



**VOLUNTEER HANDBOOK 2016**



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# OPENING WORDS

## WELCOME TO SLUSH 2016

Dear Volunteer,

First – hats off! This year we received a record-breaking number of volunteer applications and you are one of the lucky 2,000 to be chosen. On behalf of the whole Slush team, we would like to warmly welcome you to the organization taking Slush 2016 to the stars and beyond!

Slush has grown to be the leading startup and tech event in Europe. This year we're expecting close to 20,000 people from all around the world. The secret behind Slush lies in our volunteers – Slush is a non-profit event created by you, our volunteers, who create the most magnificent event on planet Earth.

We made this handbook to help you get the most out of your volunteer experience. It includes valuable insights and important information about Slush in general. The content gives you a deeper understanding of what Slush is all about and gives an overview of the practical arrangements.

To make your volunteer experience unforgettable, we are here to take care of you and help you to enjoy this ride with us. Cannot wait to see you in November!

### **ALL THE BEST, VOLUNTEER COORDINATORS FOR SLUSH 2016**



**JULIA HÄMÄLÄINEN**



**JOHANNES TERVO**



**IINA LAPPALAINEN**





# WHAT IS SLUSH?

Slush is a global student-led movement helping the next generation of world-conquering founders forward. We want to inspire the founder of the next Google.

Slush was born in Helsinki by a group of entrepreneurs who realized that nothing existed to support the local entrepreneurs in what they do. In the beginning, the focus was on bringing the founders together. Later on the focus was more on changing the general attitudes toward entrepreneurship from dystopia to radically positive and helping founders to raise funding. Even though Slush has grown from its early days of 300 attendees to become a global community, the philosophy behind it has remained the same: for startups, by startups.

Today, Slush in Helsinki is a two-day startup and investor event organized every November. It gathers 15,000 founders, investors and media from more than half of the world's countries to the cold and dark Nordics. Our main focus has been on bringing startups and investors together. Only last year we hosted close to 6,000 meetings between investors and startups. These meetings have turned into €500 million of funding for startups in this region.

There are only a handful of events like Slush in the world that are around the same size, reaching over 300 million people annually. They are similar in some ways, but there's one thing that none of them can do like us. We are different because of the way we operate: a non-profit community led by students and helped by hundreds of entrepreneurs, investors, experts, techies and other awesome people who genuinely want to help entrepreneurs.





# SLUSH IN 2016

## WHAT'S NEW THIS YEAR?

Slush is much more than the two-day event in Helsinki – there are actually many other projects happening around it all the time. Here are a few of the new projects introduced in 2016. You can read more stories at: <http://www.slush.org/news/>

### 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!

### TALK THE TALK

Talk The Talk is a new annual program to find and coach young speakers from Finland. This year our coaches are Henkka Hyppönen, Bruce Oreck, Linda Liukas, Saku Tuominen and André Chaker. They will teach the art of public speaking to our 12 talents who were chosen in September based on video applications. The final event is held in Sanomatalo on November 2 at 5 pm and it is free-of-charge and open to everyone. The winners will get a chance to host a stage at Slush 2016! Meet our talents and coaches: [www.slush.org/talkthetalk](http://www.slush.org/talkthetalk)

### SPEAKERS STUDIO

For the first time, we are introducing Speakers 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. Speakers Studio is open to everyone.

### SLUSH DEBUTS IN SOUTHEAST ASIA

Slush organized its first event in Singapore on September 20, 2016. The event was a huge success and it attracted over 2,000 attendees.

### PRODUCTION GETS BIGGER: 20,000 STONES & 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. Did you know that Slush is the largest technical production ever executed in Finland?

### 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 to bridge the gap between tech, music and entrepreneurship.



# SLUSH IN 2016

## PROGRAM

The goal for the program of Slush has always been to bring interesting people together and to inspire new founders forward. Bringing successful entrepreneurs on stage is a way of inspiring current and future founders, and showing them what is happening in the world, both now and in the future. However, unlike almost all other conferences Slush does not pay its speakers. They join us on stage as they want to help out the growing community of entrepreneurs and share their real life stories.



### STAGES

This year there will be four big stages at Slush. Founder Stage presents inspiring founder stories, Green Stage will have short TED-style talks, Black Stage introduces deep dive discussions on very specific topics, and Pitching Stage hosts several different pitching competitions. In addition to the stages, there will be a curated program in Engine Room and at Speakers Studio.

