

Presented by ZoneWD/David Kiselak

Evidence, Claims & Credibility Perspective

Creamsulation – Business & Website Discovery

What is this?

A brief opportunity to help us build Creamsulation's public presence on language and evidence that can withstand serious scrutiny. Your legal/scientific background and involvement with the patent process give you a particularly useful perspective on accuracy, defensibility and credibility.

How to use it

Please be exacting. Short answers are perfect. We are not asking for proprietary formulas, patent strategy or confidential information. We want to understand the standards you would use when deciding what can be stated publicly, what needs qualification and what deserves additional support.

Your perspective can help establish a disciplined boundary between what is known, what is supported, what is still being investigated and what should be communicated carefully. That distinction can become a significant source of credibility for JDAT, LLC. and Creamsulation.

We appreciate the precision, professional judgment and protective perspective you bring to this Discovery.

Perspective provided by: Thomas D. Kiselak

The question underneath everything:

What would Creamsulation need to show and say for you to consider its public claims accurate, credible and defensible?

Accuracy, Evidence & Public Claims

1. What categories of claims about Creamsulation do you believe require the strongest evidence before they are stated publicly?

2. What distinctions in terminology – for example fire performance, health, environmental, energy or building-performance language – should we be especially careful to preserve?

3. What types of independent testing, documentation or third-party validation would most strengthen Creamsulation's credibility?

4. When reviewing a proposed public claim, what questions do you use to decide whether the wording goes beyond what the evidence actually supports?

What Would Make the Public Record Stronger

5. What should a technically serious visitor be able to find on [Creamsulation.com](https://creamsulation.com) to evaluate the product intelligently?

6. What would immediately make you stop and say, “We should not publish that yet”?

7. What process would you recommend for reviewing important technical or performance claims before they appear publicly?

What else should we understand about evidence, claims, intellectual-property boundaries or credibility before building Creamsulation's public-facing information?

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