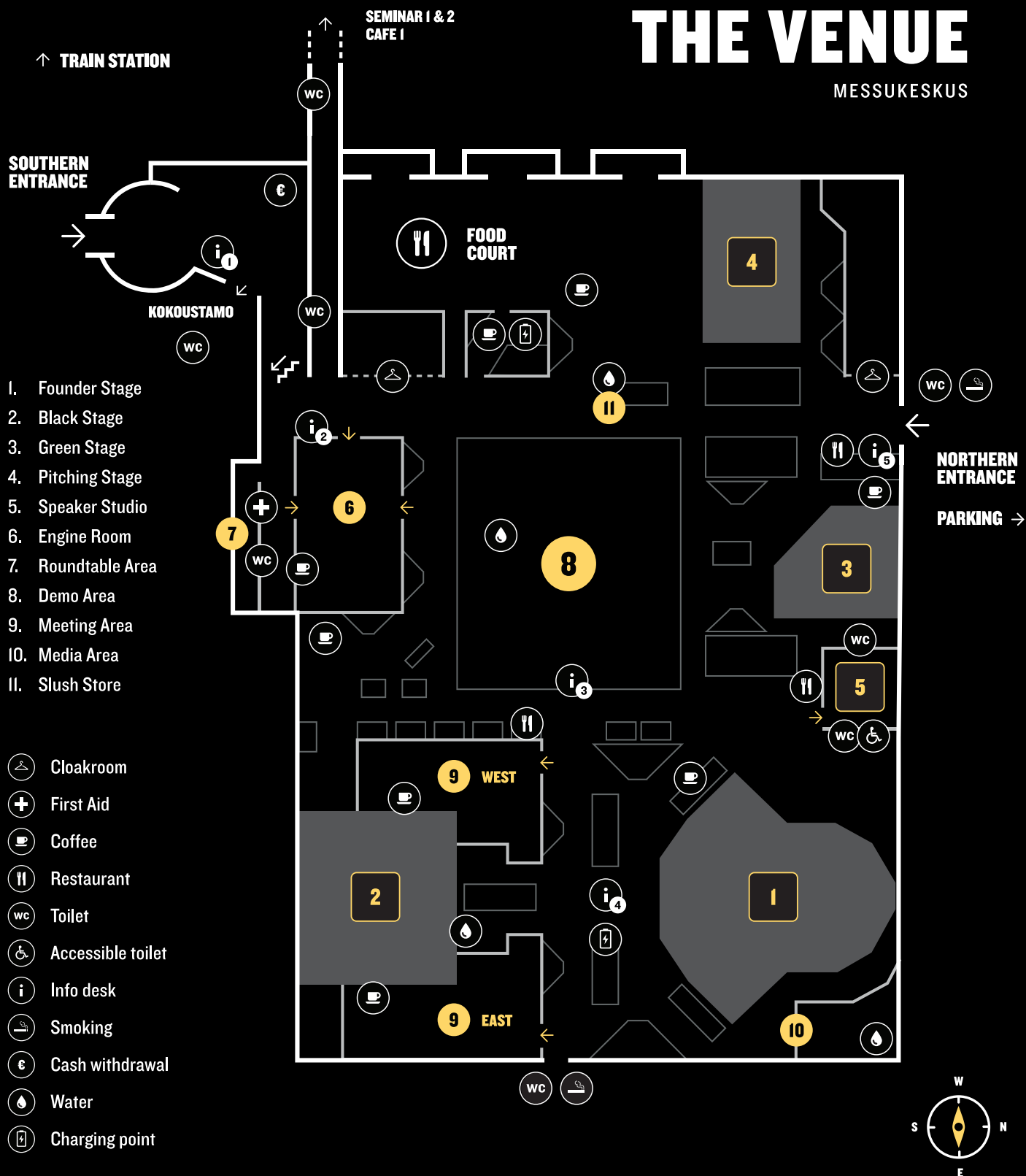
Live your Slush days to the fullest with the official Slush app! You can find the app with the name Slush for iOS and Android. We recommend you download the app already before the event.

## WITH THE APP YOU CAN

- See the full agenda and plan your own schedule
- View the map of the venue and navigate indoors
- Get the latest event news and info
- Chat with other participants and share your thoughts in 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



# VENUE MAP



# AT THE VENUE

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

**FOUNDER STAGE** presents inspiring founder stories in all different stage formats. There will be keynotes and firesides about entrepreneurial paths, product launches and showcases of companies who are the rising tech superstars.

