

The PARAGON Perspective

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From the President

First and foremost, we want to wish everyone a prosperous and Happy 2011! We are grateful for our many supporters and cannot express the level of our gratitude for this support. As we begin the 10th year of PARAGON, we thank the many contributors (and detractors) whose recommendations have been incorporated into the evolution of our newsletter over these past 10 years.

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.

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 titled: **“Claims Are Currency”**.

Jack T. Peregrim

Pres., PARAGON Development

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Paragon Update

In spite of a very slow overall economic recovery, PARAGON's projected business in Q1, 2011 is above previous years' records. We believe this represents the beginning stages of growth investment by our clients who have held back on new business investment.

We received requests to return the ‘anecdotal’ section of the newsletter. We are substituting the *Trivia* section with an *Anecdotes* section.

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Conferences

LES Winter Meeting
February 9-11, San Jose, CA

The annual winter meeting of The Licensing Executive Society (US/Canada) will be in San Jose. More information can be gathered at WWW.USA-Canada.LES.Org.

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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 primarily in 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.

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Technologies of Interest

Industrial Coatings: A client is interested in technologies that have value in industrial coatings with a particular interest in automotive and other transport coatings.

Adhesives and Sealants: A client is looking for technologies to license and start-up companies to invest in that have potential to improve a wide variety of adhesives and sealants.

For more information regarding the above technologies, contact:
Jack Peregrim @ (203) 288-4154 or Peregrim@ParagonDevelopment.com

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Quotes of the Month

"I have determined that there is no market for talking pictures." *Thomas Edison*

"Knowledge is knowing that a tomato is a fruit; wisdom is not putting it into a fruit salad." *Unknown*

"He who helps early helps twice." *Tadeusz Mazowiecki*

"It is often easier to fight for principles than to live up to them." *Adlai E. Stephenson*

"Without education, we are in a horrible and deadly danger of taking educated people seriously." *G. K. Chesterton*

"One person with a belief is equal to 99 who have only interests." *John Stuart Mill*

"A bank is a place that will lend you money if you can prove that you don't need it." *Many sources*

"For every problem there is one solution that is simple, neat, and wrong." *H L. Mencken*

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Interesting Words

Sesquipedality: (ses-kwi-pi-DAL-i-tee) Noun
The practice of using long words or longer words than necessary.

Pleonasm: (PLEE-uh-naz-uhm) Noun
1. The use of more words than is necessary to express an idea.
2. Redundancy in words. E.g.: Free gift.

Periphrasis: (puh-RIF-ruh-sis) Noun
A roundabout way of saying something, using more words than necessary.

Divagate: (DY-vuh-gayt) verb
To wander or digress in speech or writing.

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“Claims Are Currency”

Background:

We recently addressed a large R&D group in a global materials organization. It was a version of our *“Innovation Beyond Invention”* workshop and there were many questions following the presentation about the role of “claims” in R&D and product development. Most of the comments were that the organization did not use the term or promote the concept of claims. Everyone felt that claims were only to be considered in pharma and healthcare.

Value Proposition:

Claims can be a very valuable concept to apply in any industry. It does not matter if a new product makes a claim, but considering the concept at all stages of development can lead to a much richer value proposition and increase the customer and downstream value. It is as much a development process criteria as it is a marketing and positioning tool.

Another aspect about this is that we are focusing on business organizations, but this probably has much greater value if inculcated into university developments. It could help the developers focus on business value over peer accolades.

Recommendations:

We need to include the concept of claims at every development step from basic research up to launch. Some steps and considerations are:

- Make sure that “claims” are included in every project report and presentation. In early stages the title will be “claims possible” while it would be “claims mad” at later stages. In any regard, we need to emphasize at least the possibility of making claims.
- Look at existing products to determine claims that can be made that would add additional value either in pricing or market share. (We had been involved in an extension project where making a claim was the key to expanding into a new and substantial market for a decades old B2B product.)
- Develop internal and external resources relevant to your products and main markets that can test and document claims. Documenting with strong data makes the claims **real** and leads to competitive advantage; thus, the ability to do so is a competitive advantage.
- Work with marketing and sales to generate an understanding of the claims that have the most value and what that value would be. Use outside resources to survey sample customers and their customers as to the most valuable claims that can be made.
- Benchmark products with comparable attributes that have and do not have claims. Use the examples to both motivate developers as well as to justify the cost.
- Use cost/value calculations involving claims in your Monte Carlo and other financial projection programs.

In summary:

We have been surprised at the lack of even considering this concept at early stages on development and we were shocked at the omission in later stages of projects.

We hope that this perspective has stimulated thoughts and helps improve your future returns. It has been our intent to pass along things we have learned or experienced on topics involving growth and new business development, particularly ones that may be provocative or beyond those considered every day. We do not try to presume to be the leaders in all areas we cover and invite others to contribute with comments, additions, or criticisms. We encourage feedback in any media and will post your contribution in a future newsletter if you allow it.

We will continue to focus on topics that the readers choose over ones we consider within our staff, so please continue to send requests for topics you want covered.

PS:

We want to remind our readers that this section of the newsletter is open up to anyone with a development topic or an approach they would like to share. We ask that your submission be from 600 to a 1000 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

Winston Churchill:

After giving a rousing speech he was once asked: "Aren't you impressed to see ten thousand people gather to hear you speak?" To which he replied: "No, because ten times that number would come to see me hanged."

George Washington:

Walking in Philadelphia with an English acquaintance, the English visitor expressed a desire to see President George Washington. A moment later he was walking toward them and the visitor was surprised and asked where his guard was. To that the American replied: "Right here" while poking his chest with his thumb.

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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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