

Presented by ZoneWD/David Kiselak

Innovation Perspective

Creamsulation – Business & Website Discovery

What is this?

A brief opportunity to help us understand Creamsulation from the perspective of the person who has spent years developing the material. Your experience can help us understand what makes it different, what matters most, and what deserves to be communicated accurately.

How to use it

Please answer in **your own words**. Short answers are perfect. We are looking for the clearest explanation of what you created, what you have observed, and what you most want the right people to understand. **Please keep formulas, proportions and other proprietary details out of this document.**

Your perspective helps us understand the innovation before we decide how it should be explained publicly. The goal is to preserve the science, the purpose and the value of Creamsulation while identifying what should be explored and supported further.

We respect the years of work, experimentation and practical experience you bring to this Discovery.

Perspective provided by: Allen Gagnon

The question underneath everything:

If someone truly understood Creamsulation, what would you most want them to understand about what you created and why it matters?

The Innovation From Your Perspective

1. In your own words, what is Creamsulation – and what makes it fundamentally different from conventional insulation materials?

2. What are the three (3) most important things you believe Creamsulation can accomplish for a building or the people inside it?

3. Which characteristics of Creamsulation have you personally observed repeatedly enough that you consider them especially important?

4. What do people commonly misunderstand about insulation, moisture, fire, air movement or building performance that Creamsulation causes you to think about differently?

What Would Help Us Explain It Accurately

5. What testing or evidence would you most like to see completed so the strongest Creamsulation claims can be supported with confidence?

6. If [Creamsulation.com](https://creamsulation.com) explained your work beautifully, what would you want a technical person to understand – and what would you want an ordinary building owner to understand?

7. Who do you most want to see using Creamsulation, and what would you hope it changes for them?

What else about the invention, its development or its purpose would you want us to understand before we begin explaining Creamsulation to the world?

We listen for the patterns. Then we design around the evidence, the opportunity and the experience Creamsulation should create for the people it serves.

Complex Infrastructure → Simple Human Experience