

# Doing big deals while pinching pennies

SUCCEEDING WITH THE LEAN STARTUP MODEL

**Steven Ladd**

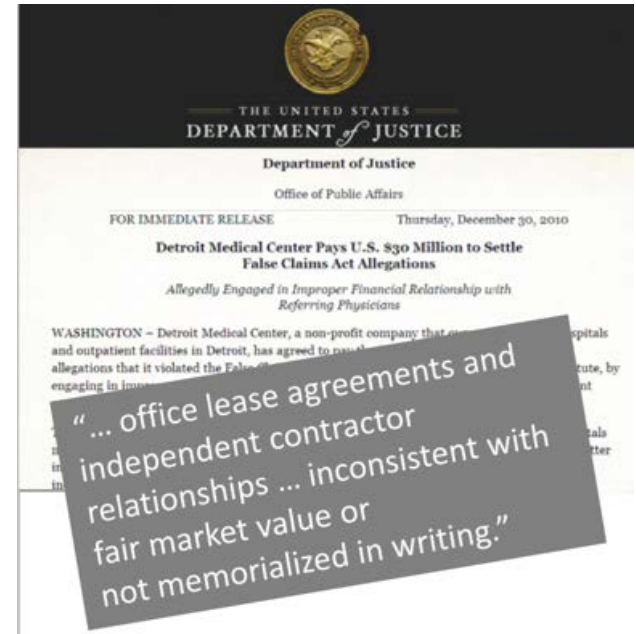
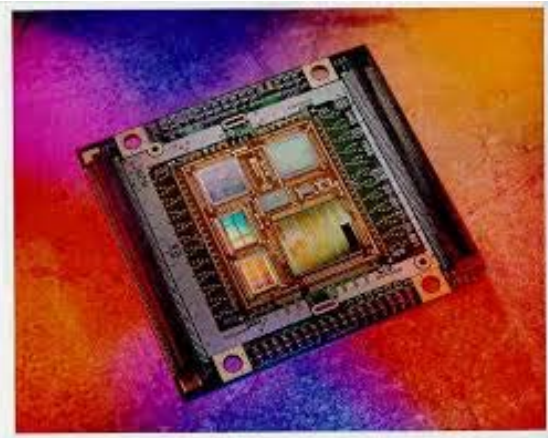
Co-Founder  
Primacea, Inc.

March 1, 2016

# Formula for lean startups?

- 1 Find a painful problem
- 2 Get orders
- 3 Solve problems for real customers
- 4 Save cash
- 5 Partner to grow

# Find a painful problem



US00827020B1

(12) **United States Patent** (10) **Patent No.:** **US 8,270,720 B1**  
**Ladd et al.** (45) **Date of Patent:** **Sep. 18, 2012**

(54) **METHOD AND SYSTEM FOR SECURE DATA ENTRY** (56) **References Cited**

(75) **Inventors:** Steven Kif Ladd, North Andover, MA (US); Mark Andrew Robinson, Arkham, NH (US); Deepankar Sengul, Winstoning, MA (US); Dilnawaj Ahmed, Bangalore (IN)

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(\* ) **Notice:** Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 953 days.

(21) **Appl. No.:** 11/768,201

(22) **Filed:** Feb. 28, 2007

**Related U.S. Application Data**

(60) **Provisional application No. 60/775,239, filed on Feb. 21, 2006.**

(51) **Int. Cl.** G06K 9/46 (2006.01)

(52) **U.S. Cl.** 382/190, 705/31, 715/273

(58) **Field of Classification Search** 382/176, 382/181, 365, 190, 707/100, 705/31, 706/100, 715/273

See application file for complete search history.

