

Cannabis: Commodity or Brand?

Topics: Cannabis Evaluation, Cannabis Brand, Positioning, Market penetration in Germany

Content:

- How investors abstract the cannabis industry? (Touching the plant vs. not touching the plant)
- How are investors value a vertically integrated brand? (Examples of a known brand)
- Goals of a brand: Relationship is everything!
- Surviving a crisis: Takeouts of the CORONA-survey

Speaker:

Mr. Falk Altenhöfer was in charge to build the first „Cannabis Accelerator“ for MedTech Startups in Israel for one of the well-known Investor iCAN – CannaTech. He is the founder of cannabis-startups.com, a platform for Founders to raise capital and pitch their ideas on events throughout the country to look for partnerships.



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