

Developing Catheter Based Therapeutic Devices to Treat Cerebral Aneurysms, having Received CE Mark for its Barricade Coil System in July of 2012, Blockade Medical is Well Position to Have Multiple Complementary Product Approvals in 2013 in European and US Markets



**Healthcare
 Medical Devices
 (Private)**

**Gibb Clarke
 Co-Founder and CEO**

**Interview conducted by:
 Lynn Fosse, Senior Editor
 CEOCFO Magazine**

BIO:
 Gibb Clarke is founder and CEO of Blockade Medical and has more than 10 years experience as a medical device executive with a specific focus on new technology development for the interventional neurovascular market place.

Prior to Founding Blockade, Gibb Co-founded Pulsar Vascular, Inc. in 2006. A Novel therapeutic approach for challenging and complex cerebral aneurysms. Gibb successfully raised multiple rounds of venture capital as well as helped craft and manage the clinical and regulatory strategy for both CE Mark and US approvals. Prior to Pulsar, Gibb played a critical early role in helping Swedish Medical Center in Seattle WA, plan for and execute the development of The Seattle Neuroscience Institute, a neuro-

science center for excellence. Gibb's efforts resulted in Swedish Medical investing in excess of \$35M into the development of its now flagship neuroscience center located in Seattle WA.

Gibb also spent 8 years in the US Marines Corps serving as a team leader in the elite Marine Recon unit. Military schoolings include Amphibious Recon Course, Army Ranger School, US Navy Dive School, and Army Jump School. Gibb is an avid endurance athlete, having competed in over 200 races.

Company Profile:
 Founded in 2011, Blockade Medical, is a privately held company dedicated the development of catheter based therapeutic devices for the treatment of cerebral aneurysms. Blockade Management team has a combined 65+ years in the neurovascular field. The Company is committed to bringing products to market that are not only current standards of care in the neuro interventional field but also innovative next generation solutions to complex interventional neurovascular procedures. The Company received CE Mark for its Barricade Coil System in July of 2012. The Company's products are designed and manufactured in California. Blockade medical is headquartered in Irvine, Ca.

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CEOCFO: Mr. Clarke, what is the vision at Blockade?

Mr. Clarke: Blockade Medical was formed in July 2011. We formed the company with a vision to bring both innovative next generation products as well as products that today are consider standard of care to market in the neurovascular field. The main disease condition that we treat is vascular malformations that we call brain aneurysms, we also have our eye on the larger neurovascular market and other forms of stroke. Today, Blockade exclusively manufactures devices for the treatment cerebral aneurysms. Neurovascular is a growing field with continued opportunities to bring valuable device solutions to market.

CEOCFO: Why the decision to work in neurovascular?

Mr. Clarke: In terms of the neurovascular field between the three founders, we have about sixty five years of experience in the neurovascular field. This is a field the three of us have worked in for a number of years all the way from R&D to distribution, to executive management, marketing, and sales. The three of us have a passion for this business.

CEOCFO: What are you working on specifically?

Mr. Clarke: We just received Regulatory approval in Europe for our first product line which is a line of platinum coils for the treatment of brain aneurysms. It is an endovascular technology that is advanced through standard catheters, already approved on the market for the treatment of cerebral aneurisms. We make a full product line of endovascular coils to treat both ruptured and un-ruptured aneurisms.

CEO CFO: What is the market and what is different about what you are doing?

Mr. Clarke: Endovascular coils have been the standard of care in the neurovascular field for approximately twenty years. There are what we would consider methods by which we can manufacture superior devices. We clearly feel that our endovascular coil line is stream-lined in the number of products that we offer. We do not for instance have three hundred different product SKU's. We have been able to pare our product offering down to a more manageable and relevant product offering of approximately sixty five different SKU's. This allows us to be more cost-effective internally. Further, we feel that there are internal aspects of the process by which we manufacture these that we feel leads to a superior shape, and the superior conformability of our products.

CEO CFO: How do you reach your customers?

Mr. Clarke: There are certain countries where we work through distributors and certain countries where we work direct with a sales agent, so it is very geographically specific. The other partners and I have been in this business for sixty five years combined, so we have known many of the customers that actually use the product for years and we have very close relationships with these doctors.

CEO CFO: Have those that should know about the existence of Blockade become aware?

Mr. Clarke: I would say yes that most people in our market are aware of us. We are a small company that just received its first regulatory approval. Yes there is a fair majority that will know the name Blockade and will know the name Barricade Coil Sys-

tem. We are preparing a larger press release and message and sending that out to a broader medical device audience.

CEO CFO: Have the doctors been looking for a better system?

Mr. Clarke: They have been. There are competing systems out there. Some do a reasonably good job and there are other competing systems out there that have a reputation for being maybe a little less than ideal. There are certain attributes of our device system that we feel will position the Barricade Coil System as a class-leading device.

CEO CFO: Are there areas where you would like to have a larger presence?

Mr. Clarke: Absolutely! We are a small company and our product launch will be very local and specific

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to certain countries where we will either have direct sales agents or distribution contracts in place. We will look to expand that network but as a small company, we will make a targeted launch. As time progresses, we will expand that out to include additional geographies not only in Europe but in the US, Latin America, and Asia.

CEO CFO: Do you have products coming up behind the system or on the backburner?

Mr. Clarke: Absolutely! We have a product portfolio that is focused on the endovascular treatment for brain aneurysms. The devices in our portfolio will complement the Barricade Coil System. Blockade expects to have multiple complementary product approvals in 2013 in both the European

and US markets. 2013 will be a very busy year for us.

CEO CFO: Is Blockade Medical funded to go through the commercialization?

Mr. Clarke: Absolutely! We are presently very well funded. It is all private investment. There is no institutional money in the company.

CEO CFO: Why should investors pay attention to Blockade Medical?

Mr. Clarke: One of the primary reasons people should pay attention to Blockade is our ability to execute as well as our understanding of the market. Everyone involved in this company from the three founders, our international distributors, to our R&D manager straight down to my assembly team have been involved in this field for many years and have

launched many products into this market. What we have here is a team that is experienced. We know what the market has, we know where the holes are in the product

offerings from all of our competitors, and we are close to the physician community.

CEO CFO: Where will you be launching your product?

Mr. Clarke: Currently, we are introducing the Barricade Coil System in select centers across Europe. We intend to formerly introduce the product to the European market at the ESMINT Congress in Nice France from September 6-8. That is where we will officially launch the product. Prior to that, we are already taking orders and driving revenues. We will sell all across Europe and our intent is to introduce the Barricade Coil System to the US market by first quarter of 2013.

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