

ENGAGE.EU ACTIVITY PROGRAM

v.1, 11.09.2026

ENTREPRENEURIAL PATHWAYS

SLUSH WEEK EXPERIENCE 2026

NOVEMBER 16-17(20), 2026
HELSINKI, FINLAND

Dear ENGAGE.EU colleagues,

We are excited to welcome you and your startups to this year's **Slush Week Experience in Helsinki!** This program is a part of ENGAGE.EU's "Entrepreneurial Pathways", and we hope you are as excited to come to Helsinki as we are to host you 🧡 Hanken Business Lab turns 10 years young this year, and this one is going to be extra special!

This year's programme consists of **events, opportunities, and expert advice** that target **startups with traction** affiliated with ENGAGE.EU institutions and **administrative staff**. Please note we are **not** providing tickets to Slush itself.

For detailed description of **1)** what we offer to startups and administrative staff, and **2)** expected impact, please refer to the official **Call for Applications**.

This activity is best suited for:

- **Startups** scaling internationally or with strong internationalisation/scaling potential and ambition. Having a ticket to Slush is not a must to participate. *You can get a lot out of your visit to Helsinki during the Slush Week by attending only the side events.*
- **Administrative staff** affiliated with Open Innovation Labs and/or working in entrepreneurship development within ENGAGE.EU;

We also welcome students working in entrepreneurship and startup ecosystem development, e.g. active and motivated board members of student entrepreneurship societies and similar. *However, **individual students are not within the main target group of this activity.***

We hope to have every ENGAGE.EU institution represented at the Slush Week Experience 2026. **See you in Helsinki in November!** 🦄 ❄️ ☀️

Best regards,
Hanken Business Lab Team

👤 In case of questions, please reach out directly to Sergei, Head of Incubation and Community at Hanken Business Lab and WP6 task member @ENGAGE.EU, at sergei.marostenmaki-lavrov@hanken.fi

SLUSH WEEK EXPERIENCE PROGRAM 2026

ONBOARDING ONLINE CALL FOR STARTUPS

October 16, 12:00 CET, Remotely

- Startup-only onboarding one month before arrival to Helsinki to go through practicalities, establish a joint communication channel, and answer questions;
- We will openly discuss the goals, needs, and aspirations of visiting startups during their time in Helsinki and see how we can help to custom-elevate their experience during their stay.

DAY ONE (November 16):

- **16:00-18:00 EuroPitch 2026:** Informal pitching practice session for visiting ENGAGE.EU startups with a panel of experts and special guests from the Greater Helsinki Entrepreneurial Ecosystem. The event is organised at Hanken Business Lab with no third-party audience for maximum engagement and focus.
- **18:00-20:00 Founder Dinner:** a unique platform for ENGAGE.EU startups, EuroPitch jury, and handpicked Helsinki ecosystem guests to talk and meaningfully connect.

DAY TWO (November 17):

- **10:30-12:30 ENGAGE.EU "Entrepreneurial Pathways":** interactive working session and lunch for ENGAGE.EU administrative staff. *Themes will be selected together with the approved participants to keep it 100% relevant for who is in the room.*
- **18:30-0:00 "Unicorn Night":** Hanken Business Lab's flagship **Slush Community Side Event**. Event Theme: "Entrepreneurship in 2026". Expect world-class speakers, 300 guests from 30+ countries, and an afterparty fuelled by the DJ, food, and drinks! **Important note:** Hanken Business Lab turns 10 this year, and we are hosting a special Afterparty to celebrate together with you! ❤️

(Optional) REST OF THE WEEK (November 18-20)

If you are staying in Helsinki for longer (e.g. to attend Slush), **we are happy to provide you with a desk for the day and/or offer spaces for your meetings at our centrally located co-working premises**. No program. Powered by ENGAGE.EU Hot Desk Initiative ❤️

Hanken Business Lab reserves the right to make changes to this program and schedule.

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