### SPEAKERS

The speakers at Slush consist mainly of founders, startup team members, investors, researchers and industry specialists. This year, the lineup of speakers is crowded with technology and entrepreneurial superstars, such as Danae Ringelmann, co-founder of the world's first crowdfunding platform, Steve Jurvetson, one of the most significant investors in Silicon Valley and a board member at Elon Musk's ventures Tesla and SpaceX, and Chris Sacca who is one of the world's most successful investors. Sacca is a man with the Midas Touch, who has invested in companies such as Twitter, Instagram and Uber. All total this year, there will be approximately 200 speakers and around 150 startups on the stages.

### THEMES

This year's program will focus on discussing the hardships of being an entrepreneur. By having founders share stories about their hardest moments, we want to raise awareness about how challenges are a normal part of entrepreneurial life. We will also see how tech can be used to upgrade our health and how robotics reshape our society, create a survival plan for Earth and dive deep into virtual reality.



# SLUSH GLOBALLY

Two years ago we thought that it would be impossible to take Slush outside of the Nordics on a big scale. How would it be possible in practice to take the excitement and enthusiasm of the next generation and turn it into a non-profit movement? Just 20 months later, we now have Slush communities in Tokyo, Shanghai, and Singapore doing the very same as we are doing in Helsinki: helping the next generation of founders forward. How did this all happen?

The ignition of larger scale Slush communities started in Tokyo. In late 2014, Antti Sonninen, main organizer of Slush Tokyo and Taizo Son, founder of Mistletoe, approached us with a message: “It sucks to be an entrepreneur in Japan. You are expected to stay at one company your entire life and work up the pyramid. Building your own company is not even an option. We want to change that. You have done this in the Nordics with Slush. Can we do the same in Japan?” Four months, 300+ volunteers and an incredibly committed team with a similar heart. That’s what it took to create the first large-scale Slush event outside of the Nordics with more than 3,000 attendees.

Then came China. The first event was organized in Beijing, this year’s was in Shanghai. And then later Singapore. Today, all of these cities boast a Slush community of people like us: a new generation who wants to make a difference.

**This year, the entire Slush community is gathering in Helsinki for Slush. Go ahead and high-five them at the event. Who knows – maybe you’ll find yourself volunteering in Shanghai next year? ;)**





# NOTE FROM THE CEO

## THIS COMMUNITY IS YOURS

Excitement. Palpable vibe. Frenzy. These are words that visitors have used to describe what being at Slush feels like. It's different. It's different from all the other somewhat similar startup and technology conferences because of you. You and all the other 2,318 mesmerizing volunteers joining Slush from over 50 countries. Year after year the one thing that our visitors fall in love with is the willingness to help and the energy of our volunteers. Giving each of our visitors the ultimate event experience and exceeding their expectations is what we strive for.

Slush grew from the idea of cultural change: creating a grassroots movement to help the next generation of founders forward. During the past five years, we have grown from a 300-person gathering to become a global community of more than 40 events and 30,000 attendees all around the world from Singapore to Jamaica. It's really humbling to see the next generation in cities like Tokyo and Shanghai join this movement and share the same mindset. So what's next? We see a future where Slush will become for entrepreneurship what TED is for ideas and WWF is for nature. A truly global movement.

Remember that this community around Slush is yours. There is always room for new ideas to grow into great initiatives. My first Slush was in 2012 when I was part of the Event Help volunteer team (which back then was actually just one person). I immediately fell in love with the culture of making things happen and taking ownership for what you do. Ever since, I have been a part of this community. I hope you'll experience something similar during Slush 2016. Who knows where you'll find yourself in 2017? I hope your time at Slush is the best journey of your life!

### **MARIANNE VIKKULA**

**CEO & MAIN ORGANIZER OF SLUSH**





# SLUSH STORYLINE

## FACTS AND BEST MEMORIES OF THE PAST SLUSH EVENTS.

### 2008-2010

"In its first three years, Slush reflected the startup scene in Helsinki: small, unorganized and sympathetic. However, the excitement, enthusiasm and authenticity of Slush was there since day one."

■ ATTENDEES  
■ VOLUNTEERS

400

Organized by  
a group of local  
entrepreneurs.

### 2011

Attendees mostly  
from around Aalto  
University

50 1500

"Kind of like the Woodstock. Nothing really worked but everything was awesome. Startups from Northern Europe, investors from London and Silicon Valley."

