

Armen Mikhail Moskvitin
947 W 30th Street, Los Angeles, CA. 90007
Phone: (914)-500-7406
Email: amoskvit@usc.edu

October 27, 2015

Eric Rose
President
Pinnacle Product Innovation, Inc.
18375 Ventura Blvd. #742
Tarzana, CA 91356-4218
eric@ericpaulrose.com

Dear Mr. Eric Rose,

My name is Armen Moskvitin and I am a Business major with an emphasis in Entrepreneurship and Finance. I would like to sincerely thank you for taking time out of your busy schedule to share your entrepreneurial journey with our class this past Thursday. I learned about the three keys to successful new products which was very helpful as I am interested in product creation.

I learned that the number one reasons startups fail is that the market does not need the product. This goes to show the importance of customer validation in the early stages of product development, and understanding the SET trends that you mentioned. Also, when reviewing your competition it is important to look at what intellectual property they have published, as there might be specific barriers to entering that product market.

A very important lesson I got out of your talk was the Technical Feasibility part, specifically related to your experience with Alibaba. You spoke about the independent surveys on the factories that you sent out to 15 potential suppliers, 6 came back as viable suppliers and you went out to China to do your due diligence and found one company that matched what you're looking for perfectly. This was very helpful because I am in the beginning stages of using Alibaba and want to continue to learn how to use it as safely as possible.

I would like to thank you again for sharing your 3 keys to successful new products (Marketability, Technical Feasibility, and Protectability) as it will help me while I go through the stages of creating my own product.

Sincerely,

Armen Moskvitin



Patrick Henry, USC Assistant Professor,
Co-Founder at Trojan Seeds; Marshall School of Business
with Eric P. Rose, NPDP, MBA after his guest lecture on November 5, 2015