

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

> 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.

> Redirecting/Repositioning

Military / Federal Agency / HazMat

First Defender → 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