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Standard report



- 1 Homeowners enjoy decorating the outside of their homes with lights during the holidays, special occasions, parties, and year-round outdoor entertaining. However, decorating tall palm trees, poles, flag poles, driveway columns, and other vertical outdoor structures can be difficult, time-consuming, expensive, and potentially unsafe. Traditional palm tree and pole lighting often requires long strands of lights, ladders, professional installers, lift equipment, or repeated annual installation and removal.

For homeowners with palm trees and vertical structures, the cost of professional decorating can become significant every year.

Palms & Poles™ is a patented decorative lighting platform designed to make lighting palm trees, poles, columns, and other vertical outdoor structures easier, with no frustration of tangled lights, significantly safer, reusable, easy to store, and more attractive; a true "do it yourself product".

The US patented product uses flexible modular illuminated panels that wrap around the lower part of a palm tree or pole, snap securely closed, and then slide upward from ground level with minimum lifting force (only about two pounds per panel). A second panel is then wrapped and connected below the first panel. This process is repeated until the desired height of the palm tree or pole is illuminated. A total of five (5) panels are needed to cover a 20 ft high palm tree.

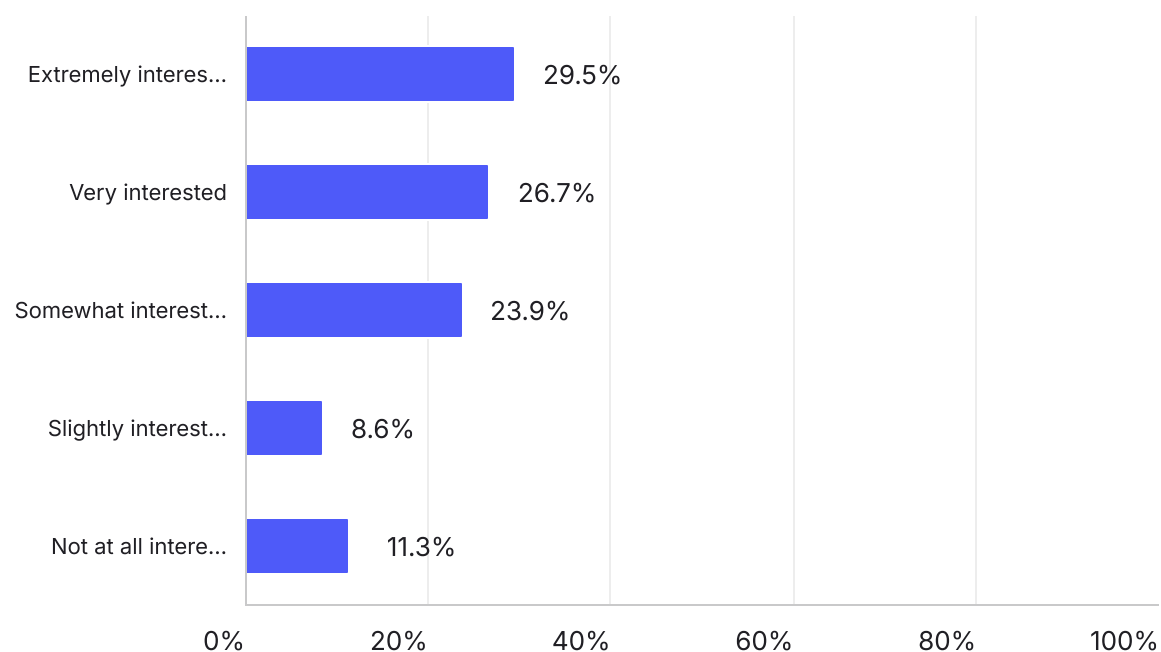
The intended benefit is to allow homeowners to create the look of professionally decorated palm trees and vertical structures while remaining at ground level, reducing the need for ladders, bucket trucks, or annual professional installation. The system is designed to be reusable, modular, easier to store than tangled light strings, and suitable for different palm tree

sizes and other vertical outdoor features. A 20ft palm tree can be fully decorated within 30 minutes. See photos below to show the easy installation process. Palm & Poles will come in three (3) sizes to fit small, medium and large diameter trees/poles/columns.

Some versions of the product could include warm white lighting, color-changing LED lighting, or RGB lighting that allows homeowners to personalize the look for different seasons and occasions such as holiday decorating, Christmas lighting, Fourth of July, Halloween, Birthday parties, Sports-team or game-day colors.

See Installation Process Below.

How interested are you in the Palms & Poles product?



397 of 397 answered ▾

Counts ▾

Extremely interested

29.5% 117

Very interested

26.7% 106

Somewhat interested

23.9% 95

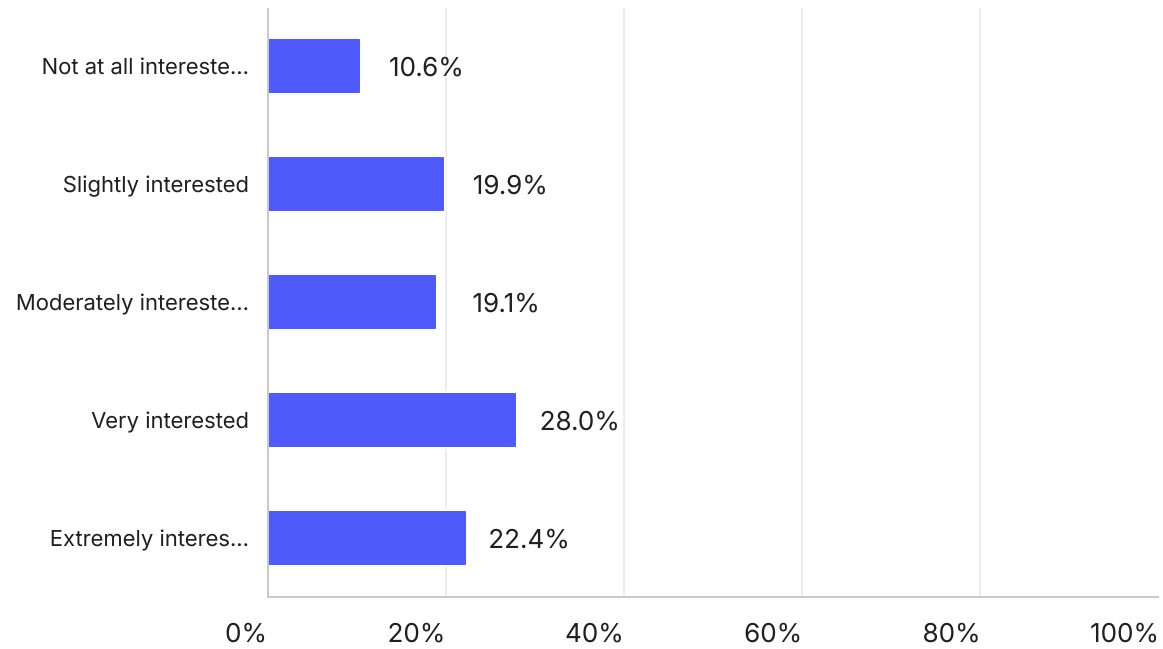
Slightly interested

8.6% 34

Not at all interested

11.3% 45

2 How interested are you in decorating palm trees, poles, flag poles, columns, or other tall vertical outdoor structures on your property?

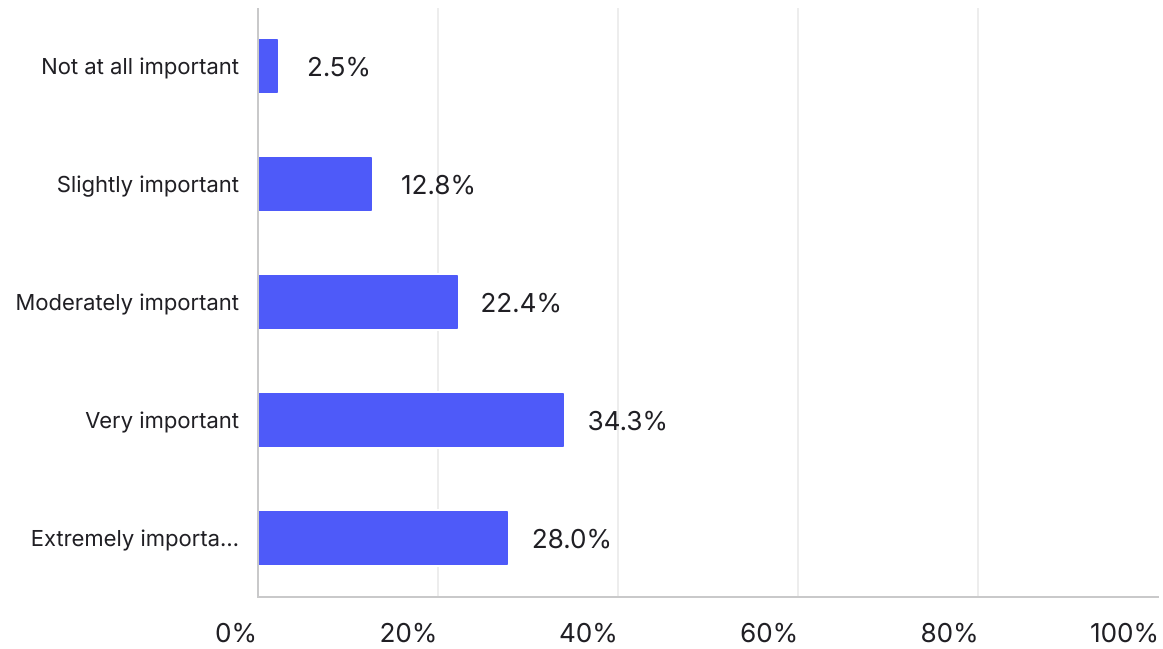


397 of 397 answered ▾

Counts ▾

Not at all interested	10.6% 42
Slightly interested	19.9% 79
Moderately interested	19.1% 76
Very interested	28.0% 111
Extremely interested	22.4% 89

3 How important is outdoor holiday lighting in improving the appearance or curb appeal of your home?

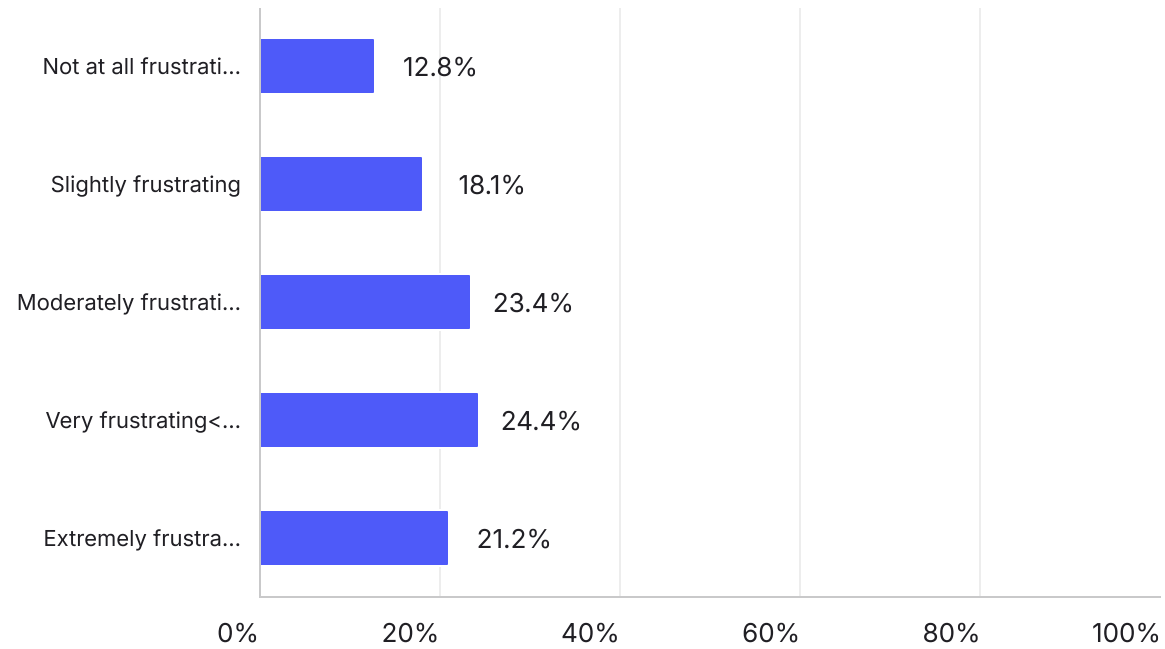


397 of 397 answered ▾

Counts ▾

Not at all important	2.5% 10
Slightly important	12.8% 51
Moderately important	22.4% 89
Very important	34.3% 136
Extremely important	28.0% 111

4 How frustrating is it to decorate tall palm trees, poles, or vertical outdoor structures using traditional string lights?

