

A full-page background image featuring a vibrant Aurora Borealis (Northern Lights) display in shades of green and yellow against a dark, star-filled sky. Below the sky, a range of snow-capped mountains is visible, with a small town or village nestled in the valley. The foreground consists of a rocky, snow-covered shoreline. The overall scene is serene and majestic, capturing the beauty of the Finnish Lapland.

2024 EPIC EXPERIENCE:

FINLAND:
THE NORTHERN LIGHTS

DECEMBER 9-15, 2024

A UNIQUE 6-NIGHT MAVERICK JOURNEY INTO THE
HEART OF FINLAND'S LAPLAND AND HELSINKI.



NORTHERN LIGHTS

The Northern Lights, also known as Aurora Borealis, is one of the most breathtaking natural phenomena on Earth. The vibrant dance of colors across the night sky – from vibrant greens to deep purples – creates an awe-inspiring spectacle that defies description. As a symbol of nature's pure, unbridled beauty, this experience is sure to remind you of the world's inherent magic.

NORTH STAR

The North Star, aka Polaris, is famous for holding nearly still while the entire northern sky moves around it. It has served as a guide for those that have ventured out into the unknown and has been used as an anchor point to guide many sailors and explorers home safely from their journeys. And in the same way, your own North Star is the “True North” for your mission and purpose. It is your unwavering guide, always with you as you move through each stage of life and what you’re creating. Together, we will go deeper into both conversations and experiences that will help us explore and strengthen our connection to each of our ‘North Stars’ in order to anchor in our greatest legacy and unique contribution to the world.





DEEP SYMBOLISM AND MAVERICK MAGIC.

The Sámi people of Lapland have a diverse cultural heritage that includes their own language, clothing, handicrafts, and spiritual practices. We will be partaking in immersive cultural experiences with the Sami community in order to get a deeper understanding of their spiritual connection to their environment, wisdom and ways of life.

During our time in Rovaniemi, we will also have a unique opportunity to honor the Finnish spirit of innovation by supporting the local community in fueling their entrepreneurial spirit & endeavors.

WINTER WONDERLAND

Imagine mushing through the snowy wilderness atop a team of eager huskies, mastering a Tesla on ice-covered tracks and wrapping up the evening with a glimpse of the Northern Lights from your outdoor jacuzzi.



In Finland, adventure and magic beckon with a plethora of exhilarating activities to suit every taste. From the adrenaline rush of snowmobiling through pristine winter landscapes to the thrill of catching the Northern Lights, this is sure to be an unforgettable journey into the heart of Finnish nature.



SPECIAL GUEST: HELENE LINDMARK

Joining us will be a special guest, Helene Lindmark, Máttaráhkká (great-grandmother) from the Sámi People, Noid, Wisdom Keeper, and Healer.

Helene walks with her knowledge as a voice for Mother Earth, her people and the ancestral wisdom that is stored in her Indigenous lands.

Helene works with transformative leaders weaving her shamanic tradition and heritage of Sápmi, from the northern parts of Sweden, Russia and Finland while also mentoring the next generation of Sápmi community members, convening and speaking on behalf of her people around the world.

