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DEVELOPING A NEW PASTA (THE CASCATELLI STORY):

ESSENTIAL PRODUCT DEVELOPMENT LESSONS FOR THE CHEMICAL INDUSTRY

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[See mjphd.net](http://mjphd.net) for more information

article on Cascatelli appeared in ACS Industry Matters newsletter



Spaghetti Sucks





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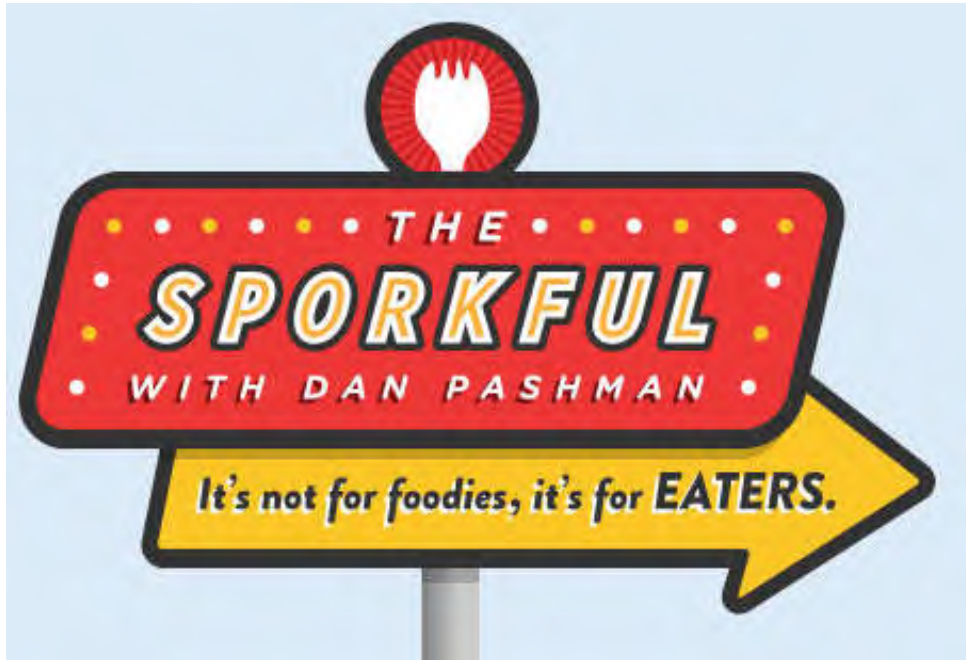
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ABOUT US



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SM



credit: sporkful.com



Dan Pashman

credit: Scott Gordon Bleicher

Dan did research.

He studied all the types of pasta



credit: sporkful.com

One important step in most product development stories is doing some kind of voice of the customer.

Dan didn't yet have a product.

He relied on expert opinions.



Dan consulted two pools of experts

Culinary experts

Pasta experts – folks with knowledge of production.



Some comments on invention. Can be by chance; can be because of an effort against a target.

Cascatelli is an example of going after a target.