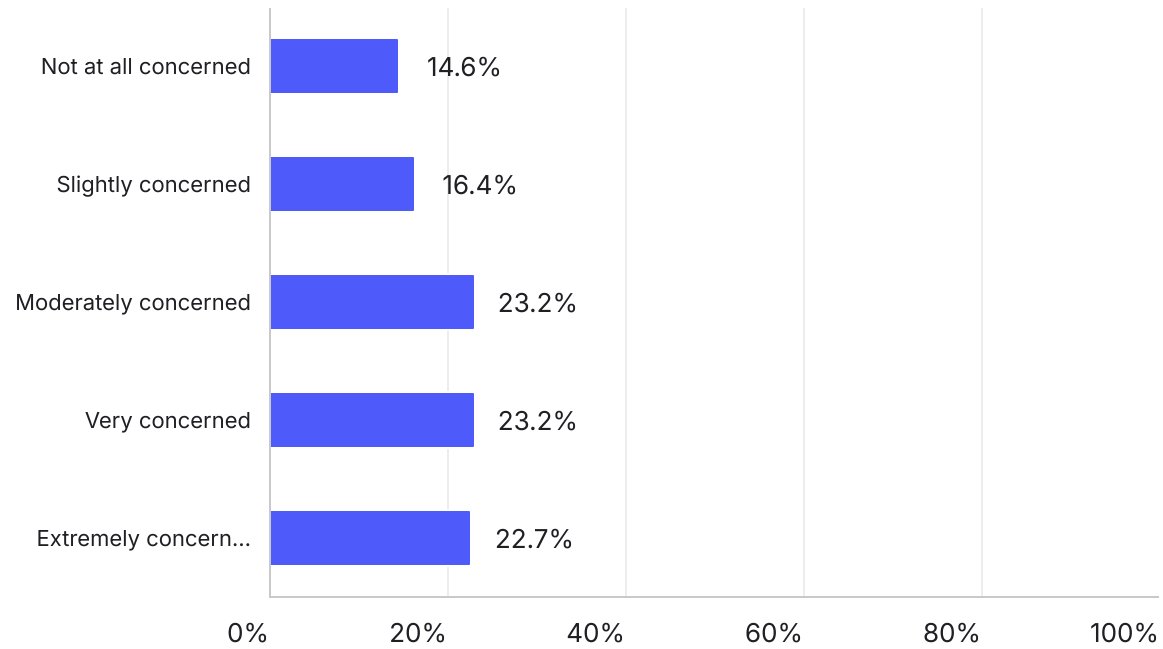


397 of 397 answered

Counts

Not at all frustrating	12.8% 51
Slightly frustrating	18.1% 72
Moderately frustrating	23.4% 93
Very frustrating	24.4% 97
Extremely frustrating	21.2% 84

5 How concerned are you about using ladders, climbing, or working at height when decorating outdoor structures?

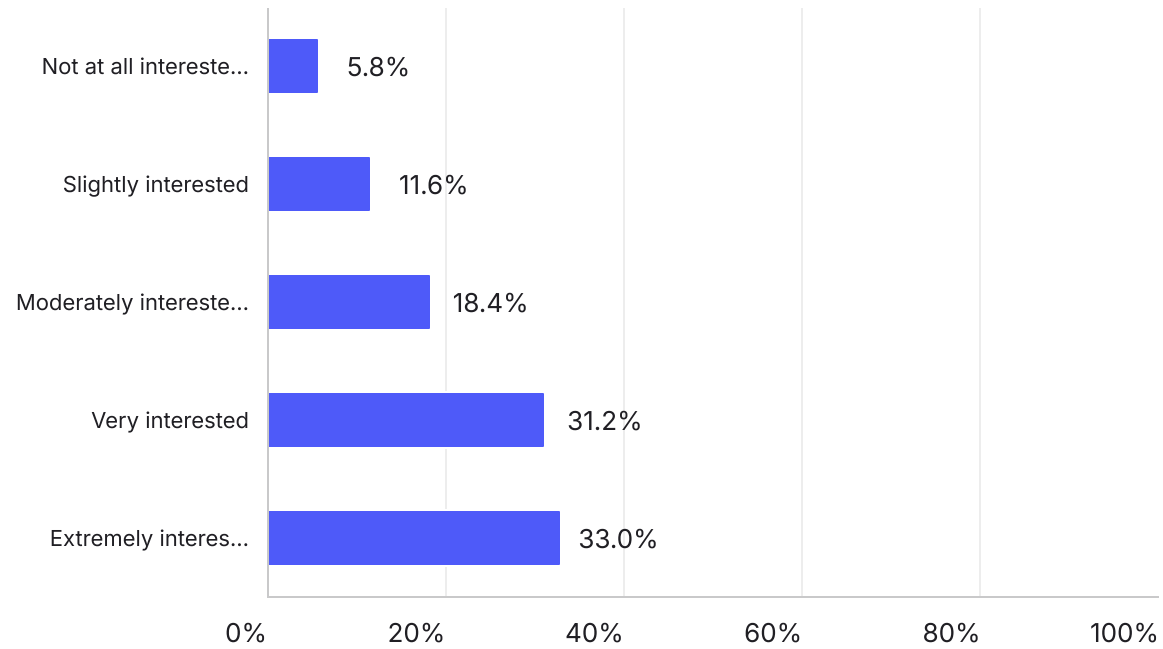


397 of 397 answered ▾

Counts ▾

Not at all concerned	14.6% 58
Slightly concerned	16.4% 65
Moderately concerned	23.2% 92
Very concerned	23.2% 92
Extremely concerned	22.7% 90

6 How interested would you be in a product that helps you decorate tall palm trees or poles while staying at ground level ?

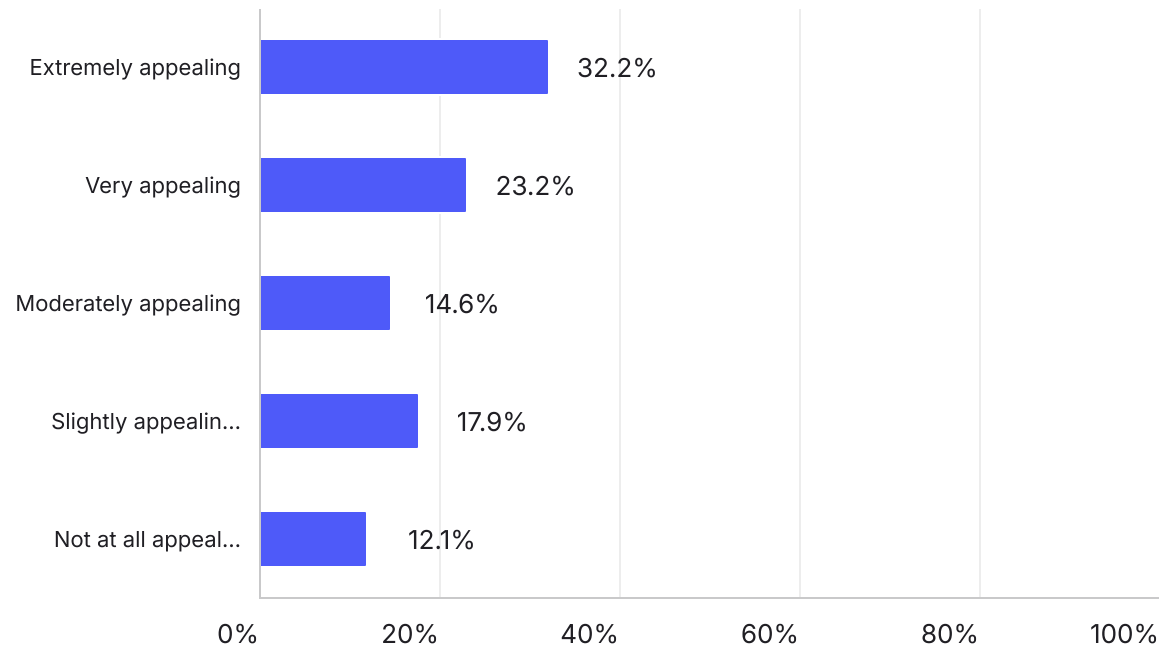


397 of 397 answered ▾

Counts ▾

Not at all interested	5.8% 23
Slightly interested	11.6% 46
Moderately interested	18.4% 73
Very interested	31.2% 124
Extremely interested	33.0% 131

- 7 How appealing is the idea of reducing or avoiding the need to hire professional installers for palm tree or pole lighting, which can be very expensive, averaging \$400 per palm tree or pole per season/holiday?

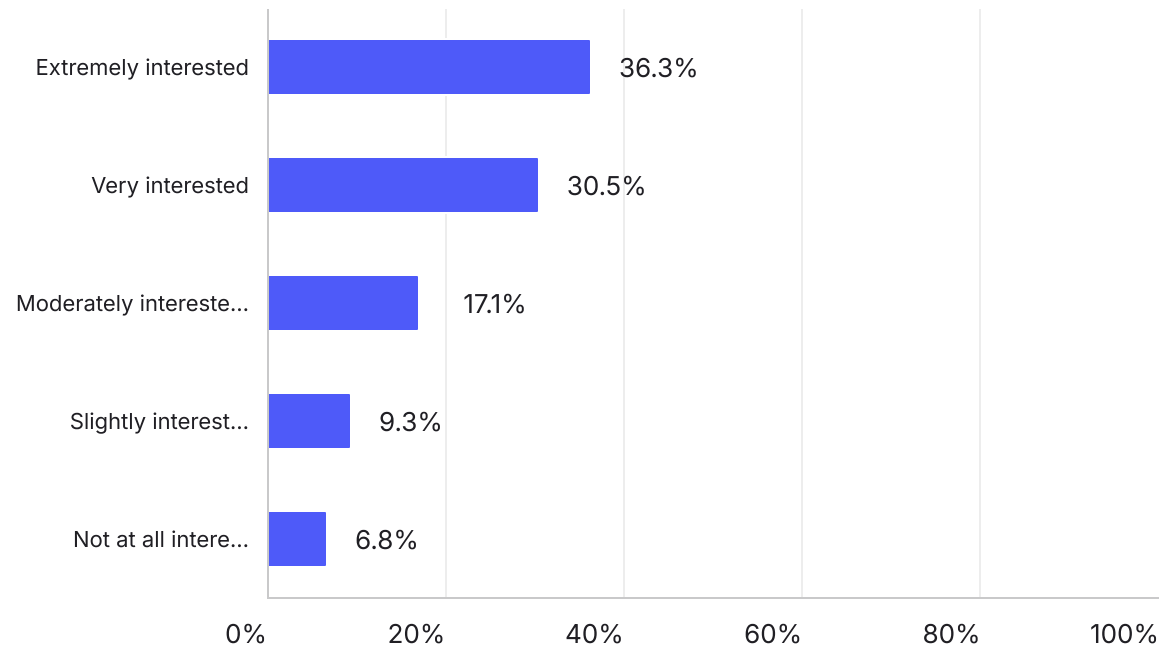


397 of 397 answered ▾

Counts ▾

Extremely appealing	32.2% 128
Very appealing	23.2% 92
Moderately appealing	14.6% 58
Slightly appealing	17.9% 71
Not at all appealing	12.1% 48

- 8 How interested are you in a reusable lighting system that can be installed, removed, stored flat and compact, does not tangle, and can be used again each year?

