

University of Colorado Law School Executive Education

Cannabis Entrepreneurship Academy – June 13-16, 2020

	Saturday, June 13	Sunday, June 14	Monday, June 15	Tuesday, June 16
8:00-9:00	Registration & Breakfast	Breakfast	Breakfast	Breakfast
9:00 – 10:30	Opening Keynote Address	How to Be an Ethical Cannabis Company	The Many Roles and Value of General Counsel	Forming, Financing, Banking and Taxing Cannabis
10:30 – 10:45	Break	Break	Break	Break
10:45 – 12:00	The Shifting Federal Landscape	The Psychology of Branding/Behavioral Economics	Entrepreneurship	Driving Profitable Growth: Value Innovation
12:00 – 1:00	Lunch Presentation – Building the Consensus on Social Equity	Networking Lunch	Lunch Presentation - Trademark Law and Cannabis	Lunch Presentation – Social Justice Issues
1:00 – 2:45	Encroachment of Federal Law/the FDA: It’s A Jungle Out There	Marketing and Brand Development	Market Intelligence and Data	Partnerships & Acquisitions
2:45 – 3:00	Break	Break	Break	Break
3:00 – 4:30	Negotiations and Issues Specific to Cannabis Deals	The State’s Perspective	Understanding and Using Data	Closing Keynote Panel on the State of the Industry
4:30 – 6:00		4:30 – 5:15 Cannabis Research		
6:00 – 7:00	Welcome reception in Wolf Law’s Goldstein Courtyard			
7:00 - 9:00			Dinner in Boulder with a Program Faculty Member	