

SATURDAY AGENDA

10:00am | Welcome & Orientation

What do the next 48 hours hold for everyone in attendance? During this quick session, we will introduce the JumpStart NYC Hyperaccelerator staff, mentors, and partners. We will also lay out the agenda and expectations, and answer questions from everyone involved.

Speakers: Patrick Rea, CanopyBoulder

10:30am | Market Overview & Deep Dive on NYC Market

How large is the cannabis industry? How fast is it growing? What's the status of legalization? How does the New York market fit into the larger industry? What role will social equity play in the industry? What are the important things to be paying attention to in legalization? Join us for the Market Overview to gain a detailed understanding of the cannabis industry as a whole, so you can build your business on top of a strong foundation.

Speakers: Rosemary Mazanet, Columbia Care / Sirita Wright, EstroHaze, Christina Holtenback / Moderator: Patrick Rea, CanopyBoulder

11:15am | Startup Legal

Starting any company is challenging. With the added challenges of operating in a new, fast-evolving and heavily regulated industry, starting a cannabis company can be especially daunting. Don't let easily avoided legal mistakes derail your efforts. This session will highlight some of the most common mistakes young companies make and how to avoid them, including special considerations for companies operating in the cannabis space.

Speakers: Patrick Connolly, Foley Hoag / Erica Rice, Foley Hoag

12:00pm | How to Pitch

Your pitch won't land you investment on its own, but it can certainly derail the possibility if done poorly. Learn how to tell the story of your business in a way that will be well received by investors. Using CanopyBoulder's 13 slides to glory framework will help you structure the information you share with investors, and perfect the narrative that will have investors asking for more.

Speakers: Patrick Rea - CanopyBoulder

12:45pm | Lunch

1:15pm | Due Diligence & Being Prepared for Investors

Investors will have a lot of questions for you, so how can you efficiently build a due diligence folder that answers most all of them? In this highly interactive session, the CanopyBoulder team will present a Due Diligence Checklist that when complete, will warm even the coldest investor's heart, and get feedback from real investors.

Speakers: Patrick Rea - CanopyBoulder / Louis Han - Arcview

2:00pm | The Relevance of PR in the Cannabis Industry

Marketing and advertising in the cannabis industry isn't easy. State laws commonly present challenges and roadblocks for even the most experienced and savvy marketers. Join N6A's PR team who will highlight the power of PR to move the needle in the cannabis industry, when banner ads and search engine marketing doesn't cut it.

Speakers: Trisha Larocchia, N6A / Carrie Booze, N6A

2:45pm | Sales & Marketing

Sales makes the business world go around. In the cannabis industry, it is no different. With investors tying valuations to monthly recurring revenues and annual run rates, developing a well planned, coherent, and detailed sales & marketing plan is critical. In this facilitated panel session, we will discuss all the critical elements of a strong sales and marketing plan. How does one impress investors with aggressive, but realistic plans? How does startup sales and marketing differ from corporate sales and marketing? What are the tips and tricks from those who are living and breathing sales and marketing in the cannabis industry every day.

Speakers: Katherine Greiner, Vireo / Victoria Nobel / Adam Schlett, Safe-Reach / Moderator: Celia Daly, CanopyBoulder

3:30pm | Startup Basics

Starting a business is hard. Every tip and trick to make the process easier goes a LONG way for a team of busy entrepreneurs. What are the leading tools that startups use to keep everyone on the same page? Where in New York are the resources for entrepreneurs? How do you make your business stand out in the crowd? In this interactive panel, attendees will walk away with a strong understanding of where to go, who to meet, and when to plug into the NY cannabis startup scene.

Speakers: Matthew Kittay, Fox Rothschild / Coss Marte, Conbody / Geoff Scott, Magnolia Partners

4:15pm | Venture Finance, Valuation Comps & Raising Capital

Valuations in the cannabis industry don't always make sense. So how do you come up with a favorable, but fair valuation for your startup. Pulling from over 120 direct investments in the cannabis industry, and knowledge of many more, the CanopyBoulder team will walk attendees through multiple valuation techniques that will help them triangulate on a fair value for their company, making conversations with investors more logical and data driven.

Speakers: Jeanne Sullivan, Arcview / Patrick Rea, CanopyBoulder

5:00pm | Building your Proforma & Starting Templates

The dreaded proforma. Both complicated and important, building a reasonable and rationale financial model is critical for entrepreneurs launching a business. What are your assumptions? How will you grow sales? What did you forget to include? During this session, attendees will receive a high level overview of financial modeling, a template to create their own financial model, and advice on landmines to avoid when building this critical part of a business plan.

Speakers: Patrick Rea, CanopyBoulder

6:00pm – 8:00pm | Dinner & Pitch Practice

Entrepreneur participants and Mentors ONLY

SUNDAY AGENDA

10:00am – 2:00pm | Mentoring Sessions & Rolling Pitch Practice

Entrepreneur participants and Mentors ONLY

3:00pm | Pitch Competition

Our eight entrepreneur participant teams will take turns pitching their businesses to a panel of real cannabis investor sharks. Pitches will be judged based on business idea, presentation and attractiveness to investors. Best pitch will win a prize.

Sharks: Jeanne Sullivan, Arcview / Benjamin Richardson, 7thirty / Kay Garcia, Magnolia Partners

4:00pm | Best Pitch Awarded

WHATS THIS PRIZE ALL ABOUT?

\$5k in legal services from Foley Hoag
10 hours of advising from CanopyBoulder
(1) free pass to Arcview Investor Forum NYC Oct 2-4

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