**GREEN STAGE** is a keynote stage, where the audience can get inspired by short industry specific talks. The talks are organized around different topics and will be given by founders, startup employees and other thought leaders.

**BLACK STAGE** introduces in depth discussions on very specific topics and allows the audience to dive deeper into the themes covered on the Green Stage.

**PITCHING STAGE** hosts hundreds of startups during the two days, including Slush 100 pitching and semifinals, as well as A-Round Showcase and Science Pitching. It is the place where you can find the most interesting startups of Slush and see them presenting.

**SPEAKER STUDIO** will host intimate Q&A sessions with selected speakers after their speech. This is a great opportunity to find out more about your favourite speaker. The sessions are open to everyone.

**ENGINE ROOM** is the home for industry specific stage program and networking sessions where the content is created in co-operation with third parties. On Day 2, Recruiting Day will take place in the Engine Room.

**DEMO AREA** is the place for startups to showcase their ideas and products. Demo Area is the best place to go to get familiar with the products of 260 startups. Startups at the booths will be different for Day 1 and 2. Note that only small part of startups will have a Demo Booth as there are altogether 2,000 startups attending to Slush. You can find the full list of registered startups from our website.

**ROUNDTABLE AREA** is for sessions where pre-registered startups and hosts share experiences and advices in intimate discussions. In case of availability, also startups who have not applied, can join the sessions.

**MEETING AREA** is where the magic happens. The area brings investors and startups together for negotiations. Please note that the area is accessible only with Investor, Startup, Executive and Media Badges.

**MEDIA AREA** is a designated working space for the 600 journalists attending Slush. Please note that the area is accessible only with Media Badges.



# AGENDA

The agenda is built under five main themes, in addition to which there are numerous program tracks. This addition is made to 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 MIND OF AN ENTREPRENEUR** is the main theme of the event. By having founders share stories about their hardest moments, we want to raise awareness about how challenges are a normal part of entrepreneurial life.

**THE NEXT 100 YEARS OF YOUR LIFE** covers the topics of Biotech, Education & Work, Health & Wellbeing, and Science.

**SURVIVAL PLAN FOR PLANET EARTH** covers the topics of Foodtech, Cleantech & Energy, Social Entrepreneurship, and Space.

**AUGMENTING THE REAL LIFE** covers the topics of Artificial Intelligence & Robotics, Gaming & Entertainment, Virtual Reality & Augmented Reality, and Music.

**SELF-DRIVING SOCIETY** covers the topics of B2B software & Internet of Things, Fintech & Blockchain, Mobility & Smart Cities, and Cybersecurity.

In the following pages you'll find the full agenda of Slush 2016. To get more info about a specific program, please visit Slush App or [slush.org/agenda](http://slush.org/agenda).

## FOUNDER STAGE

### Wednesday, Nov 30

10:00am	Opening show
10:10am	Fireside chat with Chris Sacca
10:50am	Joel Spolsky: Developers writing the future
11:10am	Steve Jurvetson & the Big Think
11:45am	Riccardo Zacconi & Mike Chalfen: Scaling King
12:10pm	Bad luck has never felt this good
12:25pm	Jamie Siminoff: The Mission to disruption
12:45pm	Founder stories
1:00pm	Daniel Ek, Ilkka Paananen, Niklas Zennström: How we failed our way to success
1:45pm	The future of gaming
2:05pm	Konstantin Guericke: Challenges in the early days of LinkedIn
2:25pm	Juliet de Baubigny: Building for value: How to build high value organizations
2:45pm	Ankur Jain & Brian Norgard: Building a product that 10 million people use daily
3:10pm	Fireside with Neil Mehta & Mood Rowghani: Investing in fast growing companies globally
3:30pm	Adeo Ressi: Entrepreneur's survival kit
3:50pm	Nordic Showcase
4:45pm	Hot topics: Inside VR & bots, hosted by Loic Le Meur
5:10pm	Nordic Showcase
6:30pm	Demo Night: Digital Top 50 awards

