



-the PARAGON Perspective

PARAGON DEVELOPMENT

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From the President

For those of you not familiar with us and may have received this as a ‘forward’ from the original recipient, The PARAGON Perspective is sponsored by PARAGON Development.

Besides our wishes for success, we want to use this newsletter to do the following:

- Share information we have learned that we consider important concerning best practices, trends, successes and failures, conferences, and other elements that will enable all of you to grow your organizations with maximum top and bottom line results.
- Share information about select client initiatives that may be of interest based on technologies, markets, or business needs that you believe could fit within the scope of those client's interests.
- Share personal observations and even humorous items given to us by others.

All issues of *The Paragon Perspective* are archived on our website, so you may easily pass along past issues to colleagues.

This month’s editorial is a client contribution entitled “**Start-up Lessons**” - lessons learned in start-ups which apply to new product and technology development within corporations.

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Paragon Update

Q2 looked like it was going to be slow but we are now pretty busy with a number of projects that had been placed on hold in the previous quarter and are now active. Several should provide a carryover base for Q3.

A continued positive sign is the continued growth of new clients with first time projects and several old clients in Europe, the Middle East, and even Asia who we have not worked with in the past couple years.

Conferences

No conferences have been sent to us for posting during July or even August to date.

Technology Transfer/Capabilities

This section is open for clients, friends, and other newsletter recipients to spotlight technologies they have available for licensing, acquisition, development, or could be available to use. Please send a description of your technology to be posted in



this section for future newsletters. Inquiries can either be sent directly to those who have posted information, or, we could forward any/all inquiries to you. This section highlights non-client project technologies.

This newsletter has a distribution of over six thousand individuals who are in executive positions who either oversee or practice new business development, so the audience has the potential to generate legitimate interest. We do reserve the right to withhold posting any technology closely related to ones in which we have a client conflict.

Clients have expressed interest in investing, licensing, acquiring, or partnering in the following:

- A Bluetooth based technology (development and commercialization of) that is app driven and can be used in parking or other applications to find parking locations, compare costs, and even automatically open gates without the need for tickets or readers. There are many cost effective benefits as well as extensions into other applications.
- Chemistries and materials used in Pulp & Paper.

If interested, please direct inquiries to: Jack Peregrim, Peregrim@ParagonDevelopment.Com, (203) 288-4154

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Quotes of the Month

“Speculation is perfectly all right, but if you stay there, you’ve only founded a superstition. If you test it, you’ve started a science.” *Hal Clement*

“The first method for estimating the intelligence of a ruler is to look at the men he has around him.” *Niccolò Machiavelli*

“The truth is that our finest moments are most likely to occur when we are feeling uncomfortable, unhappy, or unfulfilled. For it is only in such moments, propelled by our discomfort, that we are likely to step out of our ruts and start searching for different ways or truer answers.” *M. Scott Peck*

“The purpose of life is a life of purpose.” *Robert Byrnie*

“The man who acquires the ability to take full possession of his own mind may take possession of anything else to which he is justly entitled.” *Andrew Carnegie*

“He who risks and fails can be forgiven. He who never risks and never fails is a failure in his whole being.” *Paul Tillich*

“The biggest risk is in not taking any risk... In a world that’s changing really quickly, the only strategy that is guaranteed to fail is not taking risks.” *Mark Zuckerberg*

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Interesting Words

Doughty: (DAU-tee) Adjective
Brave, courageous, determined.

Blag: (blag) Verb & Noun
Verb: To obtain something by guile. To cheat, rob, snatch, steal, scam, or beg.
Noun: A robbery, con, or theft.

Condign: (Kuhn-DYN) Adjective
Well-deserved, appropriate.

Specious: (SPEE-shuhs) Adjective
Superficially true, but actually wrong.

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“Start-up Lessons”

Background:

PARAGON has worked in both start up organizations and companies in addition to working more often with major, global



corporations. This request for perspective is based on a request from a product manager with several new products at a client who is a Fortune 50 global company.

And, this is one of the more concise and simple responses after we talked about it internally.

Lessons learned:

We could write a book on lessons learned from start-ups that should be applied to new product and technology development in major corporations but 80% of all the value comes down to a simple proposition. And that is looking at the business concept first and independent of the product or technology concept.

Too many times, a major company is simply focused on the product/technology concept and direct comparison to existing and competitive offerings. But, a successful start-up company looks at the business concept first. What is the overall value proposition and the best value capture mechanism? And, it may not be what a corporation does as S.O.P. It may be something completely different. There are many examples but just a few would be: does selling by weight equate to the client's most attractive approach? Does a product or technology continuous sale have the value that a long term license might? Are we losing overall value because we want to sell direct to customer rather than through intermediaries because we believe we will lose too much in shared revenue? Are we forcing our products through our existing sales force when a different approach works better? There are many considerations that large corporations do not make.

A key to putting the business concept first would be to think about what we enable and not what we offer or will do. How does our offering equate to the value our customers can receive from their customers. That is something even very sophisticated organizations overlook and it even goes beyond features vs. benefits. A start-up succeeds by thinking this way and an actual advantage they have is that they have no baggage, or stricture, or pre-determined methodologies that must be employed. They simply enable their customers and the market to increase the value that they capture from the downstream customers.

We can expand our lessons learned in several ways but believe it is best to leave this with the one concept that is much more important than all others put together. Business concept first then refine product and technology concepts.

PS:

We want to remind our readers that this section of the newsletter is open to anyone with a development topic or an approach they would like to share or even just comments or criticisms of a past topic. We have primarily written editorials on topics based on our experience and perspective but we are grateful for the increase of items sent to us over the past couple of months. Keep them coming!

Also, many of you - consultants, company managers, and academics - have very solid and profound contributions that could be presented in future newsletters as a guest contributor. We ask that your submission be from 300 to 800 words. Let us know and we will gladly distribute your topic to the thousands of people on our distribution list. We agree that the copyright and ownership be kept by the contributor and that our only right is to reproduce it in conjunction with this newsletter.

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Anecdotes

Napoleon Bonaparte

Napoleon was involved in conversation with a colonel of a Hungarian battalion who had been taken prisoner in Italy. The colonel mentioned he had fought in the army of Maria Theresa. "You must have a few years under your belt!" exclaimed Napoleon. "I'm sure I've lived sixty or seventy years," replied the colonel. "You mean to say," Napoleon continued, "you have not kept track of the years you have lived?"

The colonel promptly replied, "Sir, I always count my money, my shirts, and my horses - but as for my years, I know nobody who wants to steal them, and I shall surely never lose them."

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We hope you learned something from this and/or stimulated an action that leads to new opportunities for you and your organizations and that you will let others who might find this newsletter useful know about our publication. Previous issues



of our newsletters can be found at <http://www.paragondevelopment.com/perspective.html>. If you would rather not receive the newsletter please respond to this email and include the word REMOVE in the subject line or in the message. To subscribe to our newsletter, please send an email to contact@paragondevelopment.com and include the word SUBSCRIBE in the subject line or message. We will never sell your email address to others.

We encourage you to visit our website at <http://www.paragondevelopment.com> to find out more about PARAGON Development, who we are and how we assist our clients.

Your friends at:

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