### 2012

"The team behind the event was a small group of young part-time volunteers, without any earlier experiences of similar events. Still they managed to grow the event to a European-scale for the first time."

3500 300

### 2013

"Running out of space at Cable Factory venue center, the team dreamt about renting a cruise ship to satisfy the event's growing needs: Let's bring a cruise ship to the back pier! Which is better, Silja Line or Viking Line?"

"Running out beer at the afterparty, in less than 30 minutes the community gathered an extra 20 000 beers from all around Helsinki to Slush."

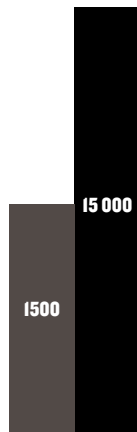
600 7000



## 2014

"The opening show was so loud and energetic that we realized that we had to buy earplugs for half of the audience in the day before the event."

"A month before the event we realized we would need to sell more tickets to Slush 2014 than we had sold for all of the past Slush events combined. We all sat down and started to make phone calls to everyone we know, and ultimately we managed to sell out the event for the first time."



## 2015

"Let's put a pool below the green stage: why not? Of course some team members had to order rubber ducks they set swimming there during the after party."

"Slush was honoured to receive the President's award for internationalization efforts."

## 2016



# VOLUNTEER TEAMS IN 2016

Volunteers will help out in various crucial tasks before and during the event week. This year we have volunteers working in about 30 different teams. Below you will find more information about what these teams do and what their main tasks are:

## **CATERING TEAM**

Serving visitors with refreshments and taking care of the cleanliness of the food points around the venue. By this, we mean, preventing them from getting HUNGRY!

## **CHAUFFEUR TEAM**

Taking care of the visitors', (speakers, investors, etc.) transportation, but also making sure they enjoy the ride (e.g. music, snacks, discussions, jokes?) and feel appreciated.

## **CLOAKROOM TEAM**

Not only serving and helping visitors in the cloakrooms but keeping our guests warm also after the event. It's cold outside.

## **CONCIERGE TEAM**

Serving visitors (speakers, investors, delegations, etc.) who have ordered concierge service as personal assistants, a.k.a. best friends. At Slush there are no VIPs. Everyone is equally important.

## **CONSTRUCTION TEAM**

Constructing and deconstructing the technical production at the event venue, but also enabling the audiovisual overblow and the biggest technical production ever executed in Finland.

## **DEMO AREA TEAM**

This team is responsible for the practical arrangements of the Demo Area, guiding people (especially startups) to different booths and giving information to them.

## **ENGINE ROOM TEAM**

The team is responsible for the practical arrangements of the Engine Room, guiding people to different places and giving information to visitors.

## **EVENT HELP TEAM**

Helping all other teams with unexpected tasks and situations during the event, and thus, letting them relax more. Also actively asking if help is needed.

## **FIRST AID TEAM**

If someone gets physically hurt, the team knows what to do. Helping people in case of an emergency. Also helping other teams to focus on their main tasks without them worrying about worst-case scenarios.

## **IMPACT TEAM**

The Impact team works on the Global Impact Accelerator program, bringing entrepreneurs from emerging markets to Helsinki to accelerate their businesses, attract additional financing and make an even greater impact on their societies and beyond.

## **INFO TEAM**

Informing and helping out the visitors at several info desks around the venue, and through an online infochat. Knowing, or figuring out, answers and solutions to any kinds of problems and issues.

## **IT TEAM**

Developing Slush's registration and ticketing platforms, and Slush Matchmaking Tool. Making sure our Slush website runs smoothly!

## **JUNCTION TEAM**

Creating Europe's largest hackathon on November 25–27.

## **KOKOUSTAMO AREA TEAM**

The team is responsible for the practical arrangements of Kokoustamo Area, where smaller events take place. In addition, informing visitors and guiding them to places.



# VOLUNTEER TEAMS IN 2016

## **MEDIA AREA TEAM**

The team is responsible for the practical arrangements of the Media Area, guiding Media Pass holders to different places and giving information to them. Enabling them to share the stories from the event with the whole audience and interviewing others.

## **MEETING AREA TEAM**

The team is responsible for the practical arrangements of the Meeting Area, guiding people to their meetings and giving information to the visitors.

## **NESU TEAM**

Constructing and deconstructing the technical production at the event venue, but also enabling the audiovisual overblow and the biggest technical production in Finland. The NESU team consists of business students from Aalto University.

## **PARTIES TEAM**

Serving visitors during the parties and helping with practical arrangements. Also making sure they have a good time outside the official program.

