

GhostPillow Cooling Pillow

IPR 8/1/2024

Home Furnishings Expert

Jeff Quinn

27 years category experience in retail, international & domestic sourcing, manufacturing, and product development.

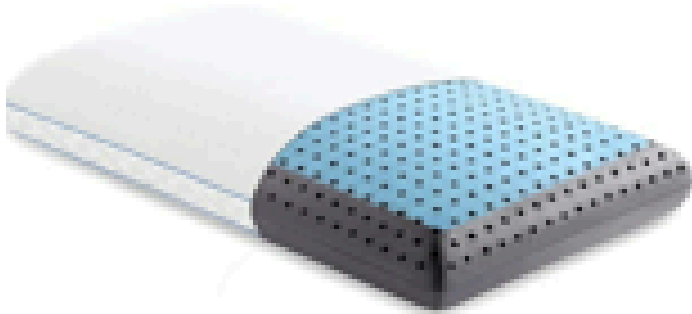
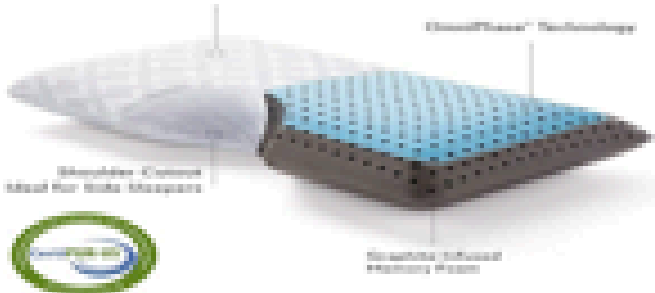
<https://www.linkedin.com/in/jeff-quinn/>

Market Share Analysis Methodology

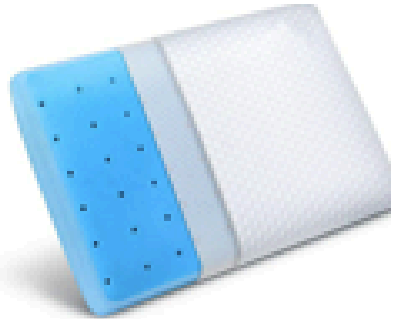
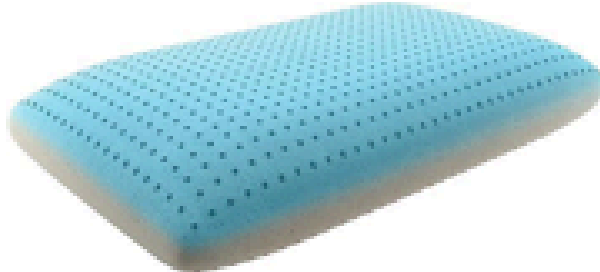
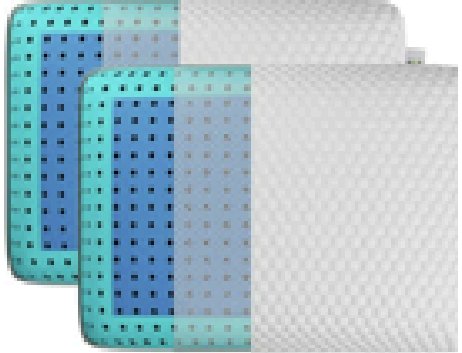
To determine the relevant market share I harvested data directly from Amazon with a credible third-party software program called Jungle Scout that provides real-time and historical analysis of top-line sales, units, profitability, and first listing timeline. I chose the Amazon platform because it is the most significant selling platform for companies conducting e-commerce and therefore provides the most reliable and relevant data set.

Once I collected that data, I created a comparison chart illustrating the market penetration of the competing products and brands compared to GhostPillow.

