

Presented by ZoneWD/David Kiselak

Business & Market Perspective

Creamsulation – Business & Website Discovery

What is this?

A brief opportunity to capture your business perspective as the future of Creamsulation continues to take shape. You have been close to the product, the people, the field and the conversations around it. We want to understand what you see that could turn a promising material into a strong business.

How to use it

Please answer from your own perspective. Short answers are perfect. Focus on what you believe matters most commercially: who should care, what they need to understand, what relationships matter and what would help Creamsulation move from interest to real-world use.

Your perspective helps connect the innovation to the marketplace. The goal is to understand how the right people could discover Creamsulation, recognize its relevance, gain confidence and take a meaningful next step.

We appreciate the field experience, relationships, practical judgment and business perspective you bring to this Discovery.

Perspective provided by: Thomas Frank Kiselak, Jr.

The question underneath everything:

If Creamsulation becomes a strong, respected business, what do you believe will have made that happen?

From Innovation to Opportunity

1. What do you believe is the strongest reason someone should pay attention to Creamsulation?

2. Who are the first people, professions or organizations you believe should hear about Creamsulation – and why?

3. When someone becomes interested, what do you believe they will need to understand before they are ready to move forward?

4. Which relationships could create the greatest momentum for Creamsulation if they are developed well?

What Could Create the Greatest Momentum

5. What objections, misunderstandings or questions do you expect the market to raise first?

6. If Creamsulation.com worked exactly the way you want, what should it help a homeowner, installer, contractor, engineer or other visitor do next?

7. Over the next year, what would meaningful progress for Creamsulation look like to you?

What else do you see about the market, the people involved or the opportunity that would help us build the right business environment around Creamsulation?

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