

The PARAGON Perspective

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From the President

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 perspective is about a little recognized means of value capture. The title is: ["Claims"](#)

Jack T. Peregrim

Pres., PARAGON Development

Peregrim@ParagonDevelopment.com

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Paragon Update

We have several updates this month. The first is that we are undergoing a greatly past due make over. Our website and presentation materials have basically been unchanged since we started in 2001. We will be updating our website over the next month or two, adding new features such as project examples that will communicate the type of work we have done with the results to the clients. As we undergo this effort, we would very much appreciate recommendations and feedback to create the best possible 'face' that reflects our value proposition with the utmost clarity.

A business update reflects that PARAGON is finishing this year with a much stronger 3rd and 4th quarter than the first two had been. Our clients are budgeting and investing in projects that had been delayed until now and others are adding projects to their 2010 budget. We hope it is not premature to say that our business environment may finally be turning the corner.

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Conferences

LES (Licensing Executive Society)

Annual Meeting

October 18-21, San Francisco, CA

LES is the premier organization for licensing; technology transfer; and related business growth professionals. Their annual meeting is expected to have over one thousand professionals from corporations around the world. Information can be found at: <http://www.lesusacanada.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

Embedded systems: A client has developed an embedded reactive processor compatible with Java that integrates many computer languages and is a breakthrough from previous attempts to write multi-language compatible software.

Software development: A client has developed new concurrent programming language compatible with Java that integrates features of synchronous and asynchronous concurrency and reactivity and enables programming of very complex software systems (centralized, embedded and distributed) through the single language. The language is a breakthrough from previous attempts to write software in multiple languages and services of the operating systems.

Artificial Muscles: A client has developed a system that includes 'muscles', sensors, controllers, motors, and actuators. Initial applications are focused on: prosthetics; motors for small devices such as cameras; objects that can propel things through water or other fluids; and many types of human machine interfaces.

Nano material: A client has developed a way to produce materials that enable the following:

- Enhanced absorption or storage of ions and molecules both gravimetrically and volumetrically. Exceeds capability of existing commercial materials.
- Doubles electric energy storage in comparison to existing commercial materials with no decrease in power.
- Doubles volume increases in gases captured and stored in comparison to alternatives at both high and sub-atmospheric pressure.
- Enables rapid and complete removal of toxins, proteins, etc. from bio fluids and other aqueous media.
- Detection and capturing of single and multiple gases in a wide range of atmospheric conditions including high moisture environments.
- Reversibility of gases, particles, and energy is easy and complete.

For more information on the above opportunities contact:

Jack Peregrim @ (203) 288-4154 or Peregrim@ParagonDevelopment.com

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Quotes of the Month

"Jumping at several small opportunities may get us there more quickly than waiting for one big one to come along." *Hugh Allen*

"It's better to plunge into the unknown than to try to make sure of everything." *Gerald Lescarbeault*

"There is a kind of victory in good work, no matter how humble." *Jack Kemp*

"Change your thoughts and you change your world." *Rev. Norman Vincent Peale*

"Learning is not attained by chance. It must be sought for with ardor and attended to with diligence." *Abigail Adams*

"The past is almost as much a work of the imagination as the future." *Jessamyn West*

"The summit of happiness is reached when a person is ready to be what he is." *Erasmus*

"More things grow in the garden than the gardener sows." *Spanish Proverb*

"People in distress will sometimes prefer a problem that is familiar to a solution that is not." *Neil Postman*

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Interesting Words

Minatory: (MIN-uh-tor-ee) Adjective
Threatening or menacing.

Cwm: (koom) Noun
A steep bowl shaped mountain basin. Also known as a cirque.

Adiaphorism: (ad-ee-AF-uh-riz-uh m) Noun
Tolerance or indifference, especially in the matters of religion.

Supplicatory: (SUH-pli-kuh-tor-ee) Adjective
Humbly pleading.

Pleiad: (PLEE-uh d) Noun
A group of brilliant persons or things. Many times there are seven involved.

