

# CORNWALL SLUSH'D

12.09.2024

LIGHTHOUSE CINEMA, NEWQUAY, CORNWALL





**COASTAL CONNECTIONS.**

**GLOBAL IMPACT.**

**POWERED BY *SLUSH***

**BROUGHT TO YOU BY** **TECH**  
CORNWALL



# CORNWALL **SLUSH'D**

- THURSDAY 12TH SEPTEMBER, 2024
- LIGHTHOUSE CINEMA, NEWQUAY
- PITCHES: 9AM - 11.30AM
- MAIN EVENT: 11.30AM - LATE



[startupcornwall.co.uk](http://startupcornwall.co.uk)





# What is **SLUSH**?

Slush is the most founder-focused event on earth.

Taking place in Helsinki every November, Slush welcomes 13,000 founders, investors, VCs, tech giants, partners and speakers for two days of talks, connections and entrepreneurship.

Slush is now in its 16th year.

In 2023, Tech Cornwall (formerly known as Software Cornwall) teamed up with Liverpool to bring Slush to the UK for the very first time.





# What is CORNWALL **SLUSH'D**?

A global network of local events

- Slush'D is a community-driven movement that aims to create and help founders locally that change the world. Slush'D operates as an international entrepreneurship platform, linking startups, investors, corporate leaders, and institutional representatives across the globe.

The most founder-focussed tech event on earth

- Cornwall Slush'D brings an exciting and energising atmosphere with an emphasis on innovation, connectivity, and founder to founder insights. **Its aim is to empower startup founders, enhancing their growth potential and fostering unity within the broader UK startup ecosystem.**





# Objectives:

- + THE TECH SECTOR AS A MEANS OF REGENERATION/LEVELLING UP IN THE SOUTH WEST
- + EQUIPPING OUR FOUNDERS TO THINK GLOBALLY AND WIN IN GLOBAL MARKETS
- + CORNWALL AS A GLOBAL TECH COMMUNITY, ATTRACTING AND DEVELOPING STARTUPS, DIGITAL NOMADS AND INVESTORS.





# Why Cornwall?

- It is estimated that the tech sector in the South West already generates £11bn of GVA for the region's economy, forecast to rise to close to £19bn over the next 5 years.\*
- Research shows that the South West is the best region to start a new company in the UK with 17% of businesses more likely to have survived after 5 years than if it were based in London.\*
- Cornwall has the highest concentration of B-Corp companies and has specialisms in marine tech, space tech, agri tech and gaming. Cornwall is one of the fastest-growing tech clusters in the UK.\*\*
- Work is already underway to build an Angel investor network in Cornwall. **Let's give them a taste of what's on offer.**