## **PHOTOGRAPHERS TEAM**

Photographing Slush 2016 and the side events. Making unforgettable memories visible, capturing the moments.

## **PRE-REGISTRATION TEAM**

Registering the visitors to Slush at different locations before the event and also helping them to avoid queuing at the event itself. Possibly the first Slush contact for the guests.

## **PYKÄLÄ TEAM**

Constructing and deconstructing the technical production at the Slush Music event venue at Cable Factory, and also enabling the audiovisual overblow. The Pykälä team consists of law students from the University of Helsinki.

## **REGISTRATION TEAM**

Registering the visitors to the event at the entrances, in other words letting them inside without waiting out in the cold. The first contact for the guests at the event itself.

## **ROUNDTABLE AREA TEAM**

The team is responsible for the practical arrangements of the Roundtable Area, guiding people to the right discussion tables and giving information to them.

## **SECURITY TEAM**

Monitoring the entrances and the whole venue. Making everyone inside feel safe and secure.

## **SLUSH STORE TEAM**

Selling and promoting Slush merchandise during the event. Offering a chance to buy concrete memories from the event.

## **SOCIAL MEDIA TEAM**

Someone our guest can always (before, during and after the event) talk to. Sharing stories. Collecting inspirational examples and feedback from the social media. Managing different social media channels, especially Twitter, Instagram and Periscope.

## **STAGES TEAM**

Helping the stage managers to make sure that everything runs smoothly behind and on the stages. To ensure that speakers will feel comfortable and taken care of, so that they can focus on their speeches.

## **SUSTAINABILITY TEAM**

Helping with everything related to recycling and advising the guests at the recycling point. It is not about recycling, but collecting raw materials that can be re-used. A service that itself already exceeds expectations.

## **VOLUNTEER AREA TEAM**

The team is responsible for the practical arrangements of the Volunteer Area, and helping and informing other volunteers. Making the volunteers feel happy and giving them the break they deserve from the hectic environment.

# THE VOLUNTEER EXPERIENCE

## WHAT WILL THE VOLUNTEERS GET?

**IN 2016, THERE ARE OVER 2,000 VOLUNTEERS WORKING IN 30 DIFFERENT TEAMS.**

During this fall you will meet interesting people, learn new skills and get a chance to see how one of the biggest startup and tech events in the world is made – from the inside. You will also have a unique opportunity to meet other volunteers with various different backgrounds from over 50 different countries.

### AS PART OF YOUR EXPERIENCE YOU WILL ALSO RECEIVE:

- Work certificate
- Top-level training
- Slush Volunteer t-shirt
- Food and refreshments during the event
- Access to the official Slush Volunteer Events

Volunteers' Day + Venue Training + Volunteer Afterparty

..and of course a chance to attend the event itself, enjoy the atmosphere, see our awesome speakers and who knows, even grab your dream job.





# THE VOLUNTEER EXPERIENCE

## SCHEDULE

### NOV 12: VOLUNTEERS' DAY

Slush Volunteers' Day gathers over 2,000 volunteers together for the first time. The day is full of interesting programs, inspiring speakers, and it ends with a huge kick-off party!

**Seminar at Kulttuuritalo**

**Group checkpoints at Konepajan Bruno**

**Kick-off Party at Circus**

### NOV 29: VENUE TRAININGS

Venue training is an excursion to Messukeskus to see the premises where the event takes place, and learn where everything is located. This year the venue training is combined with practical info training. During the venue training you will also get your volunteer gear and all practical stuff such as badges, wristbands and food tickets. There will also be a volunteer photoshoot where you will get your awesome crew photo!

**Cable Factory Venue Training** is already on Nov 28 for the teams that are working there.

### NOV 30–DEC 1: SLUSH 2016

Slush 2016 is held at Messukeskus.

### DEC 3: LEGENDARY SLUSH VOLUNTEERS' AFTER PARTY

On Dec 3 we arrange the **legendary Slush Volunteers' After Party** to thank you all for your efforts. The party will be held at Konepajan Bruno. Note: age limit for the party is 18.

!

Note that some volunteer teams might also have team-specific training(s) before the event. In addition, some teams are working at the side events happening around Slush, for example at Slush Music at Cable Factory. Ask for more detailed information from your group lead.