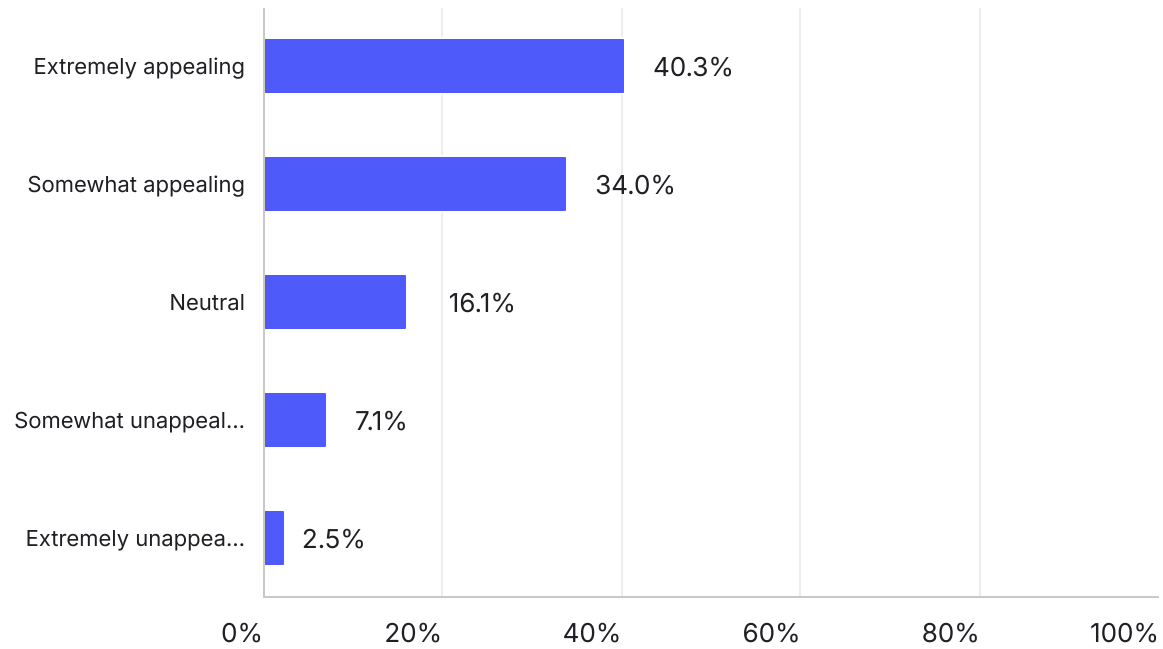


397 of 397 answered ▾

Counts ▾

Extremely interested	36.3% 144
Very interested	30.5% 121
Moderately interested	17.1% 68
Slightly interested	9.3% 37
Not at all interested	6.8% 27

9 How appealing is the idea of modular panels that create a cleaner, more uniform lighting appearance than loose strands of lights?

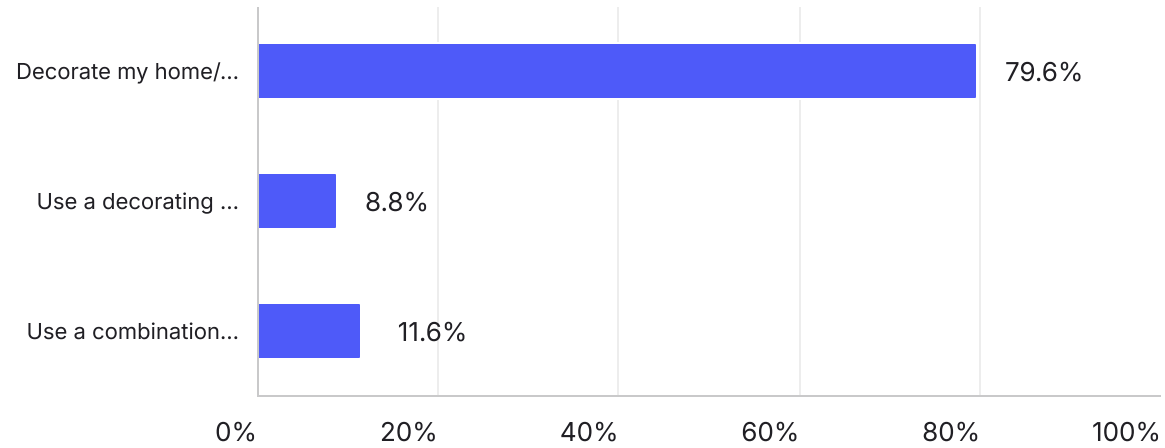


397 of 397 answered ▾

Counts ▾

Extremely appealing	40.3% 160
Somewhat appealing	34.0% 135
Neutral	16.1% 64
Somewhat unappealing	7.1% 28
Extremely unappealing	2.5% 10

10 When I decorate the outside of my home/residence I typically:

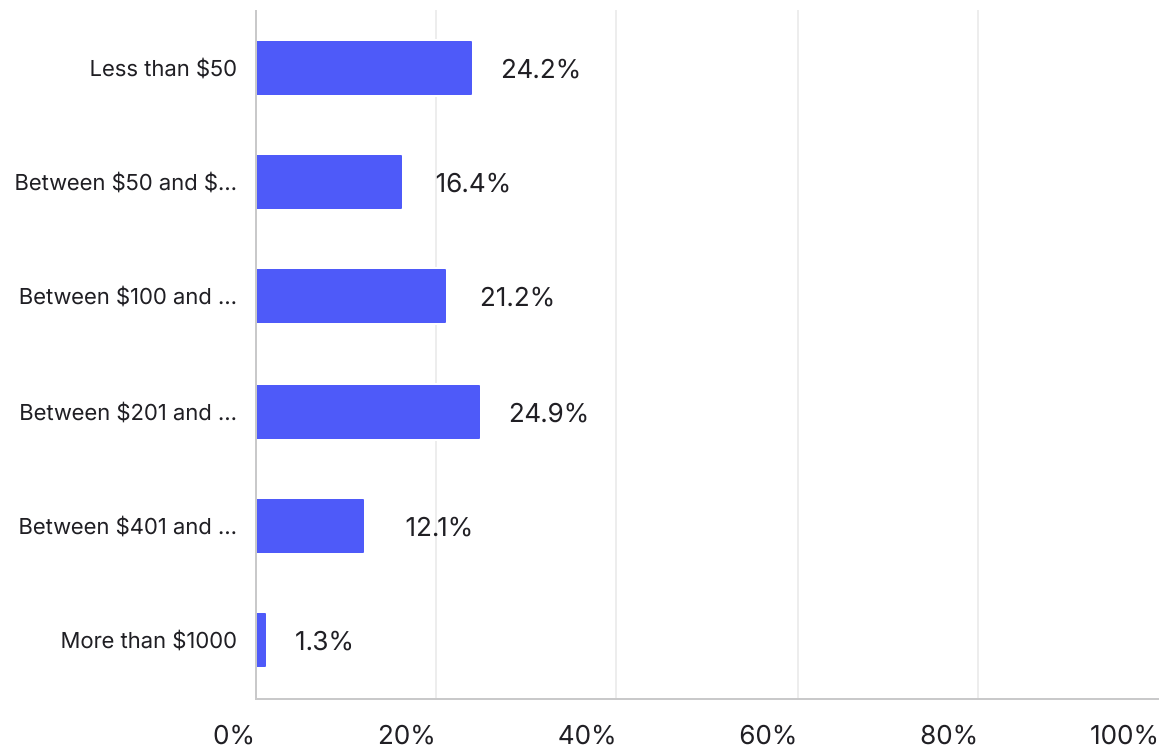


397 of 397 answered ▾

Counts ▾

Decorate my home/residence myself or with family members	79.6% 316
Use a decorating service or professional light installers	8.8% 35
Use a combination of both professional services and myself/family to decorate	11.6% 46

11 If I use a professional service or pay someone to decorate for a holiday, I usually spend how much on decorations and labor?



397 of 397 answered ▾

Counts ▾

Less than \$50	24.2% 96
Between \$50 and \$100	16.4% 65
Between \$100 and \$200	21.2% 84
Between \$201 and \$400	24.9% 99
Between \$401 and \$1000	12.1% 48

