60°N | INVESTOR NETWORK

MEDIA KIT

A higher perspective on capital.

BRAND STORY / PRESS COPY / VISUAL IDENTITY / MEDIA ASSETS

Prepared September 2026

01 / OVERVIEW

The network in one sentence

60°N Investor Network is an independent international community connecting investors with trusted peers, practical intelligence and curated access across the Nordic region and global markets.

CAPITAL. INTELLIGENCE. CONNECTION.

Built for people who deploy, manage or influence investment capital - and who value substance, discretion and international perspective.

60°N

A global network with a clear northern point of view.

Private

Trust and relevance before audience size.

International

Cross-border relationships and market access.

Positioning

A serious, accessible investor network: more useful than a ceremonial association, more durable than an event series, and broader than a startup pitch club.

02 / PURPOSE

Why 60°N exists

Investment communities create value when the right people can exchange judgment, context and access without unnecessary noise.

- **Trusted peer relationships**

  Build continuity between investors who may meet rarely but share markets, sectors or decision questions.

- **Practical intelligence**

  Translate market shifts, policy changes and emerging sectors into useful investor conversations.

- **Curated access**

  Connect members to relevant investors, founders, institutions and local ecosystems when there is a credible reason to meet.

- **International perspective**

  Create bridges between the Nordics and investor communities in Europe, Asia and other strategic markets.

- **Long-term participation**

  Build a network whose value compounds through repeated interaction, contribution and trust.

The governing principle

Members should receive more value from the quality of the room and the relevance of the exchange than from the volume of programming.

03 / COMMUNITY

Who the network is for

The network serves capital allocators and investors whose work benefits from high-trust international relationships.

Limited partners

Institutional investors, foundations, endowments and other fund allocators.

Family offices

Principals and investment leaders working across public and private markets.

Venture investors

VC and growth investors seeking peer exchange, market intelligence and cross-border access.

Corporate investors

CVC and strategic investment leaders connecting capital with industrial capability.

Business angels

Experienced angels contributing judgment, networks and operating experience.

Selected ecosystem leaders

People whose role materially improves investor access, knowledge or execution.

04 / MEMBER EXPERIENCE

What participation can include

The format follows member needs. The network should not overpromise deal flow, returns or introductions.

01 **Private roundtables**

Small, moderated conversations on investment themes, market shifts and shared questions.

02 **Investor briefings**

Concise intelligence from credible specialists, investors and market operators.

03 **Curated introductions**

Relevant connections made with context and mutual interest, never as a volume service.

04 **Market visits**

Selective access to investor communities, institutions and innovation ecosystems.

05 **Member dinners**

Discreet relationship-building in an environment designed for candid exchange.

06 **Digital continuity**

A practical channel for updates, opportunities and follow-up between physical meetings.

05 / OPERATING PRINCIPLES

What the brand stands for

Confidentiality

Members need room for candid, off-record discussion.

Independence

The network serves its members rather than institutional politics.

Participation

Value increases when members contribute knowledge and access.

Accessibility

Professional standards without wealth-based status theatre.

Relevance

Every format should answer a real investor need.

Continuity

Relationships and intelligence extend beyond individual events.

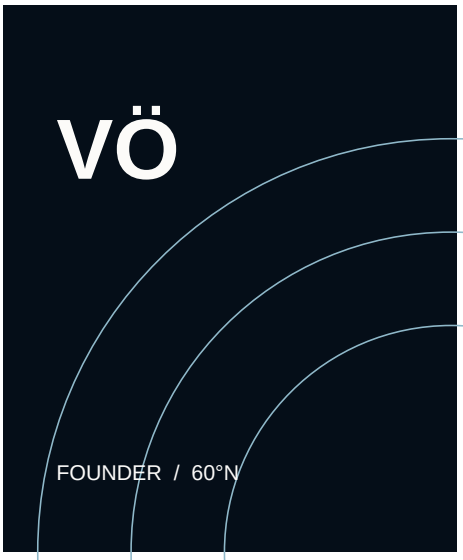
What it is not

A wealth-status hierarchy. A compulsory investment club. A collection of confusing membership packages. A startup pitch conveyor belt. An events brand disguised as a network.

06 / FOUNDER

Vedat Öndas

Entrepreneur, investor-network builder and media executive based in Finland.



Vedat Öndas is the founder of 60°N Investor Network and CEO and Chairman of ArcticStartup Media Oy. His work connects investors, founders, research organisations, corporates and public institutions across international technology ecosystems. He is also behind major Nordic business platforms including Arctic15 and NORDEEP.

Approved short bio

Vedat Öndas is a Finnish entrepreneur and ecosystem builder. He founded 60°N Investor Network to create stronger international relationships, practical intelligence and trusted access for investors connected to the Nordic region.

Speaker topics

International investor networks / Nordic technology ecosystems / Deep-tech commercialisation / Investor-event design / Cross-border market access

07 / PRESS COPY

Approved boilerplates

25 WORDS

60°N Investor Network connects investors with trusted peers, practical intelligence and curated international access from a distinctive Nordic perspective.

50 WORDS

60°N Investor Network is an independent international community for investors and capital allocators connected to the Nordic region. It brings together trusted peers through private conversations, practical intelligence, curated introductions and selective market access, building relationships that continue beyond individual events.

