



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.

First and foremost we wish all of our readers a very happy Holiday season no matter how you celebrate it. Our hopes for a joyous respite from our normal work responsibilities and that we connect with those we love in a caring and sharing way. Also that we are revitalized as we head into a prosperous 2015.

Besides our Holiday wishes, 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 **“Drag new projects with others”**. This is a very unusual contribution from a client who has asked for anonymity. We appreciate their contribution, perspective and willingness to share a successful project approach.

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.

Quarter 4 is setting up as possibly the busiest quarter in 5 years. The projects span many different objectives but one common thread stands out – a higher percentage than usual is focused on situations where the client has under-performing assets.

Note: Jack Peregrim has made an announcement that has created some confusion. He is organizing a Vistage CEO group in Connecticut and will chair its monthly meetings. This will not detract from or inhibit his responsibilities at PARAGON. More information regarding Vistage and its process can be found at: www.Vistage.com.

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Conferences

No December meetings have been sent to us for posting.

If you want to alert our readers about a meeting or conference of interest, just send us your posting 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 very promising development project by Aria Neurosciences is targeting a novel and important mechanism of action in Alzheimer's disease with initial, favorable findings. They are seeking investment, corporate partnership and/or out-licensing opportunities.

For more information please contact: Bijan Almassian at (203) 230-8596 or Balmassian@AriaNeurosciences.com

- 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 ELFEnvirnmental@Aol.Com

- A client has a 'drop-in' replacement for flexible PVC; highly fire resistant, non-detectable toxicity and low smoke generation for extrusion, calendaring, blown film, sheet or molding in a variety of durometers. Color matching available. R&D 100 recipient.

For more information contact: Ed Gregor at (803) 431-7427 or ecg@EGregor.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 interested in wearable sensors that are in preclinical stage where the sensor can be used as a triage tool in secondary and third world countries. The most important functions are blood pressure and glucose monitoring. This client has the software and process to use in conjunction with a sensing device that will allow healthcare providers



to prioritize conditions and treat those in need first. This is a very good cause and we hope someone reading this has a sensor that can be licensed or purchased.

- 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.
- A client is looking for new nylon enhancement technologies such as additive or copolymer technologies that add value to basic nylons.

If interested in any of these “Technologies of Interest”, please direct inquiries to Jack Peregrim, Peregrim@ParagonDevelopment.Com, (203) 288-4154

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Quotes of the Month

“Every man is guilty of all the good he didn’t do.” *Voltaire*

“There is no greatness where there is no simplicity....” *Leo Tolstoy*

“He who seeks rest finds boredom. He who seeks work finds rest.” *Dylan Thomas*

“Patience is also a form of action.” *Auguste Rodin*

“Don’t judge each day by the harvest you reap, but by the seeds you plant.” *Robert Louis Stevenson*

“The line of least resistance was always the most difficult line in the long run.” *Peter Cheyney*

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Interesting Words

Illaqueation: (ILL-uh-kwee-a-shun) Noun
The act of ensnaring or entrapping.

Longinquity: (Long-IN-kwi-tee) Noun
1. Remoteness or isolation.
2. Any vast distance in space or time.

Maffle: (mafəl) Verb
To stammer or stumble on your words.

Obambulate: (Oh-BAM-byoo-layt) Verb
To walk about.

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“Dragging new projects with others.”

Jack,

I appreciate your discretion in not identifying my company or name due to the sensitivity of our approach although we are all dedicated and loyal to our company and are doing what we know is best. We read your newsletter and enjoy the perspectives and would like to share one that we employ that we haven’t seen covered before.

As background for your readers, we are a small group responsible for new projects in a business unit of a large, global organization. And, because we are so large we have very regimented new product processes modeled after stage-gate but developed uniquely for our company. The issue is that it can set hurdles and requirements that frustrate some new projects because the time necessary in the early stages makes taking on new projects to be more difficult than we want to take on with our other projects that already need complete attention.

Our solution is to combine new projects into old ones or bundle them so we can work on new things based on approval of the old ones. An example is a project we have with a product that is oriented toward a series of applications that cover multiple market segments. We had a new product that could fit one of the segments and we ‘refocused’ the project to be applications



focused instead of the original approval for a new product project. Thus, we quickly increase the time to market for the second product and increase the overall project potential so it will be a larger success than projected. We have done this a number of times with measured results and it enables us to keep the number of projects at a manageable number while allowing us to focus more on the projects' development than on initiating approvals.

Hopefully this could help readers of your newsletter to use a similar approach and help make their project management more efficient and effective.

Editor's note:

We appreciate this month's contribution. We might have suggested it be titled: "Portfolios within projects", which is opposite of how we typically look at things. Our thanks again.

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

Michelangelo

The figures Michelangelo completed for Pope Clement VII represent the members of the family in highly idealized form. Someone remarked at the lack of realism and Michelangelo replied: "Who will care, in a thousand years' time, whether these are the feature or not."

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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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