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Joining us a day is Iris Bincovich the CEO of Innocan Pharma Corp. the trades at our OTCQB Venture Market under the ticker INNPF. Innocan Pharma is a pharmaceutical tech company that focuses on the development of several drug delivery platforms. Combining CBD with other pharmaceutical ingredients as well as the development and sale of CBD integrated pharmaceuticals the company's operations research and development activities are all based in Israel Iris thanks so much for joining us today.

Iris Bincovich

Hi Thank you for having me on the show.

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So I was to start tell us a bit about your background and then how you got involved with in a can pharma.

Iris Bincovich

So my name is Iris Bincovich I'm the co-founder and the CEO of Innocan farmer my background is in healthcare and biotech with a proven track record of public companies raising capital increasing shareholder value.

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my experience is in developing global business strategies opening and penetrating new markets I bring over 20 years of international marketing business development and sales experience where I led and managed thousands of successful international transactions. Mainly and this is coming to the specific answer in the over the counter in cosmetics and in the pharma sectors early in a twenty seventeen I was introduced to the benefits of the cannabinoids. And I was always fascinated by the idea of combining the therapeutic benefits of cannabinoids in drug delivery platform I think Innocan is the ideal combination of taking from farming into pharma. Innocan is creating a of leading Israeli scientists and pharma entrepreneurs alongside with me Erron Milon who was the former CEO of Teva Israel Yoam Ducker the founder of two Nasdaq traded companies plus stem in brainstorm combined with my a background, so Innocan was established and as you said Innocan is focused on 2 major activities.

Iris Bincovich

Research and development of new delivery platforms to enhance the bio availability of cannabinoids we have several activities the first one is our Lpt. That

I think we are the only company in the world. I can guess that we actually delivering CBD and other cannabinoids by a single injection this single injection actually offers control. And prolonged release of CBD for over one month following one injection. So instead of taking twice a day vaping or smoke or oil eventually patients would have one injection and then it's like it's like an onion. There is a release every day of CBD into the bloodstream and this innovative platform is aimed to be the first Ix register drug initially for pain management and a. Also a sustained release. for an epilepsy a as the company is progressing with our preclinical research. We decided to focus on those. As we see that a lot of dog's owners already give them CBD for different an application which are not very successful. so alongside. Is developing our pharma solutions we are targeting licensing to veterinary pharma companies that will follow by targeting you know human applications. This is 1 project. Second project we are involved is the Clx platform which where we are loading kind of unbiuniums onto fraction of stem cells and the third activity is a. A research development and sell of our wellness line of topical products.

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So what would you say is Innocan Pharma's strategic advantage in the highly competitive pharmaceutical space?

Iris Bincovich

We are a focusing I think we are focusing on delivering a better way much more effective way much more beneficial way a off cannabinol eats by we can say no. A pharma delivery platforms. we work with and collaborate with the leading 2 Israeli medical research facilities the Hebrew University in Jerusalem and the Tel Aviv University we are focusing on a Andy. we are not going to eventually sell the way the product say that we are developing we want to do out licensing deals even our topicals we sell via collaboration with the distribution. So. This is our a four day. search and development very precise in different fields in the pharma. The topical in the cosmetic. But I think working with leading research facilities. And really sticking to the pharma side of the cannabis. This is something that's really differentiate us.

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Over the recent years how have you seen the value of CBD driven pharmaceuticals grow you know in this space and especially I guess obviously in Israel but also globally.

Iris Bincovich

I think that CBD pharmaceutical like in general is growing. we see increased number of Pharma companies entering the CBD Market This is a demonstrated to our eyes.

By increasing numbers of patent applications that are being filled for cannabinoid-based drug I can say that I can share that Innocan has applied for moment 14 families of patent applications. 4 different fields. everybody know that it was in the news that Pfizer Inc. entered a cannabis space via six point seven billion acquisition of Arena pharmaceutical in the late of 2021 we believe that additional technology relating to the different can of we need will mature into the next few months and years including hoping Innocan a one of them. we see the benefit of the cannabis, so we see the safety profile. We see the people voting of increased use of different cannabinoids alongside different indications. So I think coming from a pharma would give you know the bridge for accurate. I results.

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And what's on the horizon for 2022 and as well as 2023

Iris Bincovich

So I know the second half is already here. Everybody is now turning from their summer vacation I think we can divide it into 3 steps as Innocan is consist of the 3 different departments. Let's start with the simple one. Our topicals.

We already have secure distribution in place and now when people are coming back from the summer, and we are adding additional distribution. We are negotiating with additional you know places around the globe for topical wellness portfolio. Regarding our injectable a CBD drug delivery a platform we expect to initiate negotiations of an initial licensing discussion told 2023 as well. And as I indicated the first target is because we chose compassion dogs animals and specialty dogs is to target the veterinary pharma companies especially in the area of a pain management. So this is a handful for the rest of 2022 beginning of a 2023.

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You recently started trading on the OTCQB last year. Why was it important for the company and your investors to trade on a premier market tier in the US?

Iris Bincovich

From my point of view. This is a footprint first forehand in the United States and we appreciate the ability to engage with the U.S. American North American investors I think from. Pharma oriented company and this is the place say to be and this enables us switching a larger an audience and sharing our innovation and milestone with a wide range. Of potential investors.

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Well Iris it's been a pleasure speaking with you. Thanks so much for your time today.

Iris Bincovich

Thank you for having us there.

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Innocan Pharma trades under the symbol INNPF on our OTCQB Venture Market

**This is an autogenerated transcript and may contain typos.*