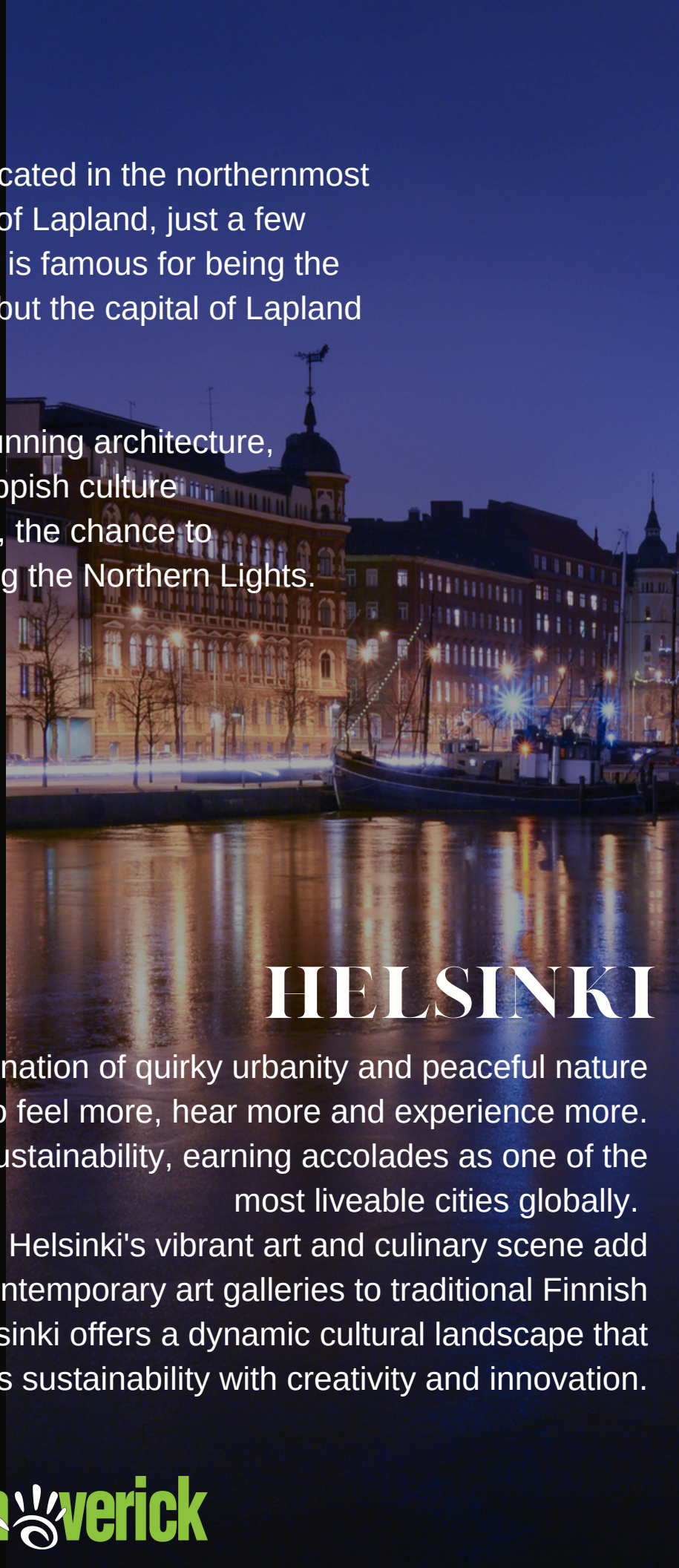
With a unique perspective based on ancestral knowledge, she bridges the gap between traditional Indigenous knowledge and the contemporary understanding of sustainable practises. Her role as a global bridge builder for a sustainable future highlights the significance of reciprocity with nature and promoting innovative solutions for climate adaptation and social resilience.



ROVANIEMI

The Finnish city of Rovaniemi is located in the northernmost part of the country in the province of Lapland, just a few kilometres from the Arctic Circle. It is famous for being the official hometown of Santa Claus, but the capital of Lapland has so much more to offer.

From a modern metropolis with stunning architecture, to wild Arctic nature, traditional Lappish culture and art, local gastronomic delights, the chance to cross the Arctic Circle and watching the Northern Lights.



HELSINKI

Helsinki is a totally unique combination of quirky urbanity and peaceful nature that gives silence and space to feel more, hear more and experience more. The city shines as a paragon of sustainability, earning accolades as one of the most liveable cities globally.

Beyond its environmental efforts, Helsinki's vibrant art and culinary scene add to its allure. From cutting-edge contemporary art galleries to traditional Finnish cuisine with a modern twist, Helsinki offers a dynamic cultural landscape that harmoniously blends sustainability with creativity and innovation.

TWO NIGHT STANDS:

ACCOMMODATIONS

/ROVANIEMI CITY HOTEL/
/GLASS APARTMENTS/
/HELSINKI/

ROVANIEMI CITY HOTEL

Unique and warm design in the heart of Rovaniemi. This family owned hotel is in the middle of Rovaniemi's vibrant city center.

GLASS APARTMENTS

This unique form of a glass igloo type accommodation was inspired by the "kota," a tepee-shaped hut used by the indigenous Sámi people of Lapland.

After a full day of exploring, adventuring and taking in the wonders of Lapland, there is no better way to enjoy the evening than relaxing in a hot spa surrounded by the wintry landscape and stars in the sky... maybe even catching a glimpse of the Aurora Borealis above.

HELSINKI CITY HOTEL

In the middle of the city's bustling life, this Helsinki hotel takes pride in providing luxurious rooms and utilizing fresh ingredients from the North.