\*SOUTH WEST TECH ANALYSIS REPORT 2022

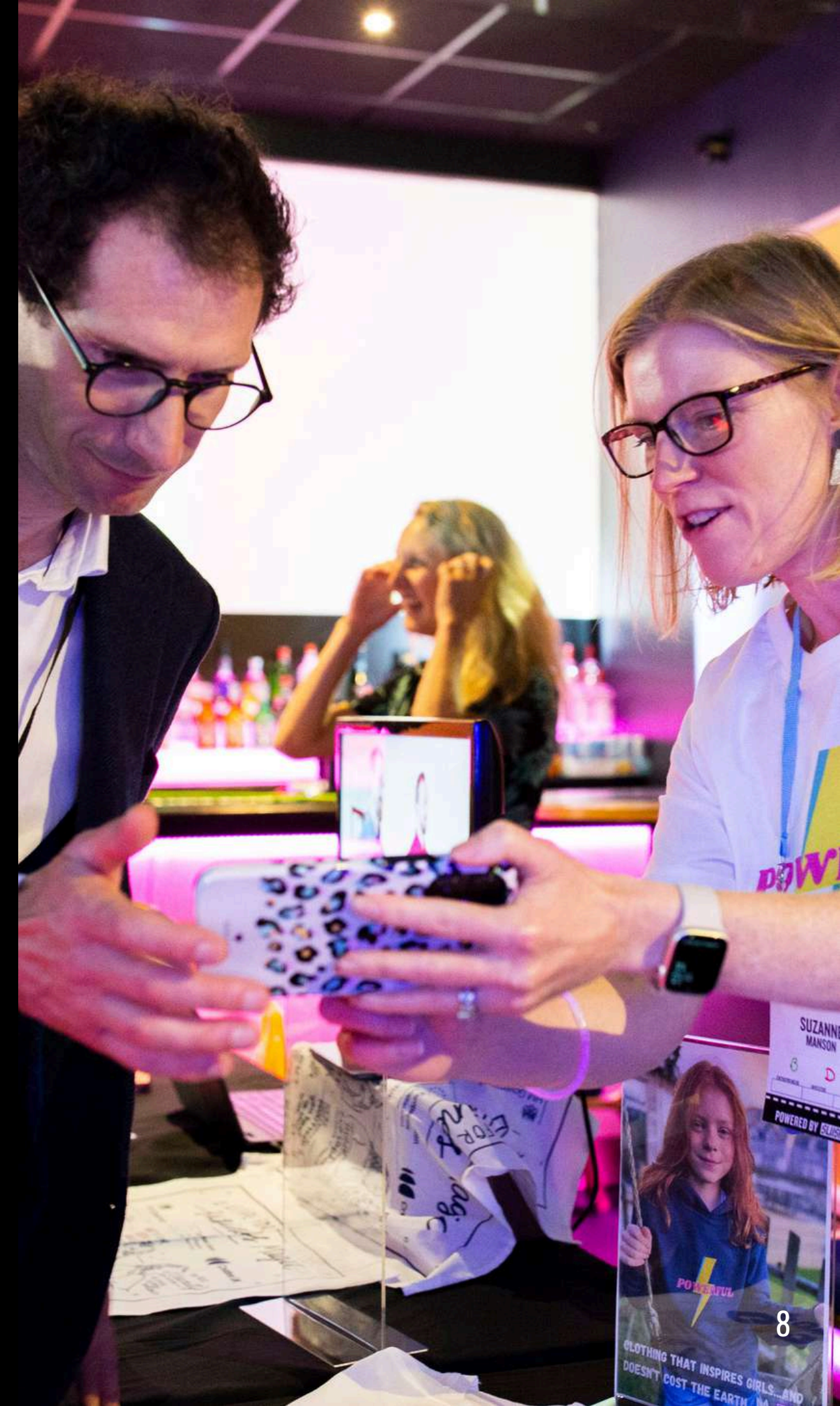
\*\* TECH NATION REPORT 2019, SW TECH ANALYSIS REPORT 2022





# Who is it for?

- + **FOR STARTUP FOUNDERS & TEAMS**  
Entrepreneurs at any stage looking to scale and innovate.
- + **FOR INVESTORS**  
Business Angels, Venture Capitalists, Corporate VCs, Family Offices and Limited Partners seeking new opportunities.
- + **FOR ASPIRING ENTREPRENEURS**  
Students, recent graduates, career-switchers and any budding entrepreneur looking to launch their own venture.
- + **FOR CORPORATE PARTNERS**  
Business owners, C-Level execs, tech enthusiasts, experienced mentors, business support connectors and corporate partners.





# Featuring:

## + **PITCH COMPETITION**

- 10 STARTUPS, 1 JUDGING PANEL, 1 WINNER.

## + **STARTUP SUCCESS STORIES**

- HEAR FROM SUCCESSFUL STARTUP SPEAKERS WHO HAVE MADE THEIR MARK.
- GAIN PRACTICAL KNOWLEDGE AND STRATEGIES TO PROPEL YOUR VENTURE FORWARD.

## + **PANEL DISCUSSIONS**

- ENGAGE IN STIMULATING PANEL DISCUSSIONS.
- HEAR FROM THE EXPERTS ON INVESTMENTS, FUNDRAISING AND COMMERCIALISING AN IDEA.

## + **EXPO**

- MEET EVERYONE FROM BUSINESS SUPPORT NETWORKS, STARTUP GROWTH EXPERTS, DIGITAL TRANSFORMATION SPECIALISTS AND TECH PARTNERS.





# 2023 Review



**PITCH COMPETITION ENTRIES = 40**



**PITCH COMPETITION FINALISTS = 10**



**PITCH COMPETITION WINNER = ONE**



**200+ ATTENDEES**



**15+ MINDBLOWING SPEAKERS**



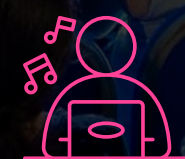
**20+ SPONSORS AND SUPPORTERS**



**63% ATTENDEES WERE FOUNDERS, INVESTORS & VCS**



**ONE EPIC BBQ**



**AN AMAZING DJ SET AND AFTERPARTY**

**"THE BEST EVENT I ATTENDED IN THE  
SOUTH-WEST LAST YEAR"**

- Stewart Noakes: Entrepreneur, advisor, NED



# 2024 SPEAKER LINE-UP TO BE ANNOUNCED

Some of our 2023 speakers:



ADAH PARRIS

Tech futurist, creator of innovation model, Cyborg Shamanism, TED Talks Global Emerging Innovator, Chair of Mental Health First Aid England.



DOMINIC MCGREGOR

Founding Partner of Fearless Adventures and Co-Founder of Social Chain with Steven Bartlett (Diary of a CEO podcast). Sold startup Social Chain for £7.7m



NAILY MAKANGU

Founder & Tech Consultant, Athena Leaders. Podcast host: The Mary Poppins of Startups. Ex engineer at Seimens.