# MAKING OUR GUESTS SMILE AND WOW

November 21 in 2012, the first day of Slush. Hectic preparations are over and everything is set for the first big keynote. Soundcheck done, presentation one click away and the audience is waiting. Only thing missing is David Gardner, investor and partner at London Venture Partners, who is supposed to speak on the stage in five minutes.

Once our volunteers noticed that David was missing, walkie-talkies and phones started going crazy to find him. Some looked for him among the audience, some went asking around if someone had seen him. One of us even ran outside and shouted out loud: “Is there someone here called David!?” And yes, there he was, in the registration line, totally confused when a volunteer grabbed him and spoke into the walkie-talkie: “I have David! Now, what should I do with him?”



The world is full of definitions of customer experience. At Slush we keep it down to earth. Instead of vague descriptions and pompous words, our organization’s responsibility is simply to make our guests smile.

Slush customer experience is something we want to do, nothing that we have to do. It’s caring instead of serving – being friends with our guests. It’s the brilliant basics – things that you usually notice only when they go wrong. It’s making the boring enjoyable with small surprises like poems on the cloakroom tags or walking together instead of pointing out the direction. It’s an attitude to solve anything without needing to know everything.

It’s the good morning every morning, finding your own way to make people around you feel happy and amazed. Instead of meeting and exceeding customers’ expectations, rather let’s make them smile and feel wow.

That’s what we accomplished with David. He made it onto the stage in time, gave a great speech and was impressed by our customer care. Still today, he loves to tell this story of a Slush volunteer who took ownership of a problem he didn’t even realize he was having.

That’s an example of our customer experience, “the magic of Slush” as David puts it.



# EVENT VENUE

## THE ROLE OF TALKOOT

"Talkoot is the heart of Slush", as our CEO Marianne puts it. "It brings like-minded people together, leaving their own mark on Slush."

Slush has redefined the word Talkoot over the years. It's not sausage after cleaning the yard or limited only to certain people. Slush Talkoot is open for everyone. It's both a common first step for new volunteers, and a traditional habit of getting together for our old stagers.

Not to forget, Talkoot also plays a crucial role in the whole event production and especially in the way Slush looks. Every year, people with an interest in Slush get together to build the visual elements for the main event. This year hay poles were turned into fences and over a thousand dream catchers were handcrafted. Slush 2016 will yet again reflect the team effort of thousands of people.



## SUSTAINABILITY AT SLUSH

Slush holds the EcoCompass certificate, which stands for our commitment to substantially decrease the ecological footprint of the event. A lot of work for this has already been done. For example, we have utilized recycled materials in venue props, favoring environmentally friendly solutions and purchasing renewable electricity. However, in order to improve our sustainability performance even more, everyone's help is needed. This year, we will have the three following objectives where you as a volunteer can help us make a big difference by making small, yet smart choices:

Turning all discarded materials into new resources. Therefore, set an example by recycling all your waste correctly.

Favoring tap water instead of bottled water. So, feel free to use the tap water points at Slush – setting an example, again.

Avoiding unnecessary consumption of disposable products and other fast-moving consumer goods to decrease the amount of waste.

# EVENT VENUE

## SLUSH PRODUCTION

The production and visual design of Slush is at the very heart of the Slush experience. Whether it is lasers, a stage surrounded by water, or tons of recycled waste, we always strive to create awe among our audience.

## DIFFERENT AREAS AT VENUE

### VOLUNTEER AREA

A place for volunteers to relax for a while. Free snacks, refreshments and coffee is served continuously during the event in the area.

### ENGINE ROOM

A separate area in the venue in which the events and program are curated in cooperation with companies. The program includes networking, stage programs, recruiting and demo showcases. On the second day of Slush, one half of the Engine Room turns into a Recruiting Area with startups looking for new employees. The Engine Room is open to the whole audience and the events are part of the Slush program.

### DEMO AREA

Some of the startups get an opportunity to present their products or services at demo booths at the event. This year there will be over 260 demo booths.

### MEETING AREA

An area with about 200 tables to enable meetings between startups, investors, the media and executives. All Startup, Investor, Media and Executive Pass holders have access to the Slush Matchmaking Tool, and they can suggest and book meetings through it. It's also possible to book meetings on the spot.

### MEDIA AREA

A small area only open to Media Pass holders where they can work, write articles and do interviews.

### SLUSH STORE

A place where Slush merchandise is sold and promoted during the event. There are also some small products from our startups for sale.

### KOKOUSTAMO

Kokoustamo is an area with meeting rooms where some of our partners are hosting all sorts of gatherings and team-specific programs. Most of the events are invitation only.