AGENDA

12.9 Arrive to Rovaniemi

12.10 Discover Rovaniemi
to
12.12 Winter Activities, North Star Exploration, Northern Lights,
Sami Cultural Experience and a Special Evening with Helene.

12.13 Discover Helsinki
to
12.14 The holiday season is said to be one of the most beautiful
times of the year in Finland's capital.

12.15 Departures

WHAT'S INCLUDED

Your Maverick Finnish Northern Lights Experience will include 6-nights of Accommodations, one-way flight from Rovaniemi to Helsinki, Growth Sessions, Group Activities and Excursions, and Meals.

INVESTMENT:

GUESTS: \$15,500

SPOUSE: \$9,750

APPLY



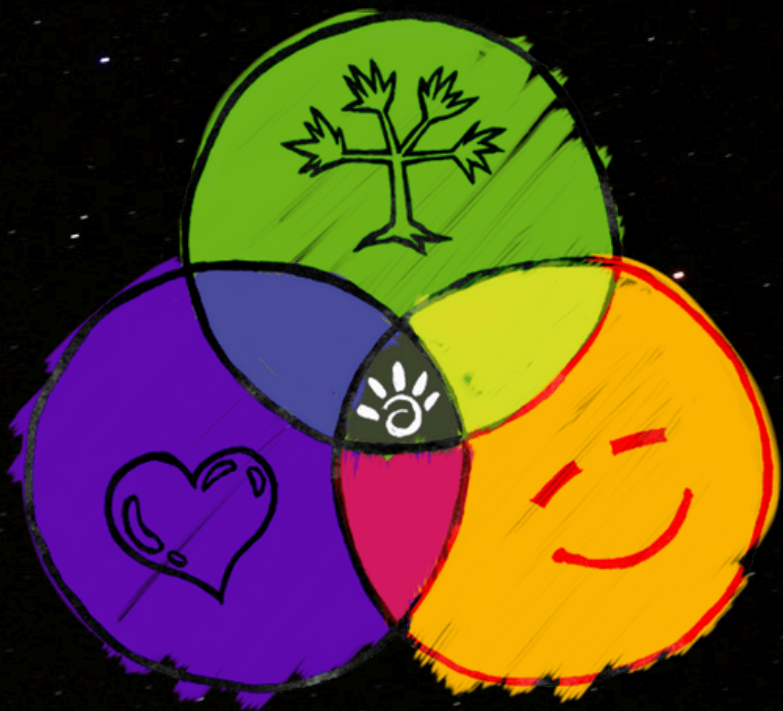
maverick

MAVERICK

Maverick is a global community for visionary entrepreneurs and industry leaders who redefine how business is played' in the 21st century.

GROWTH. IMPACT. FUN.

Mavericks are committed to the continuous evolution of themselves and their businesses, to creating a greater impact in the world and to having a whole lot of fun in the process. Becuase if you're not having fun... what's the point!?



OUR MISSION

We are out to 'Change the Way Business is Played' and believe that Business can be the greatest lever for good.



FAQ'S

Q: WHAT ARE THE TRAVEL DATES?

A: Arrive to Rovaniemi Airport on December 8, 2024 - Depart from Helsinki on December 14, 2024

Q: WHAT'S THE CLOSEST AIRPORT?

A: You will want to fly into Rovaniemi Airport (RVN) and fly out of Helsinki Airport (HEL) Flight from Rovaniemi to Helsinki is included in the trip. Airport transfers in Rovaniemi will be handled by our team and included in your trip while rides to Helsinki Airport will be on your own.

Q: WHAT'S INCLUDED?

A: This trip includes 4-nights in Lapland and 2-nights in Helsinki. All accommodations, meals, winter wonderland activities, Growth Sessions and Northern Lights hunting is included.

Q: WHAT SHOULD I BRING?

A: Don't worry, we will send you a Pre-Event Guide a few weeks before the trip with a detailed packing list. There are also companies that rent outdoor gear in Lapland so more info on those will be provided as well.

Q: CAN I COME EARLY? EXTEND MY TRIP?

A: Just reach out to our team (events@maverickdna.com) - we are happy to help!

Q: CAN I INVITE ANOTHER AMAZING ENTREPRENEUR? SPOUSE? FAMILY?

A: Yes, yes and yes! If you would like to bring a guest and/or your family! Please just email events@maverickdna.com.

Have a Question? Send us a note via:

events@maverickdna.com