

12/18/09 - When a Value Prop Cost exceeds its Value

Ok. That is cool. A little unsettling from a security POV ? but cool.

But it costs \$200 ? \$300!

So ? this is a cool idea that is Innovative and even a little Wow! (Inspiring) ? but does its utility (Indispensability) pass a common-sense cost/benefit test?

That is the question.