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The case is structured in five chronological sections that will be discussed in class. To prepare for the initial discussion,please answer the questions at the end of this case. Founding In 1997, Dr.

Charles Casper and John Frost founded ATH MicroTechnologies Inc. to develop, manufacture, and sell a new medical imaging product. Dr.

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Any alternatives or additions required for Scepters control system? Quality standards Innovation incentives Customer satisfaction Market share Question: What do you think are the Pros and Cons of this new Incentive Plan? What the Company is lacking?? Appropriate controls: Risk

**ATH Technologies by Karanveer Sidhu on Prezi**

ATH was not innovative enough as it has been revealed subsequently that a new competitive technology in Europe can dilute its market shares. The senior managers at ATH had a perception that gaining a large market hare ad becoming a major player in the market in terms of volume will going to solve the company's problems of low bottom line.

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ATH Technologies We trace the evolution of ATH through five stages. What is the competitive environment? The business is technology driven. Technology is evolving rapidly, so product life cycles are likely to be short. Product development pipeline is critical. What do you think of Scepter's decision to purchase ATH? Did they earn an appropriate return on investment?

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Scepter would add a new product , venture capital firms could cash out profitably , ATH would have

access to cash to finance faster growth , Sceptor could increase its presence in the market segment  
<br />ATH acquired in 2001 by Sceptor <br />Earn-out clause – if new product currently being developed by ATH approved by FDA Sceptor will pay it ...

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