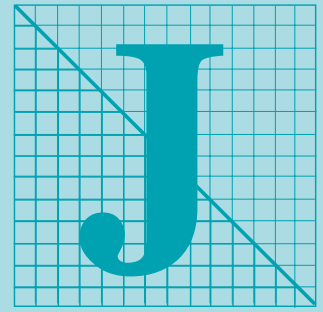


Johnston Company

C l i e n t P r o f i l e



Software Radio Pioneer Vanu Bose

His company has doubled in size each year since its founding in 1998. *Forbes* referred to him as a “software radio pioneer” and featured his photo on the front cover of their December 9, 2002 magazine. This pioneer and Johnston Company client is Vanu Bose, the CEO of Vanu, Inc. and the principal inventor of the software radio technology that serves as the basis of his company’s products.

Dr. Bose’s technology, based on aligning wireless devices with the Moore’s Law curve, allows a single device to communicate with different wireless systems by simply running a different software program, much the way you run Word or Excel on your desktop computer. “A wireless device using Vanu Software Radio™ will be able to communicate with many different devices, translate the signals between wireless networks and create communications links between today’s incompatible radios,” explained Dr. Vanu Bose. “With our technology a single wireless device will act as a cellular phone, as an AM/FM receiver, a wireless email system, a cordless home phone or even a baby monitor, all without additional hardware. The core strength of Vanu Software Radio is the ability to easily move the software from one processor to another.”

By ensuring all of the signal processing for a wireless device is implemented in software, including the physical layer, Dr. Bose plans to lower the development cost and cost of ownership of wireless communication equipment. His company targets three distinct market segments, infrastructure, public safety and military.

Building a Company

Dr. Vanu Bose founded Vanu, Inc. to commercialize the software radio research that had been the basis of his PhD thesis at MIT. “We knew our raw technology was not going to be commercially applicable for at least three years, so our first challenge was to find funding sources that would support our efforts given this R&D timeframe,” he explained. Vanu, Inc. was founded based on DARPA (Defense Advanced Research Projects Agency) sponsored software radio research work of the SpectrumWare group at MIT and they raised a small amount of money through a few private angel investors. Since the company’s technology was new, Bose said most of his efforts were in “education and evangelism.” Within three months of founding the company they had a contract with Boeing, which was soon followed by some government contracts along with a few commercial contracts and partnerships.



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Since its founding, Vanu, Inc. has developed significant intellectual property in the form of software and reference architectures. “From a \$300,000 total initial investment my team and I were able to build the company in three years. We’ve only recently added some additional angel funding, bringing the total investment to \$1.3 million,” said Dr. Bose.

Johnston Helps Establish Process and Tools

Vanu Bose describes his company as being in a tactile phase now. “After we get a process established and the tools in place we can begin our planning for growth. I think it’s important to get a process in place, the sooner the better, even if you’re not going to need it for a while. Johnston Company is helping us establish the process and develop the tools we need for building our business and for making projections,” he explains.

Johnston Company began working with Vanu, Inc. in November 2002. Dr. Bose believes the Johnston Company approach is perfect for companies like his. “It doesn’t make sense for a company at our stage and size to hire a fulltime CFO for our management team. With Johnston Company, we get access to the experience without incurring the expense.” Dr. Bose said Johnston Company has helped him focus on cash flow and the balance sheet, so he is ready to tackle his next challenge of building his sales team and expanding his engineering group to support the sales efforts.