



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.

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 in response to a request for our perspective on networking and it is a repeat of one of those from the past which is directed to this topic.

Jack T. Peregrim
Pres., PARAGON Development
Peregrim@ParagonDevelopment.com

Paragon Update

We are very pleased to announce that we have an alliance with STRATEGYMARK to jointly work with clients on buy side small and mid-sized acquisitions. Our combined resources and experience bring the best aspects of deal brokers and consulting support in a cost effective way. STRATEGYMARK has a history of working in the chemical industry with private equity as well as stand-alone companies and divisions or business units within larger corporations. This mirrors PARAGON's experience as well and the further focus is on non bolt-on acquisitions. Our combined support will identify technologies, products, and then candidates that are complementary but new. Our organizations have collaborated on many projects over the past decade and this formalizes a specific focus on M&A. Additional information can be attained through either party with the main contacts being:

Jack Peregrim, PARAGON (203) 288-4154, Peregrim@ParagonDevelopment.com
Mike Brown, StrategyMark (302) 235-2217, Michael.D.Brown@StrategyMark.Com

PARAGON’s new mailing address is: PO Box 185490, Hamden, CT. 06518-0490. Please change your records.



We are seeing an increase in projects focused on platform growth with M&A as the primary vehicle to achieve that growth. Clients are telling us they would like to get ahead of the deal flow curve as it increases during economic recovery in the coming years.

Another area that has picked up is projects for new businesses and products, groups focused on bio based and other renewable resources. A number of new clients are struggling with meeting projections after they have made investments because the markets are slower in accepting the new products than was originally projected. We are helping them with a two-fold approach to identify opportunities beyond the original targets in addition to speeding up the time to market in the targets already being pursued.

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Conferences

The American Filtration & Separations Society Fall Conference
"Next Generation Filter Media; Embracing Change"
October 13-16, 2014
Hilton Rosemont, Chicago O'Hare Airport
<http://fall.afssociety.org>

Just send your posting to us and we will include it in future editions.

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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 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.

- A client has a new technology for converting cellulose polymers to glucose without enzymes. It is felt this will create efficient and cost effective processes in a wide variety of applications.

Please contact Beth Edwards at United Catalyst for additional information. Stewart@UnitedCatalyst.Com

- A client has new, patented bacteria for breaking down waste that is specially formulated for cold weather applications. These bacteria will break down waste and will grow at 4° C and lower offering functionality at temperatures that have no comparable alternative.

For more information contact: Tracy Finnegan at (630) 906-9791 or ELFEnvrimental@Aol.Com

Technologies of Interest

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

- A client is looking to make acquisitions in specialty materials as well as high value, differentiated additives and materials.
- A client is looking for new technologies for purifications with a focus on water used in industrial applications.
- A client is looking for new, novel, value-added technologies used in the production of active drugs.

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

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Quotes of the Month

"I cannot stress often enough that what science is all about is not proving things to be true but proving them to be false."
Lawrence M. Krauss

"Education is not the filling of a pail, but the lighting of a fire." *William Butler Yeats*

"Any life, no matter how long and complex it may be, is made up of a single moment--the moment in which a man finds out, once and for all, who he is." *Jorge Luis Borges*

"People are like stained glass windows; they sparkle and shine when the sun is out, but when the darkness sets in their true beauty is revealed only if there is light within." *Elisabeth Kubler-Ross*

"Just as appetite come by eating so work brings aspiration." *Igor Stravinsky*

"The power to define the situation is the ultimate power." *Jerry Rubin*

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Interesting Words

Hortatory: (HOR-tuh-tor-ee) Adjective
Strong urging.

Formiccate: (FOR-mi-kayt) Verb
1. To swarm with ants.
2. To crawl like ants.

Inspissate: (in-SPIS-ayt) Verb
To thicken or condense.

Gravitas: (GRAV-i-tas) Noun
Seriousness, dignity, or weightiness.

