

Executive Summary

Market Analysis

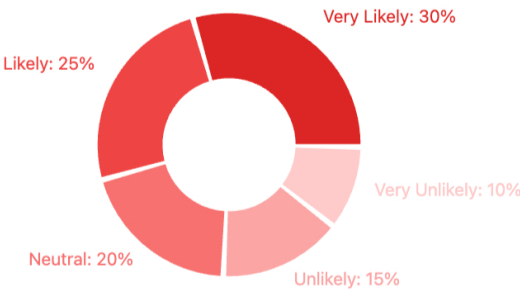
Purchase Intent

Feature Priorities

Customer Segments

Purchase Intent & Market Demand

Intent Distribution



Strategic Implications

High Intent Segment55%

2,695 respondents show positive purchase intent (Very Likely + Likely), representing strong market demand.

Revenue Potential\$3.4M

Conservative estimate: 1,400 core customers x \$249 price point = \$3.4M first-year revenue potential.

Market Entry Strategy

Focus initial marketing on "Very Likely" segment (30%) for rapid adoption, then expand to "Likely" segment (25%) for scale.