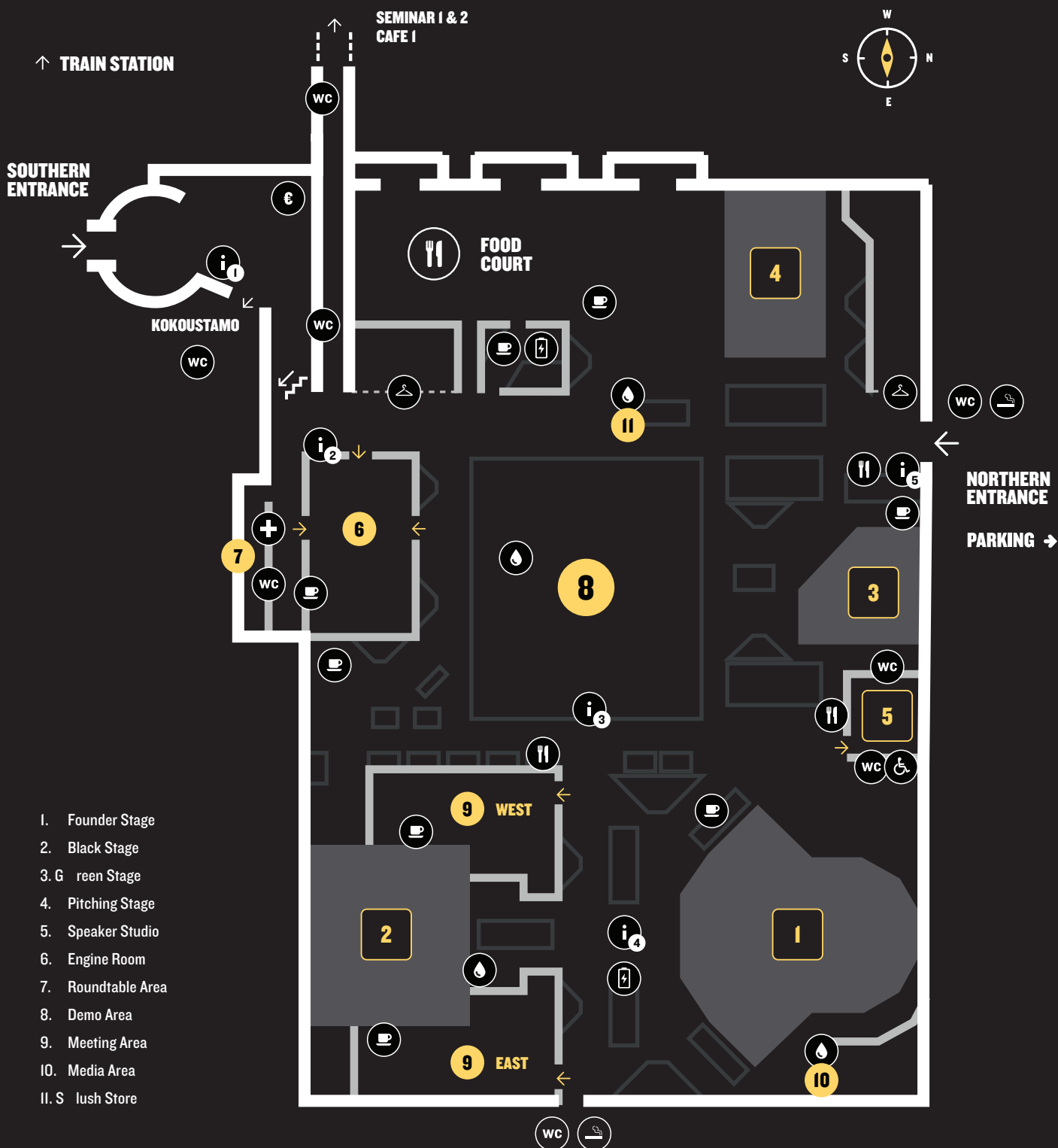
### ROUNDTABLE AREA

Roundtable discussions are 45-minute sessions bringing together 8 startups and one host to share experiences and give advice in an intimate session about a specific topic. The topics of the discussions cover everything from building a team and raising funding to internationalization and exit. The sessions are pre-booked and not open to others.



# EVENT VENUE

## MAP



# STARTUP ECOSYSTEM IN HELSINKI



Aaltoes



Startup Sauna

Startup ecosystem in Helsinki consist of different organizations that are all part of the big family. If you aren't yet familiar with the following student-led organizations and what they do, read more below!