serendipity

serendipity is making happy,
lucky, unexpected discoveries

zemblanity

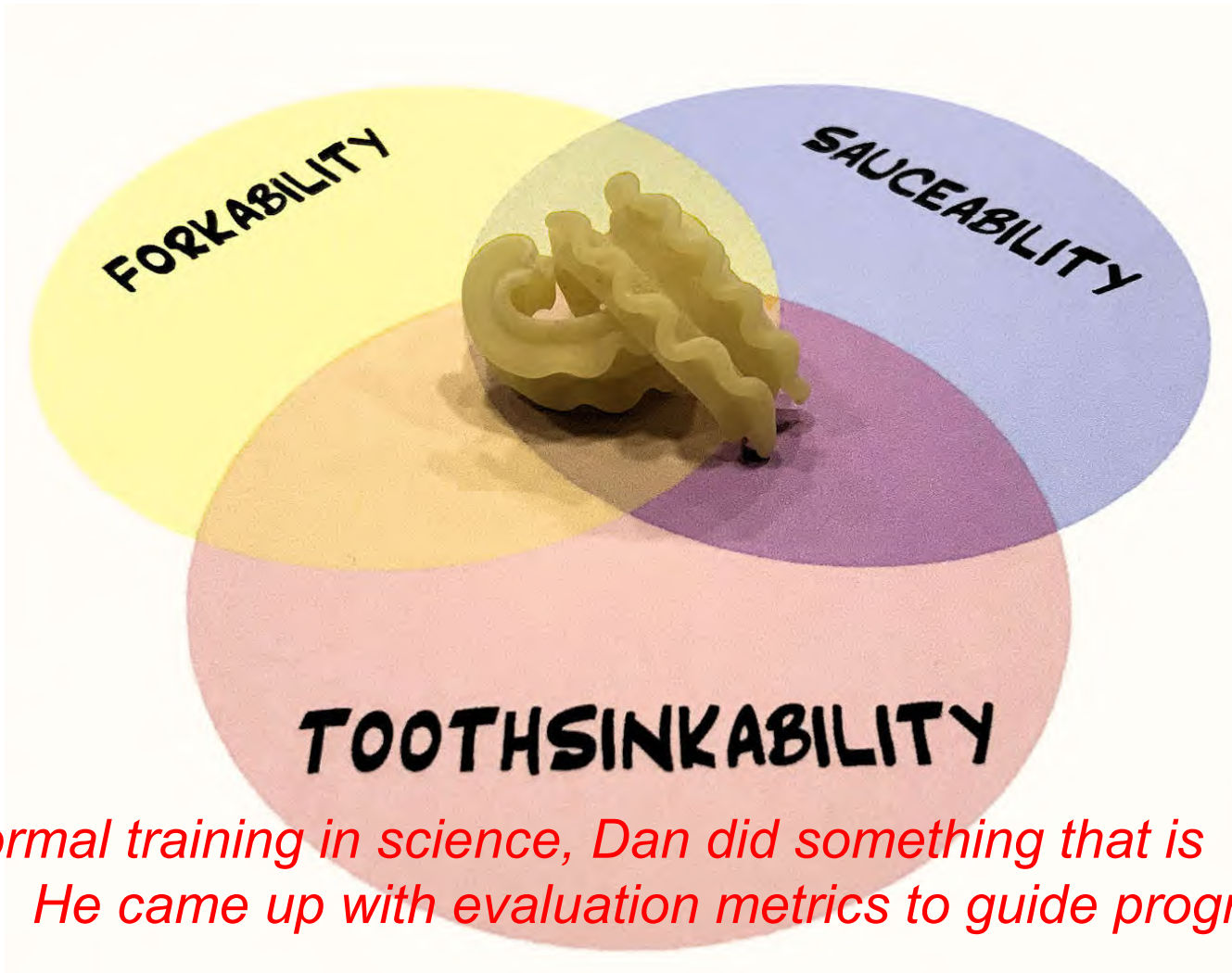
zemblanity is the opposite, making
unhappy, unlucky and expected
discoveries by design



credit: Dan Pashman

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Without formal training in science, Dan did something that is important. He came up with evaluation metrics to guide progress.

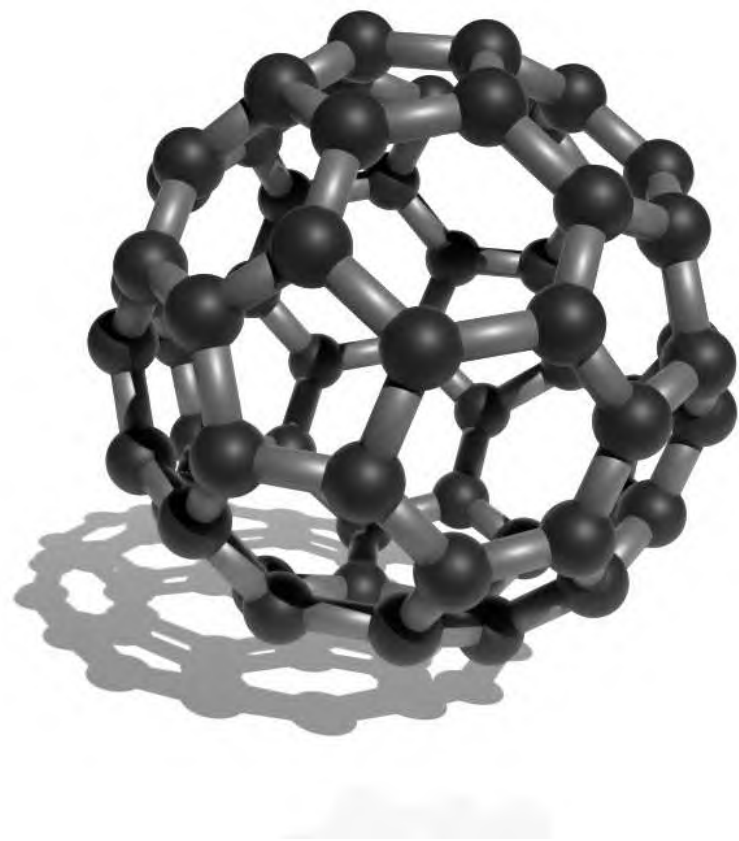
Some comments on invention versus innovation.