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"Networking"

Quote: "A smart person needs to know everything but a wise person knows everybody." *Jack T. Peregrin*

Background:

There are 2 basic types of knowledge we can acquire: that which we get that is written or seen from recordings and that which we get directly from others who have experience and/or have already learned from information compiled by others. We are in an information age that is so overwhelming that there is as much misinformation available as there is accurate and relevant information. In fact, we know more than a few people who write blogs (and even newsletters) with quite high levels of inaccuracy and bias creating a new interest in networking and an expansion of networks to share information and knowledge.

Five ways to be a better networker:

1. Expand your comfort zone. Actually you need to lose it! If you have a science, math, or technical background. Talk to people in marketing, sales, or branding. If you are at a conference and you see groups with similar people congregating, join the one that is the least likely on the surface as a fit for you. If you are young, join a group of older people or vice versa. If you are from a geographic region join people from another one. And, absolutely find those people who are in different backgrounds and disciplines. A good rule of thumb is that you should look for someone who would not want to network with you.

One other point is that studies say that 80-90% of us are more introverted than extroverted. But, extroverted people make the worst networkers because they may talk to more numbers of people but they tend to schmooze over really establishing relationships. And, it is harder to get them to listen than it is to get someone who is uncomfortable to engage in new ways with different people. The introverted have the advantage here.



2. Relationships are what you are after. Knowledge will come from the relationships. Not from physical proximity. Get to know the people and enjoy doing it. Once you get comfortable connecting on a personal level, you will feel better about yourself and you will also be bridging the gap between what you know and what you need to know.
3. Don't expect miracles. You will need a very thick skin because people will reject you more than they will accept you. But, just play the numbers game where you will find those 10-20 key contacts even if it took a hundred that didn't work out.
4. Be persistent. Be persistent in general in your networking and with individuals specifically. When you get rejected, the worst thing you can do is to feel uncomfortable about another attempt. Go right at it again and that way the rejection is felt over the shortest time. Also, many people do 'test' you to make sure you are sincere and truly do care about them. You might have to overcome an initial rejection but that will also put you in a good place because you will not have to share with all the people who gave up.
5. Grow and qualify your network constantly. The world is dynamic so you do not want a static network. Change things up and keep adding to it. And, keep improving it both in breadth and depth. Qualify the people in it. That will ensure that what you learn is accurate and the time to qualify this is before you actually need the knowledge. If you need an opinion on a topic and you ask someone for their perspective, you will get it and usually with authority whether it has a high or low level of relevance. But, if you had gotten to know them before you needed anything, then you will only ask the opinions of people whose judgment and information is of value.

Networking tips:

- Just joining others is only a first step. You are there to know them. After you know them you can learn what they know. Be open and transparent and that will be returned. Connect with them on a personal level first.
- Ask open ended questions. Don't ask questions that allow a yes or no answer.
- Have fun as you get to know someone. Ask something like: "What is the craziest thing you have seen at a conference like this?" "What do you like to do for fun?" If you could go back in time, what would you be doing instead of what you are now?" You can really learn more about them than people who have known them for years and you will enjoy doing it. And, have personal connection points.
- Change the balance of who say what by converting the conversation to one with higher and higher percentages of the other party contributing more and more while you become a 'studious listener'.
- Be honest. If you forget someone's name, don't try and fake it. Just ask again.
- Look to the future. The network you establish today is about future value much more than present.
- Be careful about having one or two 'go-to' people in an area. Keep expanding your network so that you can always have multiple opinions, perspectives, and support resources.

Quote: "Your mark in this world will be based in a large part by those who knew you." *Jack T. Peregrin*

In closing:

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.

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.

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. 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

Henrik Ibsen

The great playwright had a unique way to get inspiration. He hung a picture of fellow dramatist August Strindberg over his desk. When asked he said: "He is my mortal enemy and shall hang there and watch while I write."

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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.

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Your friends at:

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