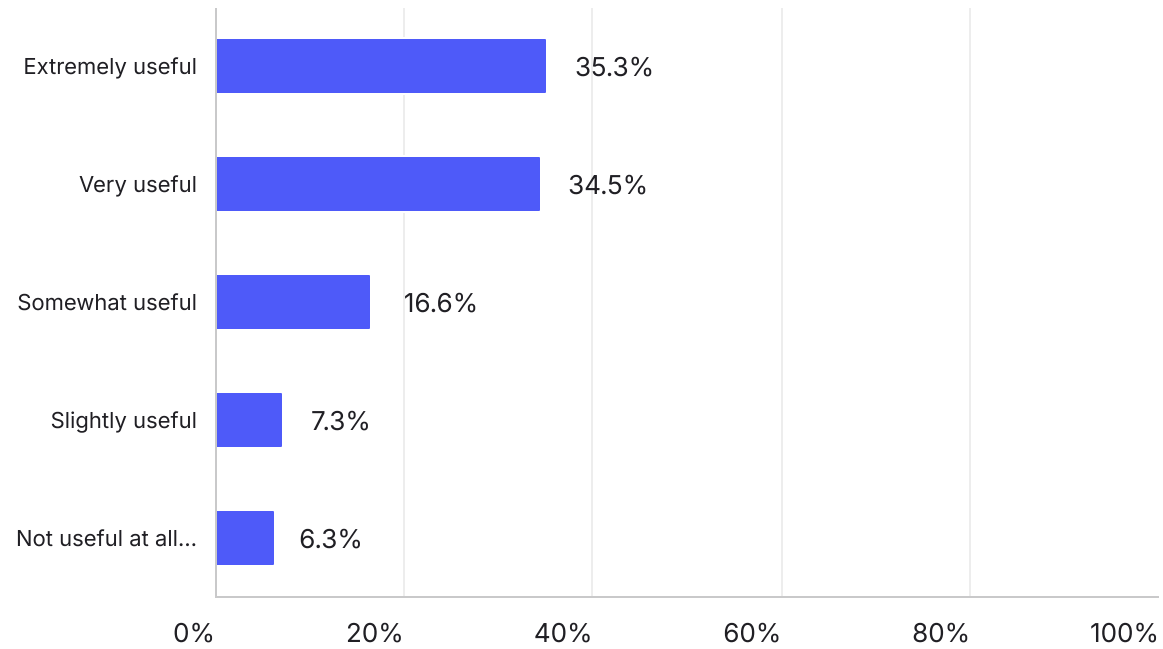
397 of 397 answered ▾

Counts ▾

More than \$1000

1.3% 5

12 How useful would this product be for your own home, yard, driveway, pool area, patio, or outdoor living space?



397 of 397 answered ▾

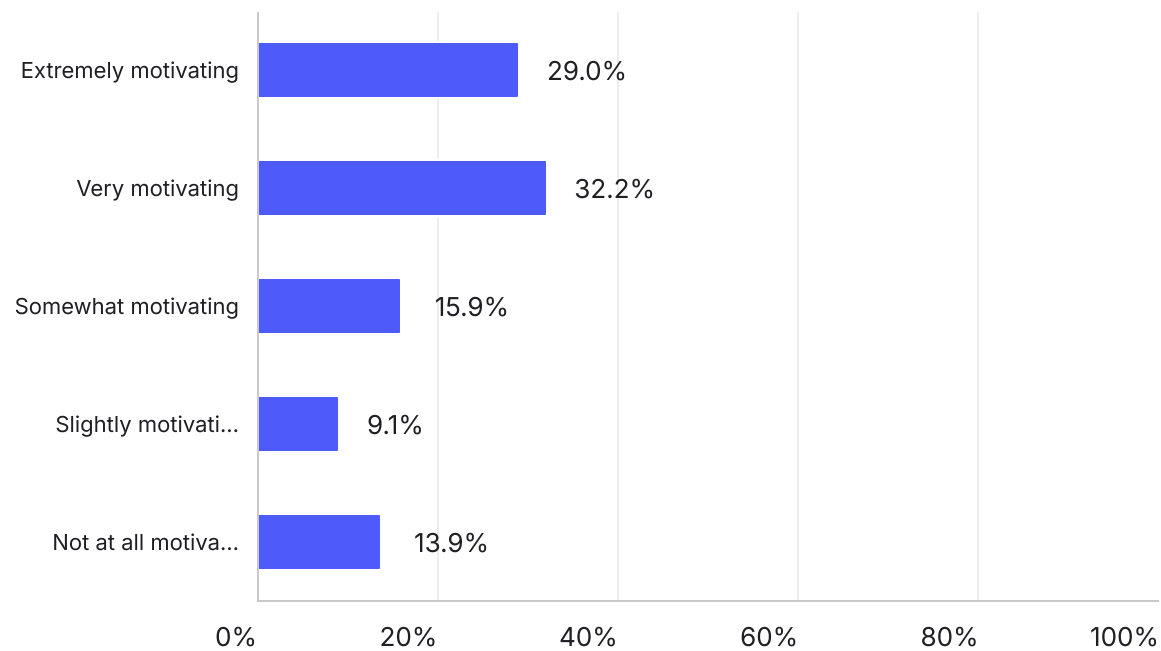
Counts ▾

Extremely useful	35.3% 140
Very useful	34.5% 137
Somewhat useful	16.6% 66
Slightly useful	7.3% 29
Not useful at all	6.3% 25

- 13 Professionally installed "string decorative lighting" on 20 ft and taller palm trees, poles, or columns cost an average of \$400 per tree per event. For a home with five (5) trees, the cost is \$2000 to install and remove the lights for just one year/season. Over 5 years, that is a cost of \$10,000 to the homeowner. The high cost is driven by the need for bucket lifts, highly trained lift operators, license fees, and liability insurance to operate these vehicles.

Palms & Poles™ is easily installed from the ground level by the homeowner without any need for insurance, ladders, or bucket lifts. The one time cost, using Palms & Poles™, for five (5) trees is approximately \$1500 dollars and the product is reusable. The five (5) year savings to the homeowner is \$8500 dollars versus professional installation.

Based on this, how motivating is the potential cost savings of Palms & Poles™ compared with paying professional installers every year?

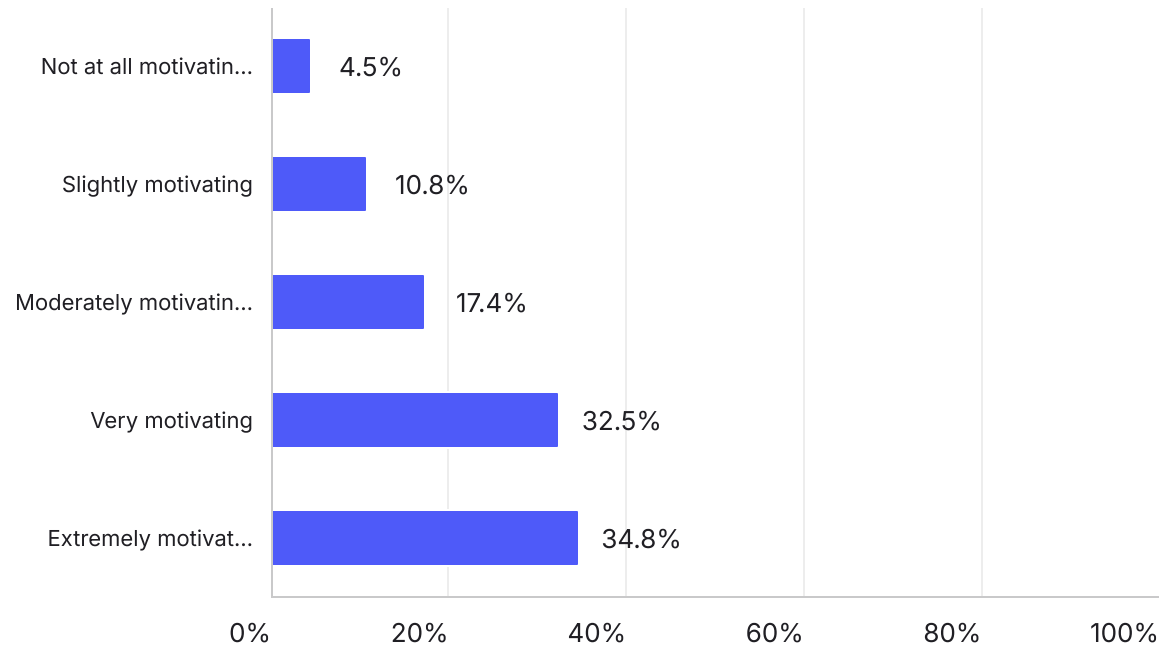


397 of 397 answered ▾

Counts ▾

Extremely motivating	29.0% 115
Very motivating	32.2% 128
Somewhat motivating	15.9% 63
Slightly motivating	9.1% 36
Not at all motivating	13.9% 55

14 How motivating is the safety benefit of reducing the need for ladders, lifts, or climbing?

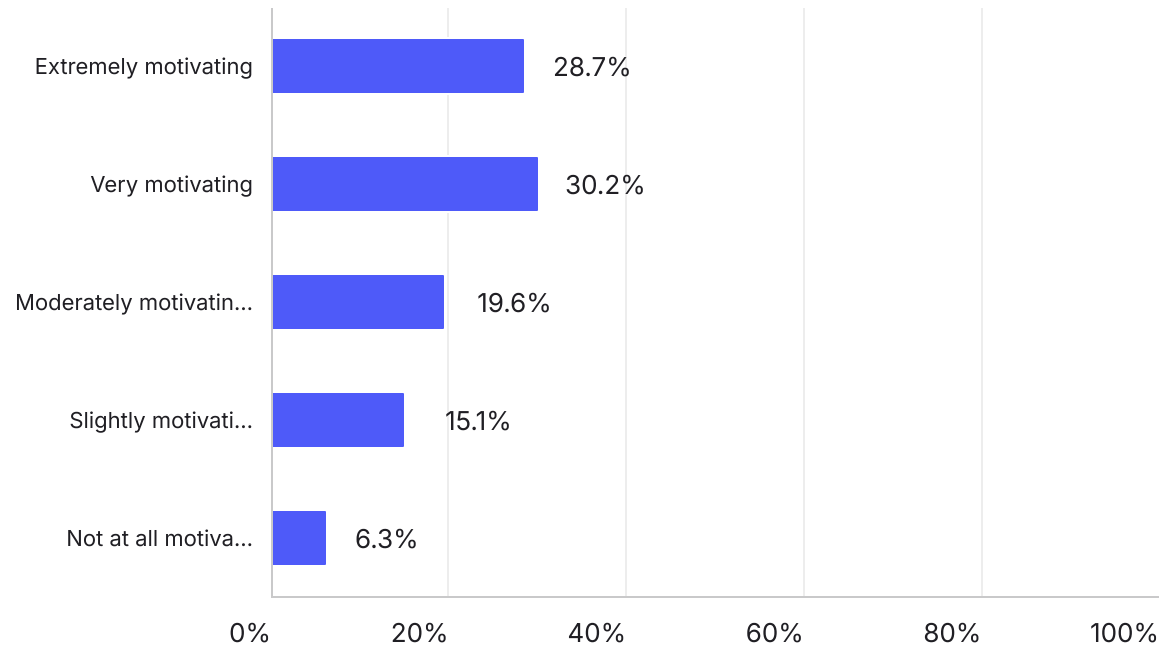


397 of 397 answered

Counts

Not at all motivating	4.5% 18
Slightly motivating	10.8% 43
Moderately motivating	17.4% 69
Very motivating	32.5% 129
Extremely motivating	34.8% 138

15 How motivating is the ability to use the product year-round for holidays, important dates, parties, game days, and everyday outdoor ambiance?

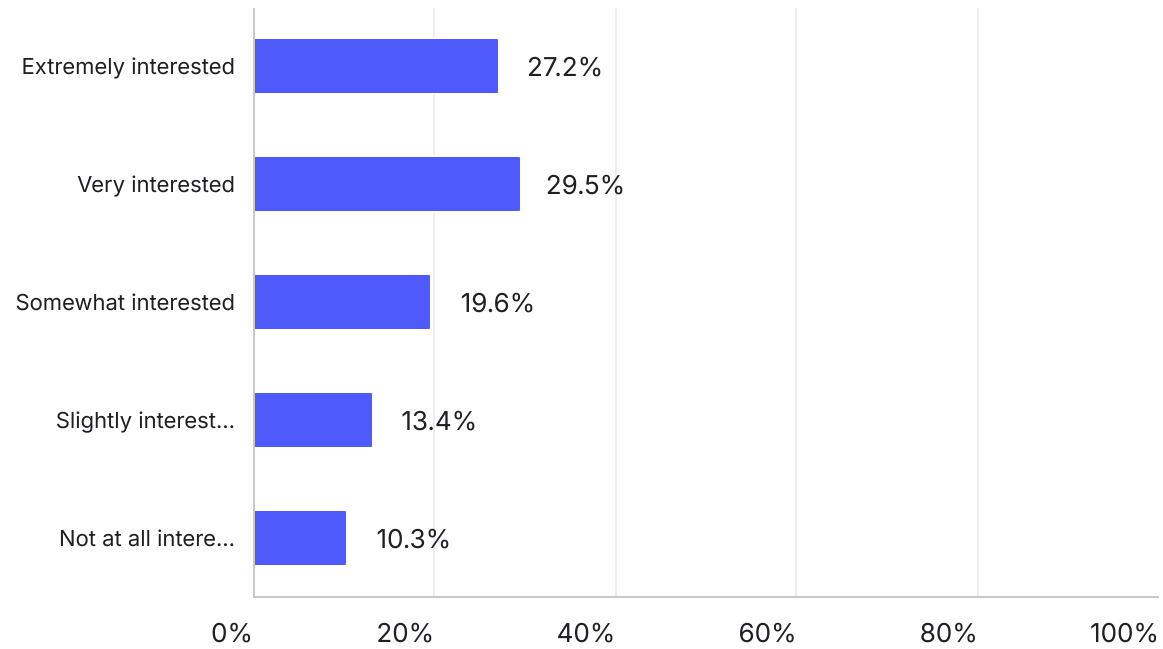


397 of 397 answered ▾

Counts ▾

Extremely motivating	28.7% 114
Very motivating	30.2% 120
Moderately motivating	19.6% 78
Slightly motivating	15.1% 60
Not at all motivating	6.3% 25