Invention 

Invention is related to discovery.
It is the realization something is possible.

INNOVATION

innovation is when something is
made useful. It requires both
reduction to practice and impact.



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Dan consulted two pools of experts

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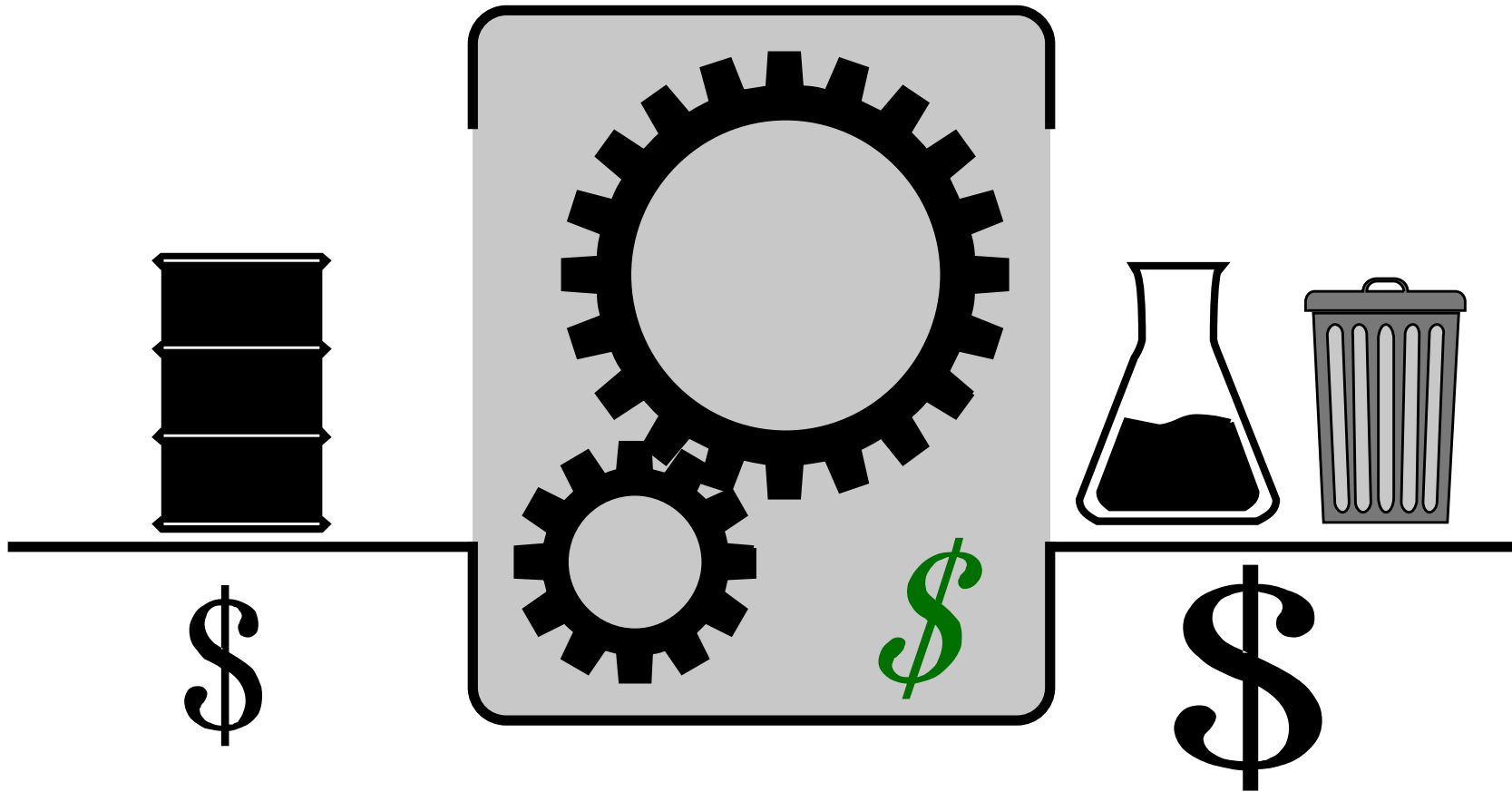
Dan's experts were initially critics.

