



Business 101: Startup Bioscience Companies | September 30, 2020 – 3pm CST

With over 30 years of experience within the agriculture and bioscience industry, Brent Zettl has gained relevant business knowledge throughout his journey to corporate success. Brent is looking forward to sharing this knowledge, which will appeal to a wide audience and is intended to provide practical information that is largely unavailable to entrepreneurs in the early stage of their journey. [REGISTER](#)



Brent Zettl

Brent H. Zettl, *BScA Distinction (Agriculture)*, is a pioneer of the Canadian medical cannabis industry. He co-founded Prairie Plant Systems Inc. (PPS) in 1988 and founded CanniMed Therapeutics Inc. (CanniMed) in 2013. PPS was a plant biotech company, focused on micro-propagation of prairie hardy fruits and potatoes.

On December 21, 2000, PPS, later known as CanniMed, was awarded the first medical marijuana contract from Health Canada becoming the exclusive supplier of medical cannabis to Health Canada from 2000 to 2014. In March 2018, CanniMed was acquired for ~CAD\$1.2 billion, the largest acquisition of a cannabis company at the time. Three days later, Zettl resigned and started his new venture, ZYUS Life Sciences Inc.

ZYUS is on a mission to advance the science of well-being in pursuit of transformational impact on patient lives in Canada and around the world.

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