16 Assuming the product worked as described, how interested would you be in purchasing Palms & Poles™ for your home?

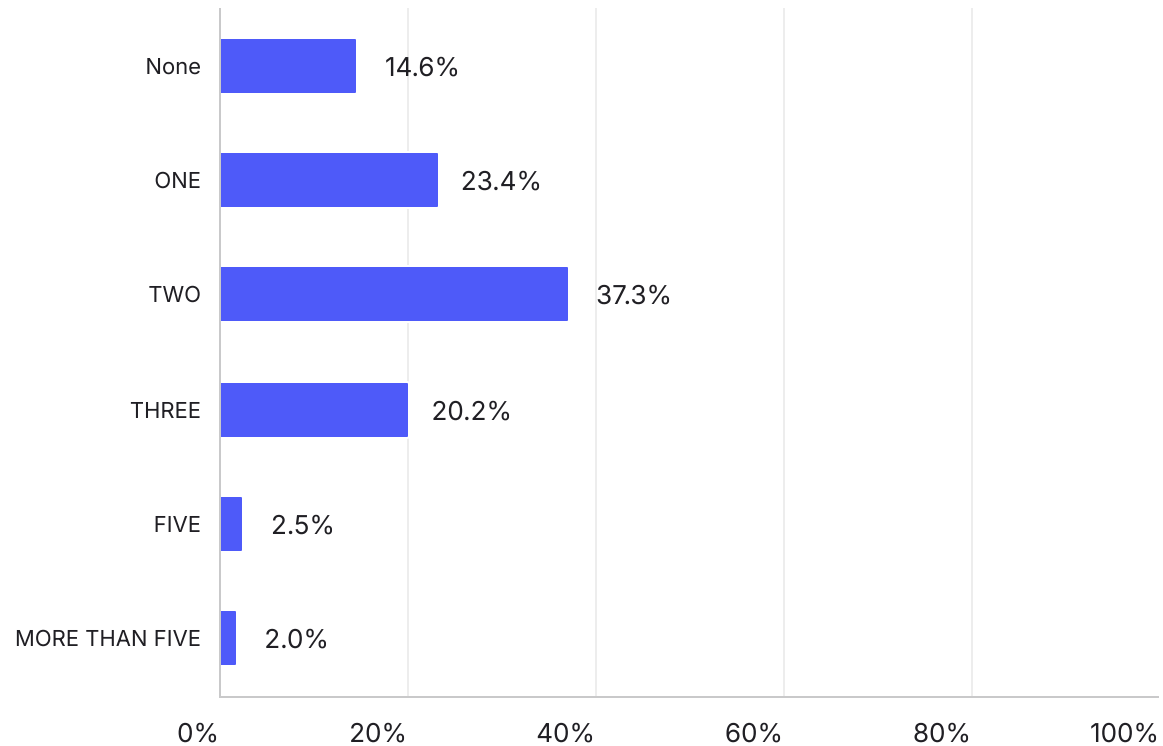


397 of 397 answered ▾

Counts ▾

Extremely interested	27.2% 108
Very interested	29.5% 117
Somewhat interested	19.6% 78
Slightly interested	13.4% 53
Not at all interested	10.3% 41

- 17 If a starter kit could illuminate approximately one palm tree or vertical structure up to 20 ft high, how many starter kits would you purchase ?



397 of 397 answered ▾

Counts ▾

None	14.6% 58
ONE	23.4% 93
TWO	37.3% 148
THREE	20.2% 80
FIVE	2.5% 10

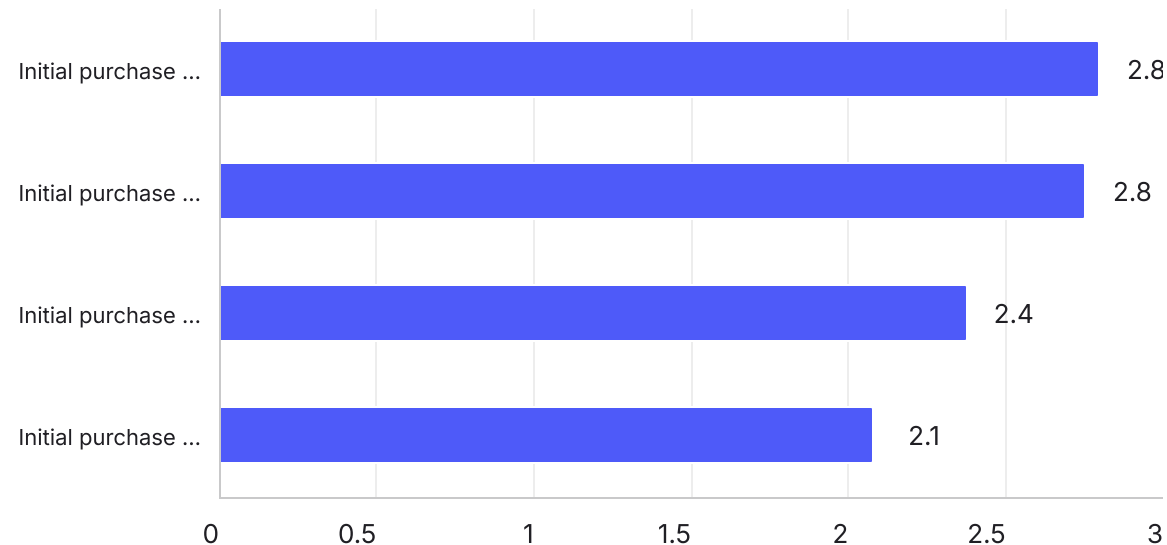
397 of 397 answered ▾

Counts ▾

MORE THAN FIVE

2.0% 8

- 18 Considering the consumer value and benefits of Palms & Poles™, versus the higher cost of professional installation, below is a range of one time purchase costs for a Palm & Poles kit. The kit is capable of decorating/lighting a 20 ft palm tree or pole and it has a usable life of five (5) years. Please rank the prices on what you expect the store price to be for a single starter kit.



397 of 397 answered

Rank ↓

Score ▼

Initial purchase cost of \$100 (cost for 5 yrs use is \$20 per year)

1

2.80

Initial purchase cost of \$150 (cost for 5 yrs use is \$30 per year)

2

2.75

Initial purchase cost of \$175 (cost for 5 yrs use is \$35 per year)

3

2.38

397 of 397 answered

Rank ↓

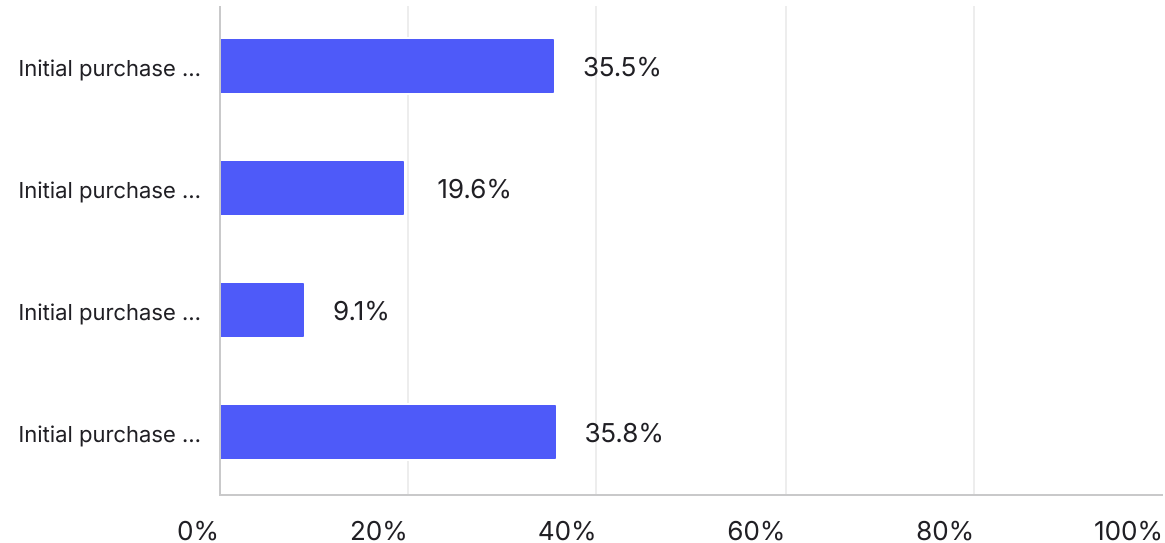
Score ▼

Initial purchase cost of \$200 (cost for 5 yrs use is \$40 per year)

4

2.08

- 19 Considering the consumer value and benefits of Palms & Poles™ versus the higher cost of professional installation, please pick one price that is absolutely too high for a single starter kit. The kit is capable of decorating/lighting a 20 ft palm tree or pole and it has a usable life of five (5) years.

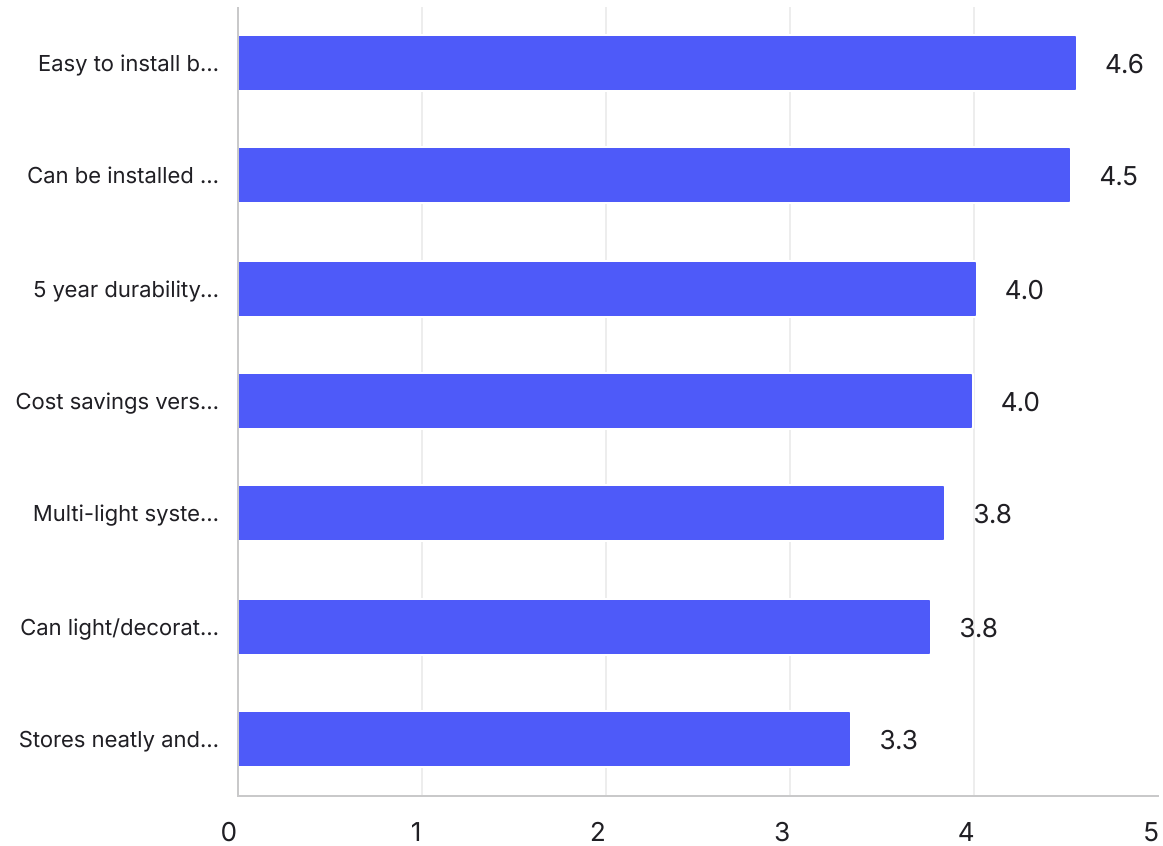


397 of 397 answered ▾

Counts ▾

Initial purchase cost of \$100 (cost for 5 yrs use is \$20 per year)	35.5% 141
Initial purchase cost of \$150 (cost for 5 yrs use is \$30 per year)	19.6% 78
Initial purchase cost of \$175 (cost for 5 yrs use is \$35 per year)	9.1% 36
Initial purchase cost of \$200 (cost for 5 yrs use is \$40 per year)	35.8% 142