100 WORDS

60°N Investor Network is an independent international investor community built around trust, practical intelligence and relevant access. Based at 60 degrees north and designed with a global outlook, the network connects limited partners, family offices, venture investors, corporate investors, experienced business angels and selected ecosystem leaders. Its formats can include private roundtables, investor briefings, curated introductions, market visits and member dinners. The network prioritises confidentiality, participation and continuity. Its purpose is to help serious investors build stronger cross-border relationships and understand opportunities with greater context - without becoming a pitch club, a ceremonial association or an event-only proposition.

08 / MESSAGING

Approved language

Use

- **A higher perspective.**
- **Capital. Intelligence. Connection.**
- **Private investor community. International reach.**
- **Built for stronger investment relationships.**
- **A northern point of view with global ambition.**

Avoid

- Guaranteed deal flow or returns.
- Largest, leading or exclusive without evidence.
- Status language based on personal wealth.
- Claims that every introduction is actionable.
- Language that makes events the entire value proposition.

Voice

Intelligent, direct and calm. Specific enough to be credible. International without sounding institutional. Premium without performing wealth.

09 / VISUAL IDENTITY

Logo and colour system

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MIDNIGHT NAVY	SNOW	SLATE	ARCTIC BLUE	COPPER
#050E18	#F5F3F0	#4C5761	#8FB8C9	#B8794A

- **Primary lockup**
  Use the horizontal logo wherever space allows.
- **Compact mark**
  Use 60°N for avatars, favicons and restricted spaces.
- **Clear space**
  Keep at least one N-cap-height around every side.
- **Background control**
  Use navy on light backgrounds and white on dark backgrounds.
- **Do not alter**
  Never stretch, rotate, recolour, outline or add effects.

Asset and attribution guidance

- **Naming**

  Use “60°N Investor Network” on first reference. “60°N” is acceptable after the full name has been established.

- **Logo choice**

  Use vector SVG or PDF for print. Use 600-DPI PNG only when a raster file is required.

- **Photography**

  Prefer candid investor conversations, international city context, Nordic architecture and real working environments.

- **Image treatment**

  Use natural, cool light and restrained contrast. Avoid artificial wealth cues, staged handshakes and generic trading screens.

- **Quotes**

  Attribute official statements to Vedat Öndas, Founder, 60°N Investor Network, unless another spokesperson is confirmed.

- **Fact checking**

  Confirm membership figures, locations, dates, partners and programme details before publication.

Download package

The accompanying logo archive contains horizontal, stacked and compact versions in outlined SVG, print-ready PDF and 600-DPI PNG formats.

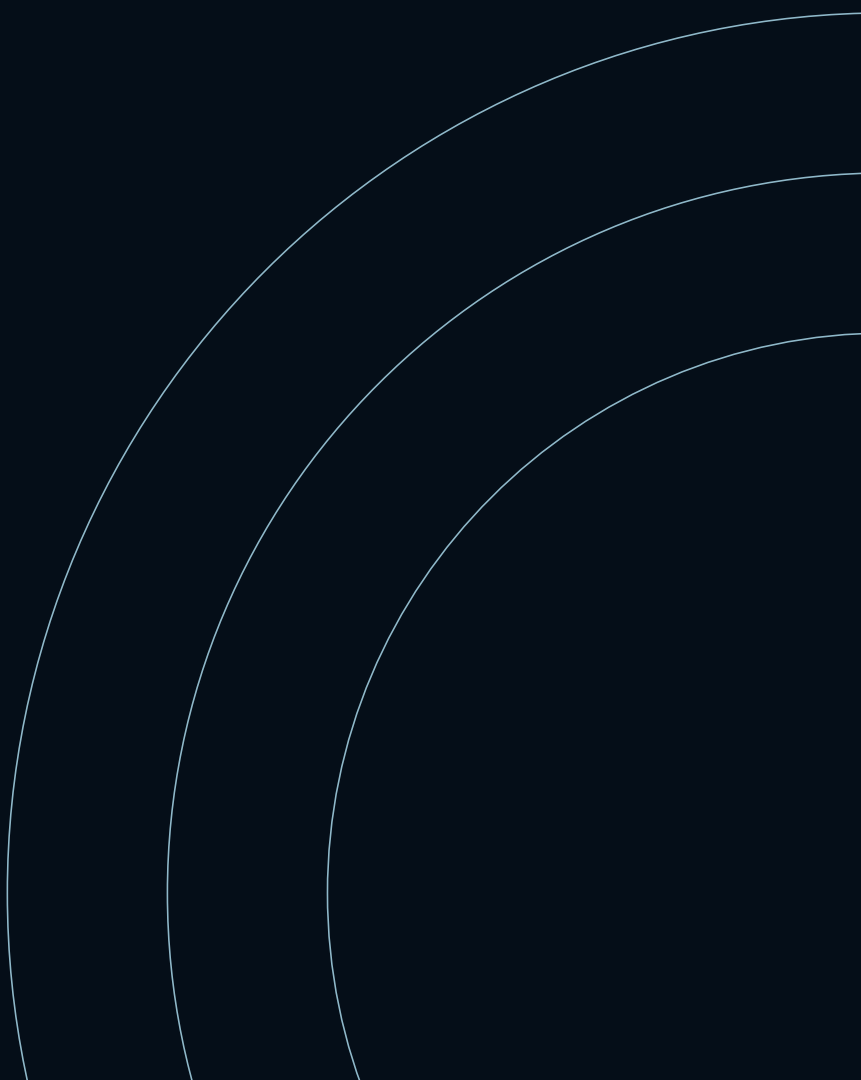
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MEDIA & PARTNERSHIPS

For interviews, speaking requests, partnerships and current network information, contact the 60°N team through the official website.

60investor.com

Vedat Öndas / Founder



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