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Claims

Example:

We are all used to using the terms features and then benefits. An even more enlightening term to try using is “claims”.

We recently held a review meeting with a client with a new process for functionalizing a material. The same client team had just flown in from a meeting on pharmaceutical excipients. Of course, they had been dealing with the issue of claims that could be made in the first project as that is a significant issue in pharma. We felt inspired to determine what claims could be made in the polymer process project and then took it a step further and generated key claims that their major customers could make. This was very revealing and caused the client to recognize the value pricing potential of their process with the marketing and sales people in attendance in complete agreement and commitment. We shared the results of this at a staff meeting just prior to a team attending an expert Forum. They also incorporated this issue of ‘claims’ into the agenda and it too generated very valuable positioning into the new products that were the Forum focus.

Lessons Learned:

We recognized the value of looking for ways that both our clients and their customers could make claims and this is very important to the value capture potential of new and old offerings alike. We took an informal poll within PARAGON that also represented close to a thousand projects. With the exceptions of food, pharma, and health products in general, no one could recall a project where there was any formal effort made to determine and market claims.

Some of the reasons are:

- Making claims requires additional testing and data developed to be able to support a claim.
- There is a delay in rolling out a new product while data is being compiled.
- Most industries have not recognized the value to making claims and, in the past, did not have the pricing pressure they do now.
- New technologies and products directed to more than one application or market may require separate claims and the effort may seem too onerous to go through.

Recommendations:

We recommend that “claims” be added to all checklists in our stage gate and other new business processes. We need to determine the claims that may be made and do so from the customer’s perspective. We then need to determine the value and value capture potential for the various claims and simply compare the costs to make the claim versus the value derived from being able to make the claim. (There may be some IP or IA potential in establishing a claim that provides additional sustainable competitive advantages.)

We further suggest that you look at this issue with an outside perspective and not simply using internal resources or even your existing customers. It could very well be that your customers don’t consider claims any more than you do unless it is

done for them, particularly when the ultimate value is further down the value chains than your customers are presently positioned.

Lastly we suggest an internal effort to emphasize “claims” that are both needed and can be made. Incorporate this into the sales meetings as well as R&D, marketing, IP, and other functions that should be involved.

In summary:

Claims are currency that can be cashed into new value contributions and it is an issue that is not being leveraged nearly as much as it can be. We have witnessed the value of doing so first hand and recommend that it is employed in the future. PARAGON will use this as another tool and hope our clients do so with and also independent of us.

As always:

We address many topics and most are at the request of readers, clients, and other business colleagues as this one was.

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 we 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 also will continue to focus on topics that the readers choose in almost all cases over ones we consider within our staff so please continue to send requests for topics that you want to have 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. This edition and three of the last Perspective topics were submitted by others. We know many consultants, company managers, and academics who have very solid and profound contributions they could make in future newsletters. We ask that it be from 600 to a 1000 words although that is not a ‘hard’ range. Let us know and we will gladly distribute your topic to the thousands of people on our distribution list. Also, we will agree that the copyright and ownership is kept by the contributor and that we only have a right to reproduce it in conjunction with this newsletter.

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Trivia

1. How does a gallon of gasoline create 18 pounds of carbon dioxide when it is burned when it only weighs 6 pounds before burning?

When a gallon (6 pounds) of gasoline is burned it destroys some of the carbon plus it releases a great deal of energy in the form of heat and pressure; yet, it ends up creating 18 pounds of carbon dioxide. The reason is simply because the remaining carbon combines with oxygen to form the CO₂ and the weight of the oxygen is higher per molecule; plus it combines with the carbon in a 2 to 1 ratio, thus, the byproduct is much heavier than the original fuel.

2. How many eggs does a queen bee lay in a day?

1500 or more.

3. How do the number of stars in the universe compare to the number of molecules in a single cubic inch of water?

There are about 70,000,000,000,000,000,000 stars which is only a fraction of the molecules found in a cubic inch of water.

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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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