



**Silicon Flatirons**  
KNOW WHAT'S NEXT.

# Event Lineup



# Silicon Flatirons

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Dear Friends and Supporters,

As we rolled out in our [Annual Report](#), Silicon Flatirons has a new tagline to describe who we are, what we do, and why we do it—"know what's next." This promise—to explore and reveal what's next—stems from our belief that collaborative, intellectually rigorous, and open-minded exploration, discussion, and analysis at the intersection of law, technology, and entrepreneurship can lead to better policy outcomes that shape our world. In all that we do, we seek to cultivate opportunities to prepare students, policymakers, business leaders, and the broader community to navigate and lead in a world of rapid change.

The year ahead includes a range of cutting-edge conversations, starting with our September 15th conference on "Next Generation Interference Resolution and Enforcement." We will also explore "The Future of Advertising and Privacy" on December 2nd and "Patent Reform in Action" on January 13th. At our flagship Digital Broadband Migration Conference, on February 12-13th, we will focus on "Evaluating the First Principles of Information Policy," with FCC Chairman Tom Wheeler as our keynote speaker. Finally, we will hold a conference to discuss "Understanding and Addressing the Social Impact of Artificial Intelligence" on March 9th and our annual Content Initiative Conference will be take place on March 23rd.

We will continue to propel entrepreneurship on campus and in the community through the New Venture Challenge, the Crash Course and Entrepreneurs Unplugged Series, Startup Summer, the Blackstone Entrepreneurs Network, the Governmental Entrepreneurial Leadership Accelerator (GELA), and a conference on Entrepreneurship and Collaboration, where we are supporting an effort led by Professor Sharon Matusik of the Leeds School of Business. Please take a moment to check out this brochure and mark your calendar to join us for these exciting events. Thanks to Kelly Brown's leadership we are launching a new brand this year, which you will notice in this brochure and more to come throughout the year.

We have some talented new additions to our team this year and some bittersweet departures. Amy Bauer joins us as Faculty Director of the Tech Lawyer Accelerator as Bill Mooz moves on to new career opportunities and to re-join Silicon Flatirons as a Senior Fellow. Amy has worked closely with Bill since the start of the TLA and we look forward to her leadership and keeping Bill engaged as a mentor. We also have a new Entrepreneurship Fellow joining the team as Andy Marchant moves on to be an Associate at Catalyst Law Group. We welcome David Camerucci to this role where he will serve as our new Executive Director for Startup Summer and the New Venture Challenge. We are sad to say goodbye to two of our core team members Jamie Stewart and Cactus Woodworth-Lies. We are very thankful for their years of dedication to Silicon Flatirons and wish them the best on their new journeys and look forward to keeping them a part of the Silicon Flatirons Community.

For me personally, I am taking a sabbatical this fall in Australia after my term as Dean ended. I look forward to continuing to lead Silicon Flatirons, spearhead our campus entrepreneurship initiative, and devote more time to teaching and scholarship in the years ahead. My ability to serve as Dean and have Silicon Flatirons not skip a beat reflects the leadership of our great team here, starting with Anna Noschese, our Managing Director, and our Faculty Directors, Brad Bernthal (Entrepreneurship), Kristelia Garcia (Content), Pierre de Vries and Dale Hatfield (Spectrum), and Blake Reid (Summer Programs and Special Projects). It is a pleasure to work with such talented professionals.

As you review our plans for the year ahead, we welcome your thoughts, engagement, questions, and concerns. We will continue to experiment—taking on new topics and making some changes to a few conference formats—and appreciate your feedback and support as we do so.

Cheers,

Phil Weiser  
Silicon Flatirons Founder and Executive Director



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## Spectrum:

### Next Generation Interference Resolution and Enforcement

September 15, 2016

University of Colorado Law School

A new generation of techniques to resolve spectrum interference is needed.

The increasingly complex radio spectrum environment presents new interference threats, while new and evolving technologies promise innovative solutions to managing interference, resolving disputes, and enforcing rules. Opportunities exist for voluntary, inter-party collaboration and coordination to prevent and resolve most interference incidents today and going forward. Next generation interference resolution, indeed, is an important topic being studied by and discussed at the Federal Communications Commission, National Telecommunications and Information Administration, and other policymaking groups.

This Silicon Flatirons conference will examine the progress made in the past decade and prioritize work to be done for the next generation of interference resolution and enforcement. Key topics to be discussed include:

- The changing radio system environment and associated challenges
- Current and emerging interference resolution and enforcement requirements
- Particular challenges of federal/non-federal band sharing
- Improved capabilities for detecting, classifying/identifying, locating, and reporting interference
- Computer systems to improve interference detection, dispute adjudication, and rule compliance

## The Future of Advertising & Privacy

December 2, 2016

University of Colorado Law School

Today, a number of seismic shifts and critical issues in the structure and viability of the advertising industry are taking hold. To examine these issues and their connection to the future of privacy law and ethics, this conference will focus on the future of advertising and privacy.

The conference will begin with a tutorial on the current state of privacy and advertising law, ethics, and professionalism designed to inform attorneys, entrepreneurs, and technologists about the legal and ethical considerations that guide building behavioral and contextual advertising services and advising clients that do so. The tutorial will be followed by a demonstration of state of the art of behavioral tracking technology and how it is used to inform advertising decisions.

The first plenary panel will discuss the existing and emerging models for advertising, tracing the rise of intermediaries between publishers and advertisers in the 21st century. In doing so, it will explore case studies in the evolution from traditional television and print to modern web and social media contexts to bleeding-edge models for podcasting and IP-delivered video, the cat-and-mouse game between ad-blockers and advertising platforms, and the new effort of Internet service providers to enter the market. Within each of these studies, the panel will explore the contours of data collection and use and the query critically both the consequences for consumer privacy and the benefits for advertising and monetization of services and content.