### Thursday, Dec 1

9:50am	Nasdaq Nordic Opening Bell Ceremony
10:00am	Space Nation - A special announcement for the planet
10:20am	David Helgason: The tool-powered productivity against the winner-takes-all dynamics of tech
10:40am	Ludovic Le Moan: Will IoT be the path to decode the universe?
10:55am	How to raise above \$10M in Europe
11:20am	Caterina Fake & Esa Saarinen: The soul of the Internet
11:45am	Mobility Fireside: Naren Shaam & Nicolas Brusson with Leo Mirani
12:10pm	Fireside with Dave McClure
12:35pm	Sebastian Siemiatkowski: Experiences from the road: How will Klarna replace the world's credit cards?
1:00pm	Uma Valeti: The Future of Meat
1:25pm	Des Traynor: Keeping your product relevant
1:45pm	The rise of the angels - Introducing the Nordic Makers
2:10pm	Kristo Ovaska: How to build a culture to maximize product development speed?
2:25pm	European tech in 2030
2:55pm	Fireside with Danae Ringelman
3:15pm	Fireside
3:40pm	5 years after Slush 100
4:00pm	Slush 100 finals
5:05pm	Fireside chat with Demet Mutlu & Mood Rowghani
5:25pm	Discussing the European tech scene
5:45pm	Slush 100 Award Ceremony

## BLACK STAGE

### Wednesday, Nov 30

10:15am	Connecting Slush through VR
10:25am	Deep tech investing - pulling sci-fi toward reality
10:55am	Connected health: How digital healthcare empowers individuals?
11:25am	Why is design moving over to the c-suite?
11:55am	Everyone gets hacked: What is cybersecurity?
12:25pm	E-sports - Not just playing around
12:55pm	Moonshot thinking - Creating abundant mindsets
1:20pm	Life after smart cities
1:45pm	Our time needs more dignity
2:15pm	The Davids and Goliaths of Industrial Internet
2:40pm	Technology has no color
3:10pm	GV - In search of groundbreaking innovations
3:40pm	The rollercoaster rides of building a company
4:10pm	Ambarish Mitra: The journey of an entrepreneur
4:40pm	Around the world in VC: What place do diversity & inclusiveness have in venture capital?
5:05pm	Shaping the future of retail payments
5:35pm	Will we miss the sound of a V8?

### Thursday, Dec 1

10:00am	From prosaic to profound - The values and ethics of startups
10:25am	Do startups need governments?
10:55am	Using mobile to build the sustainable societies of tomorrow
11:25am	Basic income - Our next moonshot
12:00pm	The importance of online identity
12:20pm	Internet of energy
12:50pm	How to deal with emerging music markets
1:25pm	What are the driving forces behind Brexit and Trump's ascendancy?
1:55pm	Blockchain - The decentralised future
2:30pm	Founder to parent: Scaling teams and the human factor
2:55pm	Who will decide what we learn?
3:40pm	How foodtech will change our plates?
4:10pm	The evolution of venture capital
4:40pm	New directions in AI
5:10pm	Impact investing - Venturing with a purpose

## GREEN STAGE

### Wednesday, Nov 30

10:15am	Braden Kowitz: Fostering design culture
10:35am	Shoshana Berger: Redesigning death
10:55am	Antoine Nussenbaum: The importance of branding and design for a startup
11:15am	Jordan Shlain: Medicine in 2020: Quality and empathy in the age of technology
11:35am	Nelli Lähteenmäki: Fixing the health system fail with value-driven design
11:55am	Daniel Kraft: The future of health & medicine: Where can technology take us?
12:15pm	Danny Cabrera: The future of biology
12:35pm	Nicolas Cary: Blockchain: The holy grail of fintech
12:55pm	Elizabeth Stark: Less trust is more: Bitcoin, blockchains, and the future of decentralized technology
1:15pm	Lisa Barnett: Should startups fake it 'till they make it?
1:35pm	Lars Fjeldsoe-Nielsen: From Europe to Silicon Valley and back again
1:55pm	Arielle Zuckerberg: Keynote
2:15pm	Albert Wenger: World after capital: Moving to a knowledge society
2:35pm	Lauri Järvillehto: Toward the future of game learning
2:55pm	Akiko Naka: The art of launching and scaling in Japan
3:15pm	Sten Tamkivi: Free People Move: Location Independent Life
3:35pm	Gregory Johnson: Astronaut perspective for 22nd century: Living & working in space
3:55pm	Frank Salzgeber: We need more space!
4:15pm	Di-Ann Eisnoor: Reimagining urban mobility: The next five years in transport
4:35pm	Jyri Engeström: Fun, fast and simple: Disrupting urban transportation
4:55pm	Nagraj Kashyap: Keynote
5:15pm	Liam Boogar: Keynote
5:35pm	Stephanie Alys: When robots get x-rated: AI, big data and the future of sextech
6:30pm	Demo Night: Startup Sauna Demo Day

