

Denver Startup Week

Greenspoon Marder is proud to host the Designer track for Denver Startup Week, set to unfold from September 18 to September 22. As passionate advocates for innovation and creativity, we're excited to be a part of a program that promises valuable insights and opportunities for all participants. Below, you'll discover the week's Designer track agenda. We can't wait to welcome you to this enriching experience!

Monday

10:00 AM — 11:00 AM: Design for Wellness; the Future of Medicine and How to Integrate it into our Communities
Featuring Greenspoon Marder consultant Ben Gelt
Designer Track Venue: Greenspoon Marder

11:30 AM — 12:30 PM: Infuse Values-Based Personas in Product Design for Unparallel Impact
Designer Track Venue: Greenspoon Marder

1:00 PM — 2:00 PM: Your Content or Mine?: Protecting Creative Content in the Marketplace
Designer Track Venue: Greenspoon Marder

2:30 PM — 3:00 PM: Adapting to the Future: Human-Centric Design with AI
Designer Track Venue: Greenspoon Marder

Tuesday

9:30 AM — 10:30 AM: Designing Happy Clients: Delivering Value Beyond Skills
Designer Track Venue: Greenspoon Marder

11:00 AM — 12:00 PM: Optimizing Cities, Systems, and Services the Case for Transition Design
Designer Track Venue: Greenspoon Marder

1:00 PM — 2:00 PM: Harness the Systemic Powers of AI and Values-Based Personas
Designer Track Venue: Greenspoon Marder

2:00 PM — 4:00 PM: Pedaling and Pondering: Designing a Vibrant Downtown Denver
1417 Market Street Parking Lot

3:00 PM — 4:00 PM: Networking for People Who Hate Networking Featuring Greenspoon Marder senior counsel Adriana Collado-Hudak
Designer Track Venue: Greenspoon Marder

5:00 PM — 8:00 PM: Pardon: Art & Entrepreneurship Happy Hour
Location: The Vault

Wednesday

10:00 AM — 11:00 AM: Designing For Resilient Change With Apple, Aspen Skiing Company & Headway
Designer Track Venue: Greenspoon Marder

11:30 AM — 12:30 PM: Lights, Camera, Visible: Brand Awareness Strategies for Startups
Designer Track Venue: Greenspoon Marder

2:30 PM — 3:30 PM: Using AI for Concept Generation
Designer Track Venue: Greenspoon Marder

Thursday

11:30 AM — 12:00 PM: Entity Formation - Business Foundations
Designer Track Venue: Greenspoon Marder

12:30 PM — 1:00 PM: Third-Party Contracts - Business Foundations
Designer Track Venue: Greenspoon Marder

2:00 PM — 3:00 PM: Putting the IP into “HIP”! Business Foundations
Designer Track Venue: Greenspoon Marder

4:30 PM — 5:30 PM: Getting Interaction Off the Screen and Into the Real World
Designer Track Venue: Greenspoon Marder

5:00 PM — 8:00 PM: Happy Hour & Opening Preview of "As You Are"
Location: Union Hall

Friday

11:00 AM — 3:00 PM: Physical Product Showcase
Location: DSW HQ POWERED BY AMAZON

12:30 PM — 3:00 PM: Closing Happy Hour at the Physical Product Showcase
Location: DSW HQ POWERED BY AMAZON