SIMON VINCENT

Founder & Marketing Strategist, X-CMO. Extensive global brand and startup experience.



AMY WALLACE

Founder, Bracen Grove, Leadership Coach & Facilitator, Ex Slack - the ultimate startup pivot story.



TIM EDWARDS

CEO & Founder, Codices. Raised £2m investment without writing a single line of code.



The background of the slide features a dark, out-of-focus scene with numerous colorful bokeh light spots in shades of blue, green, and yellow. In the foreground, several incandescent light bulbs are visible, some of which are illuminated, casting a warm glow. The overall aesthetic is artistic and modern.

# SPONSORSHIP & EXHIBITION OPPORTUNITIES



# Sponsorship & Exhibition

- + ELEVATE YOUR BRAND THROUGH SPONSORSHIP PACKAGES.
- + GAIN VISIBILITY, REACH A TARGETED AUDIENCE, AND CONNECT WITH A NEW GROUP OF INNOVATORS WITH FRESH IDEAS IN AN EXCITING ENVIRONMENT.
- + DEMONSTRATE YOUR COMMITMENT TO FOSTERING INNOVATION AND ENTREPRENEURSHIP IN CORNWALL AND SUPPORT TECH CORNWALL; YOUR LOCAL NON-PROFIT ORGANISATION SUPPORTING GROWTH IN THE LOCAL TECH CLUSTER.





# Sponsorship Packages:

Bookings: [startupcornwall@techcornwall.co.uk](mailto:startupcornwall@techcornwall.co.uk)

## Headline

£10k + VAT

£2k discount for Tech Cornwall members.

- 4 tickets
- 10 min speaking slot
- Exhibition space
- Logo on YouTube videos & highlights reel
- Logo on website & marketing material
- Logo on name badges
- Dedicated email campaign
- Name check during opening & closing remarks
- Listing in Digital Directory to promote your presence
- 10% off additional tickets purchased

## Gold

£5k + VAT

£1k discount for Tech Cornwall members.

- 2 tickets
- 5 min lightening talk
- Exhibition space
- Logo on website & marketing material
- Logo on name badges
- Dedicated email campaign
- Name check during opening & closing remarks
- Listing in Digital Directory to promote your presence
- 10% off additional tickets purchased

## Silver

£1.5k + VAT

£500 discount for Tech Cornwall members

- 2 tickets
- Exhibition space
- Logo on website & marketing material
- Logo on name badges
- Dedicated email campaign
- Name check during opening & closing remarks
- Listing in Digital Directory to promote your presence
- 10% off additional tickets purchased



# Exhibitor Packages:

Bookings: [startupcornwall@techcornwall.co.uk](mailto:startupcornwall@techcornwall.co.uk)

## Exhibition Space

£500 + VAT

50% discount for Tech Cornwall members.

- Exhibition space (4ft x 2ft table, black table cloth, power, 2 chairs)
- 2 tickets
- Logo on website
- Listing in Digital Directory to promote your presence

## Venture Village NEW!

Free - application required

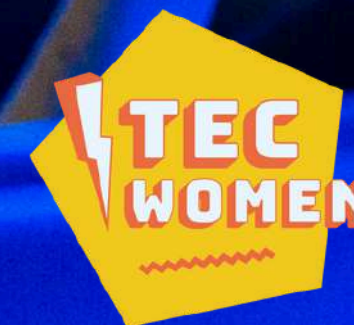
For startups only. Ticket purchase required.

- Exhibition space in the Venture Village (poseur table, x1 bar stool, power)
- Logo on website
- Listing in Digital Directory to promote your presence