### Thursday, Dec 1

10:00am	Tim Bobak: Constraining art, sport or cybercrime - creativity frequent results
10:20am	Kenny Ewan: Keynote
10:40am	Lynette Kucsma: 3D food printing: Novelty or needed?
11:00am	Maija Itkonen: Designing food - Case Pulled Oats
11:20am	Pekka Lundmark: Rethinking energy: Fundamental survival plan for Planet Earth
11:40am	Dr. Kemal Malik: Health care: Is the future here already?
12:00pm	Ben Wiegand: From disease care to health care
12:20pm	Kari Stefansson: The genetics of common diseases
12:40pm	Jason Tetro: Lab rats of disruption
1:00pm	Keynote TBA
1:20pm	Sangu Delle: How entrepreneurs are transforming the African continent
1:40pm	David Goldberg: Founders Pledge: Doing good has never been easier
2:00pm	Chris Barton: Shazam: A story of surviving difficult times
2:20pm	Ed Newton-Rex: Creative AI: When will computers master music composition?
2:40pm	Richard Lapington: Redefining audio landscape with quantum break
3:00pm	Andrew Stalbow: Taking mobile brand building seriously
3:20pm	Guillaume Olivier Madiba: Kiro'o wallbreakers, change the world or die trying
3:40pm	Hironao Kunimitsu: Curating the future of global VR
4:00pm	Monika Bielskyte: Virtual reality - Opportunity space?
4:20pm	Keynote TBA
4:40pm	Tracy Young: Lessons from the field: How plangrid built its way to success
5:00pm	Jacob De Geer: Big things start small - iZettle and the future of fintech
5:20pm	Sridhar Iyengar: Hard science, the least frontier for IoT

## PITCHING STAGE

### Wednesday, Nov 30

- 9:00am Hardware & IoT
- 10:10am Gaming & Mobile
- 11:05am Cleantech & Health & Wellbeing
- 12:50pm Fintech & security & E-commerce & Online marketplaces
- 2:35pm Enterprise software & analytics
- 4:20pm AI & VR
- 6:30pm Demo Night: Reboot Finland - Hacks, pitching and awards

### Thursday, Dec 1

- 9:00am Slush 100 semifinals
- 12:00pm A-round showcase
- 1:00pm Science pitching
- 2:30pm Impact pitching
- 4:00pm Corporate pitching
- 4:40pm Bay area showcase

## SPEAKER STUDIO

### Wednesday, Nov 30

- 11:00am Q&A session with Braden Kowitz
- 11:40am Q&A session with Chris Sacca
- 12:20pm Q&A session with Joel Spolsky
- 1:00pm Q&A session with Ankur Jain
- 1:40pm Q&A session with Daniel Kraft
- 2:20pm Q&A session with Steve Jurvetson
- 3:00pm Q&A session with Danny Cabrera
- 4:20pm Q&A session with Akiko Naka
- 5:00pm Q&A session with Juliet de Baubigny

## ENGINE ROOM

### Wednesday, Nov 30

- 10:30am Fintech startups democratizing the capital markets - Empower the people
- 12:00pm Foodtech networking: What's next on our plates?
- 1:30pm Design for growth
- 3:00pm Upgraded health networking: Investing in health
- 4:30pm Seedcamp pitching

### Thursday, Dec 1

- 10:30am Extending human intelligence
- 12:00pm Internet of things - or no things?
- 1:30pm Diving deep into the virtual reality
- 3:30pm Understanding the future of game development

### Thursday, Dec 1

- 11:00am Q&A session with Chris Barton
- 11:40am Q&A session with David Helgason
- 12:20pm Q&A session with Caterina Fake
- 1:00pm Q&A session with Jordan Shlain
- 1:40pm Q&A session with Ela Madej
- 2:20pm Q&A session with Tracy Young
- 3:00pm Q&A session with Dave McClure
- 3:40pm Q&A session with Maija Itkonen
- 4:20pm Q&A session with Danae Ringelmann
- 5:00pm Q&A session with Nicolas Brusson





# SLUSH 100

Slush 100 Pitching Competition gives early-stage startups an opportunity to showcase their products and services, and win the main prize of Slush. The competition consists of three rounds.

## FIRST ROUND

WED NOV 30, 9:00AM-6:00PM

100 companies make a three-minute pitch on the Pitching Stage.

9:00am-9:55am	Hardware & IoT
10:10am-11:00am	Gaming & Mobile
11:05am-12:45pm	Health & Wellbeing
12:50pm-2:30pm	Fintech & security & E-commerce & Online marketplaces
2:35pm-4:15pm	Enterprise software & analytics
4:20pm-6:00pm	AI & VR

## SEMI-FINALS

THU DEC 1, 8:55AM-12:00PM

20 companies do a four-minute pitch on the Pitching Stage.

