



2017

#polarbearpitching

FOR STARTUPS ON THE EDGE OF DISCOVERY  
Polar Bear Pitching, Oulu, Finland 14.-15.2.2017



Polar Bear Pitching gathers hundreds of participants from around the world every year to Oulu, an innovative city in Northern Finland. Unlike in all other pitching competitions, in Polar Bear Pitching there is no time limit. However, there is one rule - the startups have to give their pitches while standing waist deep in ice cold water on a stage carved in the frozen Baltic Sea. The event is live streamed and viewable across the world.



# Why participate?

*“Polar Bear Pitching might not be for the faint of heart, but it’s good practice for startup founders looking to make it big.” - Dennis Mitzner, TechCrunch*



## #1 GET FUNDING AND CONNECTIONS

Connect with potential investors, customers, and partners worldwide and recruit new skills into your team. €10k prize for the winning team! Other prizes will be announced also later.

## #2 GAIN VISIBILITY

Our livestream will bring you in front of a global audience and open up an ocean of opportunities.

## #3 SHOWCASE YOUR CHARACTER

Showcase your perseverance, bravery, and passion that any successful startup needs when stepping out of the comfort zone, aiming high and pushing forward when going gets tough.

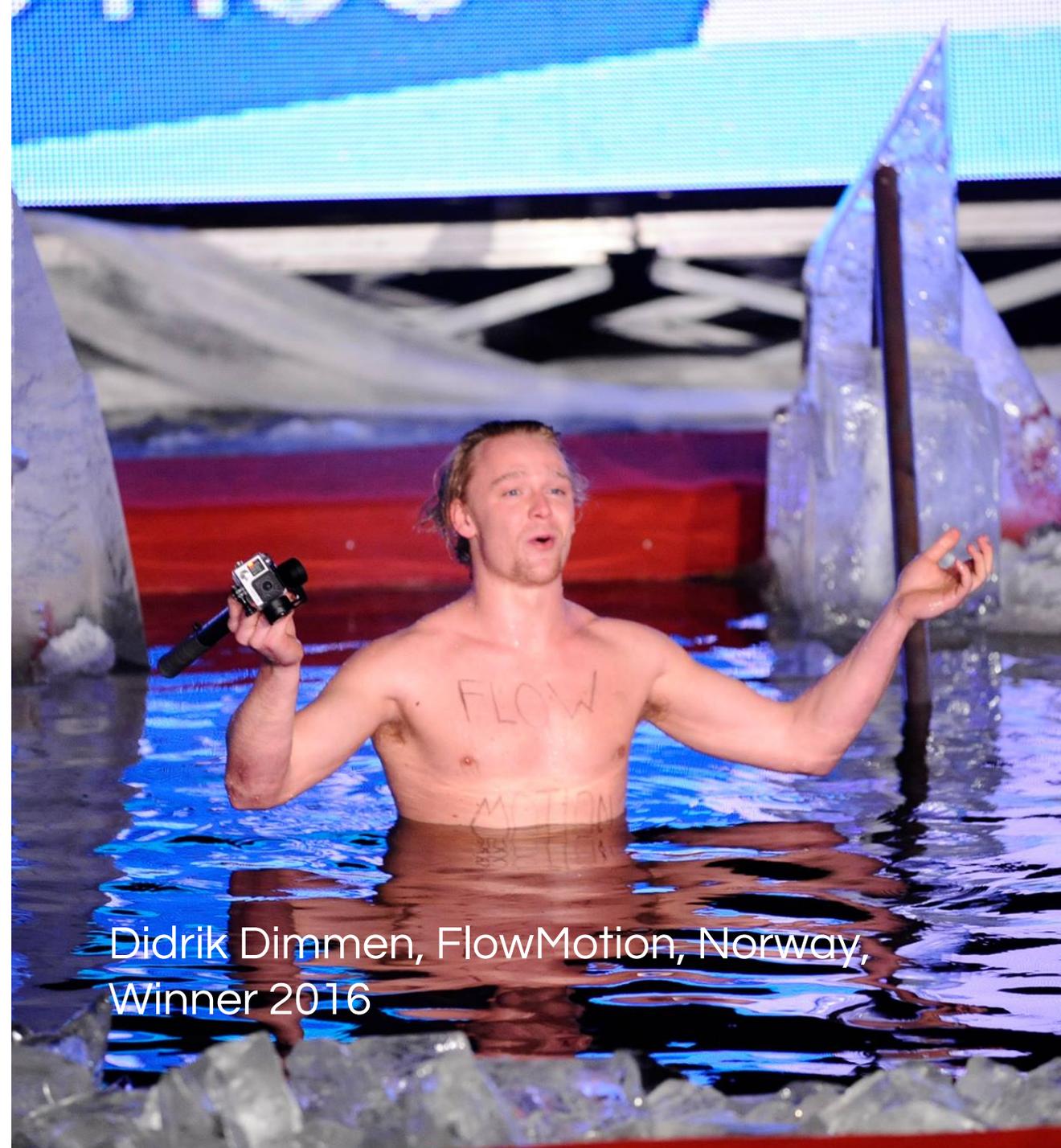
## #4 IMPROVE COMMUNICATION SKILLS

If you succeed in pitching in freezing cold water, you will succeed anywhere!

## #5 BECOME A STORYTELLER

Our unforgettable experience gives you a story that will not leave anyone cold.

## #6 BOND WITH LIKE-MINDED & HAVE A BLAST



Didrik Dimmen, FlowMotion, Norway,  
Winner 2016

So far Polar Bear Pitching has inspired over 200 stories worldwide.

realbusiness

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TECH INVESTORS

STARTUPJUNCTURE

M&M  
MARKKINOINTI&MAINONTA

TECH.CO

Chicago Tribune

theguardian

TALOUSSANOMAT

THE TIMES

BBC KALEVA

Talouselämä

KESKIPOHJANMAA

ARCTICSTARTUP

GeekWire ILTA-SANOMAT

South China  
Morning Post

SOUNDI

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weibo.com

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OULU-lehti goodnews FROM  
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Bloomberg Kauppalehti HS

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TC TechCrunch

GRÜNDER SZENE

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*"In a unique environment, teams are allowed to pitch to investors, partners, customers, and future team members; the potential at Polar Bear Pitching is huge. This event is close to my heart, as it is where I met my co-founder and business partner, Asmo Saloranta"*

*Marc Dillon  
CEO Asmo Solutions*