20 Please rank what you like most to least about the Palms & Poles™ concept?



397 of 397 answered

Rank ↓

Score ▼

Easy to install by any adult

1

4.55

Can be installed safely from the ground up by the homeowner/resident

2

4.52

5 year durability, no tangled light strings

3

4.01

Cost savings versus professional installation

4

3.99

397 of 397 answered

Rank ↓

Score ▼

Multi-light system/color system allows for use at all occasions and holidays

5

3.84

Can light/decorate palm, poles, and other vertical structures up to 60 ft in height

6

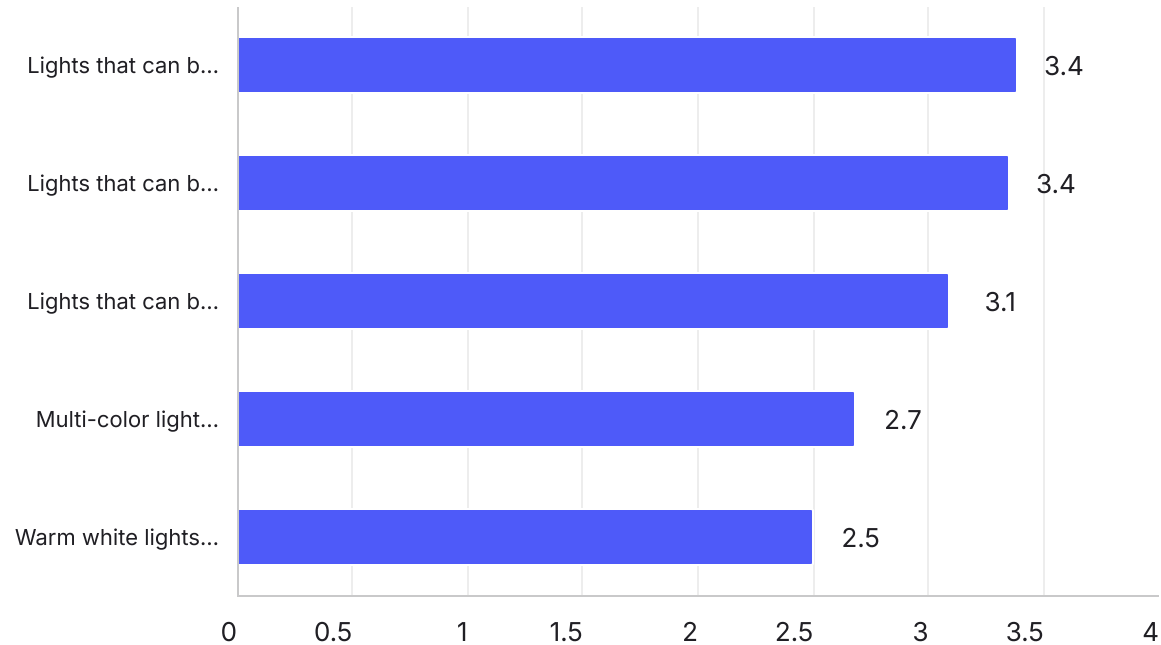
3.76

Stores neatly and compact after use

7

3.33

21 Please rank what type of lighting you prefer most to least for Palms & Poles™?



397 of 397 answered

Rank ↓

Score ▼

Lights that can be changed into any color (more than 1000 unique color choices) and controlled and programmed by remote control or app on a phone

1

3.38

Lights that can be changed into a array of 6 colors with more than 1000 unique color choices. For example, this allows for an array of red, white and blue lights for July 4th. This is controlled or programmed by remote control or App on a phone

2

3.35

Lights that can be programmed to "dance and move" in unique twinkling patterns or designs to sounds such as musi

3

3.09

397 of 397 answered

Rank ↓

Score ▼

C.

Multi-color lights that blink or twinkle

4

2.68

Warm white lights

5

2.50

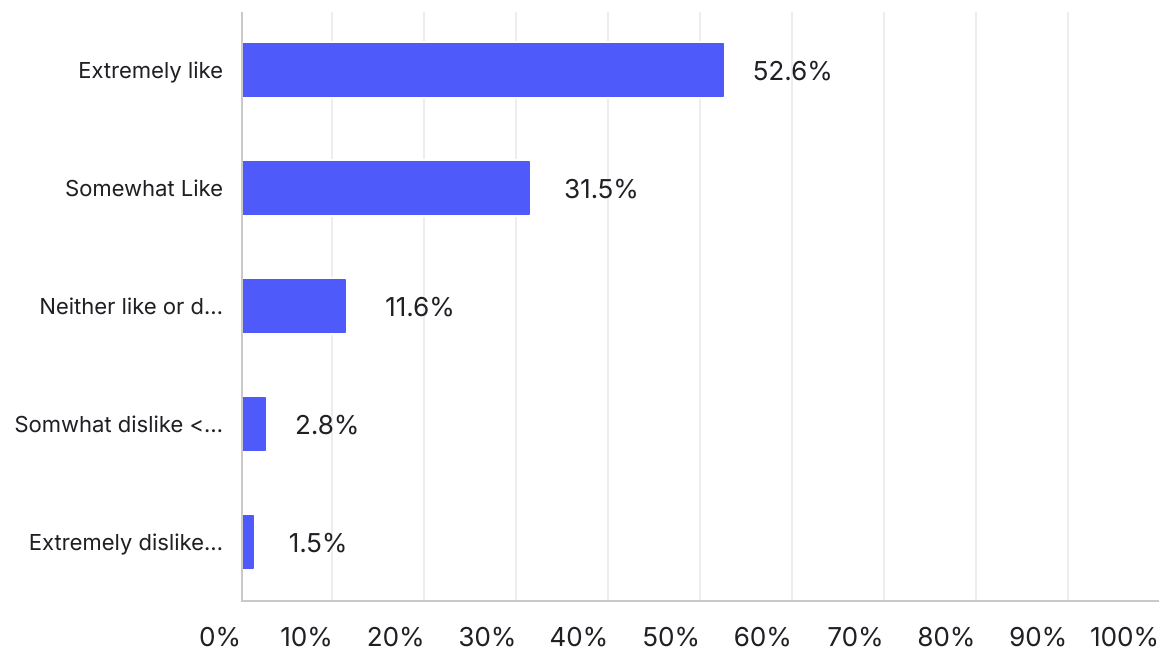
- 22 **Headline: Create a Professionally Lit Palm Tree Look Without Paying an Installer Every Year.**

Consumer Concept Statement 1:

Beautifully illuminated palm trees , poles or structural columns can transform the look of your home during the holidays and special occasions. But decorating these tall structures with traditional light strings can be expensive, especially when professional installation and removal may cost \$400–\$600 per tree or structure , every year.

For an average home with five (5) structures (trees, poles, columns) that's \$2000 to \$3000 spent every year. Instead of paying for seasonal installation year after year, homeowners can own a modular lighting system that wraps around the base of the tree, connects in illuminated sections, and is lifted upward from ground level until the desired height is covered. Palms & Poles™ saves you thousands of dollars every year and stores easily in any small space due to its flat and compact design. Store it after the holidays, reuse it again for amazing savings.

Rate how much you like this product concept.



397 of 397 answered ▾

Counts ▾

Extremely like	52.6% 209
Somewhat Like	31.5% 125
Neither like or dislike	11.6% 46
Somewhat dislike	2.8% 11
Extremely dislike	1.5% 6

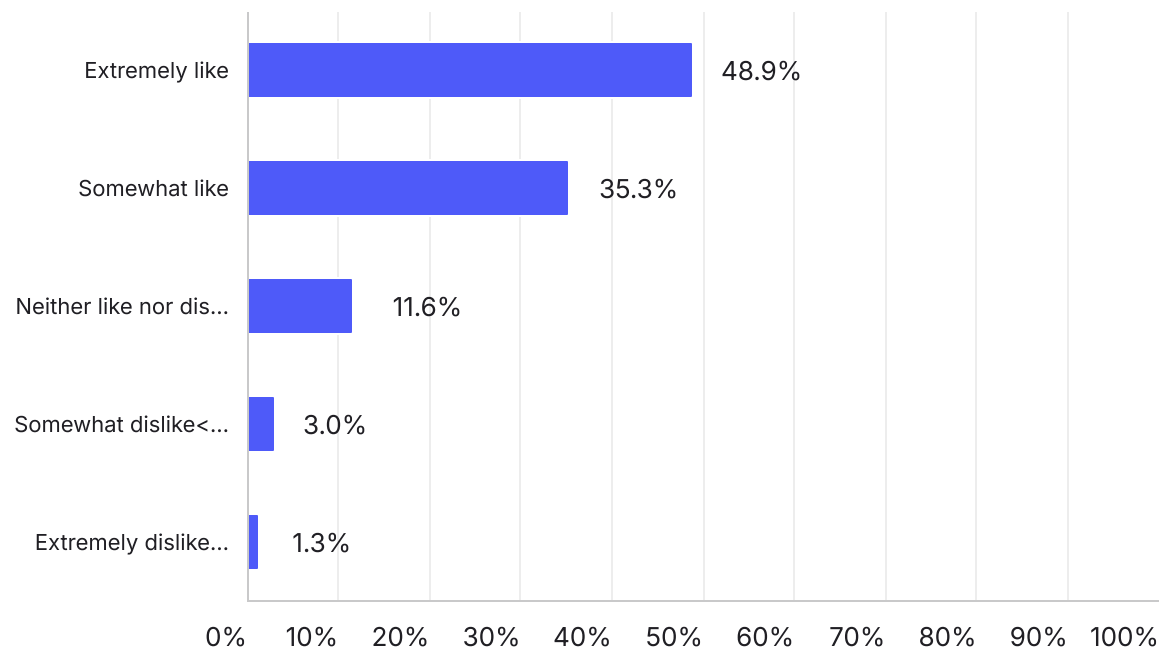
- 23 **Headline: Decorate Tall Palm Trees Without Climbing Ladders or Hiring Lift Equipment.**

Consumer Concept Statement 2:

Tall palm trees can make a spectacular holiday statement, but wrapping them with conventional string lights can require ladders, bucket trucks, lifts or professional installers. For many homeowners, the risk of falling, inconvenience and expense make decorating their palms unrealistic.