## FINALS

THU DEC 1, 4:00PM-5:00PM

Four companies do a 5-minute pitch on the Founder Stage

The results of the competition will be available in Slush News.



WINNER OF SLUSH 100 IN 2015

# CLAIM YOUR BADGE IN ADVANCE

We highly recommend you claim your badge in advance to go straight into business at Slush. Please have your ID and your ticket code ready when you arrive at any Badge Claim point. You'll receive a ticket code before Nov 25.

If you are coming to pick up your friend's badge you need to have your friend's ID and, if possible, also the ticket code.

If you want to pick up more than 5 badges for your organization the order should be made at least 24 hours in advance. The pick up takes place between 25.-29.11. Order 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:

### Elisa Kulma, Aleksanterinkatu 19, 00100 Helsinki

Fri Nov 25	11:00am-7:00pm
Sat Nov 26	11:00am-6:00pm
Sun Nov 27	Closed
Mon Nov 28	10:00am-7:00pm
Tue Nov 29	10:00am-10:00pm

### Pure Waste, Yrjönkatu 34, 00100 Helsinki

Fri Nov 25	11:00am-7:00pm
Sat Nov 26	11:00am-7:00pm
Sun Nov 27	Closed
Mon Nov 28	10:00am-7:00pm
Tue Nov 29	10:00am-10:00pm

### Helsinki Airport, 01531 Vantaa, T2 and T1 arriving halls

Mon Nov 28	3:00pm-9:00pm
Tue Nov 29	8:00am-10:00pm

### Citycenter, Floor K1, Kaivokatu 8, 00100 Helsinki

Fri Nov 25	10:00am-7:00pm
Sat Nov 26	11:00am-7:00pm
Sun Nov 27	11:00am-4:00pm
Mon Nov 28	10:00am-7:00pm
Tue Nov 29	10:00am-10:00pm

### Siltanen, Hämeentie 13B, 00101 Helsinki

Tue Nov 29	7:30pm-00:00am
------------	----------------

If you have claimed your badge in advance, choose the **Badge Holder** lane at the entrance. You can also claim your badge at the venue by choosing the **Badge Claim** lane at the entrance.

# ARRIVING AND GETTING THERE

Slush 2016 will be held at the Exhibition and Convention Center of Helsinki (Messukeskus). The address is Messuaukio 1, 00520 Helsinki. Remember to wear your badge and wristband when entering.

## EVENT OPEN

**Wed Nov 30, 8:00am–6:00pm**

**Thu Dec 1, 8:00am–6:00pm**

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 not claimed your badge in advance, we recommend you to arrive from the southern entrance and choose the **Badge Claim** lane. However, you can also pick up your badge at the northern entrance.

## CLOAKROOMS

Cloakrooms are located near the entrances and are free of charge. Please note that the cloakrooms cannot receive large items. Cloakrooms are open:

**Wed Nov 30, 8:00am–9:00pm**

**Thu Dec 1, 8:00am–1:30am**

Lost and founds can be brought to and enquired from the southern cloakroom near the southern entrance.

## TRANSPORTATION

**A parking garage** is accessible from Ratapihantie 17. It is open 24/7 and one entry costs 12 euros (24 hours parking). You'll need a parking ticket to get out from the garage. Remember to buy it.

**Public transportation** (trains, trams, metros and buses) is world class and safe to use at any hour. We highly recommend using public transport to save your time. Try Journey Planner to make it easy: [reittiopas.fi/en](http://reittiopas.fi/en)

Taxis are reliable and easy to get during daytime. Call number +358 100 0700 or use Valopilkku mobile app.



# WE ARE HERE TO HELP YOU!



All of our dedicated volunteers are eager 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 the white beanies - oh do they go to the extremes for you! You can find them at the Info Desks and shuffling around the venue.

There are five Info Desks at the venue. Helsinki Regional Transport (HSL) cards can be picked up from Info Desk I, and used for paying all public transport. Notice that we only have a limited amount of cards.

## **INFO DESKS OPEN**

**Wed Nov 30, 8:00am–7:00pm**

**Thu Dec 1, 8:00am–7:00pm**

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

## **LIVE HELP OPEN**

**Mon Nov 28, 9:00am–8:00pm**

**Tue Nov 29, 9:00am–8:00pm**

**Wed Nov 30, 8:00am–7:00pm**

**Thu Dec 1, 8:00am–7:00pm**

We appreciate any feedback you may have. Please share your insights to our volunteers and help us to make your Slush experience better right away.