They failed to see the opportunity.

They saw many difficulties.



SIMPLIFIED INDUSTRIAL PRODUCTION



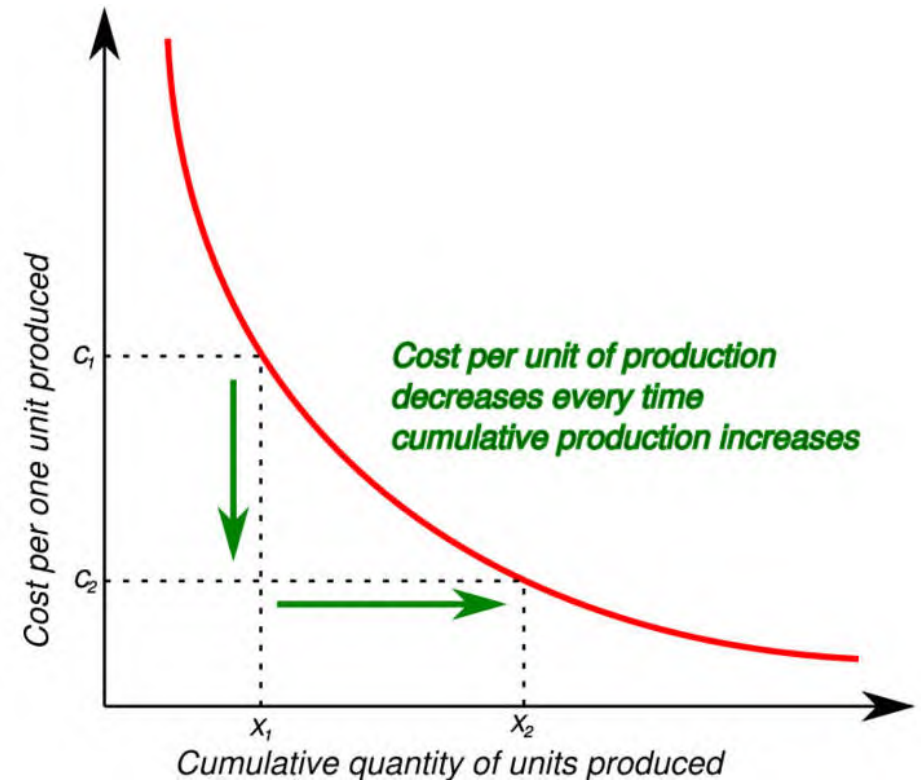
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WAYS TO REDUCE CAPITAL EXPENSE

Scale



Experience



SCALE MOST OFTEN WINS



If you are moving mass around, scale reduces cost faster than experience.

