



3 Things You Should Know About Conrad Rasmus

Prior to co-founding Protembis, Conrad was an M&A and Debt Advisor at Hauck & Aufhäuser Corporate Finance, Frankfurt, Germany. He co-founded Protembis along with Karl von Mangoldt, also a former investment banker. Conrad and Karl are co-CEOs of Protembis.



Conrad Rasmus
Co-CEO, Protembis

1: CONRAD IS A VERY DETERMINED ENTREPRENEUR.

“When I get behind something I give it 150%,” says Conrad. “I am fortunate to be highly motivated. Nothing great can ever be achieved without enthusiasm. I am very excited about what we’re building at Protembis: something truly unique. The Company is dynamic and fast-moving,” he says. “It has been a great competitive advantage for Protembis to enter the market a bit later than our main competitors. We have had to develop a *simpler* and more *efficient* product, the ProtEmbo® Cerebral Protection Device, in order to compete successfully,” says Conrad. “We have been able to learn from the clinical shortcomings of 1st-gen devices. For sure, we have had challenges too. But our success is not accidental. Opportunities don’t just happen: we create them. Motivation gets you started. Constancy of purpose keeps you going. And that purpose is to establish ProtEmbo as *the* leading stroke protection device.”

2: CONRAD IS ANALYTICAL BY NATURE.

Prior to co-founding Protembis, Conrad worked at a private German bank, where he specialized in mergers and acquisitions and debt advisory. “A lot of my experiences and training at Hauck & Aufhäuser gave me the requisite skills and relationships to feel strong about starting-up Protembis with Karl,” says Conrad. “We were extremely comfortable reaching out to investors, discussing valuations as well as IP and other issues. My specific banking duties focused on small-to mid-sized companies to buy or sell on behalf of our strategic and private equity clients. I became proficient at financial modeling and operations management. These experiences prepared me to follow an impartial and structured consideration of investment opportunities. Proficiencies and practices acquired by Karl and me in banking as well as a strong network

have no doubt helped us get Protembis off to a strong start.”

3: CONRAD SEES CLEAR STRATEGIC ADVANTAGES FOR PROTEMBO.

“Because it is *the* next-gen embolic protection device, ProtEmbo has significant enhancements compared to *first*-gen EPDs,” says Conrad. “It is designed to be the easiest device for cardiologists and surgeons to use for rapid deployment. Due to its low cost to manufacture, it will be priced competitively. Also, ProtEmbo is designed to be dependably stable *and* able to block microscopic fragments as tiny as 60 microns while ensuring perfect blood circulation to the brain. This contrasts favorably with the competition’s deflection or capture rates that are considerably less efficient.”