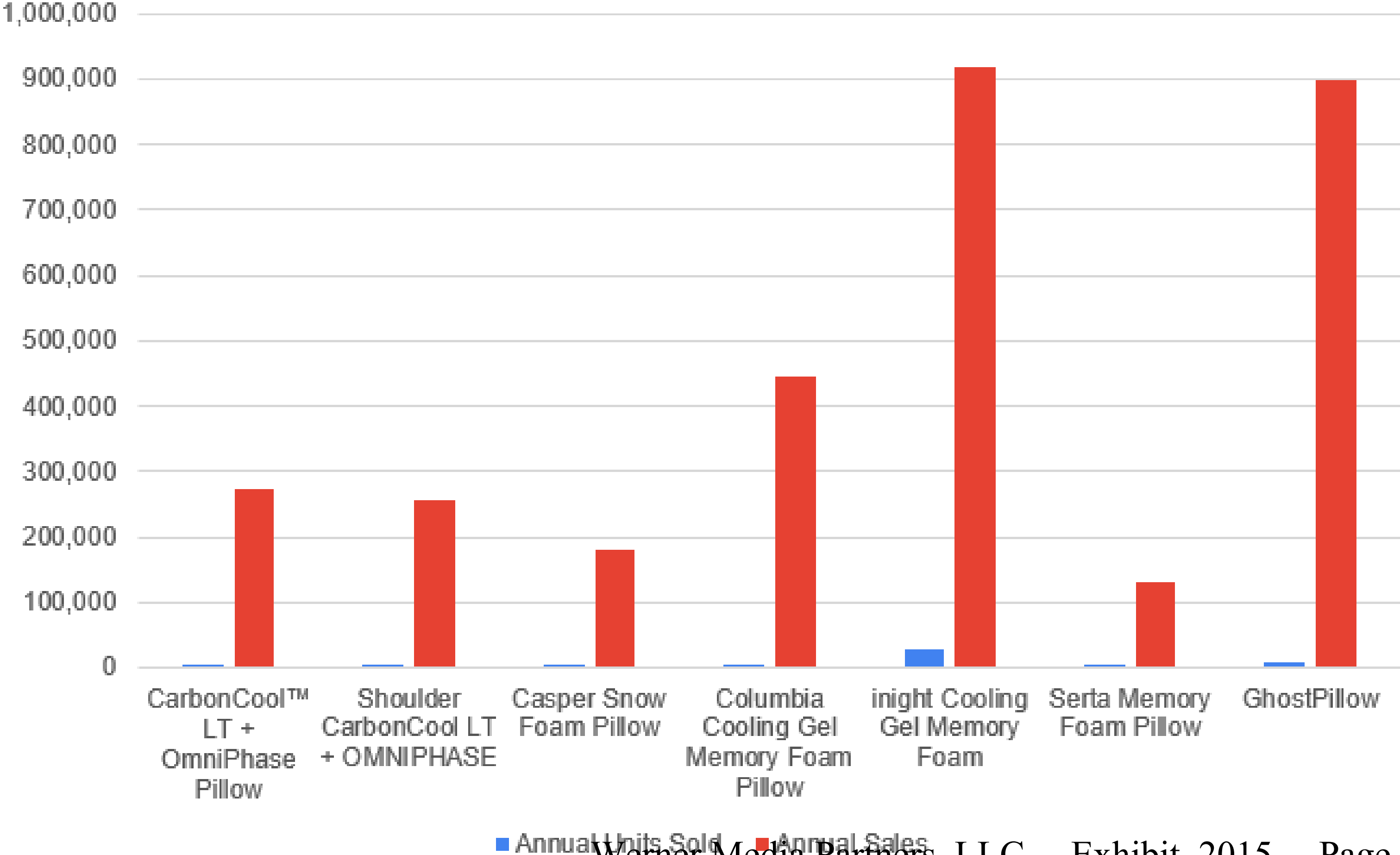
Competing Brands

Product Name	CarbonCool™ LT + OmniPhase Pillow	Shoulder CarbonCool LT + OMNIPHASE	Casper Snow Foam Pillow	Columbia Cooling Gel Memory Foam Pillow
Image				
Brand Name	Malouf	Malouf	Casper	Columbia
Reviews	281	281	131	1,917
Retail Price	\$141.68	\$136.54	\$112.50	\$139.99
Monthly Units Sold	160	156	134	265
Annual Units Sold	1,920	1,872	1,608	3,180
Annual Sales	\$272,025.60	\$255,602.88	\$180,900.00	\$445,168.20

Competing Brands

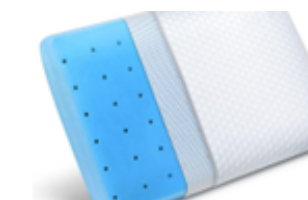
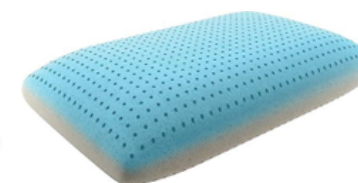
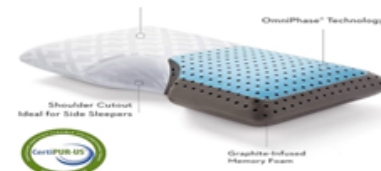
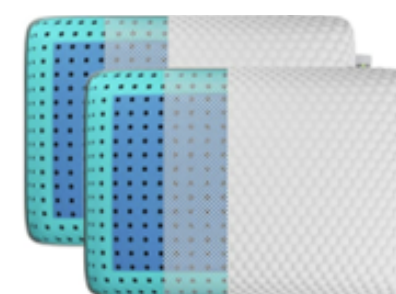
Product Name	inight Cooling Gel Memory Foam	Serta Memory Foam Pillow	GhostPillow
Image			
Brand Name	inight	Serta	GhostPillow
Reviews	4,023	305	1,521
Retail Price	\$33.96	\$50.48	\$129.99
Monthly Units Sold	2,251	214	577
Annual Units Sold	27,012	2,568	6,924
Annual Sales	\$917,327.52	\$129,632.64	\$900,050.76