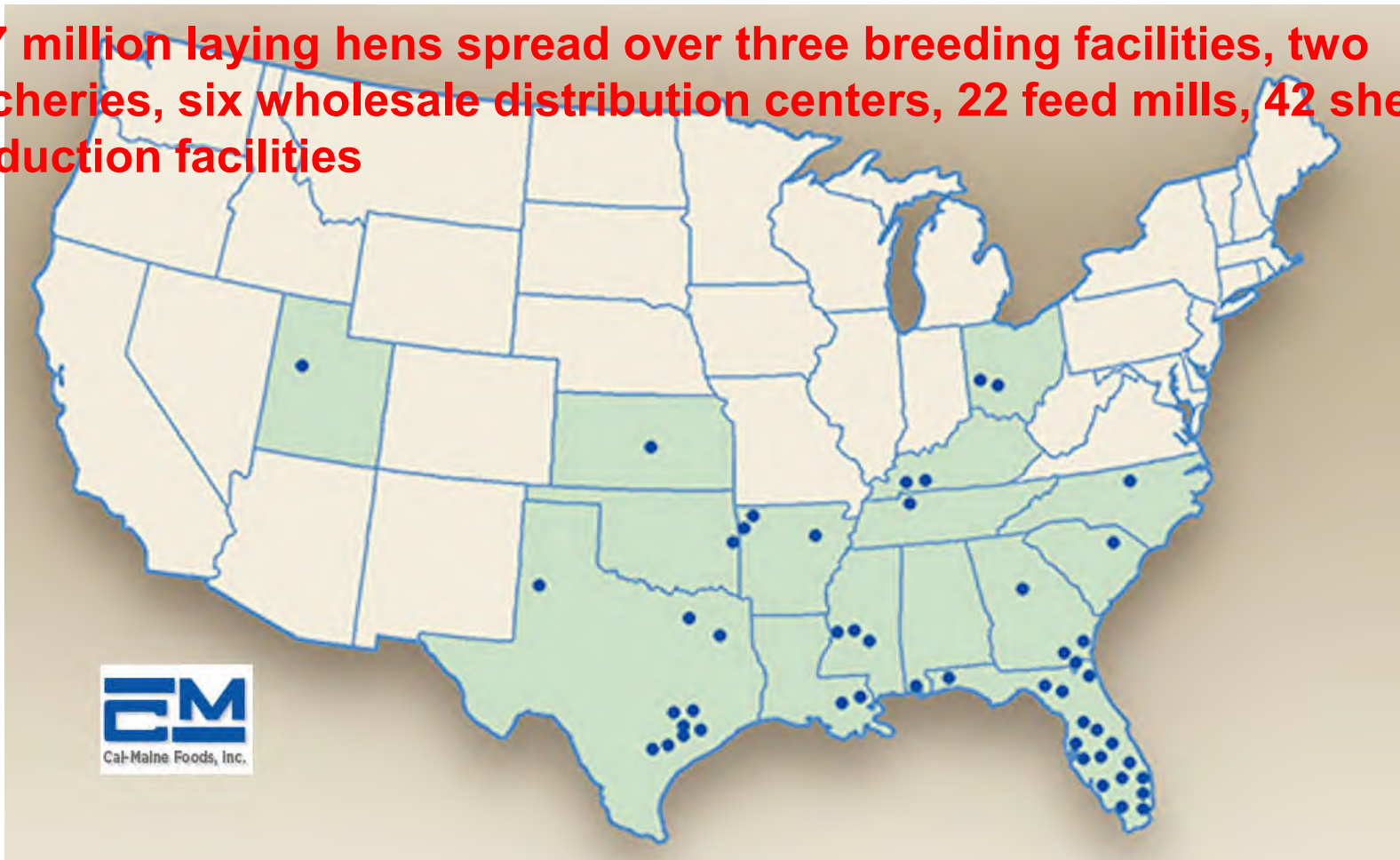
THE EGG PRODUCTION UNIT



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LARGEST US EGG PRODUCER: CAL-MAINE FOODS

42.7 million laying hens spread over three breeding facilities, two hatcheries, six wholesale distribution centers, 22 feed mills, 42 shell egg production facilities



