



News release

Date **5th November, 2015**

Contact Simon Reed, PwC global communications
Tel: + 44 207 804 2836
e-mail: simon.reed@uk.pwc.com

Pages 2

More details: <http://www.pwc.com/slush>
Follow/retweet: @pwc_press

PwC forges closer relationships with young tech entrepreneurs at ‘Slush’

PwC has teamed up with the international not-for-profit organisation that owns and organises the ‘Slush’ events, which seek to match entrepreneurs and technology talent with major corporations and investors.¹

The relationship started five years ago in Helsinki, where the main Slush event is held. Since then, the Slush brand has expanded to gain an international reputation – its worldwide events consistently attract prime ministers and presidents, as well as leaders of listed European companies and high-profile technology entrepreneurs.

The Slush events are all about making connections, linking entrepreneurs and technology talent with major corporations, international investors, executives and the media. Their events generate a dynamic environment where ideas happen and young companies can find the support they need to take their businesses to the next level.

This year in Helsinki on November 11-12, Slush will bring together a crowd of 15,000 tech entrepreneurs, investors (VCs and Business Angels) and media representatives from nearly 100 countries.

Slush CEO Riku Makela says: “With our Slush events continuously expanding into other regions and changing/developing entrepreneurship ecosystems around the world, our collaboration with PwC was easily the best option going forward. It’s exciting to build a global movement phenomenon with such a well-respected and recognised brand.”

According to Vicki Huff Eckert, PwC’s Global Technology, Entertainment, Media & Communications Leader, the collaboration provides an opportunity to support young tech entrepreneurs and help them become established and successful.

more...

¹ Slush is owned by a Nordic foundation with the official name of “Startup säätiö” in Finnish.

“We’re in an entrepreneurial boom, with more than 1,500 new business start-ups emerging daily. And in five years’ time, more than half the workforce will be millennials, many of whom will own their own businesses that will be run and funded differently from the way we’ve been used to in the past,” she says.

And Henrik Steinbrecher, the PwC Network’s Middle Market leader, adds: “We already have a dynamic group of people at PwC working with owner-led and family businesses. And we are always looking for ways to serve our clients more effectively in the digital space. Our collaboration with Slush provides a win-win opportunity to work with fast-moving and ambitious companies at the start of their lifecycle and with more established companies looking to build entrepreneurial businesses within their existing businesses.”

In addition to the flagship event in Helsinki, similar Slush events have been held – or are planned to be held – in New York City, Amsterdam, Beijing and Tokyo.

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We’re a network of firms in 157 countries with more than 208,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com. PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity. Please see www.pwc.com/slush for further details.

About Slush

Slush was founded in 2008 by a small group of Finnish entrepreneurs, who wanted to bring the local start-up scene together at least once every year. In 2008 they attracted a few hundred attendees all from Finland. The gathering grew steadily and by 2011 was hosting 1500 attendees. Past attendees have included the Chinese Vice Premier Wang Yang, entrepreneur and Japanese business magnate Taizo Son, and co-founder of Spotify Martin Lorentzon.

Slush is organised by a non-profit community to allow the next generation of great companies to have the ecosystem they deserve to succeed on a global level. To accomplish this, Slush brings the relevant investors and companies to the same place and makes sure that the right companies meet the right investors in one-on-one meetings. For more information go to www.slush.org.

©2015 PricewaterhouseCoopers. All rights reserved.