Pillow Market Share



Competing Brands Market Entrance

Timeline



1

2

3

4

5

6

7

Cool Memory
Foam Pillow

Columbia
Cooling Gel
Memory Foam
Pillow

CarbonCool™ LT
+ OmniPhase
Pillow

Shoulder
CarbonCool LT +
OmniPhase
Pillow

Serta Memory
Foam Pillow

Casper Snow
Foam Pillow

inight Cooling
Gel Memory
Foam

GhostPillow

Columbia

Malouf

Malouf

Serta

Casper

inight

9/28/2017

9/18/2018

7/23/2019

Werner Media Partners, LLC

Exhibit 10/2020

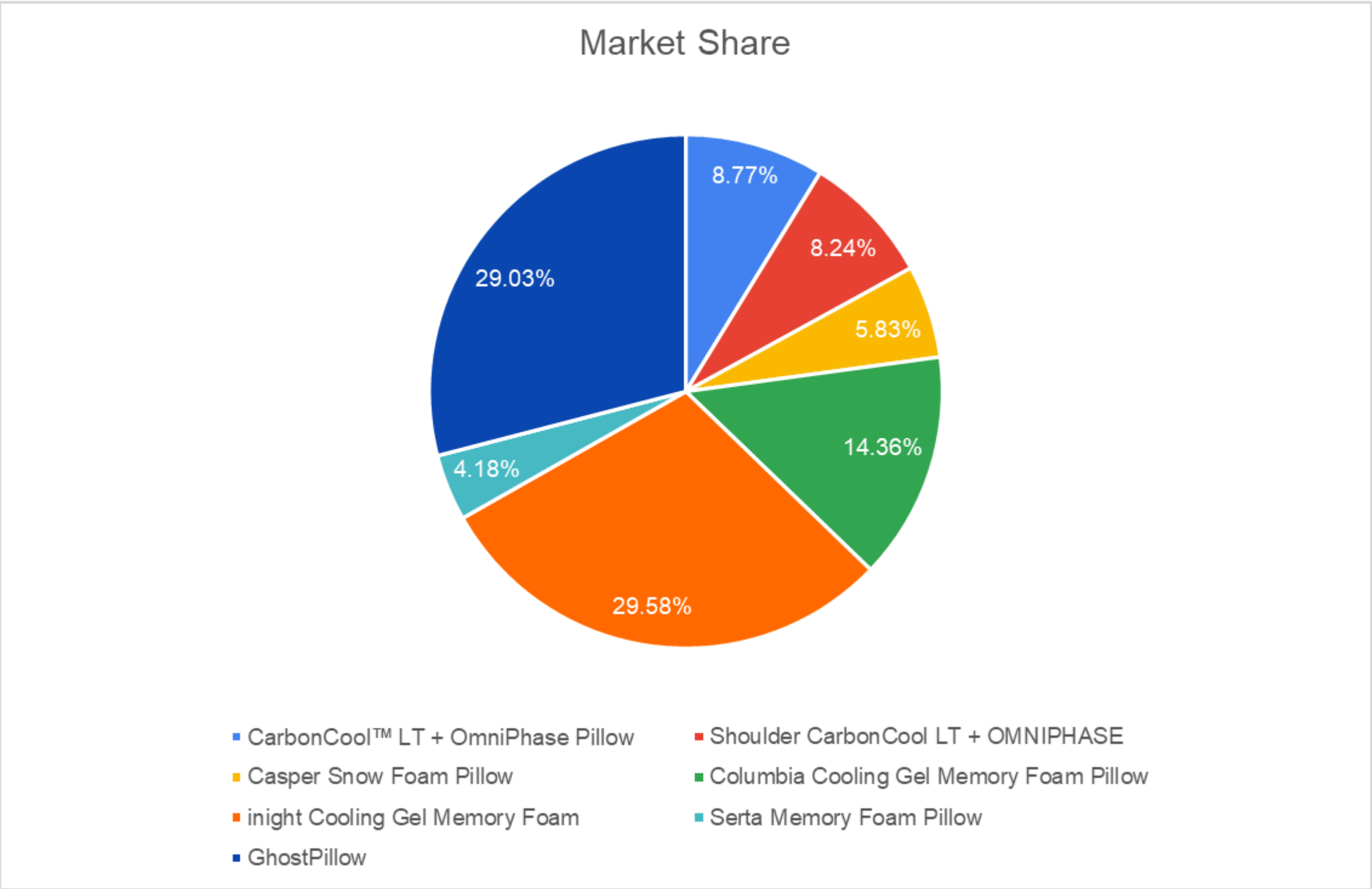
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Market Share Findings

Top line sales, Units, and customer reviews all outpace a majority of their peer group. In fact, the total annual average sales for the peer group is \$366,776.14 compared to the GhostPillow at 900,050.76. This illustrates a significant leadership position in the category.

The total revenue for all competing brands represents \$3,100,707. GhostPillow annual sales of \$900,050 represents a 29.03% market share for this category clearly defining this item as having significant market share by any measurement.