# Current Partners





STARTUP CORNWALL

# Let's Talk

- + **JOIN US**
- + **SPONSOR US**
- + **PARTNER WITH US**
- + **SPREAD THE WORD**

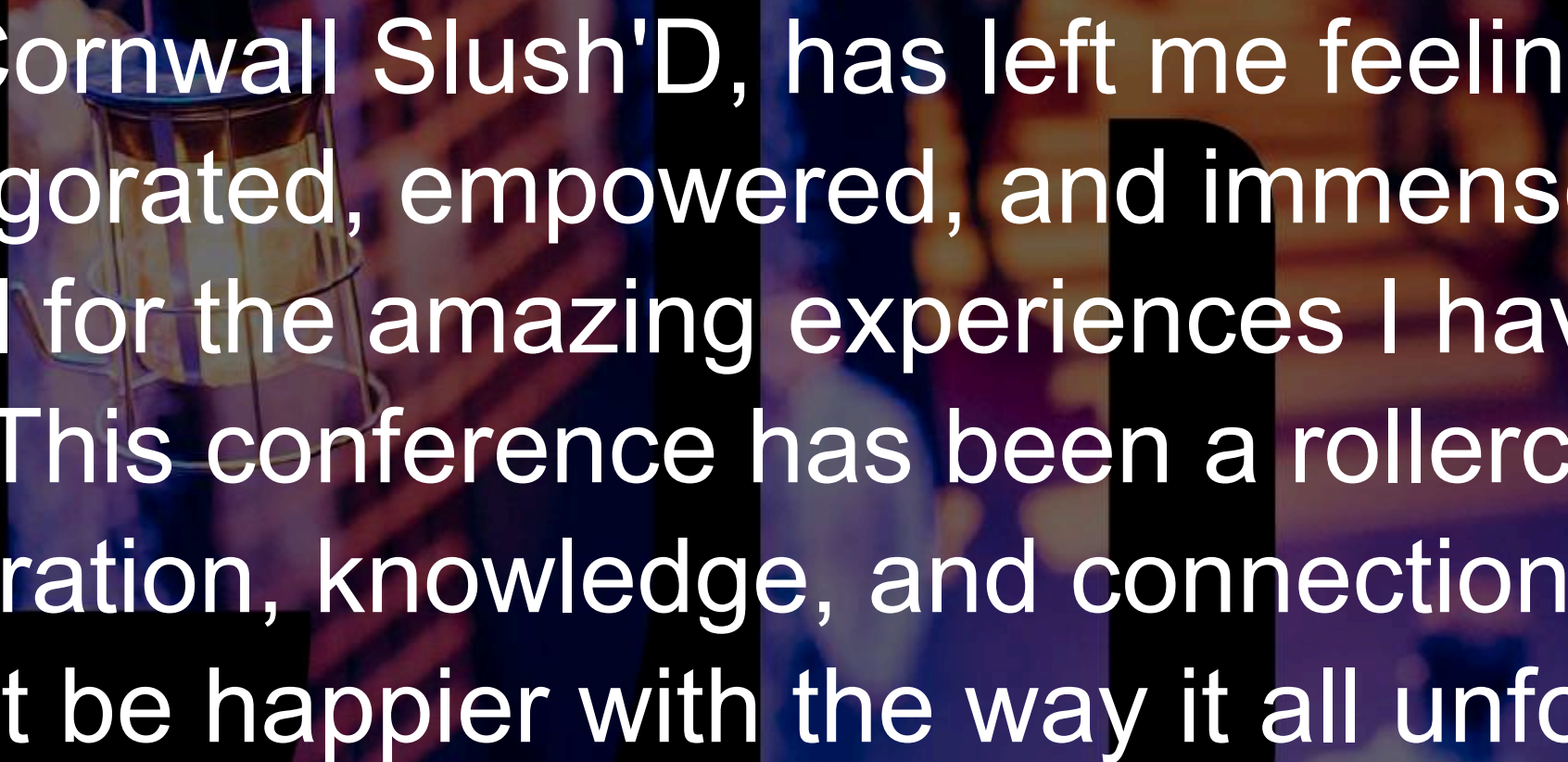
- + **VOLUNTEER**
- + **PITCH**
- + **EXHIBIT**
- + **BEGIN...**



“A line up of thought provoking speakers, hugely informative panels, a brilliant business support community willing these new tech businesses on. Surrounding yourself with people on the same journey has been hugely motivating.”

Ally Glover, Founder, Happy Business



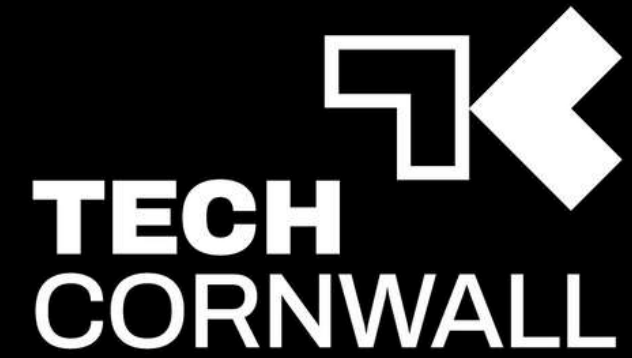


“Cornwall Slush'D, has left me feeling invigorated, empowered, and immensely grateful for the amazing experiences I have had today. This conference has been a rollercoaster of inspiration, knowledge, and connection, and I couldn't be happier with the way it all unfolded.”

Naily Makangu, Founder, Athena Leaders. Speaker, Cornwall Slush'D 2023.



CORNWALL **SLUSH'D**



# THANK YOU!

LOOKING FORWARD TO WORKING WITH YOU

Niki Davies

Director, Tech Cornwall & Cornwall Slush'D

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