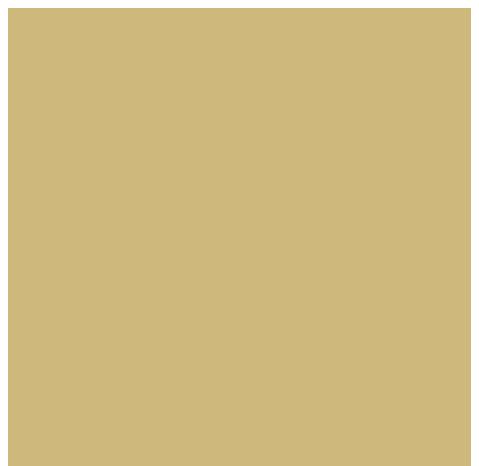
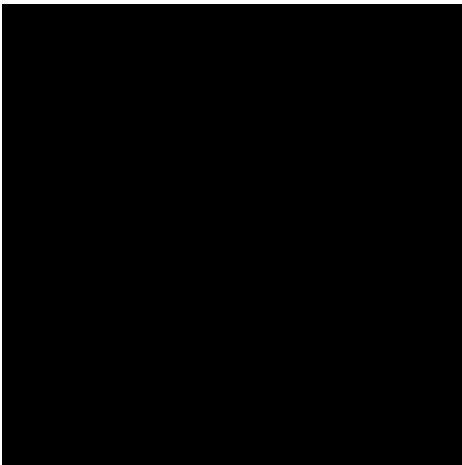




Silicon Flatirons
 KNOW WHAT'S NEXT.

2018 - 2019

Event Lineup





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Dear Friends and Supporters,

In all that we do, we seek to cultivate opportunities to prepare students, policymakers, business leaders, and the broader community to lead in a world of rapid change. This year ahead is full of opportunity to deliver on that promise.

We will launch our new season with another in the line of thought-provoking discussions on wireless spectrum, "The Spectrum Hall of Shame," which will explain the worst (and best) spectrum policy decisions and what we learn from them. This follows a tremendous output on spectrum policy leadership at Silicon Flatirons, with Pierre de Vries and Dale Hatfield (our initiative leaders) helping to set the agenda for the Technological Advisory Council (TAC) at the FCC, on which they both serve; Dale's

leadership as a member of the Commerce Spectrum Management Committee (CSMAC); and their path-marking leadership on risk assessment as a tool for spectrum policy. Building on this work, Blake Reid, working with faculty and students across campus, guided the Technology Law and Policy Clinic's work on establishing the appropriate licensing for so-called "small satellites."

Our Entrepreneurship Initiative reflects the incredible leadership of Brad Bernthal. In the fall of 2005, Brad joined Silicon Flatirons as a Fellow, co-teaching the Entrepreneurial Law Clinic with me. From that perch, he worked hard to make Silicon Flatirons a leader on our campus and in our community. This September 13th, our Entrepreneurs Unplugged series—now over a decade old—will celebrate the tremendous success of Techstars, whose growth took place at the same time as the Silicon Flatirons Entrepreneurship Initiative. And this October 18th we will examine, in our annual entrepreneurship conference, the "#GiveFirst" ethos that supports our successful startup community here in Colorado.

In addition to these conferences, we will continue to propel entrepreneurship on campus and in the community through hosting the New Venture Challenge Information Technology Track, the Crash Course series, Startup Colorado, the Blackstone Entrepreneurs Network, and the Governmental Entrepreneurial Leadership Accelerator (GELA).

This fall is also when Margot Kaminski, who joined us from Ohio State University to direct our Privacy and Cybersecurity Initiative, will make her first appearance and participate in our November 14th Law and Economics of Data conference. She joins, in addition to myself, our other faculty directors: Brad Bernthal (Entrepreneurship), Kristelia García (Content and Intellectual Property), and Blake Reid (Technology Policy). As noted above, Pierre de Vries and Dale Hatfield continue to lead our Spectrum Initiative.