## **STARTUP SAUNA**

Startup Sauna is an intensive 5-week accelerator program arranged twice a year in Helsinki. It focuses heavily on business development: from pitching to putting together an investor deck and from finding a scalable business model to understanding the target market and customers' needs. Once accepted to Startup Sauna, a startup also gets access to Slush. The best teams of each batch are brought to Berlin & London after the accelerator program to get understanding of the market, i.e. to meet investors, customers and partners.

## **STARTUP LIFE**

Startup Life is an internship program that connects ambitious and enthusiastic students from Finnish universities with the best startups based in San Francisco and Silicon Valley. Startup Life offer students a chance for paid internships in the fields of engineering, design and business. For students this is a chance for rocketing professional and personal growth, for building international networks and for gathering unique working experience.

## **AALTOES**

Aalto Entrepreneurship Society is the largest and most active student-run entrepreneurship community in Europe. Aaltoes want to make an impact and change the entrepreneurial culture around us to be bolder and more active. Their culture is based on an open community which anyone can join and work on projects they feel passionate about. Since 2009, Aaltoes has made vast strides forward in improving the public's opinion on entrepreneurship as a viable career path.

Encouraged by Aaltoes, there are nowadays also many other entrepreneurship societies in different schools and also outside of Helsinki! Read more about these here: <http://www.startupnation.fi/societies/>



# HOW TO EXPLAIN SLUSH TO A FIVE YEAR OLD?



Imagine a boy, Felix the Founder. This guy has always been what one would call “a doer”. Nowadays, he dreams of building his own company that aims to sell chocolate ice cream with his secret family recipe. He knows how to prepare the most delicious ice cream on the planet but he doesn’t have enough money to pay the rent for a cozy ice cream cafe with a lovely location, nearby the city center. Plus, he has lived his whole life in the countryside and it would be quite hard to find first customers or actually any help in a new big city. So Felix needs a friend.

Imagine a girl, Ida the Investor. She has always been a very social person, living and travelling around big cities her entire life. Ida has founded two coffee shops in two different cities: Helsinki and Stockholm. Some people even call them “the must see for coffee lovers in the Nordics”. However, she knows how to make coffee, lemonade or tea that makes you wish for more, but she has never understood how to cook desserts that would go with coffee e.g. chocolate ice cream...

In Slush, we help these two friends meet, get inspired by others and most importantly, start doing things - Felix, a guy with a great idea how to make this world a tiny little step better and Ida, a girl with tons of friends willing to help and money to invest in this dream of Felix that she wants to see go forward.

However, Slush is not just an event. It just happens to be an event since at the moment that’s one good way to help entrepreneurs. In the future, nobody actually knows what Slush will be. The only thing we know is that somehow we will help those who try to get big things done.



There's a fundamental viewpoint about mobile that all of the Seriously founders shared prior to starting the company: mobile free-to-play and digital distribution are creating a huge disruption and transformation that will change, not only games, but the entire field of entertainment. A single game can reach 100 million people daily and that's completely unprecedented in the history of any medium.

Therefore, we believe that the biggest entertainment IP's of the future will be built on mobile platforms first and only then on other mediums. This is where we want to be and why we started building up the company.

We've been thinking globally from day one, and this setup seems very logical to us: with Los Angeles we have the entertainment capital of the world, and with Helsinki the mobile gaming capital of the world. It's enabled us to get the best US venture capital investors on board, while the development team is able to operate very independently in Helsinki. We are obsessive about finding the world's leading creative talent in each respective field.

Our founding team has a long history in developing hit games and leading game development projects and is composed of industry veterans who have worked at companies like Disney, Remedy, NaturalMotion and Rovio to name a few.

We're now over 50 people in Helsinki and LA, with four teams working on four different products. We want to keep the team sizes small to not add overhead and management, and to create an environment where people can do things efficiently.

**Want to join? Check out all the openings from [www.seriously.com/careers](http://www.seriously.com/careers). We are also looking for interns to join our awesome team for 2017.**

# AALTO VENTURES PROGRAM



## TRAINING AND EDUCATION FOR SLUSH VOLUNTEERS

Aalto Ventures Program is proud to train all of the Slush volunteers as one of the training partners of Slush 2016. Bruce Oreck will train all of you in customer experience and Jari Ylitalo will lead a 6 ects course for all the Slush team leads on leadership. In addition to Slush training we offer a variety of startup education:

### **Free and open entrepreneurship events on every Wednesday at AVP Space**

In these workshops successful entrepreneurs teach you how to grow new business.

