

**Press release**  
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## **Slush to launch a new startup media**

*The new startup media Soaked by Slush aims to diversify the discussion around the European startup scene and takes the concrete entrepreneurial advice onto digital channels, and into a year-round distribution cycle.*

Over the years, Slush has grown into a global movement with a mission to help entrepreneurs, create new ones and inspire founders to tackle meaningful challenges. To be able to drive this mission beyond the events and around the year, Slush launches a digital media, *Soaked by Slush*, that focuses on European startups and tech.

“European tech needs more in-depth startup journalism to truly flourish. The ecosystem has matured but still, startups are covered mainly through funding news and product launches. That is not enough. We need more stories on diverse role models, honest talk of the problems in the technology scene, and sharing the best practices across Europe, tells **Pauliina Suominen**, Editor in Chief of Soaked by Slush.

“Soaked by Slush will provide content that helps European startups, investors, policymakers and business executives to learn from each other”, Suominen continues.

In addition to interviews and journalistic deep dives, Soaked by Slush will include carefully curated guest contributions from founders, investors, politicians, and executives, and collaborative projects with different organizations. Like the stage program at Slush events, Soaked by Slush focuses on providing concrete, hands-on advice from the company founders and builders. Supported by the new Slush research team, the stories will be founded in data.

“Company-builders across industries are struggling with the same problems: landing clients, product management, hiring and firing, and scaling organizational practices. This is why we focus on helping with concrete aspects of building companies at our events. With Soaked by Slush, we are now able to offer this content and advice to our audiences throughout the year”, says **Andreas Saari**, CEO of Slush.

Soaked by Slush is independent of Slush events. Access to the content is free of charge.

Soaked by Slush: [slush.org/soaked](https://slush.org/soaked)

**For more information:**

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