Customer Discovery Presentation #1

* **Due** Tuesday by 4pm

* **Points** 5

* **Submitting** a text entry box

If you are working on your project alone, then this will be individual.  Each individual must do at least 5 customer discovery interviews.  So if you have 3 team mates then you will need to have 15 interviews.

This will consist of a few slides.

Title slide including your team name, your team mates and total interviews

Your Original BMC

Major outcomes from the latest round of customer discovery interviews

Your updated BMC

Customer liked the idea end user like the idea of potentially being able to change the color of an object nails or clothing in specific ways

Non- Responsive  
  
Celanese   
Dupont

1 investor, 3 customer (2 non-responsive) 2 end users

Chemical companies

Specialty manufacturing

<https://www.vegasfastener.com/about/>

<https://specialty-engineering.com/about-specialty/our-history>

<https://robersontool.com/contract-manufacturing/las-vegas-nv/>

Initially tried to find through searches for specialty engineering in las vegas

Tried findings companies through job search boards related to design

<https://www.sunshinemint.com/>

<https://www.lithionbattery.com/>

Realized that finding a buyer is the priority

Developed an email

Greetings:

I’m a student at UNLV developing a business model for pyrylium tosylates. I have a few questions related to purchasing:

1. What do you expect from your suppliers?
2. What challenges do you face with your suppliers?
3. How do you find and evaluate potential suppliers?
4. What informs your decision to make in-house or buy from suppliers?

Sincerely,

Kenneth Larot Yamat

Searched for industrial design firms

Look for people in procurement and purchasing

Henkel North America

Surface Treatments (Contacted)

Hair care products – Coloration

DuPont

Artistri® Digital Inks (Contacted)

Advanced Printing

Industrial Films

BASF

North Carolina Facility - Joy Bryant - (Contacted)

Performance Product Segment – Industrial Coatings, Architectural Coatings,  
 Paper Coatings, Infrastructure Substrates

Accounts Payable

Paints & Coatings

Coatings

Printing & Packaging

Infrastructure: Pavement Markings

Chemours

StreaMax Coatings Systems – Application for laminates (Contacted)

Performance Chemicals

Thermal & Specialized Solutions

Titanium Technologies

Advanced Performance Materials

Viton

Teflon

Balchem

Performance Gases (Contacted)

Nutrition company

Considered specialty chemicals

Avery Dennison

Packaging Products (Contacted)

BASANITE INC

Does not have an active website

Was not able to contact this company

CABOT CORP

Fumed Metal Oxides (Contacted)

CELANESE CORP

Medical Grade Liquid Crystal Polymer

Commodity chemicals, diversified chemicals, specialty chemicals

CORBION NV

Meat Products (Contacted)

Food preservation

ECOLAB INC.

ELEMENT SOLUTIONS INC

Grainger

Tietex (Interviewed)

<https://www.tietex.com/>

Usually keeps a minimum of 3 suppliers for any given supply need.

Sythnetic materials textiles. Suppliers keeping up with volume. Is the largest challenge. Suppliers need processed In place that are iso certified. Mains selection criteria is ability to fulfill large orders. Vetting process involves testing large samples of product. Once selected. Downstream producers also need to agree as well.

References

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