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Business & Digital Office Discovery

JDAT, LLC. | [Creamsulation.com](https://creamsulation.com)

What is this?

A simple way to explore what you want Creamsulation to become. Your answers will help us understand the innovation, the people it can serve, the opportunities worth pursuing, and what role [Creamsulation.com](https://creamsulation.com) and its connected business systems should play in supporting the company you want to build.

What This Means for JDAT, LLC.

The value of [Creamsulation.com](https://creamsulation.com) begins with the experience it can create for the people discovering the innovation – and the useful business intelligence it can create for JDAT.

- A professional digital presence that helps the right people quickly understand Creamsulation and why the innovation may matter.
- A clear place to present credible testing, technical information, applications and supporting evidence.
- Useful pathways for homeowners, building occupants, installers, contractors, builders, architects, engineers, property owners, risk professionals, partners and other appropriate audiences to explore relevance.
- Useful information captured when someone raises their hand, helping JDAT understand who they are, what matters to them and what should happen next.
- Greater visibility into prospects, projects, relationships, opportunities and follow-up as Creamsulation develops.
- Connected systems that help carry communication, organization, evidence and continuity, creating more capacity for the people building Creamsulation to focus where their individual capabilities create the greatest value.

How to use this document

Please complete this Discovery **independently** from your own point of view. Check anything that sounds useful and add your own thoughts wherever you want. Short answers are perfect. There are no company answers we are looking for here - your individual perspective is the value.

*One principle underneath this Discovery: **We architect your team's differences in capabilities into a stronger business environment** – so the innovation, scientific thinking, legal precision, field experience, relationships and business judgment available to Creamsulation can work together successfully.*

What would you love Creamsulation to become?

The goal is simple: understand the future each owner sees, discover where perspectives align or add something different, and then build a Digital Office that helps the right people discover Creamsulation, understand the innovation, explore credible evidence, recognize relevance and take a meaningful next step.

1. The Future You Want to Create

Creamsulation can be built around the business, relationships, working experience and future you want it to support.

From your perspective, what would make Creamsulation feel successful?

- ☐ Build a respected company around the patented Creamsulation technology.
- ☐ Reach the people and organizations that may benefit most from the innovation.
- ☐ Develop valuable projects, customers and strategic relationships.
- ☐ Create a business that can grow beyond individual conversations and introductions.
- ☐ Build dependable systems that keep opportunities, evidence and relationships organized and moving.
- ☐ Give JDAT useful visibility into what is developing across Creamsulation.
- ☐ Create greater capacity for each owner to contribute where their knowledge, judgment, relationships or capabilities create the greatest value.

I'd also love Creamsulation to become: _____

2. The Innovation, Patent & Evidence

Strong technical understanding and disciplined evidence can help the right people recognize what Creamsulation is, what has been demonstrated, what still needs to be established and where it may create value.

What should people eventually be able to understand and explore?

- ☐ What Creamsulation can accomplish compared with conventional insulation or building-envelope approaches.
- ☐ What Creamsulation is and how the material or system works at an appropriate level of detail.
- ☐ What the patent covers and what makes the invention distinctive.
- ☐ Fire-performance testing, terminology and supporting results.
- ☐ VOC, emissions, indoor-environmental, moisture or other relevant performance information when supported.
- ☐ Certifications, approvals, code pathways or technical documentation that are available.
- ☐ Demonstrated applications, projects, photos, video or future case studies.
- ☐ Installation requirements and performance characteristics that matter to different decision-makers.

I'd also want people to understand: _____

3. Markets, Applications & Opportunity

Understanding where Creamsulation may create the greatest value can help JDAT focus research, testing, communication and business development on the people, problems, projects and markets with the strongest potential.

Who or what would you like us to explore as potential opportunities?