**Bluewave was excluded from this report due to their change in design and manufacturing process after GhostPillow reached out to them.*

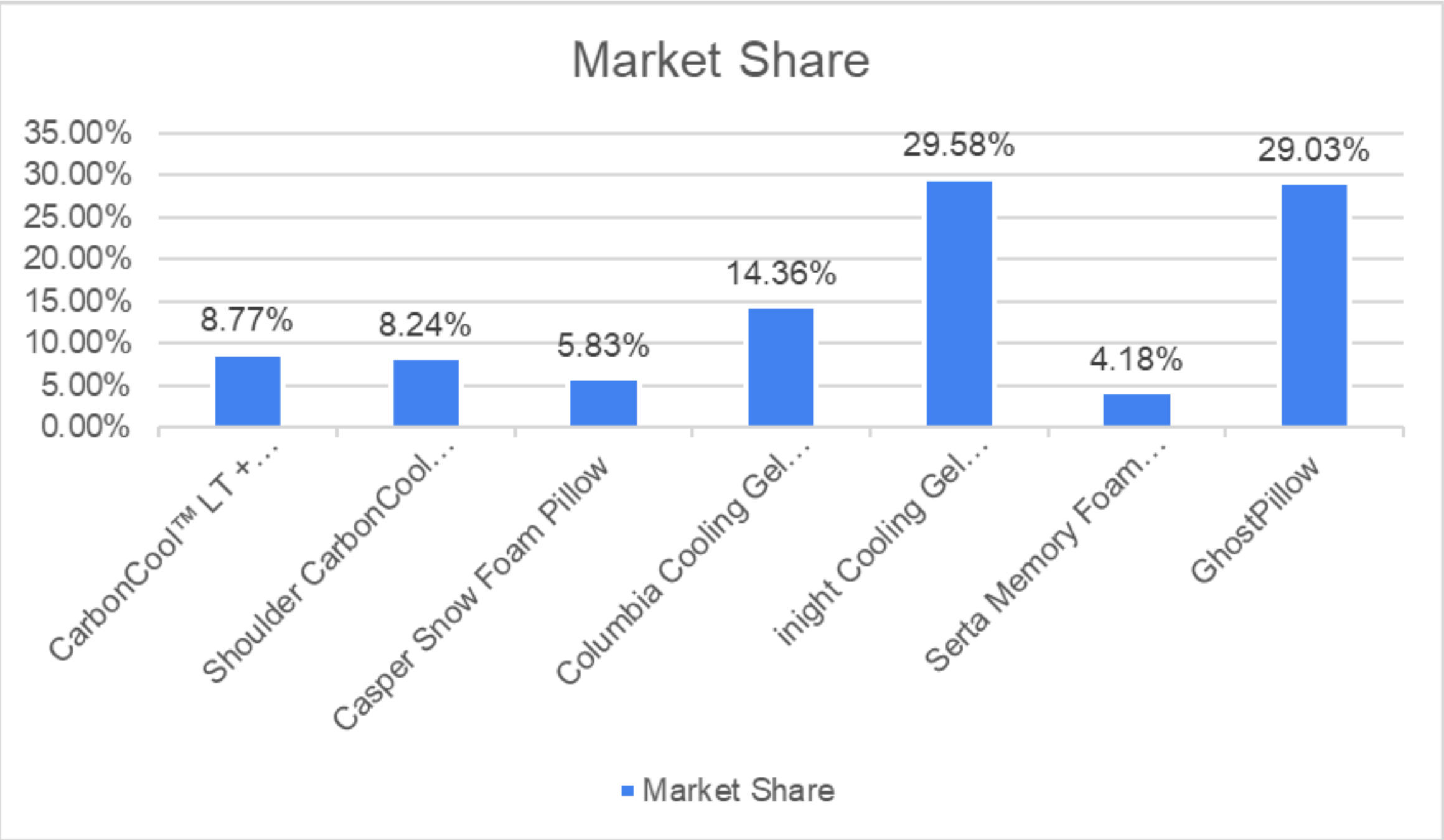


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