Looking ahead to February 10-11th, we will host our annual technology policy conference and discuss "Internet Platforms' Rising Dominance, Evolving Governance," [evaluating appropriate models of regulation and oversight](#). Once again, we will hold a series of cutting-edge conversations featuring leaders in government, academia, and industry. Please save the date.

As always, I welcome your thoughts, suggestions, and concerns as we continue to pursue our mission of elevating the discourse in technology policy, supporting our students, and serving our local entrepreneurship community.

Cheers,

Phil Weiser
Silicon Flatirons Founder and Executive Director



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Season Kickoff! Spectrum Hall of Shame: The Worst (and Best) Radio Policy Decisions

September 6, 2018

University of Colorado Law School

Spectrum policy changes to fit changing circumstances, but new policies don't always work out as planned. There have been great successes and striking failures—though opinion may differ about whether something was a success or a failure. This conference will try to learn from past policy decisions to inform current and future rulemakings.

The conference will consist of two keynote speeches, three panel discussions, and a wrap-up session to draw conclusions. A report will be prepared by students of the University of Colorado Law School.

The first panel will attempt to define factors that determine the success or failure of spectrum policies. Considerations might include efficient use, consumer benefit, and scientific progress. Other questions include how much time must pass before one can draw conclusions, and how to weigh benefits against unintended side effects.

The second panel will focus attention on policy successes, particularly underappreciated ones. (We'll take it as given that flexible license auctions and unlicensed spread spectrum were successes.) The third panel will explore some policy failures. Candidates for discussion include allowing cellular operation in land mobile radio bands, ultra-wideband, TV white spaces, allowing terrestrial operation in satellite bands, auction set-asides, a hard date for the digital television transition, and the D Block public safety auction.

In a short closing session, the panel moderators will reconvene to identify highlights, conclusions, and themes of the conference.

Entrepreneurs Unplugged: David Brown and David Cohen of Techstars

September 13, 2018

University of Colorado Law School

Silicon Flatirons presents David Brown and David Cohen as our featured entrepreneurs with Brad Bernthal as the moderator.

Entrepreneurs Unplugged attracts star entrepreneurs who share candid stories and insights in an engaging and informal setting. The unplugged series serves as a meeting place for campus and community members to gather and learn about entrepreneurship through the experiences of a successful entrepreneur.

David Brown, Founder, Co-CEO, Techstars

David is a serial entrepreneur who has founded three startups and been involved with two others. He is one of the original founders of Pinpoint Technologies, Inc. which is now part of ZOLL Medical Corporation and provides solutions to the emergency medical services market. He was president of the company from founding through over \$50M per year in revenue and over 250 employees. David later co-founded Techstars along with David Cohen, Brad Feld, and Jared Polis. He has been an investor and advisor to Techstars since inception. In 2013, he joined Techstars in a more active role, overseeing global operations.

David Cohen, Founder, Co-CEO, Techstars

David has been an entrepreneur and investor for his entire life. He has only had one job interview in his career, successfully got that job but then quit shortly thereafter to start his first company. Since then, he has founded several companies and has invested in hundreds of startups such as Uber, Twilio, SendGrid, FullContact, and Sphero. In total, these investments have gone on to create more than \$80B in value. Prior to Techstars, David was a co-founder of Pinpoint Technologies which was acquired by ZOLL Medical Corporation in 1999. Later, David was the founder and CEO of earFeeder, a music service that was sold to SonicSwap. He also had what he likes to think of as a "graceful failure" in between.



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Crash Course: GDPR Compliance

October 4, 2018

University of Colorado Law School

This Crash Course helps startups understand and develop compliance strategies for The European Union's General Data Protection Regulation (GDPR). The GDPR took effect in late May 2018. GDPR regulations are far reaching in ambition with respect to data collection and personal information. They mandate compliance from businesses that operate in EU member states or serve individuals in the EU. Yet surveys reflect that there is considerable confusion among businesses about the GDPR. Sorting out GDPR issues can be especially difficult for startups with limited access to legal and compliance resources.