*"Everyone knows people who share epic stories about their adventures that make everyone stop and rethink their lives in mixed feelings of envy and admiration. Pitching your startup from ice-cold water and setting the snowy city of Oulu on fire at Polar Bear Pitching is an unforgettable experience on your adventure of entrepreneurship."*

- Jani Leirimaa, Fineria Energy

*"Polar Bear Pitching is a very symbolic way to show how entrepreneurs will go over hard times."*

*Polar Bear Pitching is fun. It is another kind of challenge that you face once in a lifetime. Doing extreme things can bring you only the extreme result. You may not always see it immediately but it is the right direction to success."*

- Michal Hubsmann, Relevancy Data, Winner 2015



*"The challenge has brought our team closer and our product and brand has become well-known.*

*Was taking up the challenge worth it? Absolutely, without a doubt!"*

*- Niina Palmu,  
Laturi Corporation,  
Winner 2014*

# €10k cash prize for the winner

We are looking for early stage startups aiming high that have a product/service, but need to find a market for it. We will move your business into the spotlight and help you take it to the next level! **Every startup that pitches from the ice hole will get their own pitch as HD video to share freely in their channels.**



# Startup Application Process

All of the applications sent by January 8, 2017



All applications will be pre-screened by a pool of investors

All others



Dark Horse a.k.a.  
"Dark Bear"  
semi-finals in  
the ice hole  
Feb 14, 2017

Top 12 selected directly  
to pitch in the ice hole  
at the event finals  
on Feb 15, 2017



3 most impressive ones



Top 15 startups (12 investor picks + 3 dark horses) are selected  
to pitch from the ice hole at Polar Bear Pitching finals  
live streamed worldwide

# How Polar Bear Pitching works

1. Send your application and slidedeck to <https://polarbearpitching.typeform.com/to/IRzaTp> by Jan 8th, 2017.
2. Book flights to Oulu, Finland.
3. All applications will be pre-screened by a pool of investors. 12 startups will be selected directly to the Finals on Feb 15th 2017. You will be notified if you have earned a spot at the Finals.
4. The remaining applicants have the possibility to gain access to the Finals by participating at Dark Horse Qualifications in an ice hole on Feb 14th in Oulu, Finland. Three dark horses are selected for the Finals.
5. Top 15 startups (12 investor picks + 3 dark horses) will pitch at the Finals in front of investors, live audience, media representatives and global live stream. The Finals begin once the sun sets.
6. Join warm and cozy After Swim Party in the evening of Feb 15th at the Oulu City Theater.