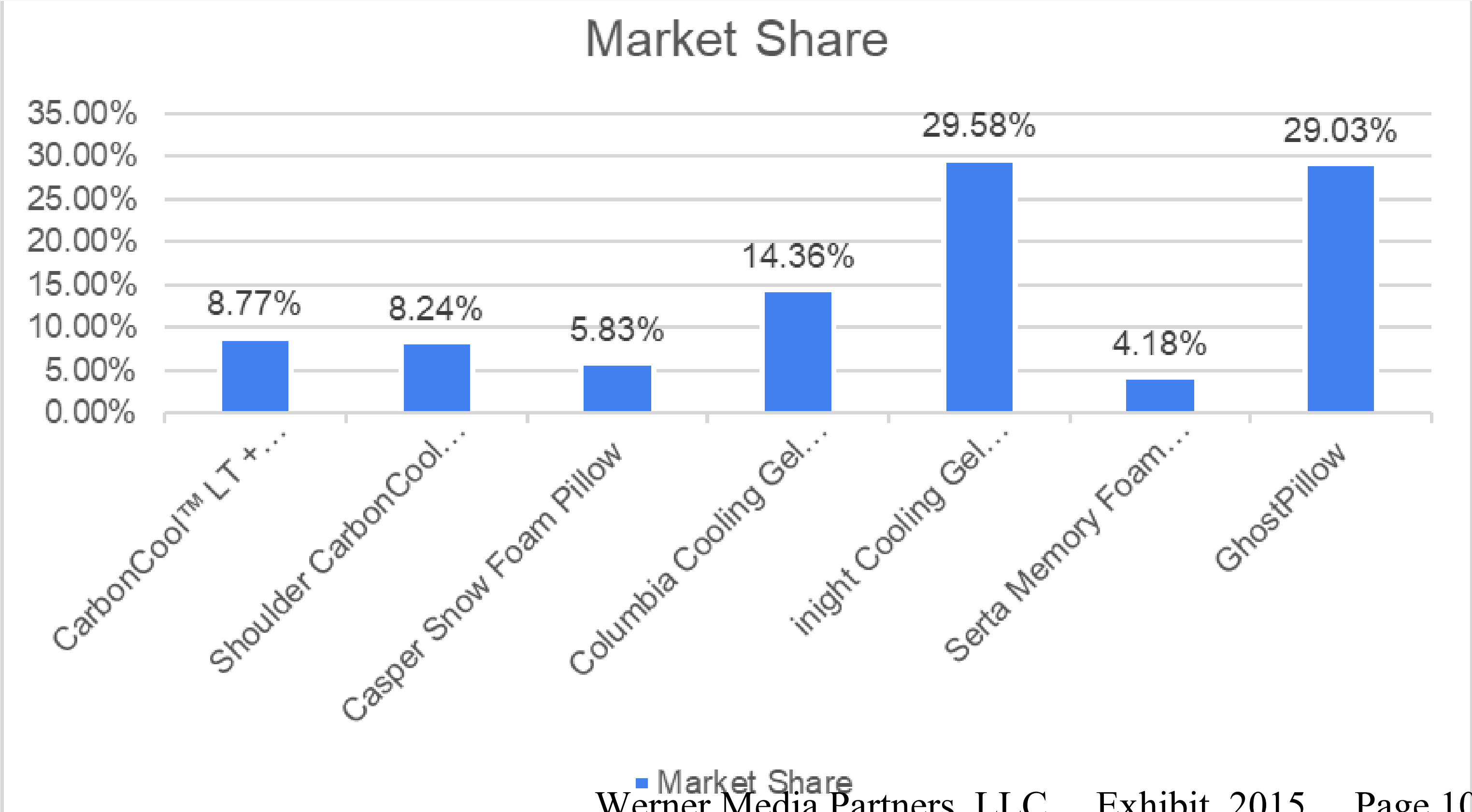
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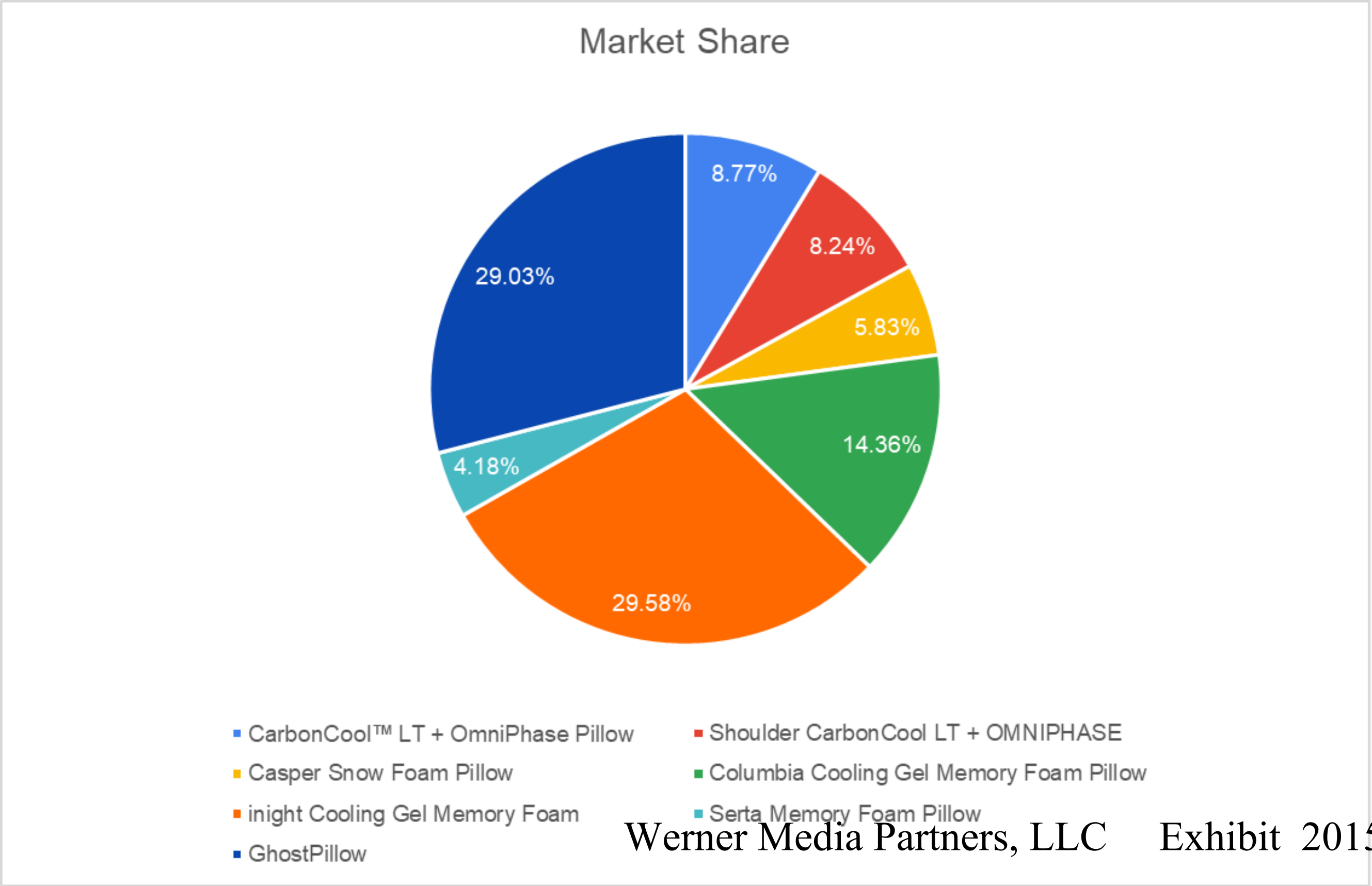
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Market Share Findings