Palms & Poles™ is a patented decorative lighting platform designed to help homeowners illuminate tall palm trees, poles and columns while remaining at ground level. Each illuminated panel wraps around the lower portion of the trunk, secures closed, slides upward, and connects to the next panel below. Repeat the process until the trunk reaches the desired illuminated height. The result is an impressive vertical lighting display without the traditional climbing and labor-intensive wrapping process.

Rate how much you like this product concept.



397 of 397 answered ▾

Counts ▾

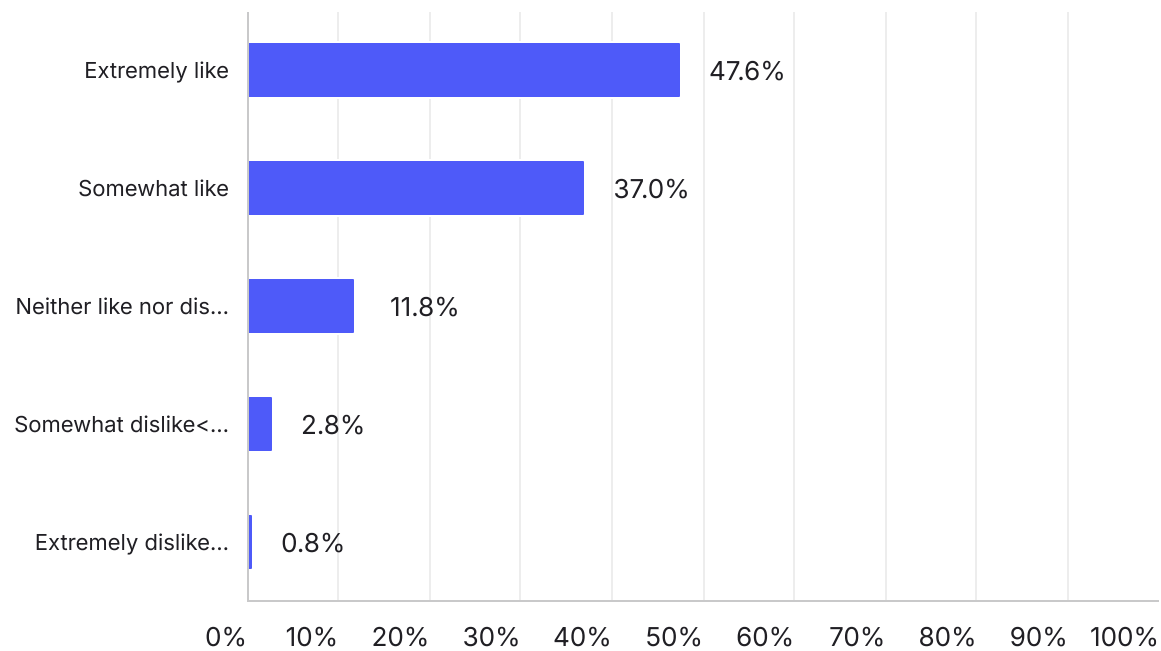
Extremely like	48.9% 194
Somewhat like	35.3% 140
Neither like nor dislike	11.6% 46
Somewhat dislike	3.0% 12
Extremely dislike	1.3% 5

- 24 Headline: A Smarter Way to Decorate Palms, Poles and Columns, Season After Season.

Consumer Concept Statement 3 :

Traditional outdoor decorating can mean tangled strands of lights, hours of wrapping, uneven coverage and difficult removal when the season is over. Tall palm trees and columns can be especially challenging, leaving many homeowners with limited options for creating the outdoor holiday look they really want. Palms & Poles™ turns tall-structure decorating into a reusable modular system. Illuminated panels are designed to wrap around palms, poles or columns and connect vertically to create a clean, coordinated display. After the season, the panels can be removed, easily stored and brought out again for next year's celebration. Instead of wrestling with long strands of lights or starting over every season, homeowners can have a dedicated lighting system built for their outdoor vertical features.

Rate how much you like this product concept.



397 of 397 answered ▾

Counts ▾

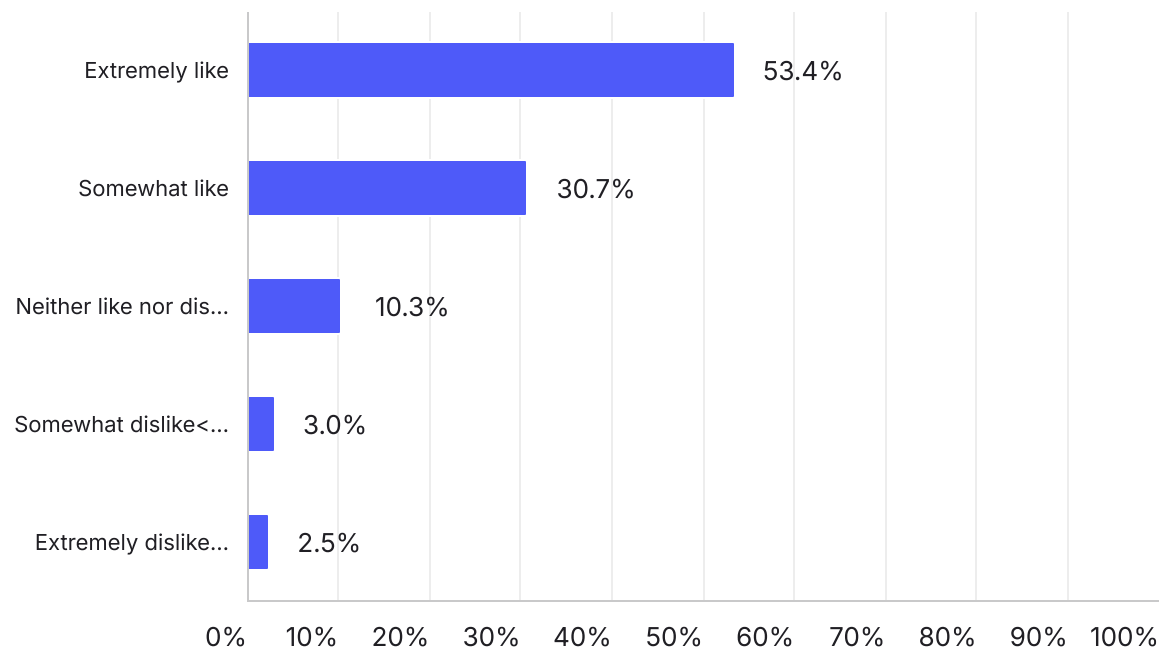
Extremely like	47.6% 189
Somewhat like	37.0% 147
Neither like nor dislike	11.8% 47
Somewhat dislike	2.8% 11
Extremely dislike	0.8% 3

● 25 Headline: Turn Your Palms Into a Year-Round Outdoor Lighting Feature.

Consumer Concept Statement 4:

Why should beautifully illuminated palm trees only appear during the holidays? Homeowners increasingly use outdoor lighting to make their homes feel more welcoming, more festive and more personal throughout the year. Palms & Poles™ is a patented modular lighting system for palm trees, poles and columns, designed to create an impressive vertical glow from the ground upward. With a color-changing LED lighting option, homeowners could personalize their display for Christmas, Chanukah, St Patricks Day, Breast Cancer Awareness, Fourth of July, Halloween, birthdays, pool parties, game days and everyday evening ambiance. Instead of paying an installer for a single seasonal display, homeowners can own a reusable outdoor lighting feature that helps their home stand out all year long.

Rate how much you like this product concept.

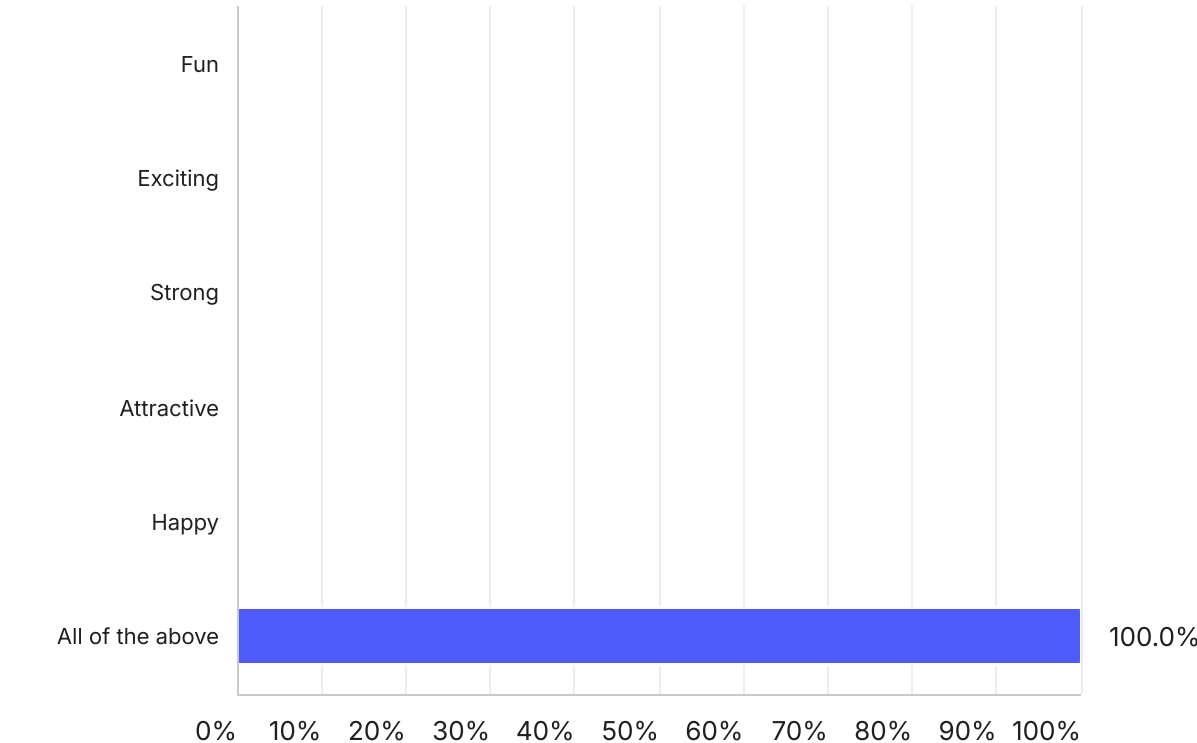


397 of 397 answered ▾

Counts ▾

Extremely like	53.4% 212
Somewhat like	30.7% 122
Neither like nor dislike	10.3% 41
Somewhat dislike	3.0% 12
Extremely dislike	2.5% 10