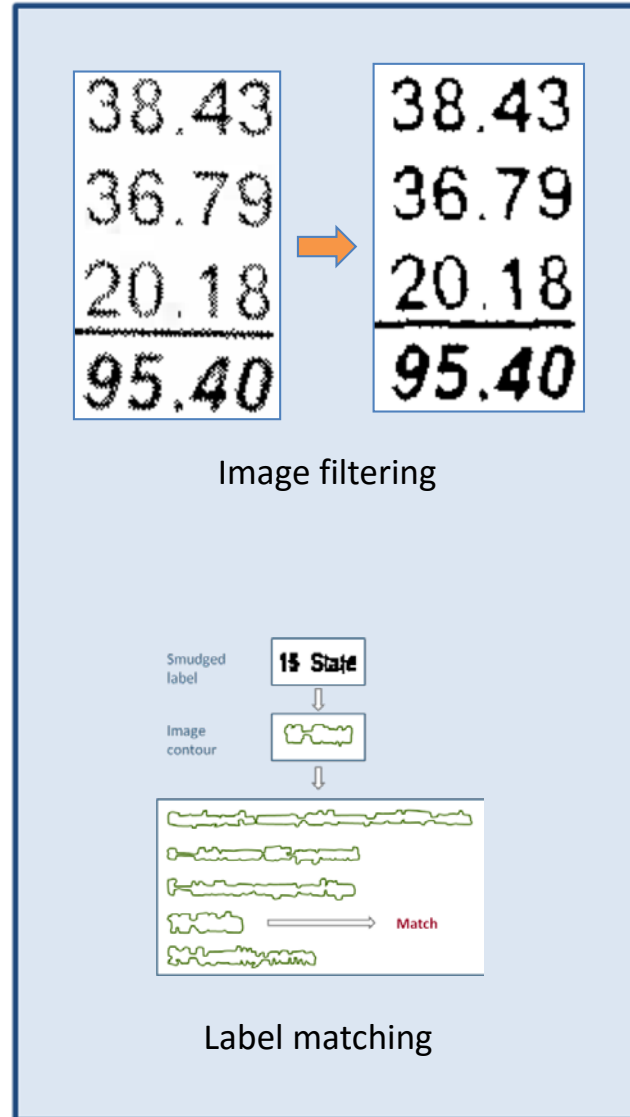
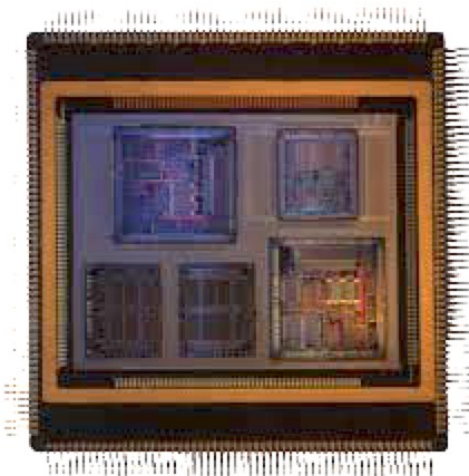
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**ABSTRACT**

The present invention includes a method of secure data entry that enables complex data entry work to be performed by unskilled workers that results in data entry with higher productivity, higher quality and higher security than data entry performed by highly skilled workers. The invention identifies data fields on an electronic image of an identified input page, sequences identified data field images, and individually displays data field images for manual data entry. The invention also provides for extracting data from a data field image and displaying extracted data along with the corresponding data field image for approval or correction. Sequenced data field images are optionally rendered or randomized for display and manual entry.

**17 Claims, 2 Drawing Sheets**

# Get orders and solve real problems



## Open Payments

ROBERT CALIFF  
2100 Erwin Rd  
Durham, NC 27705-3941

Specialty:  
Allopathic & Osteopathic Physicians/Internal Medicine, Cardiovascular Disease

Summary Information for Program Year 2014

\$29,549.33 Total General Payments	29 Total General Transactions	N/A Total Amount Invested	0 Total Invested Transactions
N/A Total Research Payments	0 Total Research Transactions	N/A Total Value of Interest	

Change Program Year: 2014

# Save money and partner to grow



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