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Chameleon Coatings

Customer Discovery Questions

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Introduction: The goal is to sell and market Piezochromic Pyrylium Salts to manufacturers as a raw material or an input product under the trade name Chameleon Coatings. These materials register changes in pressure with changes in the color of the material. It might be the case that Piezochromic materials are only one part of the product lineup that Chameleon Coatings creates. There may be a need for color shifting materials that register changes in temperature, thermochromatic, or changes in moisture, hydrochromatic, or materials that register temporary concussive forces. Photochromatic materials that change color rather than shade might also have a use case: a material that changes from blue to red rather than from blue to dark blue under different light intensity conditions may have its use cases.

1. What problems do you currently face with your existing suppliers of raw materials and input products?
2. What attributes do you require and desire from suppliers?
3. How do you currently find and vet your suppliers?
4. What variables do you consider when deciding to purchase raw materials from a supplier vs creating that material in-house?
5. What improvements are you looking to make in your existing product lineup?
6. What new products are currently in the pipeline?
7. What does your product development cycle look like novel products?
8. What does your product development cycle look like for incrementally improved products?

References

Cespedes, Frank V. Eisenmann, Thomas, Blank, Steven G. *Customer Discovery and Validation for Entrepreneurs*. Harvard Business School. August 24, 2012. Accessed on September 23, 2025