



## Q&A with Aras Azadian, CEO of Avicanna with their Transdermal Patch is leading the way in Developing Innovative Delivery Systems and Cannabinoid-based Therapies for the Medical Cannabis Industry



Aras Azadian MBA  
Chief Executive Officer

Avicanna Inc.  
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Interview conducted by:  
Lynn Fosse, Senior Editor  
CEOCFO Magazine

**CEOCFO: Mr. Azadian, what is the idea behind Avicanna?**

**Mr. Azadian:** Avicanna is a biotech company in the cannabinoid space. Our focus is to optimize and deliver cannabinoids in a more efficient and

controlled manner by avoiding smoking, and understanding our delivery mechanisms. Additionally we are looking to further R&D and develop ailment specific products and formulations.

**CEOCFO: What are you working on now to get towards the end goal?**

**Mr. Azadian:** We are working on cannabinoid formulations and delivery mechanisms with our Canadian scientific team that will be optimized for increased bio-availability. We also plan to attain as much pre-clinical and clinical data on our products before introducing them into the market.

In addition to that, we have a very deep scientific team that is focused on further development of pipeline of products which are going to have different formulations, different carriers and essentially different characteristics.

**“There are two major competitive advantages we offer. First our approach is geared towards a scientific and clinical approach in the cannabis space. Second, we are not confining ourselves to the Canadian market, instead focusing on a more multifaceted and multi-market approach. Today, we have an active footprint in over 20 countries worldwide.”- Aras Azadian MBA**

**CEOCFO: What can you share about what you have learned so far?**

**Mr. Azadian:** There is very little actually known about cannabinoids. Given the clinical gap in the market especially in the United States, it is very difficult if not impossible to conduct any kind of clinical development. There is an opportunity for us here in Canada to utilize the federal approvals to perform deeper clinical development and really understand how the cannabinoids work from a medicinal point of view. The more we understand the industry, we have realized the potential benefits of cannabinoids for a range of ailments.

**CEOCFO: Does the medical community really want to know? What is the state of the thinking in the industry?**

**Mr. Azadian:** I believe the medical community has a strong appetite for more evidence and clinical data for the medicinal use of cannabinoids. I have experienced this through several conferences I have attended, in addition to many conversations with our scientists and scientific collaborators as well. With cannabinoids, we have taken a different route to market.