

## *The* PARAGON Perspective

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### From the President

We wish our readers a very productive start to a prosperous 2012! It is hard to believe it but this is the 12<sup>th</sup> year for us at PARAGON. We are very, very grateful for the opportunity to have served our clients over those years and to continue to serve old and new ones in the years ahead.

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: **“Searching for the Magic Bullet.”**

Jack T. Peregrim  
Pres., PARAGON Development  
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### Paragon Update

After a somewhat slower January for new project starts, we are getting very busy with new starts and scheduled starts over the next 2 months. In general, projects seem to be delayed about 2 months past normal as budgeting and planning have been delayed in their organizations. We are rapidly catching up and that brings promise for a good year for revenues and projects.

Another good sign that the economy is getting healthier is that the projects are more about strategic platform growth over technology and product extensions.

January has seen an increase in project starts. Several were with very little notice which shows clients are moving quickly going into 2012. One other trend we have seen is the focus on using our Forums for cost control as much as for growth. About 40% of the projects to date are driven by business managers looking to confirm the value propositions for new technologies and products because of requests for large budget items from R&D and business development for testing, engineering, and commercial development.

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## Conferences

No conferences have been submitted to be included in this month's newsletter.

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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

High-pressure composite cylinders liners: A reader has a new and proprietary liner for high-pressure composite cylinders (Types 3 and 4 vessels) such as those used for compressed gases (CNG, H<sub>2</sub>, ANG). The liners reduce the cost by 40-50% from traditional aluminum liners and thus have potential for overall cost reduction of 20-25% in final cost of the vessels. There is no change required in manufacturing the vessels and no change in the pressure or other properties other than a weight reduction which is desirable. It is felt that this new liner can allow Type 3 & 4 composite vessels to compete much more favorably with steel vessels. Production quantities are available.

If interested contact: Jack Peregrim at (203) 288-4154 or [Peregrim@ParagonDevelopment.Com](mailto:Peregrim@ParagonDevelopment.Com)

Water bacteria detection: A client has a new proprietary product that allows rapid detection of bacteria in water. This technology can enable detection of contaminations due to a wide range of problems such as filter failures, pipe breaches, or contaminate dumping. There is a great deal of flexibility in application and alarms that allow the product to be used in a wide range of applications from industrial process to municipal drinking water.

If interested contact: Jack Peregrim at (203) 288-4154 or [Peregrim@ParagonDevelopment.Com](mailto:Peregrim@ParagonDevelopment.Com)

Halogen free, fire resistant, nontoxic polyolefin: One of our readers would like to present a new halogen free, fire resistant and non-toxic polyolefin. There is also a second one that has intumescent properties. Both have passed FAA test for approved use on commercial aircraft. Several polyester grades are also available for testing.

If interested please contact Ed Gregor at (01) (704) 442-1940

Disposable neck support pillow: A reader has a unique new product which addresses a quantified need for neck support with a single-use, disposable neck pillow with many applications. Examples could be for use in salons for shampooing or for massages. It addresses the problem of radiculopathy which studies have found to be a wide problem that causes short and long term neck problems. It is estimated that just the two applications above have market potential of 450-900 million per year in the U.S. alone. The product is also biodegradable and uses post-consumer waste polymers and materials. The company is looking for a downstream partner to work with.

Please contact Rick Jezzi at (01) (215) 839-6029 or [Rick@ADJezziAssoc.Com](mailto:Rick@ADJezziAssoc.Com).

New technologies sought for purity and personal protection: A materials and process systems client is looking to invest in new technologies that can fit broadly under either of two categories that they are committing to as platforms for major future expansion. They are personal protection and purification.

If interested contact: Jack Peregrim at (203) 288-4154 or [Peregrim@ParagonDevelopment.Com](mailto:Peregrim@ParagonDevelopment.Com)

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## Quotes of the Month

“A word to the wise is not necessary—it’s the stupid ones who need the advice.” *Bill Cosby*

“Progress is a nice motivator but change is the enemy.” *John Fitzgerald Kennedy*

“Change is inevitable, live for it or die with it.” *Jack T. Peregrin*

“Discipline is the bridge between goals and accomplishments.” *Jim Rohn*

“A great pleasure in life is doing what people say you cannot do.” *Walter Bagehot*

“A light heart lives long.” *William Shakespeare*

“Although the internet is an incredible asset much that is on it must be looked at with skepticism.” *Michelangelo posting on Facebook*

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## Interesting Words

**Gradgrind:** (GRAD-grynd) Noun  
Someone who is interested only in cold hard facts.

**Numinous:** (NOO-muh-nuhs) Adjective  
Supernatural, mysterious, or awe-inspiring.

**Redolent:** (RED-uhl-uhnt) Adjective  
1. Fragrant; smelling  
2. Suggestive; ruminiscent

**Stupefy:** (STOO-puh-fy) Verb  
1. To make someone so bored or tired as unable to think clearly.  
2. To amaze.

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## “Searching for the Magic Bullet”