SMALL SCALE PRODUCTION IS INEFFICIENT





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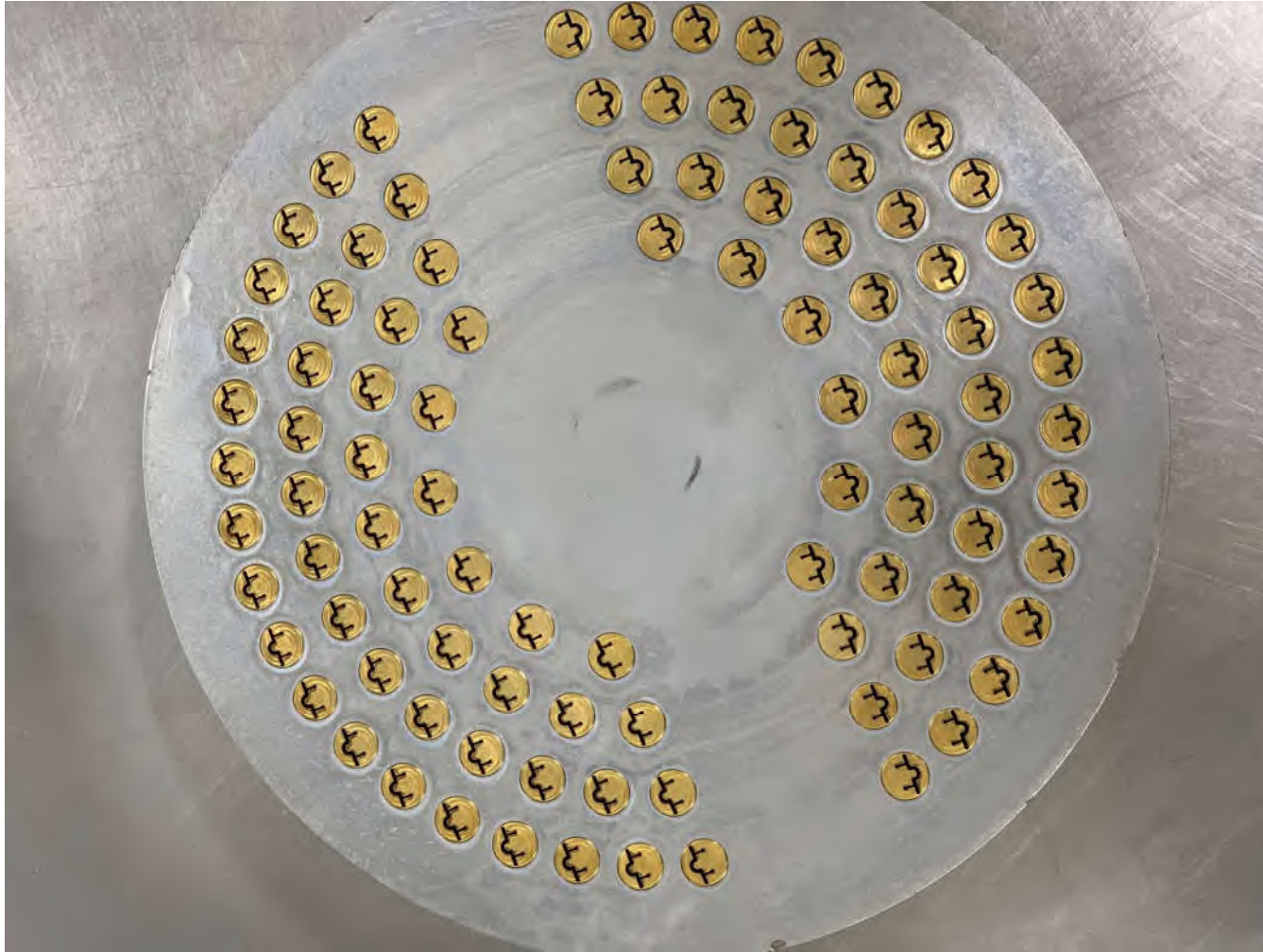
EXPANDING FROM SIMPLE IDEA TO A BUSINESS OPPORTUNITY

- What product or service will your business provide?
- What value are you providing?
- What problem are you solving?
- How is your solution different/advantaged over what is known/in the market?
- **Is there a customer who agrees this is a problem worth solving and thinks it is valuable?**

NINE KEY TOPICS TO BUILD A BUSINESS CASE

1. Customer Segments
2. Value Proposition
3. Channel to Market
4. Customer Relationships
5. Revenue Streams
6. Key Resources
7. Key Activities
8. Key Partnerships
9. Cost Structure