### **Inspirational Thought Leaders' Talks once a month in Otaniemi**

Examples of past speakers are Ilkka Paananen from Supercell, Miki Kuusi from Wolt and Peter Vesterbacka from Rovio. Upcoming TLT speakers in fall 2016 are Linda Liukas, author of Hello Ruby and co-founder of Rubygirls on 16th of November and Maija Itkonen, CEO and co-founder of Gold&Green Foods of "Nyhtökaura" fame on 14th of December.

### **Hands-on entrepreneurship courses for bachelors and masters**

We provide the inspiration, capability and network necessary to build new scalable business.

Two great examples of our courses for both bachelors and masters are Startup Experience which gives the key skills for future founders of startups in accelerator like experience and Aalto Fellows, which combines intensive workshops, a paid summer internship at startup company and a study trip abroad. Partnering companies have included e.g. Vainu.io, Smarp, Wolt, Funzi and Smartly.io. You can also include AVP as a minor in your master's degree.

Follow our Facebook page and check out our website for more info:

Facebook: Aalto Ventures Program

<http://avp.aalto.fi/>

Have a great time in Slush and hopefully we will see each other at AVP Space!

Best regards,

AVP Team





SMARTLY.IO



## Smartly.io is growing quickly.

During Slush last year, we were 50 people in 3 offices. Today, we're 100 strong with a global presence powered by footholds in Helsinki, Berlin, San Francisco, New York and Singapore. This is why **maximising learning at all times** is essential to how we work at Smartly.io.

Maximising learning boils down to 3 things — **doing things that are hard, learning from feedback, and teaching others**. Learning fast means taking the biggest challenges head on, and being very humble to ask for feedback and develop yourself based on it. Finally, it's up to you to take your learnings beyond yourself and teach others around you.

Volunteering at Slush is an amazing opportunity to learn a ton about how groundbreaking, world-class startup events are run and organised. So, take these 3 principles with you to Slush 2016 and maximise your learning. And if you find yourself enjoying making things happen at a fast pace, learning quickly and working with the nicest people — check us out. We're hiring.



### Smartly.io quick facts

- **We build a power tool** for optimising and automating Facebook and Instagram advertising for the largest online advertisers in the world, like eBay, Skyscanner and Nelly.com
- **Founded in 2013** by Kristo Ovaska and Tuomo Riekk
- **Team is 100 strong** (during last year's Slush we were 50)
- **HQ in Helsinki**, offices in New York, San Francisco, Singapore and Berlin

### Join the Smartly.io Summer Squad 2017

We're looking for bright young talents who are eager to develop themselves and take their skills to the next level.

Summer Squad is a 3-month paid internship program with flexible starting days in the spring and summer of 2017 for students from business and/or coding backgrounds. This is where you'll learn the most during one summer. So get on.

Learn more and apply at [smartly.io/summer](https://smartly.io/summer) — or come and say hi to our crew at the Recruiting Area on Dec 1st!

## futurice

FUTURE CO-CREATED

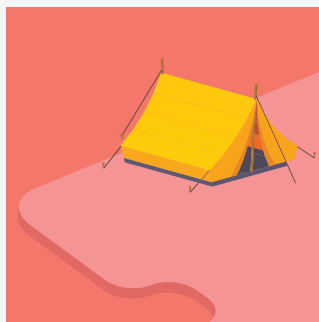


### Chilicorn Refreshment Bar

You can meet Futurice at Slush's volunteer area. We'll be there to offer you some refreshments and snacks during the long event days. Join us to spend a relaxing break or to get to know us more.

### Meet Tuomas

Tuomas Paasonen is a recruiter at Futurice. He has been working at Futurice for eight years as a developer, team lead, and recruiter. Tuomas is one of the Futuriceans who you can meet at Slush. You can ask Tuomas and others about the work culture and job opportunities at Futurice!



### Summer in Europe 2017

Futurice will open international summer job opportunities during the summer 2017. This means that we'll be sending developers and designers to Berlin, Munich and Stockholm over the summer. For more info follow us on social media or talk to us at Slush!



**“ SLUSH HAS PROVIDED ME ONE OF THE MOST EYE-OPENING  
AND INSPIRING WEEKS OF MY LIFE.”**

- Slush Volunteer