26 To show that you are paying attention, please select "All of the above".



397 of 397 answered

Counts

Fun	0.0% 0
Exciting	0.0% 0
Strong	0.0% 0
Attractive	0.0% 0
Happy	0.0% 0

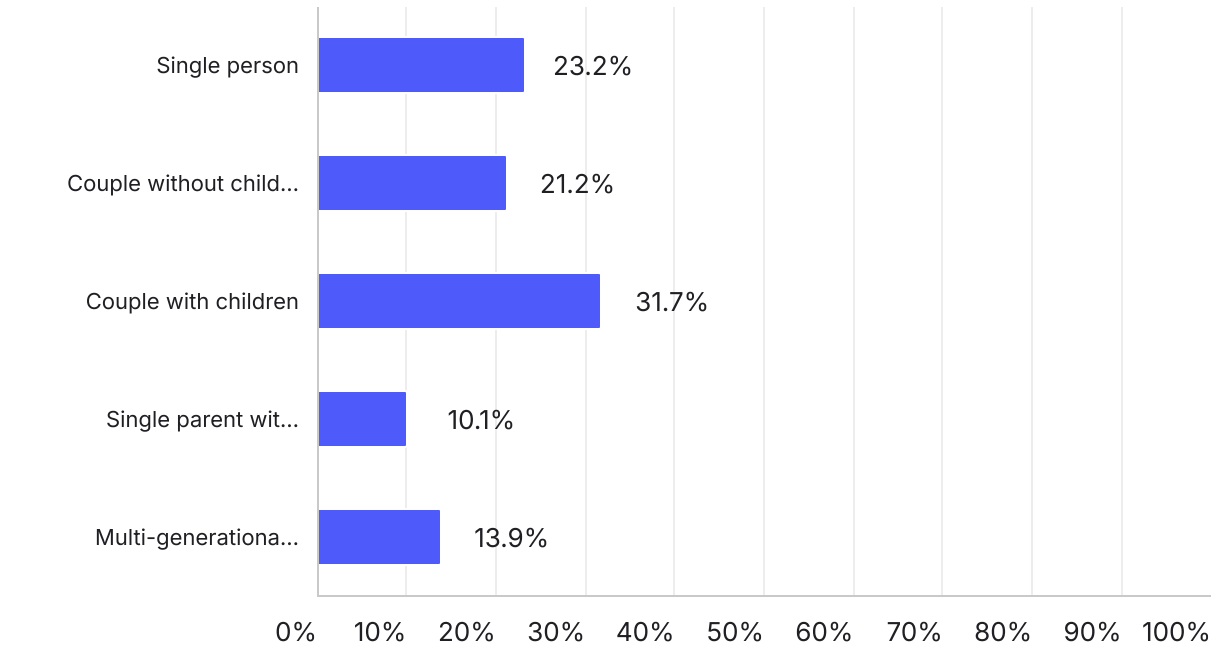
397 of 397 answered ▾

Counts ▾

All of the above

100.0% 397

27 Please tell us about your household composition and size.

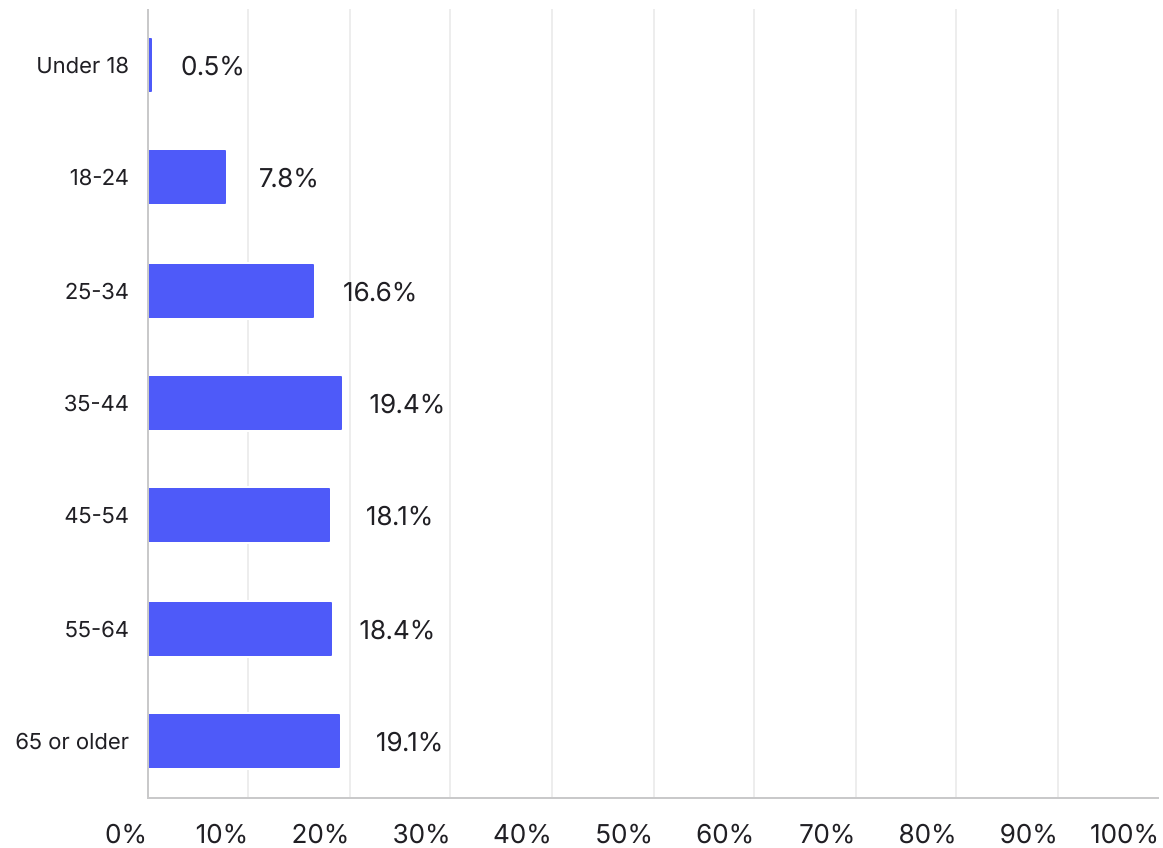


397 of 397 answered ▾

Counts ▾

Single person	23.2% 92
Couple without children	21.2% 84
Couple with children	31.7% 126
Single parent with children	10.1% 40
Multi-generational household	13.9% 55

28 What is your age range ?



397 of 397 answered ▾

Counts ▾

Under 18	0.5% 2
18-24	7.8% 31
25-34	16.6% 66
35-44	19.4% 77
45-54	18.1% 72

397 of 397 answered ▾

Counts ▾

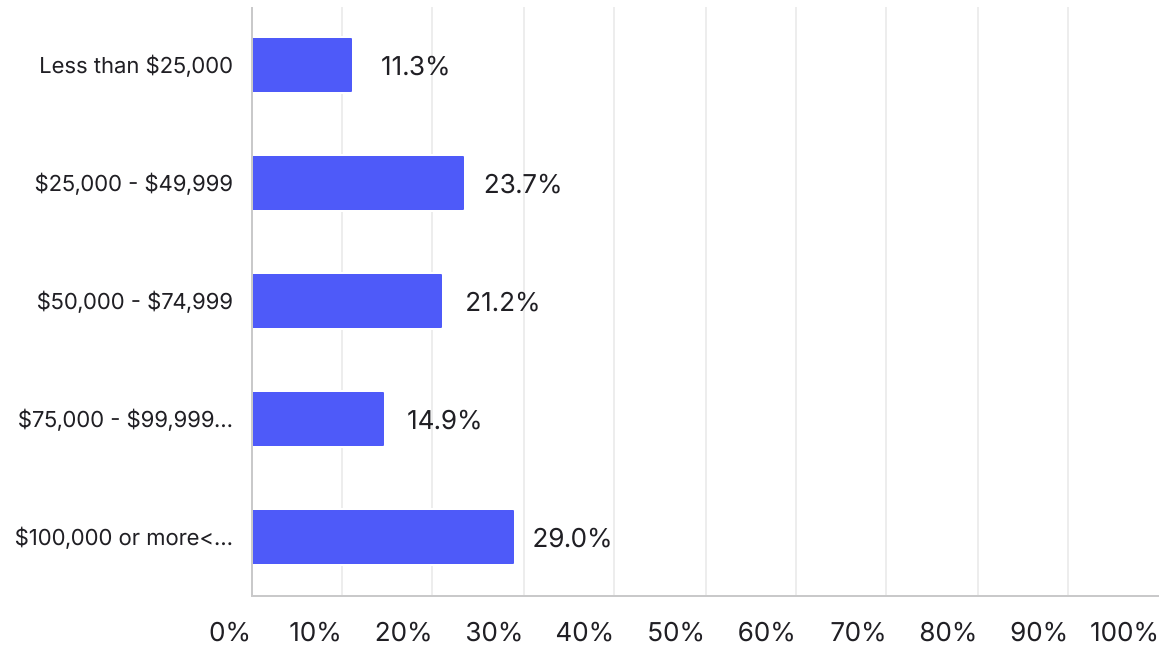
55-64

18.4% 73

65 or older

19.1% 76

29 Please tell us about your household income per year.

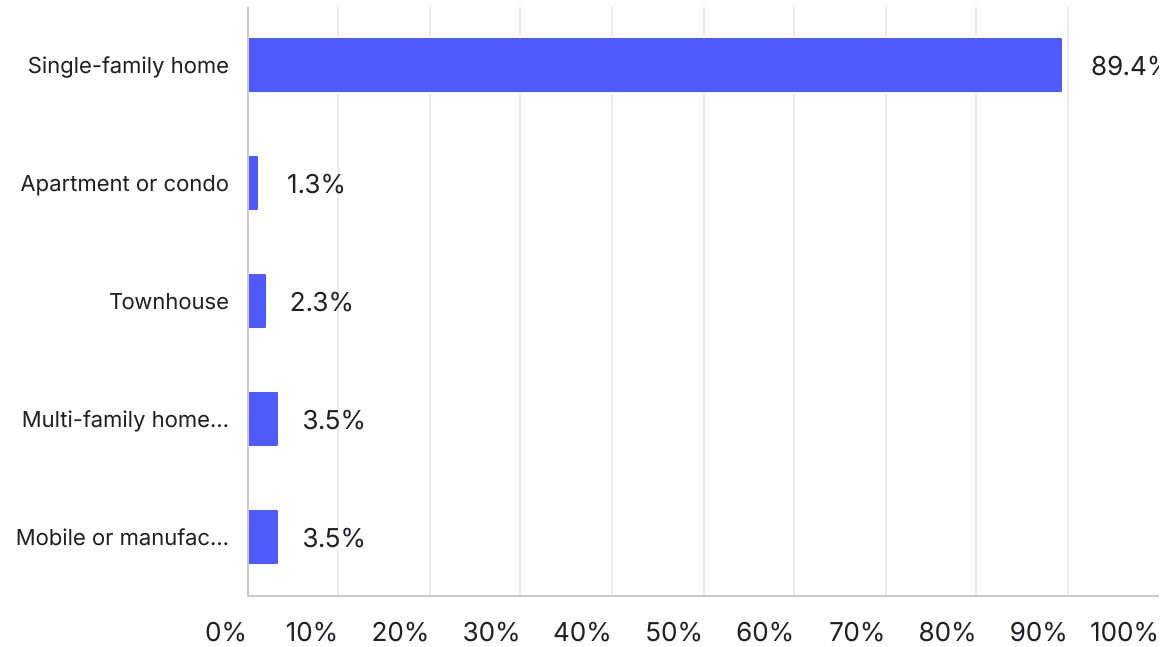


397 of 397 answered ▾

Counts ▾

Less than \$25,000	11.3% 45
\$25,000 - \$49,999	23.7% 94
\$50,000 - \$74,999	21.2% 84
\$75,000 - \$99,999	14.9% 59
\$100,000 or more	29.0% 115

30 Please tell us about your residence type.



397 of 397 answered ▾

Counts ▾

Single-family home	89.4% 355
Apartment or condo	1.3% 5
Townhouse	2.3% 9
Multi-family home	3.5% 14
Mobile or manufactured home	3.5% 14