Alex Osterwalder Business Model Canvas





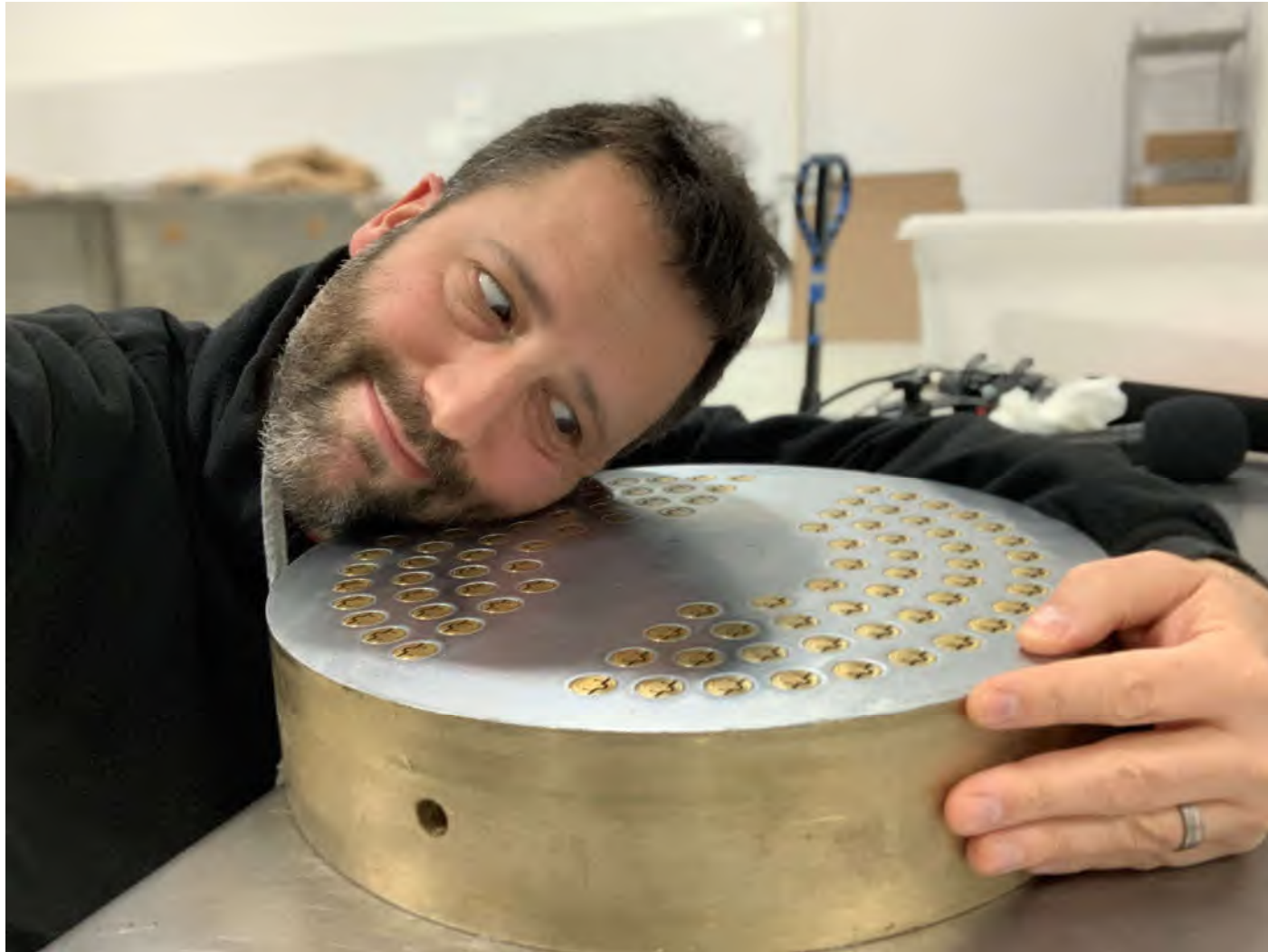
credit: Dan Pashman

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PASTA

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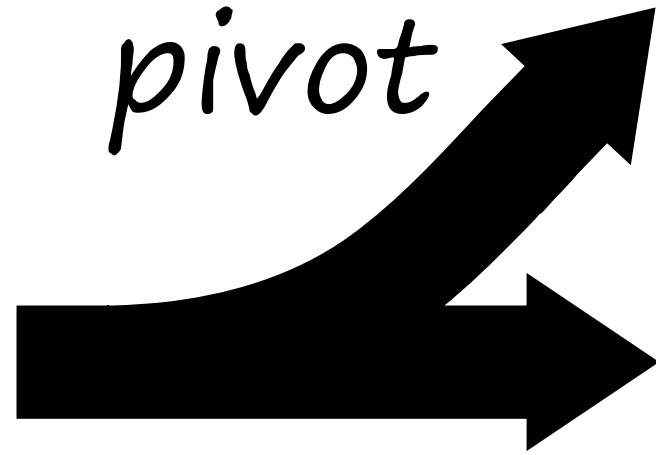