# FOOD AND BEVERAGES

**THERE ARE SEVERAL FOOD TRUCKS AT THE VENUE SERVING DELICACIES FROM ALL OVER THE WORLD. TRUCKS ARE OPEN ALL DAY DURING THE EVENT'S OPENING HOURS. PRICES VARY FROM 10 TO 15 EUROS.**



**RESTAURANTS** at the Food Court include Richard McCormick's, BBQ on Wheels, Gold & Green, Kimchi Wagon, Tortilla Company, Northern Exposure, Levant, Street Kitchen and Corner. Around the venue, Street Gastro, Cafe 7, and Helsinki Cafe will serve Slush visitors. In addition, there are two restaurants Wolt x North Bowl and Wolt x North Grill from where you can order food through Wolt-app or Wolt website. If you are stuck at the Meeting Area you can use Wolt to order Sushi Pokebowls from Wolt x New York Ninja. For grabbing lunch, Food Court is the place to go!



**COFFEE AND TEA** are served for no charge throughout the day in several spots: Meeting Area, Samsung stand, Futurice stand, Nordea stand, Lufthansa, Boat Cafe, and the biggest one Dalmayr Cafe at the Food Court.



**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. Enjoy the eco-friendly water still or sparkling. There will be biodegradable water cups at the water stations to drink from. **Note that we don't serve bottled water at the event.**

# SLUSH STORE

The weather forecast for Helsinki in November? -1 celcius degrees, freezing rain and no sunlight. But don't worry – the official Slush A/W 2016 collection is made for jumping in puddles & staying warm.



This year's Slush gear features warm beanies, merino wool scarves, hoodies and T-shirts as well as customized Slush Hai Low rubber boots by Nokian Footwear, a Finnish design classic. Products can be pre-ordered through our online shop or bought at the venue.

While the Slush T-shirts and hoodies make a great gift, the Slush Store at the event will also sell customized cell phone covers and children's coding books to take home to your loved ones. Or remind you about the experience when slush has already melted away.

## **SLUSH STORE OPEN AT THE VENUE:**

**Wed Nov 30: 9:00am–6:00pm**

**Thu Dec 1 9:00am–6:00pm**

## **PRE-ORDER:**

You can also pre-order part of the swag online or drop by the Slush store (Yrjönkatu 34) to get ready for the Slush season: [store.slush.org](http://store.slush.org)

## **PARTNERS:**

PureWaste  
Nokian Footwear  
Costo  
Lastu  
Kanssani  
Hello Ruby  
Mobile electric





## POWER UP YOUR MOBILE PHONE

We have a solution for your phone's sudden battery drain. There are several spots at the venue where you can charge your phone. There will be charging points at Elisa's and Fortum's stands. In addition, we have portable **powerbanks** available at Slush store that you can borrow with a deposit.

## FIRST AID AND SAFETY



There is first aid service at the venue in case of accidents (see location from the map). In case of 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.

We want to make you feel safe and secure.

**EMERGENCY NUMBER 112**

# PARTIES AND SIDE EVENTS

## SLUSH 2016 OFFICIAL OPENING PARTY

Tue Nov 29, 10:00pm–3:00am

Kaiku & Kuudes Linja, Hämeentie 13, Helsinki

Slush and Enter e-Estonia welcome you to the Official Opening Party of Slush 2016. Thrilling live acts and DJs from both sides of the Baltic Sea – from fabled godfathers of Estonian indie, Röövel Ööbik to Timo Kaukolampi, the reverend of the Finnish underground. You can access with Slush wristband which you'll get when claiming your badge in advance.

## SLUSH 2016 DAY I AFTERPARTY

Wed Nov 30, 9:00pm–1:30am

Cable Factory, Tallberginkatu 1, Helsinki (Slush Music venue)

The Day I Afterparty of Slush is a true celebration of tech meeting music. Attendees from the main event as well as Slush Music will gather together at the original roots of Slush, the Cable Factory, right by the frozen Baltic sea. You need only your Slush wristband to enter the party!

## THE MYTHIC SLUSH AFTERPARTY

Thu Dec 1, 9:00pm–1:30am

Messukeskus, Messuaukio 1, 00520 Helsinki (Slush venue)

When the official stage program at Slush ends, the Slush venue becomes a wonderland of music, lights and unexpected encounters. The Mythic Slush Afterparty is held at the Slush venue in Messukeskus. You can access the party with your Slush wristband.

