

Medrobotics Corporation is focused on Developing their Flexible Robot that will Deliver Magnified Vision and allow Physicians to Use Two-Handed Dexterity With Tactile Feedback on Tools they Deploy during Surgery

**Healthcare
Medical Robotics**

**Medrobotics Corp
www.Medrobotics.com**



**Mark Peters
CFO**

BIO:

Mark Peters has over 20 years of financial leadership, operational management, and strategic planning experience with both private and publicly held companies, including successful IPO experience. Mr. Peters has been in healthcare most of his career having been Chief Financial Officer and Vice President of Finance for companies including Associates of Cape Cod, a global manufacturer and supplier of endotoxin detection reagents for the medical device and pharmaceutical industries, and two venture backed commercial companies, IST and Health Language. In addition, Mr. Peters had the operating role of General Manager for Aura Medsystems, an early stage medical device company which developed a novel wound closure technology licensed from Massachusetts General Hospital. His previous experience also includes progressive financial management positions with IBM and

PriceWaterhouseCoopers. Mr. Peters is a licensed CPA and holds a BBA in Accounting from The University of Texas and an MBA in Finance from The University of Notre Dame.

About Medrobotics Corp:

Medrobotics Corporation (formerly Cardiorobotics, Inc.) is a Delaware "C" Corporation, originally formed in 2005 by the inventors of our technology. They are Howie Choset, PhD, a tenured Associate Professor of Robotics at Carnegie Mellon University, Dr. Marco Zenati, a cardiothoracic surgeon and Professor of Surgery at Harvard Medical School, and Dr. Alon Wolf, Associate Professor at Technion University in Israel. Dr. Zenati was on the medical faculty of the University of Pittsburgh at the time he and Drs. Choset and Wolf developed the first generation medical "snake robotics" platform in-licensed by the Company. Dr. Choset and Dr. Zenati continue to remain involved in technology development at the Company.

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

CEOCFO: Mr. Peters, would you tell us about Medrobotics Corporation?

Mr. Peters: We are developing a flexible robot for general surgery. The benefits of our technology are we allow access through minimally-invasive means through a single site. We deliver magnified vision and we allow the physicians to use two-handed dexterity with tactile feedback on the tools they deploy with the robot. The flexible robot allows the physician to navigate in hard to reach anatomical places.

CEOCFO: How does your offering improve on products available today?

Mr. Peters: It depends on the indication. There are robots that are being sold today that are line-of-sight, direct, straight instrument type robots. Our benefits are we offer the flexibility to navigate around difficult anatomy with visualization and tools. Our first indication we are pursuing is with ENT—ears, nose and throat. We are targeting tongue and palate reduction, vocal cord and airway lesion removal and head and neck resection. Benefits from using our product will include improved outcomes and shorter recovery times for the patient and easier to use products at a reduced cost for the physician and hospital.

CEOCFO: Why is that Medrobotics Corporation's first target?

Mr. Peters: It is an area that is open for new technologies. The ENT physicians are very excited for an advanced technology like ours. Looking at our developmental pipeline, we plan to evolve to other areas of the body, potentially including thoracic, urology, cardiac, and others.

CEOCFO: What has Medrobotics Corporation figured out about the tools that other companies have not?

Mr. Peters: We have figured out how to deploy a flexible robot and flexible tools, a robot that can go in through a single port and can be driven around different anatomies and difficult to reach places. It is not just a straight instrument that is being delivered. For example, curving around the palate and down the throat is impossible with a straight instrument, you would be going through the skull. We provide

the visualization as well as the delivery of tools to perform the procedures.

CEO CFO: What allows the physician to direct the tools?

Mr. Peters: It is the unique mechanism of the robot that allows flexibility to deliver the robot and tools.

CEO CFO: Where are you in the process of development?

Mr. Peters: We plan to launch in Europe by end of 2013 and in the U.S. by 2014.

CEO CFO: Is the medical community aware?

Mr. Peters: Absolutely. In fact, we have set up a world-class clinical advisory board and have been working with various physicians to show them the robot and gather feedback.

CEO CFO: What is the plan for commercialization?

Mr. Peters: Our plan is to sell direct with sales reps that are at the hospital and in the OR with the physicians during the cases.

CEO CFO: What is the market potential?

Mr. Peters: Within the ENT space, looking at the various applications, it is a very large market with over a mil-

lion cases in an addressable population that we see crossing different areas within ENT: head and neck, tumor resections, vocal cord lesions.

CEO CFO: How does your past experience aid you in strategizing how to reach the right people?

Mr. Peters: Presenting the unique benefits of the robot and the tools is very helpful. One important feature that resonates with the physicians is the physician will still have their hands on their instruments and will be able to have tactile feedback. .

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CEO CFO: Will surgery be considered in more cases because of the availability of the system?

Mr. Peters: You will see more because they will have access to areas that they cannot reach now. For example, there would be an opportunity for a tumor to be removed physically versus going through chemotherapy or other kinds of treatment.

CEO CFO: Are there enough funds available?

Mr. Peters: The funding we recently secured will allow us to achieve European and U.S. commercialization milestones.

CEO CFO: Is your team in place for the commercialization effort?

Mr. Peters: Yes, we recently hired our VP of sales and we will be growing our commercialization team during the year.

CEO CFO: Are there any plans for the procedures to follow?

Mr. Peters: It will likely be somewhere in the abdomen.

CEO CFO: What makes Medrobotics Corporation an exceptional company to people in the business and investment communities?

Mr. Peters: The robotics space is receiving great attention and interest. There have been successful companies in this space. We see ourselves as a next-generation company, offering the flexible capacity to do the different cases. We plan to save time for the physician, reduce costs for the hospital, and improve recovery times and outcomes for patients.



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