



# PROGRAMME 8 MAY

Finnish Institute of London

11:30 Registration

12:00 Opening of SMASH London Day 1

12:15 "London - Most active city and million londoners more active by 2020"

**Tove Okunniwa**, CEO at **London Sport**

12:45 "Wearable Tech and novel analytics for improving sports coaching"

**Jani Mäntyjärvi**, Principal Scientist at **VTT**

13:15 Meet the Winner of SMASH Helsinki  
Health pitching competition: **Diske Oy**  
**Timo Kettunen**, Founder/CEO

13:30 Mingling and fingerfood

14:30 "The Funding Landscape for start-ups in the UK"  
**Anthea Harrison**, Member of the Investment  
Advisory Committee at **MMC London Fund**

15:00 **Pitching**

16:30 Closing of the Day 1

Subject to change.



# PROGRAMME 9 MAY

Finnish Ambassador's residence  
By invitation only.

14:00 Registration

14:15 Opening of SMASH London Day 2:  
Welcome by **Päivi Luostarinen**, Finnish Ambassador  
in London

14:30 Meet the Team: Welcome by  
**Business Finland** and **London Sport**

14:50 "Winning with Technology"  
**Marko Yrjövuori**, Founder at **Healthy Boss**

15.20 **Pitching contest**

15:40 "Accelerating Sports Start-ups worldwide"  
**Nathalie Sonne**, Head of Program at  
**leAD Sports Accelerator**

16:10 **Pitching contest**

16:30 "What can we learn from Elite Level Sport"  
**Ollie Phillips**, Director – Digital Transformation at **PwC**

17:00 **Pitching contest: Winning announcement**  
Welcome to SMASH Helsinki 2018

Mingling + cocktails

Subject to change.