Ahura Scientific

IEEE E-Net Presentation Marketing High Tech — A Real World Experience



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Overview

Background

Execution – Gaining Market Traction

Strategy – Changing Course, the Big Picture

Adaptation – Exploiting New Opportunities

Challenge – Product Management

Background – The Company

Founded 2002

Founding team background – telecom

Miniaturization of opto electronics

Design and manufacture handheld Raman Spectrometer

30,000 ft² vertically integrated production facility

62 Employees

VC Funded - \$29M

Rapid Growth

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Background – The Product



Mission: Enabling optical analysis on the front line with ultra compact point-of-use solutions. Our innovative products provide customers fast and accurate information for immediate decisions and action.

Initial product: First Defender

Handheld chemical identification system for safety & security markets

Price – \$25K - \$60K

Technology – Raman spectroscopy

Packaging – Small, rugged, accurate, simple

Execution – The Challenge

Entrenched Competitors
Conservative Market
Disruptive Technology
Unknown Company
No Industry or Government Experience

Execution – Our Approach

Hire top sales/marketing talent

Prospect input early

Pre-sell

Complementary positioning

Strategic pricing

Easy to purchase

Develop key reference accounts

Identify and court industry influencers

Seize PR opportunity

Strategy – The Challenges

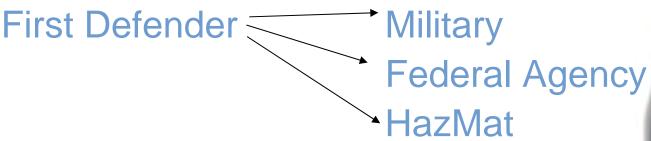
Evolving from single product/single market focus to product line and global marketplace.

Less dependence on government spending.

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Redirecting/Repositioning

Military / Federal Agency / HazMat

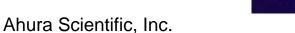


Pharma Application —→ Tru Scan

Medical Devices



TruScan



Adaptation

B School approach

- Listen → Analyze → Build
- Focus, Focus, Focus

Real World

- Listening unclear / inaccurate
- Analysis New markets / poor data / rapid change
- ▶ Focus 2 edged sword

> Adaptation (cont.)

Our Experience

- Select strong growing markets
- Build
- Listen
- Adapt
- Exploit

Adaptation – New Markets

Counterfeit detection

Precious gems

Composite material inspection for aircraft

Cancer detection

Raw material validation

Law enforcement

Hospital ER – elderly R_x

EMT - suicides

Challenge – Product Mgmt

Product Marketing

- Competitive analysis
- Strategic positioning
- Tactical marcomm

Evolutionary – Product Planning

- New features / functions / benefits
- Publish product road map
- Coordinate release activities

Revolutionary – Product Direction

- New technologies
- New markets
- Big Ideas

> Summary

Pursued large market opportunity
Listened to the customer early
Gained significant technical
advantage
Strong industry endorsements
Broadened product line and markets
served