- ☐ Homeowners and building occupants.
- ☐ Installers, contractors and builders.
- ☐ Architects, engineers and specifiers.
- ☐ Developers, property owners and facility operators.
- ☐ Retrofit, renovation and new-construction applications.
- ☐ Building officials, inspectors, fire-safety and code stakeholders.
- ☐ Insurance, risk-management or loss-mitigation organizations.
- ☐ Manufacturers, distributors, dealers, licensing or strategic partners.
- ☐ Markets, applications or beneficiaries we have not identified yet.

I'd also like us to explore: _____

4. How the Business Could Grow

Several business models may become possible as JDAT understands the product, evidence, market and relationships more deeply.

Which possibilities would you like us to understand?

- ☐ Direct product sales.
- ☐ Project-based sales or installation.
- ☐ Contractor or builder relationships.
- ☐ Distribution or dealer relationships.
- ☐ Manufacturing partnerships.
- ☐ Licensing the technology.
- ☐ Strategic partnerships or joint opportunities.
- ☐ Multiple revenue pathways for different markets.
- ☐ Exclusive or territory-based relationships where appropriate.
- ☐ Other opportunities that become visible through Discovery.

I'd also like to consider: _____

5. The People Who Make the Decision

A strong business environment can help each participant understand the information that matters to their role and confidently take the appropriate next step.

Who may influence, recommend, specify, approve, purchase, install, insure or ultimately benefit from Creamsulation?

- ☐ Homeowner, building occupant or property owner.
- ☐ Developer, facility owner or operator.
- ☐ Architect, designer, engineer or technical professional.
- ☐ Installer, general contractor or subcontractor.
- ☐ Building official, inspector, code or fire-safety professional.
- ☐ Procurement, purchasing or organizational leadership.
- ☐ Insurance, risk, health, safety or loss-mitigation professional.
- ☐ Distributor, manufacturer, licensing or strategic partner.
- ☐ Another person whose recommendation could create demand & confidence
- ☐ Other decision participants or beneficiaries.

I'd also want us to understand: _____

From your experience, who usually has the greatest influence on when a new building product gets considered?

6. Testing, Technical Information & Business Knowledge

Organized evidence and business knowledge can make it easier to answer serious questions, support credible claims, pursue approvals and opportunities, and preserve what Creamsulation learns as it grows.

What information would you like easy to find, evaluate and use?

- ☐ Patent and intellectual-property documents appropriate for internal or public use.
- ☐ Fire-performance tests, VOC/emissions information & other technical reports.
- ☐ Certifications, approvals, code information and supporting documentation.
- ☐ Product specifications, installation information and appropriate technical terminology.
- ☐ Photos, videos, demonstrations and documented observations.
- ☐ Project history, results and future case studies.
- ☐ Frequently asked scientific, technical, legal, installation and business questions.
- ☐ Current documents, presentations, claims language and sales materials.

I'd also want organized: _____

7. Communication & Opportunity Follow-Through

Clear communication can help interested people feel informed while giving JDAT greater visibility into what each relationship needs and what happens next.

How would you like [Creamsulation.com](https://creamsulation.com) and connected systems to help?

- ☐ Give interested people one clear place to contact Creamsulation.
- ☐ Let people identify their company, role, project or area of interest.
- ☐ Organize inquiries by prospect, company, project or opportunity.
- ☐ Confirm when information or a request has been received.
- ☐ Identify opportunities that need follow-up.
- ☐ Help people understand the appropriate next step.
- ☐ Make prior conversations and commitments easier to understand.
- ☐ Provide reminders for meaningful follow-up.

I'd also enjoy having: _____

8. Your Digital Office

[Creamsulation.com](https://creamsulation.com) can become the front door to a thoughtfully connected Digital Office – a professional and credible experience for visitors, while remaining useful to the people building and operating the business underneath.

What would you enjoy having the Creamsulation Digital Office help accomplish?

- ☐ Present Creamsulation professionally and credibly.
- ☐ Explain the innovation at the right level for different audiences.
- ☐ Present relevant evidence, testing, technical information and carefully supported claims.
- ☐ Help homeowners, technical professionals, installers, partners and other audiences find what matters to them.
- ☐ Make it easy for people to request information / begin a conversation
- ☐ Learn what a prospect, project or partner is interested in.
- ☐ Connect people to scheduling or the appropriate next step when useful.
- ☐ Support follow-up after someone reaches out.