A BRAND NEW PASTA SHAPE

NET WT. 16 OZ (454g)



plan



pivot



credit: Dan Pashman

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credit: Dan Pashman

Sobering Thought



Failure



Sunk Cost Fallacy



Opportunity Cost Fallacy





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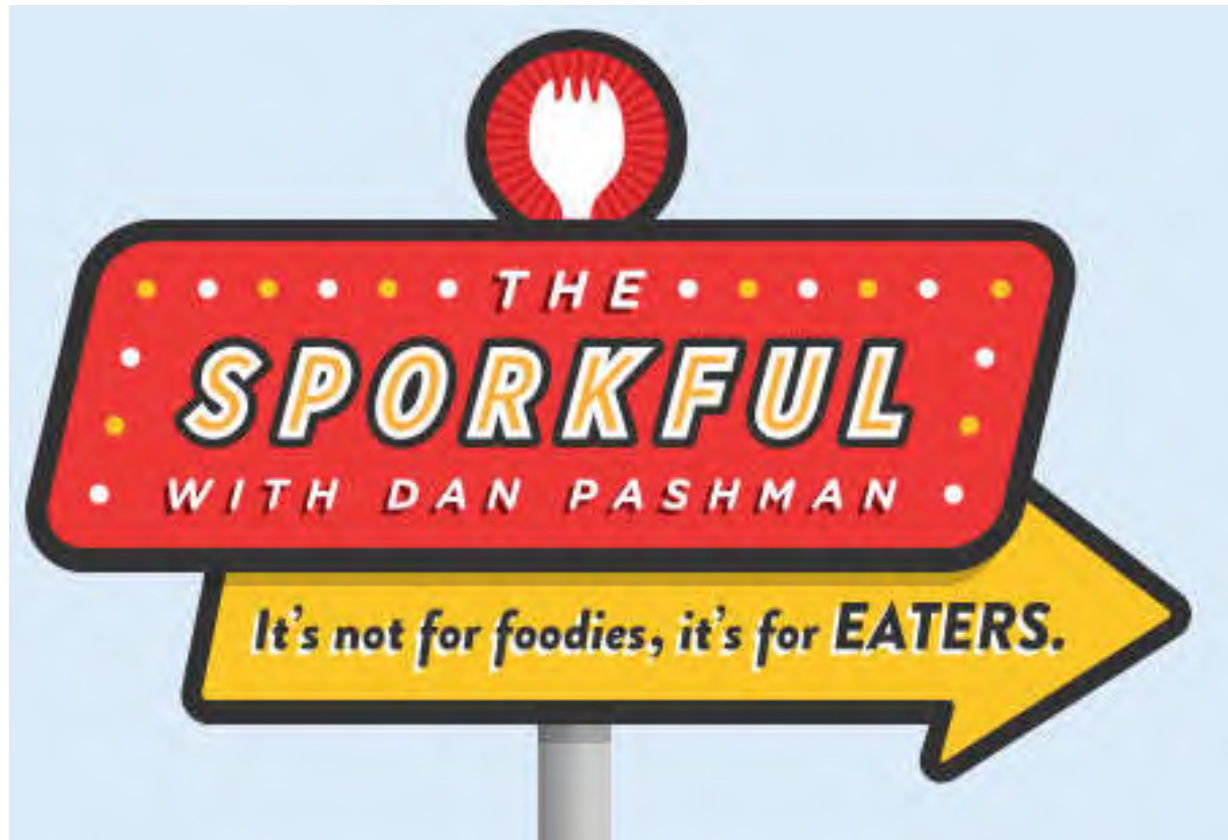
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credit: sporkful.com

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- Safia Mohamed

see mjphd.net for presentations and writing by Mark Jones



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