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Hexagon Innovating

*Driving growth by
optimizing innovation efforts*

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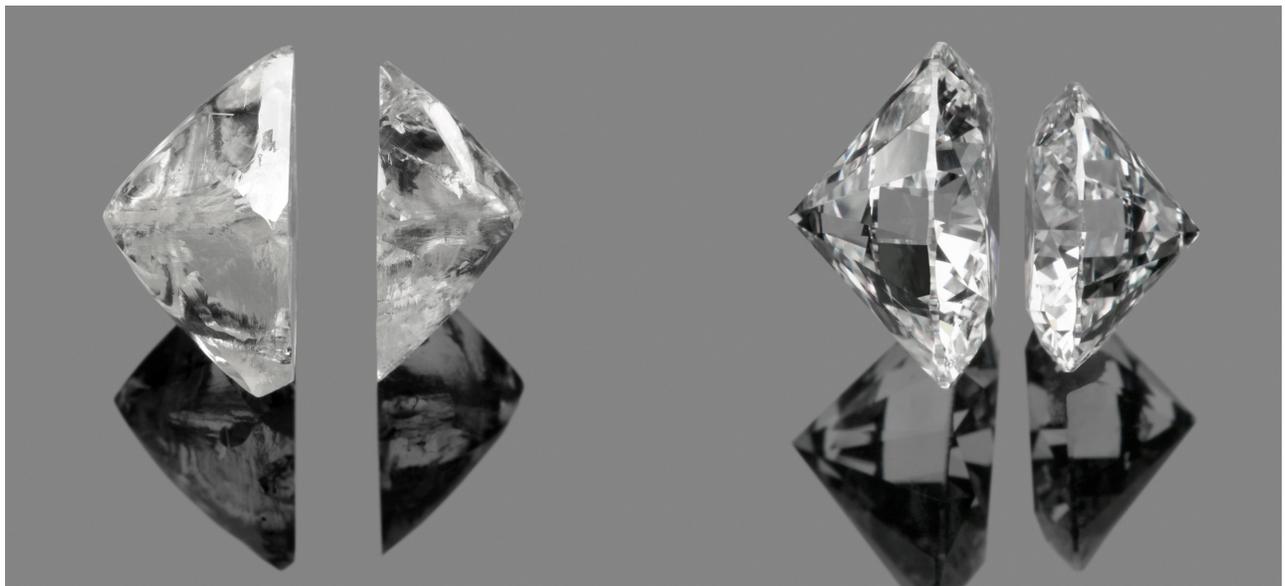
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"Better a diamond with a flaw than a pebble without." Confucius

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A COMPARISON OF MANUFACTURING DIAMONDS & BUSINESS INNOVATION

<p>Finding or mining diamond rough:</p> <ul style="list-style-type: none">- Develop an approach/approaches.- Conduct geological research and exploration.- Acquire mineral/ mining rights.- Start extracting.	<p>Identifying problems or opportunities:</p> <ul style="list-style-type: none">- Observe one's environment and trends.- Identify potential approaches/solutions/ innovations.- Explore and conduct preliminary research on these potential innovations.
<p>Sorting and selecting the diamond rough:</p> <ul style="list-style-type: none">- Look for high potential value (size, shape, colour, clarity) relative to the costs and risks.	<p>Sorting and selecting the innovation project:</p> <ul style="list-style-type: none">- Identify the one/ones that offer high value (revenue, profit, cost savings, growth, survival benefits) while considering their probability of success.



Analyzing and marking the diamond rough:

- Considering the shape and crystal structure, an expert will develop a cutting plan that will maximize the value.

Analyzing and planning the project:

- Prepare a draft plan that identifies the key questions, issues and potential hurdles.
- Conduct preliminary research including seeking expert opinions.

Cleaving and/or sawing the rough crystal:

- Take the first step to shaping the diamond rough.

Executing the initial steps and experiments:

- Where feasible, test the key/critical assumptions (prototyping, costing, market and customer research).

Bruting and polishing the facets:

- Continue to work on the material employing a variety of methods and tools iteratively until it reaches its final finished/polished form.

Researching and developing detailed plans:

- Develop an extensive business plan that examines and integrates the technical, commercial, financial and operational aspects of the project, identifies the risks and the project plan/initial steps going forward.
- This is an iterative process that continues beyond the initial “sale”.

Presenting and selling the polished diamond:

- Price and display the diamond.

Presenting and selling the “polished” project:

- Pitch the project to internal senior management and/or external investors for approval and funding support.

Hexagon Innovating can assist you in finding, sorting and polishing rough diamonds (innovative opportunities) in order to optimize their value and probability of success.



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