

OTC Markets Group:

Joining us today is Philip Bosua the CEO of Know Labs Inc the trades on our OTCQB Venture Market under the ticker "knwn." Know Labs is an emerging leader in non-invasive medical diagnostics. It's patented bio r f id platform. Uses radio frequency spectroscopy to analyze and monitor molecules non-invasively and can be integrated into a variety of wearable mobile or benchtop form factors.

Phil. Thanks so much for joining us today.

Philip Bosua:

Thanks for having me.

OTC Markets Group:

Excellent. So give us a background ah on your professional experience and then your journey to invent. Know labs foundational technology.

Philip Bosua:

I was always entrepreneurial before I even knew what the word meant. I came from a big island called Australia - might have picked that up from my accent already. So we we weren't as versed in entrepreneurial pursuits as we are in the States. So I've been running businesses from small medium-s sized businesses starting up a lot of my own ideas and um, one of my kind of claim to fame I guess you could call it is I had an app on the app store on day one. So there's only 500 apps on the store that day and then went on to make 600 apps, then invented the smart light bulb which is the light bulb you can turn on off with your phone these days that company is called lifex and that went on to sequoia capital series a funding and then that got acquired and then I found myself in Seattle and I bumped into Ron Erickson and basically joined the company as chief product officer and then went on to be chief executive executive officer.

OTC Markets Group:

So tell us more about your proprietary bio R F I D technology platform and the types of diseases you target.

Philip Bosua:

It is a true platform. But I'll put a caveat on that where at the moment we're laser focused on detecting blood glucose noninvasively to help people with diabetes manage their diabetes better um finger sticks are and. Awful thing. Um, the dexcom and Abbott Labs have what they call minimally invasive technology now that helps you monitor blood glucose and that's much better than finger sticks. But I think it's just stopped short of a true non-invasive application which is what. Everyone really wants so they so there's no so a pain free way to measure your blood glucose.

OTC Markets Group:

And so what is your anticipated timeline for FDA approval and and what opportunities do you see for no labs in the global market.

Philip Bosua:

Because we're inventing the technology from scratch. We don't rely on any other proprietary technology or information we have sixty sixty patent pending and file patents. So. Timelines it's it's actually really hard I wish I had an answer but it's really hard to predict how long it will take to invent something that's never been invented before. But if I had to put a timeline on it. We hope to be in FDA trials by. Sort of this year sometime probably more likely towards the end of the year but that's that's the hope. That's what we're driving really hard to achieve.

OTC Markets Group:

And and again so how does that? Ah you you know the proprietary information you have how does that? Um, what opportunities did you have in the global market.

Philip Bosua:

Well blood glucose is a huge opportunity I think last time I looked at was a \$25,000,000,000 annual market. That's only 1 thing that we can measure we've. In the lab. We've successfully measured blood alcohol content just by having a wearable on you. We can tell not only your blood glucose levels. But your blood alcohol levels oxygen we've had proxy for prescription drugs. We've detected tylenol. After it's metabolized and also aspirin after it's metabolized so it really has the potential to be a true non-invasive biomarker platform.

OTC Markets Group:

And how does your technology differ from current companies in the diabetes management care industry.

Philip Bosua:

I would say not only is it going to be more affordable. The non-invasive aspect of it really is the key component and you know some people call that the holy Grail of diabetes is to be able to have non-invasive detection of blood glucose. And I agree with that, so that's the big differentiator price as well as non-invasive.

OTC Markets Group:

And what are your near term and long-term goals.

Philip Bosua:

Ah, to end up on a beach somewhere. No okay, not personal golf. Look we hope that the technology we can develop it to reach its full potential and there could be hundreds of different.

OTC Markets Group:

Yeah, right.

Philip Bosua:

Ah, biomarkers that this technology could end up detecting. Um, you know I Guess my biggest dream is that you know one day that we can through like white blood cells and a variety of other biomarkers. We may. And what I say is in a fully baked version of this technology and may be able to be an early detection for Cancer. You know that That's my biggest string for it. But right now we're just hyper focused on blood glucose and and really want to ship a fdarude product that measures blood Glucose noninvasively.

OTC Markets Group:

Know labs began trading on the OTCQB Venture Market in 2015. Talk about your OTCQB experience so far and expanding Know labs visibility with your US investors.

Philip Bosua:

Yeah, no, it's been wonderful. Experience. This is the first public company that I've been involved with actually and find myself the CEO as well as the inventor of the technology and no, it's been great. Really appreciate the community that's around um the market and. You know, looking forward to participating more and you know really blowing things up on this exchange. So. It's been great.

OTC Markets Group:

Excellent. Well thank you so much for your time today Phil it's been great talking with you. Know Labs trades under the symbol k n w n on our OTCQB venture market.

Philip Bosua:

Yeah, you too appreciate it.