### Background:

In the past year we have been involved in projects whose expectations were beyond reasonable. We certainly set large goals and are dedicated to achieve them but several clients have been dealing with objectives that are both audacious and with as much likelihood of success as winning a lottery. An example is a project where management has asked one person to spearhead an internal growth expansion with an objective of adding \$500 over 5 years with no new dedicated R&D unless funded by customers although they did promise to add a second person next year if a strong justification could be documented. Basically, one person (who is a new hire) is told they need to generate more new business than the total of any operating division in a short period of time and to do so without a budget or other resources to tap into. (They are using 1 Forum from their module package) And, this is an actual scenario that is extreme but analogous to many other situations that are a little more realistic but would not have a high percentage for success.

The person involved above has suggested that we comment in this forum but, she, of course, would like to remain anonymous.

### Recommendations:

The first thing is to recognize the unrealistic overall outcome and to focus on the objective in general which is large, step out growth into new areas. Once we get past the large, unreasonable number, we can recognize that accomplishing even a fraction of that number with one person will make anyone very valuable and a success. It is a matter of setting our personal/professional goals to overachieve then we can set a plan in motion to systematically succeed.

We will refrain from our comments and recommendations to the organizations’ management but limit our discussion to those given the assignments. In that ‘light’ we may suggest the following as approaches:

- Spend the first few weeks or months generating an understanding of core competencies and capabilities that could generate and protect competitive advantage in new areas. “What will allow us to ‘win’ in new areas?”
- Generate a list of market gaps and adjacencies. Qualify with research and decide on the top 2 or 3. Then do the same with applications which are different than markets and then do the same with products and/ or technologies. If there are overlaps then that should indicate a viable target for dedicated effort.
- Look at alternative business models and approaches such as partnering or alliance that allow your contribution to be the differentiation documented in the first step and have others provide the resources to transfer that into commercial development. An alternative business model may even be to look for external funding based on a solid business case and we have found this typically generates internal resources regardless what the original criteria was.
- Look at possibilities with a fresh perspective unconstrained by the existing operations and business structure. The glass may be half full doing this alone.
- Don’t focus on one or two potential opportunities but pursue as many as possible because it will be a ‘numbers game’ to ensure at least some substantial successes.
- Recognize that, regardless the original commitment of resources, organizations will fund the ‘right’ things once their value can be quantified. Pursue the projects with an expectation that the organization will look at NPV or other measures and back up your initiative at the appropriate time.
- Leverage as many internal people resources in an informal way. Network inside as well as outside the organization and be an internal sales person for the effort so others are motivated to contribute and support your initiatives.
- Keep positive about the potential for large successes and the fact that a large success will be a personal as well as professional success. Look at your ‘learning’ or knowledge gained plus the experience that could be invaluable at a later date or time in your career.

#### In summary:

Even with the recommendations above, we are not minimizing the difficulty of being involved in a growth project that is underfunded and also with audacious objectives. But, there is a large upside potential to be assigned to such an effort. When you exhibit ingenuity, motivation, innovation, loyalty, and commitment; you will be recognized and rewarded.

#### In closing:

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 to anyone with a development topic or an approach they would like to share. Many of you - consultants, company managers, and academics - have very solid and profound contributions that could be presented in future newsletters. 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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## Trivia

### **Why is salt put on icy roads? (Correction)**

*Last month we reproduced a brief explanation as to why salt is put on icy roads and we have had a reader send us a ‘correction’ to that explanation with a primary focus on how it works. (Thanks Chuck!) We are reproducing that explanation here.*

*A slight correction regarding the impact of salt on icy roads:* It actually has nothing to do with particles, but rather with the Gibbs free energy of mixing. This is the same reason that eutectic solders, e.g. SnPb (usually about 63/37 ratio), melts at a temperature ( $\sim 183$  °C) well below the independent melting points of Sn (231.9 °C) and Pb (327.5 °C). The Gibbs free energy of mixing, which results from the second law of thermodynamics that all things in the universe tend towards randomness, reduces the energy required for the phase change from solid to liquid and thus reduces the melting temperature. As was correctly presented in your trivia section, the salt **dissolves** into the ice and the resulting solution has a much higher Gibbs free energy thus requiring less additional energy in order for the ice to melt!!

### **What is the origin behind the internationally recognized 'peace symbol'?**

The modern peace sign with the straight vertical line in a circle and two downward sloping lines from that line is based on semaphore flags communications. This is a combination of the letters 'N' & 'D' that originally represented the words nuclear disarmament although its use has expanded in many ways since then.

Note: The last of the quotes above is a sarcastic spoof as I am sure everyone noticed but we enjoyed it and it was sent in by a reader so it was included with those that are 'legitimate' and have correct attributions. Hope you all enjoyed the humor.

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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](mailto:contact@paragondevelopment.com) and include the word SUBSCRIBE in the subject line or message. We will never sell your email address to others.

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