# Polar Bear Pitching in numbers

- 0 Celsius degrees stage
- 3 years
- 2 continents
- 3 countries
- 10+ nationalities pitching in the ice hole
- 50+ countries viewing the livestream
- 200+ media hits around the world



Welcome to Oulu,  
the fastest growing region of Arctic Europe!



During the week Oulu is bursting with energy and its entrepreneurial community offers a wide range of events:

## **Tuesday – Feb 14th**

**Polar Bear Football Tournament**

**Game Industry meet up**

**Mingling Dinner**

**Dark Bear qualifications**

**Oulu Investor Day (AI/VR/AR/ Robotics)**

**Education Industry meet-up**

**IGDA Finland Oulu hub pre-party**

## **Wednesday – Feb 14th**

**Education Industry meet-up**

**Workshops at the City Theater**

**Company stands at the City Theater**

**Polar Bear Pitching finals + livestream**

**Polar Bear's After Swim party**



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# Advisors



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Marc Dillon



Matti Rusila



Asmo Saloranta



Matti Sarén

# PBP Family



*Oulu Capital of Northern Scandinavia*



Prove Oy

OULU | BusinessOulu

AM Global Trade Inc.



Tellus  
UNIVERSITY OF OULU



INNOVATION  
WORLD  
CUP  
SERIES

BUSINESS  
KITCHEN



2017

#polarbearpitching

Take a dive into an ocean of opportunities and join us in an experience that will not leave anyone cold!

THANK YOU!