In this Crash Course, experts will help startups navigate questions associated with the GDPR, including:

- the scope of companies covered by the GDPR
- expected monitoring of U.S. startups for GDPR compliance
- how startups can comply with GDPR requirements
- possible consequences of non-compliance

Community, Creativity, and #GiveFirst

October 18, 2018

University of Colorado Law School

#GiveFirst is an oft-mentioned—and encouraged—approach to entrepreneurial community interactions. #GiveFirst refers to the willingness of an individual to unilaterally help others without securing a guaranteed benefit in return. As author and investor Brad Feld notes, this approach is “not altruistic—you do expect to get things in return—but you don't set up the relationship to be a transactional one.”

Silicon Flatirons convenes entrepreneurs, academics, and investors to analyze #GiveFirst in this year's annual entrepreneurship conference. The conference will begin with a discussion between Brad Feld and Sam Zell, moderated by Scott Peppet. Conference panels then will analyze and debate related issues. Panel One (“Groups, Knowledge, and Adaptation of Startup Communities”) explores system-level dimensions of #GiveFirst. This panel examines how a #GiveFirst mentality emerges within a community, how #GiveFirst affects a community member's “knowledge” about the world, and how #GiveFirst adapts within a location over time. Panel Two (“How Does #GiveFirst Go Right (And Wrong) for Companies and Individuals?”) considers the perspective of a startup and entrepreneurs. This panel explores the conditions where a #GiveFirst strategy benefits – and harms – companies and individuals.



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Crash Course: Closing Whales: Startups' Sales Into Large Enterprise Companies

October 30, 2018

University of Colorado Law School

This Crash Course helps startups that seek to sell to “whales” – i.e., large enterprise companies. Startups cannot forever endure an endless chain of “maybes” from prospective customers. This problem is especially acute for startups that seek to sell into large companies. Large companies may be reluctant to purchase from a startup for a variety of reasons, ranging from a lack of established relationships to concerns about a startup’s long-term viability.

Dave Drach, VP of Corporate Strategy, Techstars, will help lead the discussion. Dave has years of experience selling into large enterprise and, before Techstars, Dave was part of a large enterprise. Dave will talk about how to get in front of the right person in a large organization. He will also provide thoughts to identify when “maybe” is worth pursuing, versus when a startup’s energy would be better directed elsewhere.

The Law and Economics of Data

November 14, 2018

University of Colorado Law School

In the modern economy, data has replaced oil, according to *The Economist*, as the world’s most valuable resource. For policymakers, the challenge of how to regulate data is emerging as an increasingly significant issue.

In the case of antitrust law, for example, enforcers are asking how to evaluate the significance of access to data. In particular, enforcers are considering whether a company can have market power in customer data and, if so, what are the implications?

In the sphere of privacy and cybersecurity, policymakers are asking what expectations should we have about how companies collect, safeguard, and use data? Should it matter what types of personal information is at issue—say, shopping patterns versus health care histories? One form of this discussion is around whether there should be a Consumer Privacy Bill of Rights.

Finally, in the content industry, data increasingly determines which advertisements individuals see, what content is recommended—and whether that content is tied to the monitoring of its consumption—and even decisions surrounding what content is produced. Is this trend enabling more creativity or undermining it? Will it make content more valuable and provide an economic boost to newspapers and music?

To explore these issues, and analyze the legal, technological, and business implications of increased collection and analysis of data, this conference will pull together leaders in government, industry, and academia.



