

FOR SLUSH COMPANIES

Slush, Sweat & Plunge

A private Helsinki sauna day for your investors, founders or team – after Slush week.

Dates: Saturday 21 or Sunday 22 November 2026

Format: one host company per day, 9 am–7 pm

Hosted by: your company · **Produced by:**
Experience Aika

Price: €4,490 + VAT for the whole day, up to
10 guests



THE IDEA

After Slush, slow down together.

Slush week is loud halls, back-to-back meetings and late nights. The weekend after, many of your guests are still in Helsinki before flying home.

Give them one quiet day: three saunas, cold sea, Finnish food and real conversation. The kind that rarely happens across a meeting table.

The day ends under Helsinki's Aleksanterinkatu Christmas lights, which switch on on Saturday 21 November.



WHO YOU BRING

Ten guests. Your choice of who.



Investors and LPs

A day that builds trust
faster than another dinner.
Relationships that carry
into the next round.



Portfolio founders

Founders meet each other
away from the stage. Shared
steam, shared stories, a
stronger portfolio network.



Your own team

A thank-you after a heavy
week. Especially for
colleagues who flew in for
Slush and have never tried a
Finnish sauna.

Mix them if you like. A small group, a long day and no agenda tends to do the networking on its own.

HOW IT WORKS

You host. We produce.

Your company

- Owns the day: your name on it, your invitation
- Chooses the guests
- Joins in: your own people are part of the group of ten

Experience Aika

- Sauna bookings, meals and transport
- Two hosts guiding the group all day
- Invitation text and guest info ready to send
- Sauna customs explained for first-timers

Your guests remember who invited them. Nobody remembers the fifth side event of the week.

THE DAY · MORNING

Three Helsinki saunas, with time to eat, explore and enjoy the city together.

9-11 am

Allas Sea Pool

Morning sauna by the harbour, then a heated outdoor swim or a cold seawater dip. Helsinki wakes up around us. Take the cold option and you will be very awake too.

11 am-noon

Old Market Hall

Traditional Finnish salmon soup, or a vegetarian or vegan option. Warm food, local stories and some recovery time.

Noon-1 pm

Helsinki on foot, or by shuttle

Walk to Löyly with Mika and Jukka, or take the shuttle and save your energy for the next round.

THE DAY • AFTERNOON AND EVENING

1–3 pm

Löyly Helsinki

Wood-fired warmth, striking architecture and a dip in the Baltic itself. Some Finns argue only wood-burning saunas are real saunas. This stop helps you decide.

3–5 pm

A taste of old Helsinki

A light dinner at Salve, the classic sailors' restaurant, before the final sauna.

5–7 pm

Uusi Sauna

We finish in a neighbourhood sauna, sharing the warmth with people who were strangers that morning.

After 7 pm

Christmas lights and a final toast

An optional walk under the Aleksanterinkatu lights and a glögi nearby. By now the group feels less like guests and more like friends.

Why these three saunas?

We chose Allas, Löyly and Uusi for the different ways their design shapes the sauna culture and experience of Helsinki.



Allas

Turns the harbour into an outdoor bathhouse, with heated and cold seawater pools against the city's waterfront.



Löyly

Connects sculptural architecture and wood-fired saunas to a staircase straight into the sea.



Uusi

Reimagines the neighbourhood sauna as a welcoming mix of sauna, bar and bistro.

Together: three distinct encounters with Finnish design, water and everyday life.

SAUNA 1 • 9-11 AM

Allas Sea Pool

The harbour as an outdoor bathhouse. Heated and cold seawater pools right on the waterfront, a morning sauna with a sea view, and the city waking up around us.



SAUNA 2 • 1-3 PM

Löyly Helsinki

Sculptural architecture, wood-fired saunas and a staircase straight into the Baltic. Some Finns say only wood-burning saunas are real saunas. Here you can decide for yourself.



SAUNA 3 • 5-7 PM

Uusi Sauna

The neighbourhood sauna, reimagined: sauna, bar and bistro under one roof. The last sauna of the day, before we head into the city.



THE PACKAGE

**One day, one host company,
everything included.**

- Entry to Allas, Löyly and Uusi Sauna
- Lunch at the Old Market Hall
- Early dinner at Salve
- Shuttle between saunas
- Two hosts and full production
- Evening walk under the Christmas lights

PRICE

€4,490

+ VAT · the whole day

Up to 10 guests + 2 hosts

Sat 21 or Sun 22 November

One company per day

Reply by Fri 23 October



WHO PRODUCES IT

Mika Johnson & Jukka Karhula

Mika is creative director at Experience Aika, Jukka its producer. One Finnish-American, one Finn. Mika shapes the experience; Jukka has produced live events for 25 years.

On the day we guide the group through every stop and the sauna customs, so your team can be a guest too. First-timers and regulars both welcome. Cold dips are optional.

Host the day after Slush.

Two dates, one company each. €4,490 + VAT for the whole day. Reply by Friday 23 October to reserve yours, and we'll send the invitation text for your guests.

Jukka Karhula

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About Experience Aika

A Finnish design studio focused on sauna retreats and experiences shaped by time, presence and nature. Founded by Mika Johnson and Jukka Karhula, we bring together sauna traditions, storytelling, local food and creative practices to help people slow down and reconnect – with themselves, each other and the places around them.

www.experience.fi