# Testimonials from previous year's participants

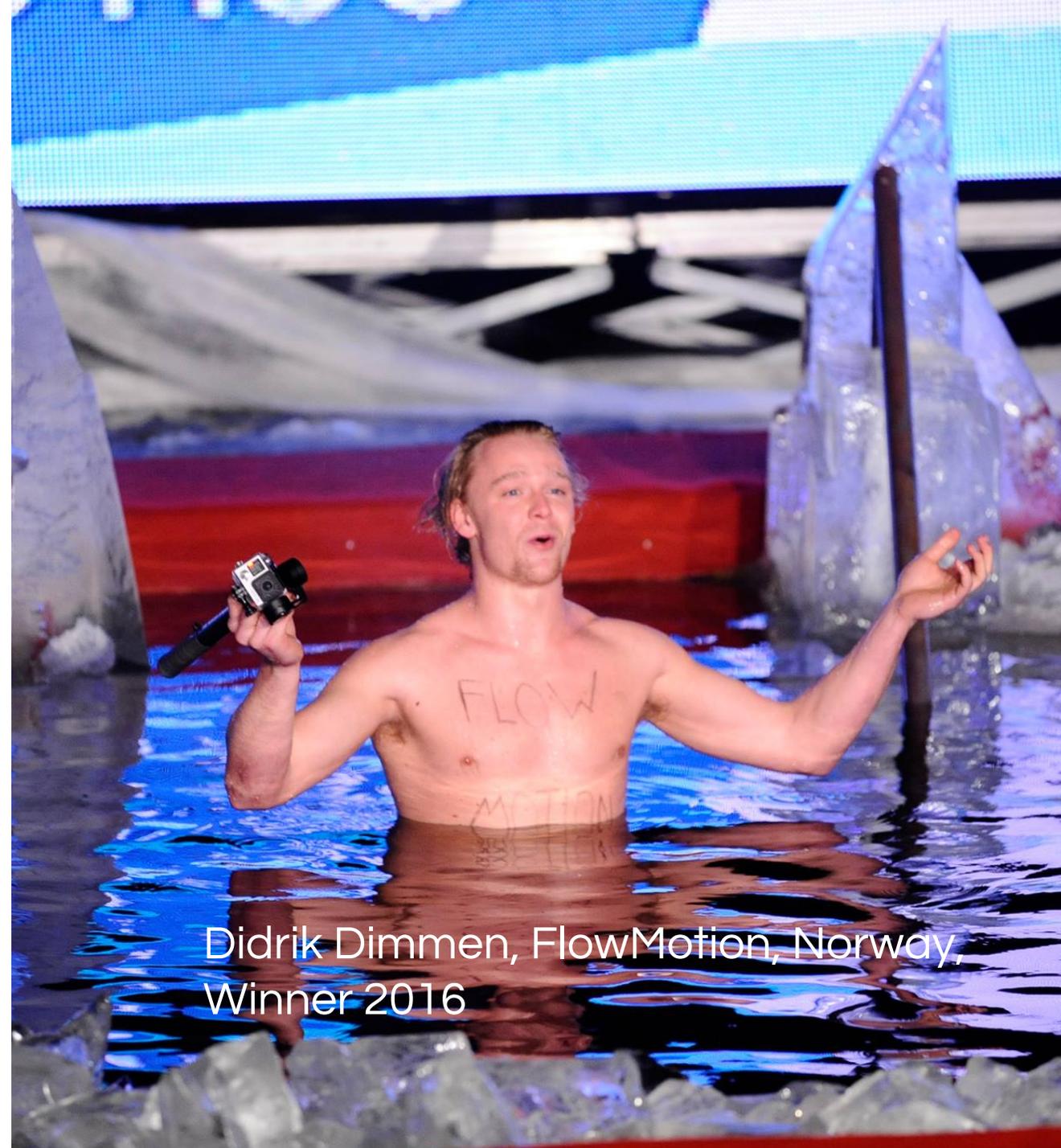


*“Polar Bear Pitching might not be for the faint of heart, but it’s good practice for startup founders looking to make it big.”*

*- Dennis Mitzner, TechCrunch*

**Polar Bear Pitching is your chance to showcase your passion, perseverance and bravery needed to step out of the comfort zone when aiming high and to push forward when going gets tough.**

**If you succeed in pitching in freezing cold water, you will succeed anywhere!**



Didrik Dimmen, FlowMotion, Norway,  
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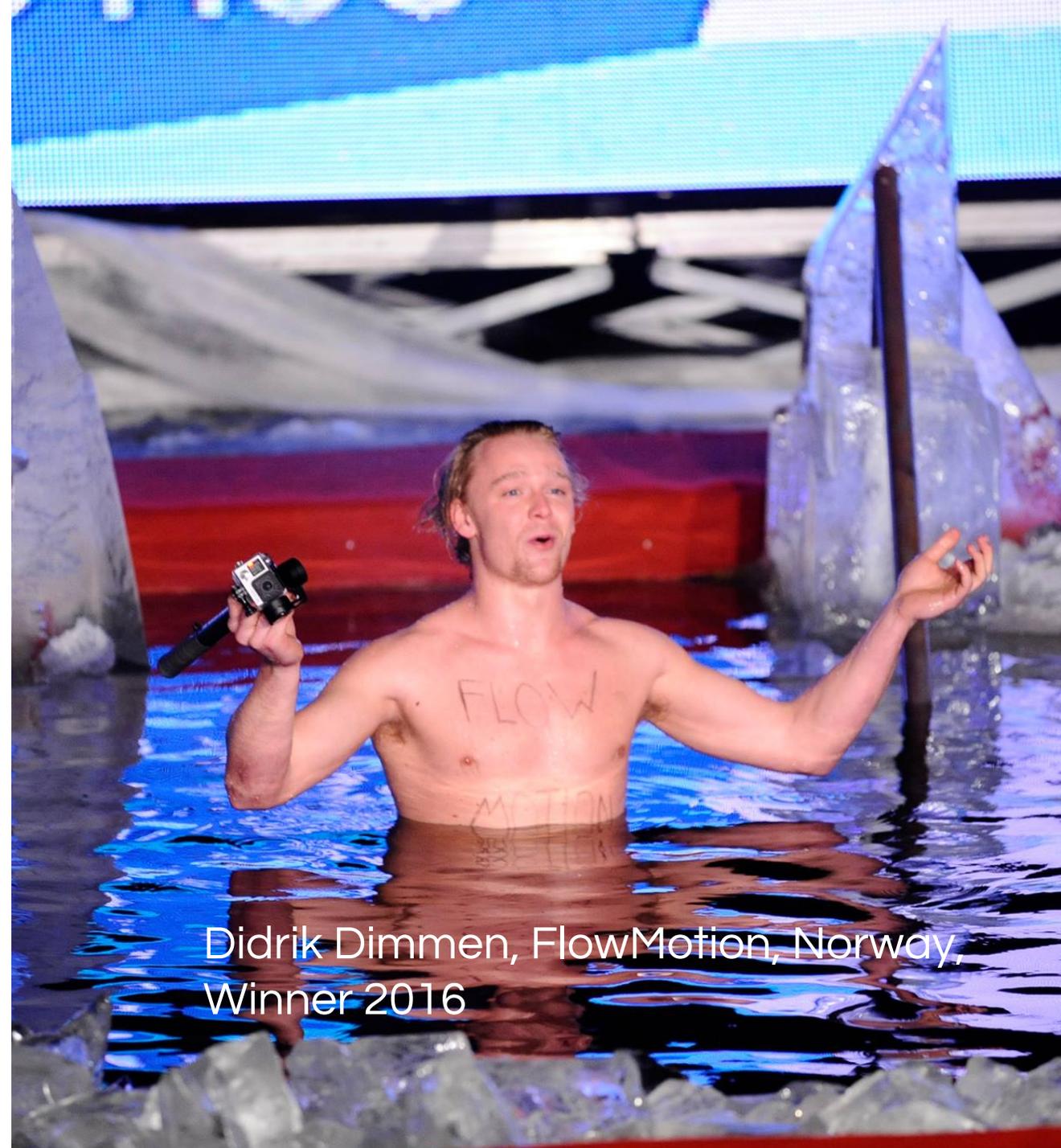