These case studies will tee up the topic of the second plenary panel: the distinctions and similarities between evolving models and the consequences for law and policy. Should we continue to distinguish between discrete categories and platforms, or have we shifted to a single uniform market for user data? How should we shape competition and consumer protection policy as a result?



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## Patent Reform in Action

January 13, 2017  
Denver, Colorado

In the wake of the 2011 American Invents Act and the Supreme Court's 2014 Alice decision, the stage was set for a new era of patent law. Taken together, the new law and the Supreme Court's interpretation of Section 101 of the Patent Act have ushered in a new regime for patent law, with different processes, costs of enforcement, and a calculus for the value of patent protection. In this conference, we will bring together policymakers, academics, practicing lawyers, and entrepreneurs to reflect on the emerging patent law regime. In so doing, we will look at the impact of the recent reforms and evaluate, in light of prospective additional reforms (such as on venue), how the face of patent law has changed.

The first panel will discuss the changes to patent law over the last decade, examining the impact of patent law reform through judicial decisions (like Alice), the influence of the American Invents Act, and marketplace and technological adaptations. We will then hold four breakout sessions, discussing: (1) the role (if any) of Section 101 limitations on patentable subject matter; (2) the ability to restrict the use of functional claiming to obtain and enforce software patents that are overbroad; (3) the impact that the Patent and Trademark Appeals Board process is having on patent law; and (4) the opportunity (or lack thereof) for artificial intelligence (AI) to automate and manage patent applications more effectively. Finally, we will bring back these individual discussions to the whole conference, bringing together themes and insights that emerged from the breakout discussions.

## The Digital Broadband Migration Conference: Evaluating the First Principles of Information Policy

February 12 - 13, 2017  
University of Colorado Law School

The new administration will bring an opportunity to start from first principles as to the core goals for information policy. This discussion, if approached thoughtfully, can start from an evaluation of what are the most important goals, how they fit together, and how to advance them. At this Digital Broadband Migration Conference, we will focus on four goals often advanced in the information policy field: (1) competition; (2) innovation; (3) equity; and (4) managing risk/maintaining resilience in critical infrastructure. As usual, the conference will bring together a range of leaders from government, academia, and industry, with FCC Chairman Tom Wheeler providing the closing keynote.



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## **Entrepreneurship and Collaboration**

*In partnership with the Leeds School of Business*

February 16, 2017

Boulder, Colorado

Collaboration has always played a central role in entrepreneurship, as resource-constrained entrepreneurs and young ventures strive to leverage resources that they do not necessarily own or control. Recent developments such as the explosion of accelerators, crowdsourcing and funding platforms, and emerging hybrid organizational forms present new opportunities related to how we conceptualize collaboration, and notions about firm boundaries and the value creation activities that take place within and across these boundaries.

At this conference, we aim to bring together scholars whose work has primarily focused on collaboration in its many forms to discuss applications of this work to the realm of entrepreneurship as it is evolving, as well as entrepreneurship scholars with research and interests in the role of collaboration in entrepreneurial decisions, dynamics, and outcomes. The conference will include keynote panels and presentations from scholars such as Kathy Eisenhardt (Stanford University), Ben Gomes-Casseres (Brandeis), and Gillian Hadfield (University of Southern California Gould School of Law), as well as more traditional sessions.

## **Understanding and Addressing the Social Impact of Artificial Intelligence**

March 9, 2017

University of Colorado Law School

As Eric Schmidt and Jared Cohen put it, “[t]he next generation of artificial intelligence (AI) promises to have an impact as big as the mobile revolution or the Internet revolution before that.” Or, as the Economist put it, “the robots are coming. And we will be merging, mating and morphing with them.” Consider the early developments of AI entering our lives—think Siri, self-driving cars, and programmed stock trading—and this trend will only accelerate. At this conference, we will bring together futurists, entrepreneurs, academics, and policymakers to consider the social implications of AI.

## **Content Initiative Conference**

March 23, 2017

University of Colorado Law School

More details coming soon.



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## Entrepreneurial Series

**SEPT 1, 2016**

Entrepreneurs Unplugged:  
Eric Roza, SVP, Oracle Data  
Cloud

5:30 - 7:00 PM

**SEPT 28, 2016**

Crash Course: Hitting the  
Gas with Walter Knapp, CEO,  
Sovrn

5:30 - 7:00 PM

**OCT 19, 2016**

Entrepreneurs Unplugged:  
Promise Phelon, CEO,  
TapInfluence

5:30 - 7:00 PM

**NOV 2016**

Crash Course: Design  
Thinking

5:30 - 7:00 PM

**JAN 25, 2017**

Entrepreneurs Unplugged:  
Andy Grolnick, President and  
CEO, LogRhythm, Inc.

5:30 - 7:00 PM

**FEB 28, 2017**

Crash Course: Building Great  
Boards with Sue Heilbronner,  
CEO, MergeLane; Tom Ray,  
CEO, Coresite; and Joe Zell,  
General Partner, Grotech  
Ventures

5:30 - 7:00 PM

**MAR 15, 2017**

Entrepreneurs Unplugged:  
Chris White, Co-Founder and  
CEO, Shinesty

5:30 - 7:00 PM

**APRIL 2017**

Crash Course: Culture and  
Hiring

5:30 - 7:00 PM

New Venture Challenge

**SEPT 21, 2016** - Kickoff

**OCT 13, 2016** - Pitch Night

**APRIL 6, 2017** -  
Championship

All events held at University of Colorado Law School

Register and find more details @ [siliconflatirons.org](http://siliconflatirons.org)



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