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The Future of Technology Transfer

January 16, 2019

University of Colorado Law School

Both academic institutions and governmental laboratories have worked to reinvent technology transfer over the past several years. Recent innovations include developing new models of licensing, including open innovation strategies. Such institutions are also working to invite outside mentors to work with inventors interested in building new companies around technological breakthroughs. For successful emerging growth companies, the question becomes how can an inventor find a role as part of a broader team that can successfully commercialize a new technology.

At this conference, we will bring together leaders in technology transfer, including those with expertise in intellectual property and commercialization. We will discuss the emerging trends in technology transfer, current pitfalls, and best practices. We will also evaluate what the University of Colorado needs to do to become a national leader in this area.

Internet Platforms' Rising Dominance, Evolving Governance

February 10 - 11, 2019

University of Colorado Law School

We are living in the era of the internet platform. From Apple's app store to Google's search and Chrome browser to Facebook to Amazon to broadband internet access, internet users depend on platforms that both enable and restrict their freedom. As these platforms exercise more influence on culture, commerce, and democracy, there are increasing questions about what forms of governance will oversee decisions on when information should be taken down, when certain applications are disfavored or preferred, and when and how user's private information is stored and used.

In light of the rise of internet platforms, different governance strategies have emerged, including the use of "soft law," best practices, and government nudges. It is becoming increasingly clear, however, that with growing importance of these platforms, public policymakers will increasingly ask questions about their practices and what form of oversight is appropriate (as opposed to no oversight at all). The dominance and power of a few platforms, and their reliance on undisclosed algorithms, raises issues of fairness, transparency, and discrimination.

In this conference, we will explore emerging forms of governance of platforms, evaluating the appropriate strategies for overseeing internet platforms. Possible models of governance can include traditional legal oversight (say, the notice and takedown regime of the Digital Millennium Copyright Act), the application of antitrust law to internet companies (say, the European Union's actions against Google), non-traditional forms of regulation (say, NIST's Framework for cybersecurity or BITAG's development of best practices), and company-specific governance policies (say, Twitter's policies for when to take down tweets). In evaluating the range of models of governance and emerging principles for platform regulation, we will bring together leaders in academia, government, and private industry to ask what we have learned about the internet platform-based economy.



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Entrepreneurs Unplugged: Sarah Shrader, Bonsai Design

April 10, 2019

University of Colorado Law School

Silicon Flatirons presents Sarah Shrader as our featured entrepreneur.

Entrepreneurs Unplugged attracts star entrepreneurs who share candid stories and insights in an engaging and informal setting. The unplugged series serves as a meeting place for campus and community members to gather and learn about entrepreneurship through the experiences of a successful entrepreneur.

Sarah Shrader, Owner, Co-founder, Bonsai Design

Sarah is the Owner and Co-founder of Bonsai Design, a world-class aerial adventure course design firm based in Grand Junction, Colorado. Sarah's attention to detail and profitability has facilitated Bonsai's exponential growth over the last twelve years, helping to position Bonsai as an industry leader in sustainable outdoor aerial adventure. From treetop canopy tours to 3,000 foot ziplines, Bonsai pushes the edges of the industry with their innovative installations that captivate hundreds of thousands of participants who experience their courses each year.

Sarah is a Founder of the Outdoor Recreation Coalition of the Grand Valley (ORC), a group of businesses and organizations committed to economic development in the outdoor recreation industry in Western Colorado. The ORC has had statewide recognition as a leader of the grassroots effort to bring economic diversity to rural Colorado through the outdoor recreation industry. Sarah also serves on the State of Colorado Outdoor Recreation Industry Office Advisory Council, the Grand Junction Economic Partnership Board, and D51 Foundation Board, where she consistently advocates for K-12 education funding and economic sustainability in rural Colorado.

Just Announced!

Check siliconflatirons.org for details.

Ethical Hacking
December 2018

**Content
Conference: All
Things Barbie**
March 2019

**Health Care
Innovation**
April 2019

**Explainable
Artificial
Intelligence**
May 2019

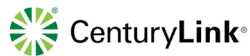


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