



VIRTUAL IPI/CAMPDEN WEALTH'S MEGA TRENDS FORUM

TUESDAY, APRIL 13TH, 2021 TO THURSDAY, APRIL 15TH, 2021 • VIRTUAL EVENT

DAY 1: BIG PICTURE

Opening address: The family office view

Mark Sortir runs the family office for an iconic Chicago family, the Zells. Mark focuses on maximizing and sustaining value through a multi-faceted approach. Uncover how this family office views the current investment landscape and potential dangers they are anticipating.

Keynote conversation with Joe Lonsdale

Data scientists were the #3 job on LinkedIn's 2020 emerging jobs report while Amazon Web Services (AWS) has grown into Amazon's largest revenue vertical. Widescale quantum computing is becoming more of a reality and the phrase "data equals dollars" has never been more true. Co-founder of Palantir Technologies, Addepar, and OpenGov, Joe Lonsdale will share his insight into capitalizing on big data and its implications for your family office and companies.

DAY 2: DISRUPTION & INFRASTRUCTURE CHANGE PICTURE

Keynote conversation with Jessica Matthews

The US has seen a dramatic shift from fossil fuels towards renewable energy in the last decade and the Biden administration has committed to invest \$400B into clean energy and innovation over the next 10 years. Jessica Matthews, who has called herself a "perfect mashup between Bill Nye the Science Guy and Beyoncé" will share her story from creating innovative energy solutions to fundraising the largest Series A by a black female founder.

The future of digital finance

In February of this year, Bitcoin reached its highest price ever, exceeding \$50k for a single Bitcoin. Now accepted by Tesla, companies are jumping on the bandwagon to invest in and allow consumers to pay using this cryptocurrency. Blockchain has revolutionized supply chains, warehouse functions, and data management. This session will feature an expert sharing his view on what this implicates for the future of commerce and the economy at large.

DAY 3: CONSUMER FOCUSED

Keynote conversation with Jody Berg

While fad diets often wane in popularity, we can't say the same goes for this family business. Vita-Mix has led the consumer kitchen electronics industry for over half a century with their superior blending products known for grinding everything from coffee beans, soup, and even grain into flour. CEO, Jodi Berg will offer insight into how they've adapted with consumer demands while maintaining a high-caliber product over the years.

5 Principles to Make It FUNomenal

While children today are growing up with tablets, what will change in the next 20+ years? As Chief Wagon Officer, Robert Pasin leads his team of creators, engineers, and dream makers to bring the future of fun to the present. Revel in childhood nostalgia and join us for the Radio Flyer centennial journey and beyond.

[Click here](#) to register via Zoom