

Media Release

Slush Academy Will Bring the Entrepreneurial Education to the 21st Century

Slush, with the help of world's leading universities, top-tier growth companies and VCs has started building a modern global education program for entrepreneurship – Slush Academy. The program gives students from around the world a unique access to be intensely trained for high-growth entrepreneurship via performing internships in top VCs and growth companies, and additionally, by receiving mentoring from some of the most established founders of our time.

Academic partners of the program include organizations such as Stanford Life Design Lab, Oxford Saïd Business School, London Business School, Aalto University, UC Berkeley, Singapore University of Technology and Design, Stockholm School of Economics, Korea Advanced Institute of Science & Technology, IE Business School, Polytechnic University of Catalonia and Aalto Venture Program. The first batch of mentors include notable names from the European tech scene: Atomico, Klarna, Supercell and Unity Technologies.

“The biggest myth is that entrepreneurs are born. The reality is that entrepreneurs learn and if they can learn, they can also be taught. That’s why we need relevant and focused acceleration programmes like the Slush Academy to support the next generation of game changers,” said **Thomas Hellmann**, Professor of Entrepreneurship and Innovation from Saïd Business School, University of Oxford.

“SUTD is very pleased to be an academic partner of Slush Academy. There is much synergy in this partnership as the SUTD education environment embodies many aspects of the start-up culture through its multi-disciplinary, hands-on, design-centric curriculum. We also have a degree programme - SUTD Technology Entrepreneurship Programme (STEP) - which is aimed at nurturing a new generation of entrepreneurial leaders and innovators, and I believe our students will benefit greatly from participating in Slush Academy's programmes,” said **Professor Chong Tow Chong**, President, Singapore University of Technology and Design

Slush was originally founded to change the attitudes towards entrepreneurship by helping the local entrepreneurs thrive and pass their knowledge to the next generation of founders. As most of the Slush team members are university students from around the globe themselves, a realization emerged: the current study curriculums are covering only very limited parts of the necessary toolkit of an entrepreneur with global ambitions.

Slush Academy starts in 2019 and will be gradually scaled up to a full program. The first year is built on internships in fast-growing startups and VC firms. The program and curriculum will be then expanded based on feedback from participants and stakeholders, combined with a generative AI system to build a personalized path for each student. Notably, when scaled up, the program will include studies, work and mentoring in multiple different countries, and will be free of charge to the participants.

“When I started my entrepreneurial journey there weren't really any founders in Europe who had been-there-and-done-that who I could learn from. Sixteen years later we are very

lucky that Europe is now one of the world's leading startup ecosystems, so it's important that those of us who have been on the journey take the time out to share those lessons with the next generation so that their ambition levels are even higher. I see Slush Academy democratizing this sort of access to knowledge for young minds around the world regardless of their background," said **Niklas Zennström**, CEO & Founding Partner of Atomico and co-founder of Skype, one of the mentors of the Slush Academy.

The applications to Slush Academy will open in the spring of 2019 with a call for the most entrepreneurial students around the world. Anybody can apply to the program, and a group of 20–30 students will be chosen for the first program. The complete list of VCs and startups for mentoring and internship positions will be announced early in 2019

"There is no better way to learn the skills required for building a high growth company than working in one. This, coupled with hands-on experience with the most high-quality academic education from top institutes in the world, should lead to a highly potential group of future founders solving the most pressing challenges of our era," said Slush CEO **Andreas Saari**.

Slush is the world's leading startup and technology event. In 2018, Slush is organized in Helsinki on December 4–5, and gathers 20 000 attendees to Helsinki. Slush operates in 29 countries and hosts annually more than 70 events.