Market Share Findings



Consumer Purchase Intent

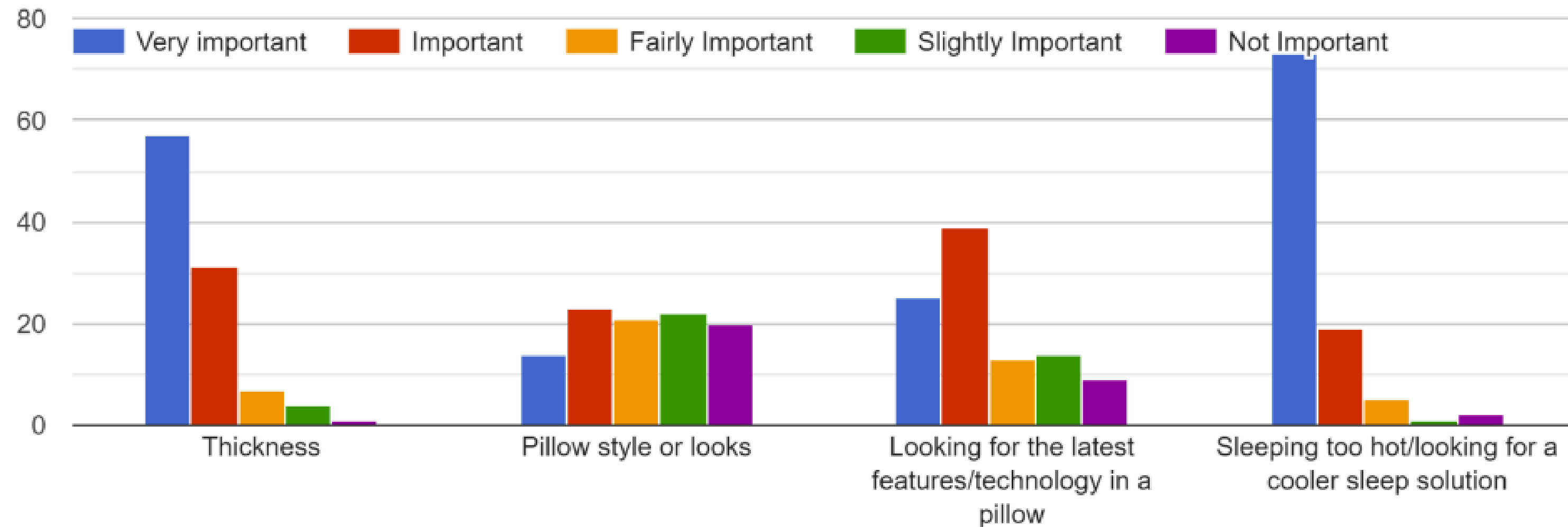
Consumer Research Methodology

We reached out to 4,000 previous customers to poll what were the specific features or product specifications that influenced them to purchase the GhostPillow. We received 100 responses or a 2.5% response rate which is a very favorable response when conducting marketing research.

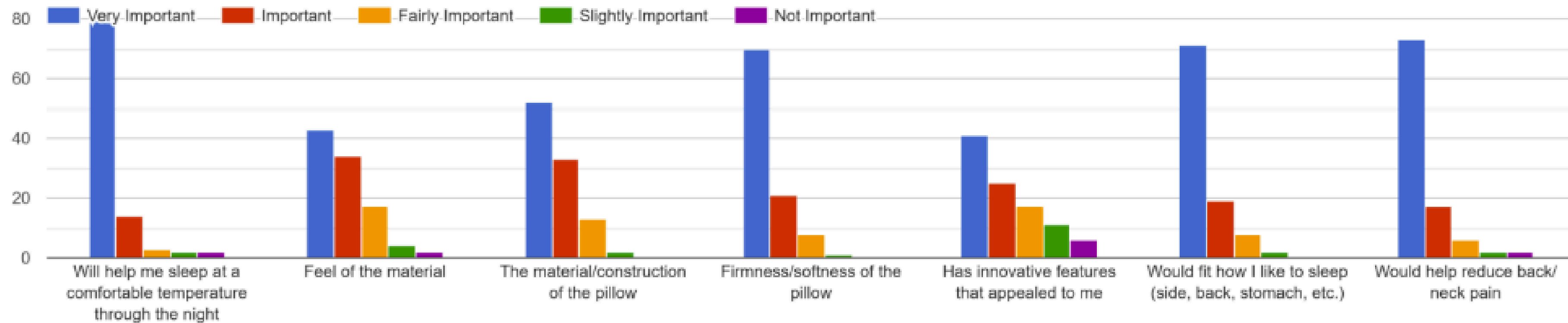
A Likert scale was used to determine how important certain features, materials, and other factors were to them making a purchasing decision.