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**Polar Bear Pitching helps you in creating snowballs for success!**



**Our livestream will bring you in front of a global audience and open up an ocean of opportunities for your business to breakthrough.**

**A video of your pitch will be available for your use after the event.**

*Polar Bear Pitching is different, fun, crazy, extreme - just like you. Don't get misguided by the ice-hole thing. It's hot.*

- Mats Horn, Tinitell (Sweden)



**Polar Bear Pitching will take you on an unforgettable journey and will offer you a story that will not leave anyone cold!**

*"Everyone knows people who share epic stories about their adventures that make everyone stop and rethink their lives in mixed feelings of envy and admiration. Pitching your startup from ice-cold water and setting the snowy city of Oulu on fire at Polar Bear Pitching is an unforgettable experience on your adventure of entrepreneurship."*

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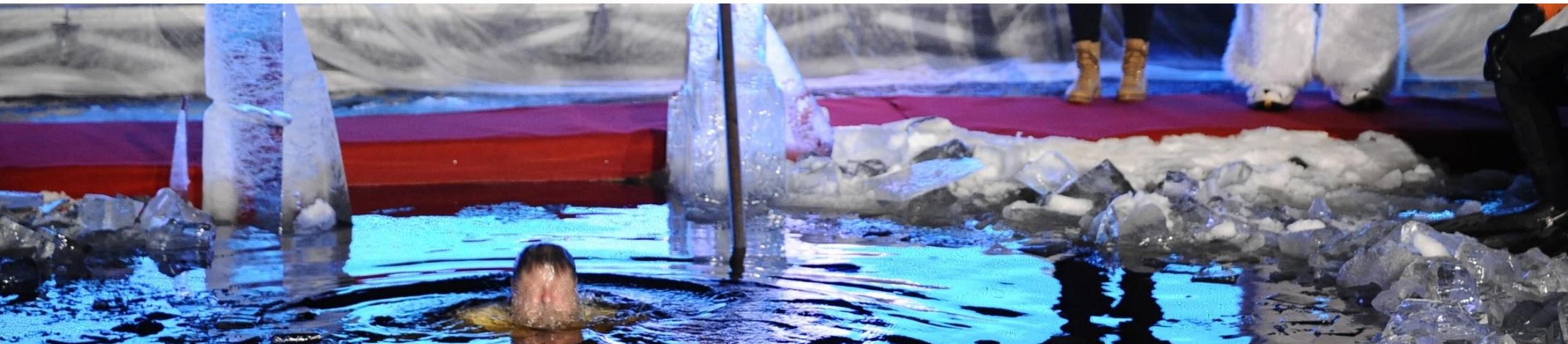
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**Polar Bear Pitching will take you on an unforgettable journey and leave you with a story that will not leave anyone cold.**

*“Not only does a brand have to be valuable, but it also has to be something a person can relate to. A good story gives a business the soul and the personality which make it attractive and meaningful to others.”*

- *Minna Törmälä, PhD in Marketing*



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