F.A. Pamplona - Scientist and entrepreneur of international relevance in cannabinoid pharmacology, with experience as Guest Researcher in the Max Planck Institute of Psychiatry (Germany), Researcher of the D'Or Institute of Research and Education (IDOR) and former Scientific Director of Entourage Phytolab, a pioneer startup focused on developing Cannabis-based products in Brazil. Entrepreneurial experience as founder of two technology startups. Is currently leading the startup of scientific communication Mind the Graph (mindthegraph.com) and counselor of the Ministry of Technology at Conselho Deliberativo do Conselho Nacional de Ciência e Tecnologia – CNPq. As Head of Science - CSO at Proprium Health, he is dedicated to the concept of personalized medicine using innovative endocannabinoid-based diagnostic tools as key resources.