The results for this survey are listed on pages 9-14.

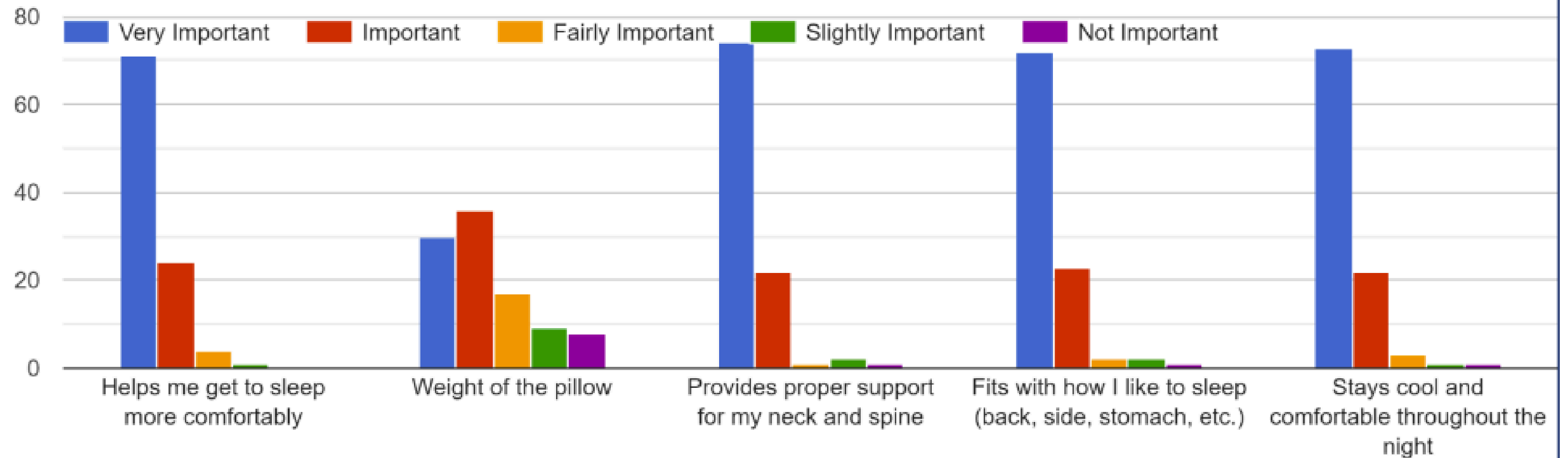
How important are the following factors when shopping for and purchasing a new pillow? Please rate each one.



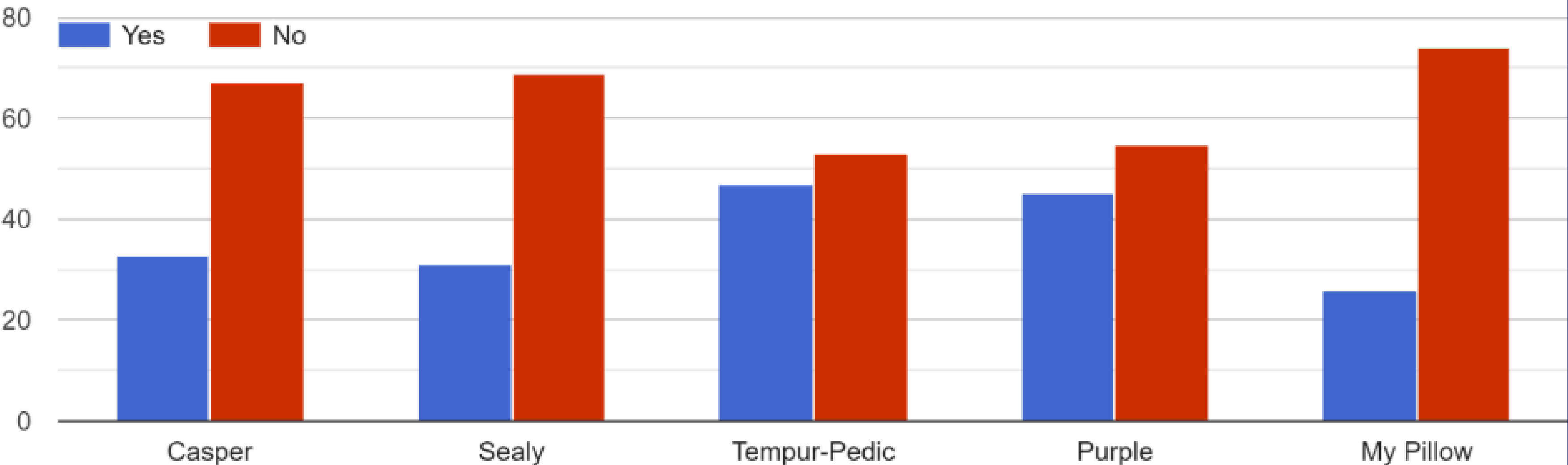
What factors influenced your decision to purchase the GhostPillow over other brands?



