



NCN Hemp Investor Forum: Co-Located with NBJ Summit

Monday, July 15, 2019

2:00 PM – 5:30 PM

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Sponsored by: Ancient Nutrition

A special session on investment in the rapidly evolving hemp CBD market at NBJ Summit aims to add up-to-the-minute clarity to the financial risks and opportunities in what may be the biggest “next big thing” in the history of dietary supplements.

A wave of risk-ready entrepreneurs may have pioneered hemp CBD in dietary supplements, but now more traditional investors look to be skipping the “wait” part of “wait and see.” Looking past a consumer base with open minds and open wallets, a number of questions remain unanswered and a session drawing on the expertise of NBJ and the Nutrition Capital Network promises to give a best-informed update.

2:00 PM – 4:20 PM

Content

2:00 PM – 2:10 PM

Hemp Investor Forum: Opening Remarks

Speaker: Carlotta Mast, SVP Content, Market Leader, *Informa Markets*

2:10 PM – 2:45 PM

Executive Summary: State of the Hemp Industry

Speaker: John Grubb, Managing Partner, *Summit Venture Management*

An immense new market segment is taking form in hemp-derived products, with CBD as the first big expression of the potential for non-psychoactive components. This session will focus on the emerging (but far from complete) science and how to safely and responsibly participate in this new dynamic market. The session will include identifying and mitigating risk factors and particular due diligence considerations in evaluating suppliers and/or investment opportunities in hemp and CBD.

2:45 PM – 3:00 PM

NBJ Numbers & Market Overview

Speaker: Claire Morton, Senior Industry Analyst, *Nutrition Business Journal*

Predictions for the hemp CBD sales have been marked by wild variations of “up,” but *NBJ* brings its established reputation for market projection to this session with trend data not just on sales of CBD, but also where consumers are finding it, what they know (and don’t know) about it and what money coming into the space could mean.

3:00 PM – 3:20 PM

State of the Regulatory Landscape for CEOs and Investors

Speaker: Joanne Gray, Partner, *Goodwin*

Are you considering investing in a company that sells products with hemp-based ingredients? What are the strategic and compliance issues that you need to consider? What diligence do you need to conduct to help ensure legal compliance? This session examines the strategic and legal issues surrounding these investments with tips to help manage risk.

3:20 PM – 3:40 PM

State of Hemp Science for CEOs and Investors

Speaker: Jennifer Cooper, CSO, *Savant Sciences, Inc.*

For both brands and consumers, confusion too often outpaces science on hemp CBD, but this session reviews the latest research on hemp extracts, CBD, related phytocannabinoids and other important chemistries. This science update includes vital information on how product development should be influenced by dose, dosage form, specific health conditions, pharmacokinetics and safety. Investors will learn the most important points of sourcing, quality and testing concerns.

3:40 PM – 4:00 PM

In's and Out's of Investing in Hemp: Investor Checklist

Speaker: Sumit Mehta, CEO, *Mazakali*

Enthusiasm bordering on evangelism has long been the face of the hemp CBD entrepreneur, but smart investors approach the space with eyes open and wallets tight. This session highlights the “must haves” and “red flags” to look for when evaluating a company.

4:00 PM – 4:20 PM

Investee & Investor: Funding Story

Moderator: John Grubb, Managing Partner, *Summit Venture Management*

Speakers: John Roulac, Founder & Chief Hemp Officer, *RE Botanicals*

Tracy Miedema, Operating Partner, *BIGR Ventures* and Vice President, Innovation & Brand Development, *Presence Marketing/Dynamic Presence*

This Q & A session addresses specific investor considerations in a still-uncertain regulatory environment with quality and product integrity standards still being defined. Both the investor and the entrepreneur will address what they were looking for in a funding partnership, and what they have encountered in this emerging marketplace.

4:20 PM – 5:30 PM

NCN Hemp Forum: Company Highlights

The investment picture for the CBD market is not complete without sharing the view from inside the companies that are putting products on shelves. Similar to a pitch slam, but without the direct plea for funding, the Company Highlights segment will feature brands explaining both their product proposition and the challenges they face in a complicated market. To bring this crucial view into a tighter focus, each of the three companies will discuss a different challenge: supply chain, distribution and differentiation.

Hemp Forum Expert Panelists:

John Grubb, Managing Partner, *Summit Venture Management*

Jennifer Cooper, CSO, *Savant Sciences, Inc.*

Sumit Mehta, CEO, *Mazakali*

4:20 PM – 4:35 PM

Hemp Investor Forum: Company Highlights Opening Remarks

Speakers: Thomas Aarts, Co-Founder & Principal, *NCN*, Co-Founder, *NBJ*

Mike Dovbish, Executive Director, *Nutrition Capital Network*

4:35 PM – 4:41 PM

Supply Chain Company Highlight: *Lumen* (5 min)

Speaker: TBD - Jacob Freepons, CEO, *Lumen*

This company will talk about how they are navigating a supply chain that is still being built. With a rapidly growing but not well-supervised network of farmers and suppliers, brands face challenges ensuring their ingredients are both responsibly grown and optimally processed or extracted. With both consumer sophistication and expectations rising every day, brands will need to work confidence into their offerings. Hear from one company how solidifying their supply chain relationships is cementing their product promise.

4:41 PM – 4:49 PM

Hemp Forum Expert Panelists Q&A with *Lumen* (7 min)

4:49 PM – 4:55 PM

Distribution Strategy Company Highlights: *Weller Snacks* (5 min)

Speaker: John Simmons, Co-Founder, *Weller Snacks*

Though the situation is rapidly evolving, distribution in the CBD market has been a remarkably haphazard affair. CBD is sold everywhere from book stores to bike shops with brands often working deals store by store, but with big chains like CVS and Vitamin Shoppe getting into the game, CBD finished product companies will be competing for bigger contracts with bigger implications for long-term growth and brand recognition. The brand in this segment will discuss how they plan to compete in the distribution ecosystem as the door opens to a larger playing field.

4:55 PM – 5:03 PM

Hemp Forum Expert Panelists Q&A with *Weller Snacks* (7 min)

5:03 PM – 5:09 PM

Differentiation Company Highlight: *Sagely Naturals* (5 min)

Speaker: TBD - Kerrigan Behrens, Co-Founder & CMO, *Sagely Naturals*

Because the market is getting bigger means it is getting more crowded. That tasks brands to establish a differentiation story to rise above the churn, both with consumers and probably more importantly with the big chains that may ultimately declare winners and also-rans in the space. Whether it's organic certification, proprietary formulation or a strong traceability story, brands will need to find and then sharpen that edge over the competition. This brand will explain how they intend to use differentiation to make a play for the mass market.

5:09 PM – 5:17 PM

Hemp Forum Expert Panelists Q&A with *Sagely Naturals* (7 min)

5:17 PM – 5:30 PM

Closing Remarks