

A large, modern event space with a high ceiling and complex lighting. The stage is illuminated with blue and purple lights, and a large audience is seated in the foreground, facing the stage. The text "SLUSH" is prominently displayed in the upper left corner.

# SLUSH

The biggest event for start-ups  
in Europe

2025

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ACCIÓ



Generalitat  
de Catalunya



# What is SLUSH ?



- Founded in 2008. **worlds leading startup event** taking place in **Helsinki**, Finland



- **2 days of** networking, conferences, demos, round tables, mentor sessions, and speaker sessions.
- > **2019:** 25.000 participants, 3.500 startups and 2.000 investors
- > **2023:** 13.000 participants, 5.000 startups and 3000 investors



- **Node By SLUSH:** free platform offering expert-mentoring, workshops and investor matching. With Access the whole year.



# ACCIÓ in the Nordics & Baltics

- > Office in **Copenhagen** established 30 years ago.
- > We cover the region, **with focus on DK, SE, NO and FI**:

**27M** inhabitants

PIB per cápita: **57.475 €**

- > Our work is centralized on three areas:



**Trade**



**Innovation**



**Invest**





# The Nordic startup ecosystem (I)

- > Dynamic ecosystem : high HDI, talent hub , digitalization
- > Easy interaction with the public system
- > High level of transparency
- > Competitive costs

## > Top 15 European cities for startups 2024:

- |                  |                  |                    |
|------------------|------------------|--------------------|
| 1. London        | 6. Barcelona     | »»» 11. Copenhagen |
| 2. Berlin        | 7. Munich        | 12. Vienna         |
| 3. Paris         | 8. Zurich        | 13. Madrid         |
| 4. Amsterdam     | 9. Dublin        | 14. Brussels       |
| »»» 5. Stockholm | »»» 10. Helsinki | 15. Lisbon         |



# The Nordic startup ecosystem (II)

- > Highest number of Unicorns per capita after Silicon Valley
- > 27 unicorns - 27 million of people
- > Highest density of scaleups in Europe: 3.4 per 100,000 inhabitants
- Industries: Greentech/ Cleantech, Smart cities, Healthtech, Gaming, Ed-tech, Fintech, Travel tech...
- > Well known **Startups**:
  - Denmark:** Too Good to Go and Just Eat
  - Norway:** Kahoot!
  - Sweden:** Spotify
  - Finland:** Rovio



# The Nordic startup ecosystem (III)

- » **Resilient innovation Hubs** : Helsinki, Stockholm, and Tallinn, top-performing ecosystems in Europe, strong public-private collaboration and clear regulatory frameworks.
- » **Corporate and strategic investors rising**: Corporate venture arms (energy, mobility, and digital health) are increasing their activity. Strong interest in cross-border collaboration, especially for scalable B2B solutions.
- » **Strong angel & seed activity**: High density of experienced angel investors, exited founders or executives.
- » **Deep Tech, AI & Healthtech dominate**: Healthtech revival and AI is a core focus across the region, driven by both academia and startups.
- » **Shift toward sustainable & impact startups**: Emphasis on green tech, circular economy, and climate innovation. Mission-driven aligned with EU Green Deal

# The Nordic startup ecosystem (IV)

## SWEDEN (6th)

- Leading innovation within the EU. Despite a slight drop, it remains leading. Stockholm is the most prominent city, but Gothenburg and Malmö are also seeing significant growth. Robust access to venture capital, with more than €4.7 billion invested by 2023.
- Strong government support and the presence of accelerators that contributes to the dynamism of the entrepreneurial scene.
- **Deep tech, fintech and renewable energy.**

## FINLAND (14th)

- The country offers a beneficial environment for startups, with low bureaucracy, openness to innovation and programs to attract international talent.
- Helsinki as its top innovation hub, along with other hubs such as Espoo, Oulu and Turku, forms a vibrant ecosystem that has given rise to global successes such as Supercell and Rovio.
- **Green technology, video games, digital health and AI**, driven by advanced technology infrastructure, high R&D investment and strong government support.



# The Nordic startup ecosystem (V)

## DENMARK (18th)

- Copenhagen leads as the main hub, with an innovation-friendly environment driven by favorable policies, access to funding and strong public-private collaboration.
- Although challenges like high costs of living and the flight of mature startups abroad, Denmark continues to position itself as a European benchmark in entrepreneurship and innovation.
- **Cleantech, biotech, fintech and robotics**, advanced digital infrastructure and a strong education system.

## NORWAY (25th)

- Growth focused on sustainability and advanced technology. Oslo is the main hub, followed by Stavanger, Trondheim and Bergen. Although still behind its Nordic neighbours, it has produced unicorns such as Gelato, Cognite, Oda and Dune Analytics.
- Despite the high cost of living and certain tax policies, it offers stability, talent and a favorable environment for startups.
- **Green tech, digital health, AI and aquatic technology**, public-private collaboration and innovation programs.



# The Catalan delegation to Slush 2023

> Formed by 23 personas de 13 empresas:

> 10 startups

> 4 Investment companies

> **Company profiles:** healthcare, marketing, smart cities, human resources software, food tech, tech, lodging rental software, big data, electricity, metaverse and quantum computing .

> They managed to get :



**64 meetings**



**+ 80 leads**

# SLUSH 2024

- ACCIÓ has taken a delegation of Catalan startups to Slush, one of the main events for startups since 2018 (Helsinki, Finland).
- Last year was in collaboration with Barcelona City Council.
- The Catalan delegation, formed by 16 people, participated as the entity - Barcelona Catalonia Startup Ecosystem. 10 startups and 3 investors.
- The members of the delegation had the opportunity to meet with investors, corporations and other startups.





# Activities at SLUSH



- > Talks by **world famous Top founders, CEO's and investors** , Tinder, Spotify, Twitch, Sequoia...
- > **+300 side events**



- > **Investors' Day:** roundtables ,and informal networking with investor peers.
- > **Founders' Day:** practical guidance and advice for startup founders.



- > Opportunity to schedule meetings with investors and other startups through the matchmaking platform. In 2023 more than **25.000 meetings** Scheduled



# Events organized by Acció



> Traditional welcoming dinner



➤ Day 0 event – Let's get started!

Organized together with **Business France**, **Enter Espoo** and **Business Finland**

40+ startups and companies participated - Pitching competition.



➤ Networking event day 1 –

➤ Beers and Burgers Barcelona, Venue: Hotel Klaus K

>2024 more than 100 participants attended the evening event





# Slush 2025: Interested in joining ?

- When ? November 17- 20
- Where? Helsinki, Finland
- Wellcome dinner November 17, venue to be confirmed.
- Day 0, November 18, venue to be confirmed.
- Beers & Burgers with Barcelona, November 19 Hotel Klaus K, Helsinki.
- SLUSH conference 2025, November 19-20 Helsinki

# Thank you for your attention!



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