Holvi Pitch Lift — Participant FAQ

Step into the Holvi Pitch Lift at SLUSH 2026 and pitch your startup in up to 5 minutes. We'll pick three Finnish startups to share €60,000 in investment from Holvi.

About the Pitch Lift

What is the Holvi Pitch Lift? Participate with your idea at the Holvi stand at SLUSH 2026. You step to our recording booth, record your elevator pitch, and you're in the running for a chance to get investment from Holvi.

What can I win? We invest in three companies through a convertible loan:

Place	Investment
1st	€30,000
2nd	€20,000
3rd	€10,000

Eligibility

Who can take part? Anyone with a SLUSH badge can step in and do their pitch.

Can my company receive investment? Yes, if it's registered in **Finland**. Companies registered elsewhere are welcome to pitch, but for legal reasons we can't consider them for investment.

What do I need to do before I step in? Fill in a short Google Form before entering the lift. It asks for two consents: one for us to store your details and consider your pitch for investment, and one for us to use your pitch video in Holvi marketing.

Pitching and selection

How does the pitch work?

1. We scan your SLUSH badge and you fill in the quick Google Form, so we can match you to your recording.
2. Step in. Your pitch instructions appear on the screen inside.
3. Pitch for 1–5 minutes. The recording stops automatically at 5 minutes, or you can stop it yourself.

Can I try again if it goes wrong? Yes, you can restart once.

Will I get my video? Yes. We'll send you a copy after SLUSH so you can use it too.

How are winners chosen?

1. We transcribe every pitch and use AI tools to help rank a shortlist of 10.
2. If you're shortlisted, we'll send you a form asking for more details about your company.

3. Our four-person jury from Holvi's Commercial, Product, Tech and Finance teams reviews the 10 shortlisted pitches and your extra details.
4. The jury picks 1st, 2nd and 3rd place, and Holvi's management gives the final approval.

The investment

What is a convertible loan? Our investment is a loan that converts into equity at your next funding round, at that round's valuation. You don't need to agree on a valuation with us now.

What if we're raising a round right now? We may choose to invest directly in your round instead. Any terms beyond the standard convertible loan are agreed with you separately, and if we can't agree, we may step back.

Who handles the paperwork? We do. Our legal team prepares the agreement from a standard template, and we transfer the funds once it's signed.

After you pitch

What happens next? Before you leave the lift, we'll explain the next steps. We'll then confirm them by email, along with the timeline.

When will I hear back? We'll contact the 10 shortlisted companies as soon as possible, during November–December 2026, and announce the winners in early 2027.

Who do I contact with questions? Email us at pitchlift@holvi.com.