



THE GLOBAL BUSINESS INNOVATION PROGRAMME CREATECH “SLUSH 2024” FINLAND

Innovate UK Creative Catalyst, is inviting ambitious companies to participate in its Global Business Innovation Programme.

This GBIP aims to help UK businesses to grow and scale on a global stage through building R&D and innovation collaborations and partnerships.

The programme consists of a Get Ready preparation phase, a tailored 5-day visit to Helsinki with access to Slush 2024 and the opportunity to meet investors, founders, potential collaborators, and policymakers from around the globe.

Delegates will benefit from a follow-up Exploit the Opportunity workshop and bespoke support from an Innovate UK Business Growth innovation and growth specialist to exploit the contacts and knowledge gained during the programme and to progress investment opportunities and innovation projects.

WHY SLUSH 2024

Hosted in Finland, known for being one of the fastest growing startup areas in Europe, Slush is the most globally recognised founder-focused event bringing together the core startup ecosystem and is an established platform for founders, investors and global influencers, to come together, share knowledge and expertise and make valuable connections. [Slush 2024 Metamorphosis](#) will celebrate and showcase innovative founders that have solutions and the determination to enable radical transformation.

With a mission to protect the planet and its infinite resources, Slush 2024 will run a 3-day back-to-back programme of events, kicking off with Founders Day, 19 November with workshops, inspiring talks and a chance to share experiences with other ambitious founders.

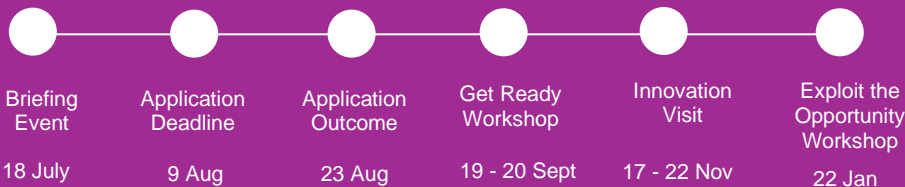
The main conference takes place on 20th & 21st November providing a packed line up of inspirational speakers, deep dive chats and the opportunity to meet and connect with over 3000 investors and 500 startup founders in B2B, round table and networking events. 100 Startups, selected by Slush, will be given the chance to pitch for €1,000,000 investment from 5 top tier investor funds.

Slush 2024 is a great opportunity to immerse yourself in the startup ecosystem, learn from experienced entrepreneurs and investors, get inspired by other founders and is guaranteed to accelerate and achieve your growth ambitions.

SUITABLE FOR COMPANIES:

- Developing Deeptech, VFX, Immersive, Web3, AI, IoT, hardware and software solutions
- Preparing to raise private investment and ready to meet investors
- Seeking to raise their international profile

KEY DATES



WHAT TO EXPECT:

Successful applicants will benefit from an intensive 9 to 12 months three phased programme and bespoke support from an innovation and growth specialist throughout.

- **Get ready:** Two-day preparation workshop to help you prepare for international opportunities and meeting investors, training on articulating your value proposition and how to pitch.
- **Visit the market:** Explore the innovation and investment opportunities first-hand through meeting with investors, potential collaborators and partners through pre-arranged meetings and matchmaking events.
- **Exploit the opportunity:** An exploitation workshop and one-to-one bespoke support from an innovation and growth specialist to help you follow-up and maximise the opportunities identified through the programme.

ITINERARY (subject to change):

Date	Activity
18 November 2024	Embassy Welcome Event and Company Visit
19 November 2024	Company Visit / Research Institute Match XR and Founders Day
20 – 21 November 2024	Slush 2024 Main and Side Events
22 November 2024	Return UK

TO APPLY FOR THIS INITIATIVE, YOU MUST BE:

A UK-creative industries company as defined by the Creative Catalyst Programme*

A company with fewer than 250 employees

A CEO, founder, or senior decision maker able to attend and complete all activities

Innovate UK will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded and the same person will be expected to participate in all parts of the programme. On acceptance to the programme a commitment fee of £1000 will be obtained from each delegate, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

HOW TO APPLY

[Apply online](#) before the 9 August 23:59 hrs deadline. The Global Business Innovation Programme is a competitive process and successful applicants will be notified by 23 August 2024.

Innovate UK is committed to improving the diversity of who we support. We welcome applications from under-represented groups.

CREATIVE CATALYST GBIP OPPORTUNITIES

This GBIP is open to all creative companies from the subsectors supported by the [Creative Catalyst Programme](#). Priority will be given to Creative Catalyst cohort awardees (Creative Catalyst, Creative Industries Fund, Audience of the Future, SMART/Fast Start and Create Growth Programme). This GBIP is one of three opportunities: USA Austin SXSW, Finland Helsinki Slush, Singapore TBC.

IMPORTANT: A company is only able to participate in one of the three. Please apply for the most appropriate opportunity that will support your business.

FOR MORE INFORMATION

[Register for the briefing event on 18 July](#) or contact [Louise Hooker](#) GBIP Programme Manager