

BRIEFS

Waypoints Release 11.1 ... January 20, 2006

What's *Waypoints Briefs*?

Waypoints is now subscription-only. We will be sending those of you who are on our original Beta list but who have not yet subscribed a quick 2-page *Waypoints Briefs*, which will give you a quick upshot on what's in the current release of *Waypoints*.

We'd love for you to subscribe to *Waypoints* and join us on our journey to make sense of the sometimes overwhelming and confusing world of global tech, telecom and media.

To join, simply email: davidh@coburnventures.com, and we'll get you all set up ... or visit us at www.coburnventures.com...

“Despite the best efforts of remarkably talented people, most attempts to create successful new products fail. Over 60% of all new-product development efforts are scuttled before they ever reach the market. Of the 40% that do see the light of the day, 40% fail to become profitable and are withdrawn from the market. By the time you add it all up, three-quarters of the money spent in product development investment results in products that do not succeed commercially...” Clay Christiansen, Innovator's Solution

In *Waypoints 11.0* this week:

- **About Change:** The Change Function and Implications of the Digital Demographic Revolution
- **Stocks in Focus:** We apply our four step investment process to Newspapers and Satellite Navigation.
 - **Newspapers:** Who is most vulnerable to the secular decay hitting the newspaper industry? We look at revenue mix profiles, valuation and growth estimates for six companies in the group.
 - **Navteq:** How does satellite navigation fit into our Digital Demographic Revolution theme? And what do we find when we dig into Navteq's model?
- **Upcoming Catalysts:** Tons of earnings, but for our portfolio's purposes, we'll be keyed on TI, Qualcomm, Corning, and Verizon's analyst day.
- **Always-On → ViivaVa Las Vegas. Why the Consumer Electronics Show doesn't matter ... full blog available at www.alwayson-network.com**

To Subscribe to *Waypoints*:

Please visit:
www.coburnventures.com

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email:
davidh@coburnventures.com

“Research Fellow of the week”

Joy Tang



Joy Tang is dedicated to the unity and transformation of the global village. An active participant to build sustainable model for global growth, she creates framework and strategies to involve the global resources to form 'dignified digital communities' -- - a community empowered by a platform where knowledge could be shared to uphold and reflect the highest version of each individual's growth via Information Communication Technology

...more on Joy at...
[...http://www.coburnventures.com/Research_Fellows/Index.html](http://www.coburnventures.com/Research_Fellows/Index.html)

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What's Pip reading?



Title: *A River Sutra*

Author: Gita Mehta

Pip's Take: *"A recommendation from Terry Pearce. I find eastern-based novels helpful in expanding my sense of the world as holistic.. I keep a steady diet since linear thinking doesn't seem to get us very far at all and will likely be further discredited during the next two decades"*

Next Book: *The Clash of Civilizations* by Samuel Huntington

Last Week's Always On:

From Couch Potatoes to Mashed Potatoes ...

"In the past six years, of all the presentations on 'next gen' technology that I've encountered, none were so uninteresting as the one I saw on Autonomic Computing — except perhaps the one I suffered thru on the Digital Home.

The Digital Home, as in sensors that heroically turn light and heat on and off as you enter and exit rooms in your home. Big deal — zero crisis in our Change Function framework.

In more common parlance, the Digital Home was about the Entertainment PC. No thanks here in 2001-2006! Or it might be all about getting rid of that dratted thicket of wires connecting old-fangled entertainment devices like equalizers! Low crisis....

When the industry said 'Digital Home' the consumer thought 'complicated home' — YUCK" ...pip ... alwayson-network.com, wk ending January 6th

Coburn Ventures' Research and Change Fellows

Arnie Berman - aberman@tech-focus.net
Dave Burstein - daveb@dslprime.com
Jennifer Corriero - jenergy@takingitglobal.org
Steve Crandall - scrandall@omenti.com
Adam DeVito - adevito@bigboing.com
John Dillon - jdillon@navis.com
Howard Greenstein - howard@howardgreenstein.com
Dewayne Hendricks - dewayne@warpspeed.com
JC Herz - jnhq@yahoo.com
Eric Hopkins - eric@erichopkins.com
David Isenberg - isen@isen.com
Carl Johnson - infras@infras.com
Zachary Karabell - zkarabell@alger-ny.com
Polly LaBarre - polly@bbridge.net
Grant McCracken - grant27@gmail.com
Jerry Michalski - jerry@sociate.com
Andrew Odlyzko - odlyzko@dtc.umn.edu
Paul Pangaro - pan@pangaro.com
Timothy Prickett Morgan - timp@computerwire.com
Josh Wolfe - josh.wolfe@luxcapital.com
Esme Vos - esme@muniwireless.com
Keith Yamashita - keith@stoneyamashita.com
Joy Tang - joy@onevillage.biz