

A take on:

## **HEXCLAD**

*The risk is the reward.*

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- After a major car accident renders an aspiring actor unemployed, he reluctantly turns to selling kitchen appliances to make ends meet, but then discovers his calling and strives to revolutionize cook ware for the future generation.

The success of HexClad, the only true hybrid cookware designed to last a lifetime can be defined by the vigilance of CEO and Co-Founder, Danny Winer, our protagonist whose triumph is the result of intuition and opportunity. This dramatic narrative chronicling a 20-year uphill battle of a young man discovering his purpose in the world inspires the reemergence of the American Dream and conveys the theme of risk tolerance.

“It does not matter how slowly you go as long as you do not stop.” – Confucius

Think, the man’s man tonality of *War Dogs* (2016) meets the futurist mindfulness of *Super Pumped* (2022).

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We open in the mid-1990s and meet DANNY, a young Jewish/Irish dishwasher for a high-end restaurant in LA. It is clear he cares about the equipment as he scrubs each pot and pan with care. The head chef scolds him for falling behind on the mountain of dishes in the sink pit. His replacement finally shows up and Danny dashes out hoping he will not be late to his audition. He is a struggling actor who recently graduated from NYU, which is not doing him any favors in front of the casting directors. This routine of dashing out and not being watchful to one’s surroundings causes Danny to get into a major car accident rendering him with a back brace and cane. This quickly prohibits him from going to auditions and leads him into a depression. However, through the tough love of his family, he takes a job as a kitchen appliance salesman to hopefully support his dream of stardom.

On the sales floor, Danny starts off reluctant, but finds he is instinctively good at sales and forming relationships with vendors. This yields attention from the higherups in the company who quickly promote him to the VP of sales. A few years go by and we meet an older Danny living a comfortable life where he learns the good, the bad, and the ugly of the kitchenware business alongside his friend, co-worker and gym partner, COLE (30s). However, Danny does not feel fulfilled as he does not have a challenge, until the birth of Facebook. Danny is immediately hooked and sees its potential. He pitches the boss about the future of the company and the

potential community outreach with the new technology, but his idea is shot down. This frustrates Danny further and causes him to worry about his job. So, he takes a risk and quits his VP career to develop a business with Cole in 2016.

Their mission is to build a relationship with their buyers first, but they need a product to sell. Danny travels to the appliance convention in Hong Kong at his own expense and is introduced to a juice presser. He sees its potential in the market and convinces Cole to go all in. It is however quickly discovered that the market was one step ahead of them as Juice Bars flooded commerce. So, a hunt for another product began, but with less money than before.

At this point, Danny and Cole had reached out for help with funding, but no one would invest in them, but that did not stop Danny from traveling to a trade show in China at his own expense. He has a terrible time, but a silver lining is found at the Ritz-Carlton when he randomly meets PIER (70s); a gentleman who has found his niche. Pier acts as a guiding light to Danny by telling him to “never give up.” However, this did not stop Danny from waking up in the middle of the night with panic attacks. Money was drying up and the expense of the juice presser nearly tanked the company.

Danny does not throw in the towel though – He dips into his retirement fund, travels to yet another convention, has an even worse experience, but then comes across a VENDOR demonstrating how his frying pans are nonstick. Danny sees the potential and learns the vendor owned all the patents to the cookware... Danny with pennies to his name, he strikes a deal and redesigns the product for an American demographic. Danny and Cole max out their credit cards to reengineer the designs, conduct tests, establish marketing, and even package their product in the backyard. During this time, Danny takes investment meetings and is laughed at as there is an extreme surplus of cookware in the market already. However, one company gives them a chance.

Costco allows Danny and Cole to do an in-store demonstration to prove the durability and longevity of their product. This resulted in a \$5,000 one-day product sale and a partnership. Soon after, it was discovered the infamous chef, Gordon Ramsey followed them on Instagram. With nothing to lose, Danny reaches out in the form of a direct message to Ramsey and after much discussion, Ramsey partnered with the HexClad company. The rest as they say is history.

We end with Danny in his home collecting the dishes after a business dinner prepared by Ramsey himself. The stack is high and the kitchen is a mess, but all Danny seems to be focused on is carefully washing the HexClad pans in the sink.