Based on your experience with the GhostPillow, please rate each of the statements below:

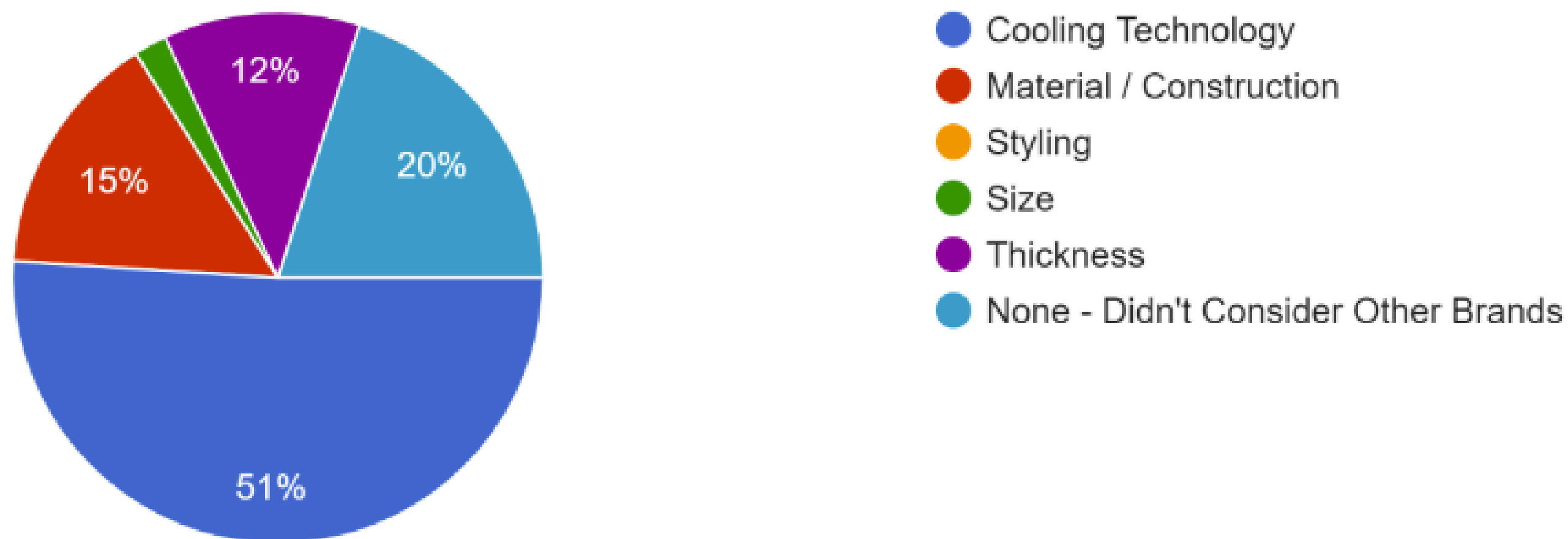


While shopping for a new pillow, did you consider any of these brands



If you answered yes to any of the items in the previous question, what was the most important factor in choosing GhostPillow vs. the other brands?

100 responses



Consumer Purchase Intent

Consumer Research Findings

The results from the consumer research highlight how important the cooling features of the GhostPillow were for consumers in making a purchasing decision.

Every question that was asked regarding the features and benefits of the pillow resulted in the cooling properties ranking at or near the top of the list.

In addition, when asked what was the most important factor in making a purchasing decision vs. other brands the cooling features were mentioned by 64% of the respondents.

Foam Performance Testing

Testing Methodology

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	<u>Test</u>	<u>Gbsolidfoam</u>		<u>GBpunchedPCM</u>	<u>Diff #</u>	<u>Diff %</u>
Hot Plate Tests (1-6)						
1	Q-Dry watts/square meter	10.68		10.4	-0.28	-2.62%
2	Q-Wet watts/square meter	18.21		18.75	0.54	2.97%
3	Evaporative Capacity g square meter/hr	10.92		12.52	1.6	14.65%
4	QMAX (Peak Times Minutes) w/m2 (watts/square meter)	158.7		303.1	144.4	90.99%

Note: Higher Qmax # is Cooler

5	R-Dry Square Meter kelvin per watt	1.1252		1.1542	0.029	2.58%
6	R-Wet square meter pa/watts	586.91		504.52	-82.39	-14.04%

Note: Lower R value is Cooler