

2023 Immersion Week

Project Management Case Study: The First Stage - Development



The company: Nonpareil, Inc. (pronounced naan-pr-eh)
**NOTE: "Nonpareil" means having no match or equal; unrivaled.

Number of employees: 5

Location: Cary, NC

References:

5 Worst Spots for Hunger



Understanding America's Rural and Urban Food Deserts:



Food Insecurity in America:



United Nations – Food:



Nonpareil is a start-up that began two years ago with just five employees who met during graduate school at NC State University. They met during an Immersion Week experience offered through the university's Graduate School and became friends through that experience. Their discipline areas vary with expertise in agriculture, engineering, biology chemistry, and business. While out one evening together during their Immersion Week experience, they discussed their interests in solving "grand challenges" that impact third world countries and regions of the United States that seem to have problems with hunger. One of the friends is originally from Sierra Leone and his family members back home continue to suffer from food shortages and high inflation. Another of the friends is from East Carroll Parish, Louisiana, where she experienced hunger as a child and continues to hear about how children there lack healthy food and consistent meals. The friend whose discipline area is in agriculture has shared concerns about food shortages and the number of food "deserts" across the United States. He is the person who convinced the other four friends to start Nonpareil, Inc. as a way to combine their areas of expertise to address their common interests in getting healthy, fresh food to those who do not have access to it.

Nonpareil, Inc. has been working to obtain a grant to help create and implement a way to transport fresh food from farms (vegetables and fruits) to areas in the United States and Middle Africa. The five Nonpareil, Inc. employees believe they have the skillsets (agriculture, engineering, biology, chemistry and business) to address the challenge of keeping food from spoiling so that it can get to the people in food deserts and remote regions. Nonpareil's vision of "Food for All, No Matter the Distance" has caught the attention of Bayer who has granted Nonpareil a \$1 million grant to make their vision a reality.

In this first stage of DEVELOPMENT, discuss with your team:

- How would you define the scope of the project?
- What idea(s) need to be generated at this point?
- What do you need to do to create the product that fulfills the vision of Nonpareil, Inc.?
- Who needs to be involved in the development stage?
- How will you assign roles and tasks in this stage of the project?
- Are you needing any additional expertise at this point to make your way through the development stage?
- Identify your product and name it.

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Project Management Case Study: The Second Stage - Introduction



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In this second stage of INTRODUCTION, discuss with your team:

- For whom did you develop this Nonpareil product?
- Why did you develop it? (Clue: think back to Nonpareil's vision)
- How will you identify your potential customers/clients?
- What do you need to do to inform your potential clients/customers about Nonpareil's new product?
- Who do you need involved at this phase of the project?

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Project Management Case Study: The Third Stage - Growth



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In this third stage of GROWTH, discuss with your team:

- How would you determine the next course of action for your product?
- What type of project would need to be undertaken in the "growth" phase?
- Who else do you think could benefit from utilizing the product you have created? How would you approach them - now that the product has been on the market for a while?
- Who else would need to be involved in this product life cycle phase besides the current members of your team?

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Project Management Case Study: The Fourth Stage - Maturity



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In this fourth stage of MATURITY, discuss with your team:

- How would you be able to tell that the Nonpareil product is in the maturity phase?
- How do you envision contributing your talents in the maturity phase of Nonpareil's product?
- What sort of expertise do you think is needed at this point in the product life cycle?
- What type(s) of project(s) would be needed at this phase?
- What sorts of decisions would need to be made at this point and by whom?
- Share with your team highlights of what you have learned from the discussions you all have had these past four days.