### FOUNDER STAGE

10:00pm **ANTTI TUISKU** (60 min)

11:45pm **DISCO ENSEMBLE** (45 min)

00:30am **MATT HELDERS** (UK) (60 min)

### GREEN STAGE

9:00pm **DJ ADRY & FIDO** (60 min)

11:00pm **DARUDE** (45 min)

### BLACK STAGE

9:00pm **HOODWATCH DJ'S** (45 min)

9:45pm **D.R.E.A.M. DJ'S** (45 min)

10:30pm **ALEX MATTSON** (45 min)

11:15pm **LENNO** (45 min)

00:00am **JORI HULKKONEN** (45 min)

00:45am **ORKIDEA** (45 min)

## **SLUSH AFTERAFTERPARTY**

**Thu Dec 2, 00:00am–4:00am**

**Maxine, Urho Kekkosen katu 1A, 00100 Helsinki**

After the Slush Mythic Afterparty, the night continues at bar Maxine in the heart of Helsinki, with the best view over the rooftops. To give you no excuses to skip this party, we've organized a few buses from Messukeskus to Maxine between 0:45am–1:45am. Buses leave from Ratamestarinkatu 14. There are also extra trains going from Pasila to the city centre. You can access the party with your Slush wristband.

## **SIDE EVENTS**

The whole Slush week is packed with exhilarating program around the Helsinki metropolitan area. In addition to the events organized by Slush, such as the Investor Day and Founders' Day, there are dozens of industry and theme specific gatherings diversifying the experience for Slush attendees. Check the complete list at [slush.org/side\\_events](https://slush.org/side_events)





# **SLUSH** MUSIC ))

WED NOV 30, 10:00AM–6:00PM, CABLE FACTORY, TALLBERGINKATU 1, 00180 HELSINKI  
THU DEC 1, 10:00AM–6:00PM, EXPO AND CONVENTION CENTRE, MESSUAUKIO 1, 00520 HELSINKI

Slush Music brings the music industry and tech together to share thoughts on how the multi-billion industry can reach its full potential. Along with the Slush community of tech-heads and investors, Slush Music will help the music industry entrepreneurs forward more extensively than ever.

The two-day program will feature keynotes, fireside chats, roundtable discussions, workshops, fierce duels, and networking.

Cable Factory will welcome 1,500 Slush Music guests on Nov 30 and offer an exclusive platform to discuss the most striking topics in the music industry. On Dec 1, Slush Music crowd will blend into the rest of the Slush community at the Expo and Convention Center of Helsinki, which serves Slush Music attendees with five stages full of program and up to 17,000 people to connect with.

## **WHO CAN ATTEND SLUSH MUSIC?**

On Nov 30, Slush Music Program at Cable Factory will be available for Slush Music Pass and Slush Music Artist Pass, as well as Slush Media, Executive, Startup and Investor Pass holders. There is free bus transportation between Cable Factory and Messukeskus. Buses leave hourly. From Messukeskus,

Ratamestarinkatu 14 at 10:30am, 11:30am, 12:30pm, 1:30pm, 2:30pm, 3:30pm, 4:30pm, 5:30pm, 6:30pm, 7:30pm.

From Cable Factory at 11:00am, 12:00pm, 1:00pm, 2:00pm, 3:00pm, 4:00pm, 5:00pm, 6:00pm, 7:00pm

On Dec 1, all Slush Music Pass holders will attend Slush at messukeskus.

Check [music.slush.org](http://music.slush.org) for agenda and more information.



# 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](https://slush.org/helsinki)
- Get to know your route to the event, the venue map and plan your schedule in advance.
- Pack comfortable shoes, warm clothes and business cards.
- Charge your laptop and phone! If you have power bank, there is no harm to take it with you.
- Start following the #slush16 discussion and @SlushHQ account! This is how you'll 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 the sessions. You'll have better seats, less queuing 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 of people you've met.
- Try to collate the main points from each talk and discussion.
- Visit the startups at their booths in Demo Area.
- Check the Slush swag and souvenirs at Slush store.
- Join the discussion in social media during panels and keynotes. Follow #slush16 and @SlushHQ account.
- High five a volunteer. Slush is non-profit, so most of our staff are volunteers – they'll make you smile and wow!
- Share feedback to our volunteers to help us improve your Slush experience right away.
- Join the afterparties, tired or not. 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](https://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 2017!



# HELSINKI STATE OF MIND

**FRESH AND SURPRISING. DYNAMIC AND LIVELY.  
ENJOY THE SLOW RHYTHM OF URBAN HELSINKI.**

If you are wondering what to do in Helsinki outside Slush, visit our Helsinki Guide at [slush.org/helsinki](https://slush.org/helsinki)! We have listed our favorite things – from the comfiest hotel bed to the most heartwarming raw cakes and design saunas with spectacular sceneries.

