

OTC Markets

Welcome to the OTCQB podcast, where we shine a spotlight on our OTCQB venture market companies. I'm your host, Cody Maldonado, client relations for EMEA at OTC Markets Group. Joining us today is Patrik Eschricht, CEO of Phase Holographic Imaging. Phase Holographic Imaging, PHI, develops and markets advanced non-invasive lifestyle technology with a focus on enhancing research and applications in regenerative medicine. Patrik, welcome.

Patrik Eschricht

Thank you for having me.

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Can you introduce yourself and describe your role at Phase Holographic Imaging?

Patrik Eschricht

Yeah, my background or education background is within finance. And then I started working with building construction, property development, environmental, consultant company, and then clinical research organization. But it's different business. But one common thing is, I always work in companies where that being under growth, heavy growth. And that was I hope, hoping for PHI as well.

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Definitely. And could you provide us a brief overview of PHI and what are some of its primary focus areas?

Patrik Eschricht

PHI is - We have been working very much for clinical and now we try to get into the clinical part, especially within regenerative medicine. Historically, sales have been started and then they killed them. But now when we're going to regenerative medicine, the sales are the treatment, which means that you cannot handle them badly, you cannot put colors on them and so on, so you need non-invasive technology. And that's what we have in in our system.

OTC Markets

Definitely. And what distinguishes PHI and the biomedical and regenerative medicine markets as opposed to other companies?

Patrik Eschricht

What distinguishes us is that we work together with the one of the best institutes in the world, we're in regenerative medicine and that is Wake Forest Institute of Regenerative Medicine in Winston-Salem. And we also work that together with 50 plus other companies try to solve how to do all this regenerative medicine treatment and we have something called test bed. And so that was, I think, we are in the epicenter of reality medicine.

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Definitely. And could you discuss some of the significances of regenerative medicine for PHI and how your technology is being integrated into regenerative medicine research and applications?

Patrik Eschricht

I mean, regenerative medicine needs to be affordable, accessible, and patient safe. So what we're working now on is that predict, for example, a sample from a patient if that should go to productions and say separate production, resources. We look at the patient's safety to document all these parts. So we're working very much for the future. But the thing is, with regenerative medicine, there is no solution. We're working on the solution, and we are still there. So it's interesting right now.

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Very interesting. And you know I've noticed in some of the recent press releases that PHI is aiming to extend its reach for principal research into the broader health care industry. What are some of the strategies for entering new markets and what challenges do you anticipate?

Patrik Eschricht

I mean, we are aiming high. We are aiming to be the golden standard within quality control of regenerative medicine. And today, there is no standard. FDA is looking at different problems. But there is no standard how to be done. what is the critical parts and so on. So we're working very much internally to improve our system, to secure, validate, and this part to get into the clinical.

OTC Markets

Gotcha. That makes sense. And, what drove PHI to list on the OTCQB market and how do you feel like it will benefit your US investors?

Patrik Eschricht

The main thing that drove us is we believe that the US is the leader within this field now. They have come further than Asia and Europe. They have the best university. And I think also there is more interest from investors. So that's why we're here. And true to see we get like a quality stand.

OTC Markets

Yeah, that makes sense. And in terms of future growth, to whatever extent that you can tell us, what's next for PHI? What's next in the docket?

Patrik Eschricht

We need to solve all this problem within radiance, not only we, but everyone within it. And then let's see, what kind of product do we need? I mean, we will need something at the bedside, quality control, before we send this to production. We need, when we transport the cells, we need in manufacturing, so many needs and new products that need to come out for this to be affordable and accessible and patient safe. So we're working in all this part right now.

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Makes sense. Well, thank you so much Patrik for taking the time to speak with me today. It's been a pleasure having you on the podcast. And we wish you the most success in the future. Thank you for having me.

Patrik Eschricht

Thank you for having me.

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Cheers.

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