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PANEL 1: LAWYERING AND DISRUPTING – 10:45-11:45

Now more than ever, the marketplace of ideas has the capacity to translate into big business. In the blink of an eye, ideas hatched in a garage become the basis for entirely new industries. The sharing economy and the gig economy are novel markets that transitioned from conceptualization to reality in heretofore unthinkable fast periods of time. This panel will explore the experiences of attorneys who help chart the path from start up to industry leaders, as well as of those who represent the established players.

PANEL 2: THE BUSINESS OF INNOVATION – 11:55-12:55

Behind every successful business venture is more than just a novel idea. All business ventures, and especially those of novel, disruptive ideas, require proper financing and funding in order to become successful. The past decade has borne witness to countless innovator success stories. Companies that went from nowhere to record breaking IPOs. This panel will examine the financial and business side of this process, including the complexities and intricacies of guiding fledgling companies to success.

PANEL 3: THE CONVERSATION OF REGULATION – 2:20-3:20

Parallel to the entrepreneurship and innovation of starting a new business or establishing a novel tech idea are efforts to regulate such behavior. Voices on both sides of the conversation are vocal in the need to encourage such business practices while also safeguarding the public and establishing comprehensive regulatory schemes. This panel will explore how this fine balance is achieved in practice.

PANEL 4: STARTING UP AND WINDING DOWN 3:30-4:45

Not every start up is a success story, and not every novel business idea is destined to be a game changer. For every successful titan in the industry, the landscape is filled with competitors who didn't quite make it. A panel of lawyers, innovators, and industry experts will explain why certain businesses fail and certain ideas fail to take off

*This program has been approved for 4.0 substantive CLE credits for Pennsylvania lawyers. CLE credit may be available in other jurisdictions as well. Attendees seeking CLE credit should bring separate payment in the amount of \$80.00 (\$40.00 public interest/non-profit attorneys) cash or check made payable to **The Trustees of the University of Pennsylvania**.*