If you have any questions regarding Helsinki during the event, we have a Helsinki specialist from Visit Helsinki to help you out at the Info Desk I near the southern entrance.

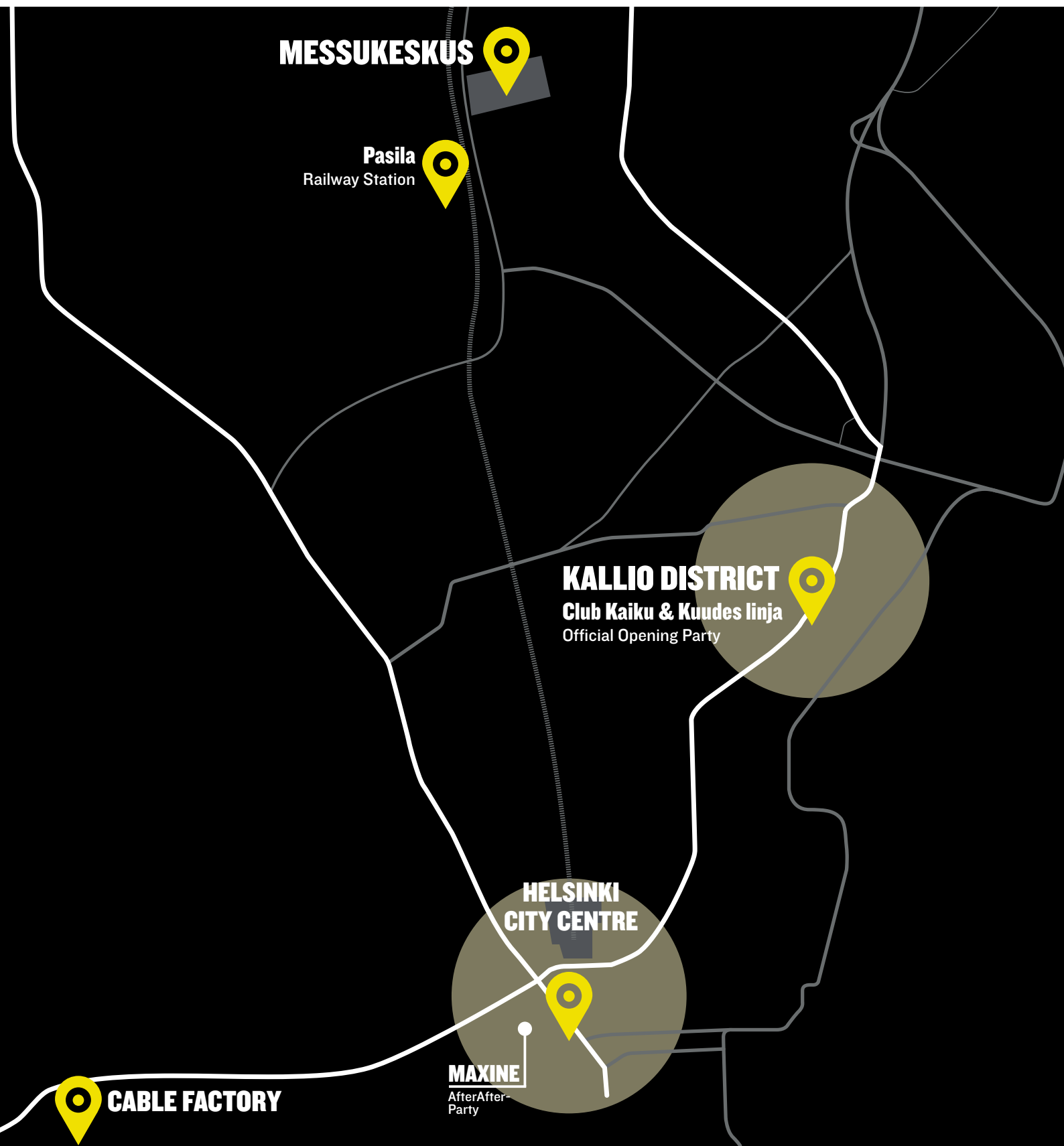


KOLME SEPPÄÄ





# HELSINKI MAP



## GLOBAL PARTNERS



## MAIN PARTNERS



## KEY PARTNERS





# PRODUCTION PARTNERS



# SUPPORTING PARTNERS