I'd also enjoy having: _____

9. Visibility & Business Intelligence

Useful visibility can help JDAT understand where interest originates, what people care about, which evidence matters and which opportunities are ready for attention.

What would you like to be able to see more easily?

- ☐ New inquiries and where they came from.
- ☐ The company, role and market represented by each inquiry.
- ☐ Which applications or product capabilities attract interest.
- ☐ Active prospects, projects and strategic relationships.
- ☐ The current stage and next action for each opportunity.
- ☐ Follow-up that is waiting for the appropriate JDAT owner or other responsible person.
- ☐ Relationships and introductions that may create future opportunity.
- ☐ Which website information, evidence and technical resources people find most useful.
- ☐ Patterns that reveal promising markets, audiences or applications.
- ☐ Completed opportunities that are ready for future relationship follow-up.

I'd also enjoy having: _____

10. From Interest to Business

A strong opportunity process can help Creamsulation carry serious interest through discovery, evaluation, evidence, conversation, agreement, delivery, payment and continued relationship.

What would make the business side easier to understand and manage?

- ☐ Know when an inquiry becomes a qualified opportunity.
- ☐ See what information, testing or answers a prospect still needs.
- ☐ Know who participates in the decision and what happens next.
- ☐ Keep proposals, agreements & commitments connected to the opportunity
- ☐ See projects or opportunities moving toward completion.
- ☐ Track billing, payment and business follow-through when appropriate.
- ☐ Confirm delivery, installation or other agreed outcomes.
- ☐ Create a clear completed-opportunity status with future follow-up.

I'd also enjoy having: _____

11. The Relationship After the First Project

A well-served customer, installer, partner, professional or other business relationship can remain valuable long after the first project or conversation is complete.

How would you like Creamsulation to stay connected with valuable relationships over time?

- ☐ Remember meaningful follow-up dates and commitments.
- ☐ Make it easy for customers & partners to return with another opportunity.
- ☐ Keep useful project & relationship history available for more conversations
- ☐ Share relevant product, testing or company information when useful.
- ☐ Recognize opportunities for additional projects or applications.
- ☐ Support distributor, contractor & strategic-partner relationships over time.
- ☐ Make referrals and introductions easy to receive and acknowledge.

I'd also enjoy having: _____

12. What Would You Love the System to Carry?

The best technology quietly carries dependable organization, visibility and continuity so people have more capacity for judgment, relationships, innovation, evidence, decisions and growth.

What would you most enjoy having the Digital Office reliably carry for JDAT?

- ☐ Website inquiries.
- ☐ Prospect and company information.
- ☐ Project and opportunity status.
- ☐ Follow-up and commitments.
- ☐ Technical documents and requested information.
- ☐ Relationship history.
- ☐ Ownership visibility, responsibilities and next actions.
- ☐ Proposal, agreement, billing or payment visibility when appropriate.
- ☐ Referral and introduction sources.
- ☐ Future relationship follow-up.
- ☐ Information I want available when I return to an opportunity.
- ☐ Business intelligence that helps JDAT see what Creamsulation is learning.

I'd also enjoy having: _____

13. The Destination

This is the most important part of the Discovery. The goal is to understand the business, working experience and future you personally want Creamsulation to create.

If all of this worked beautifully together, how would Creamsulation – and your experience helping build it – be better?

What would you especially love to make easier, clearer or more dependable?

What would you love to have more time, attention or mental space for?

We began with one question...

What would you love Creamsulation to become?

Your independent perspective becomes part of the blueprint. We will listen for alignment, differences, unanswered questions and opportunities – then help JDAT decide what is worth proving, connecting, simplifying, completing or creating.

Different capabilities. Shared understanding. A business environment designed to help them work together.

Complex Infrastructure → Simple Human Experience