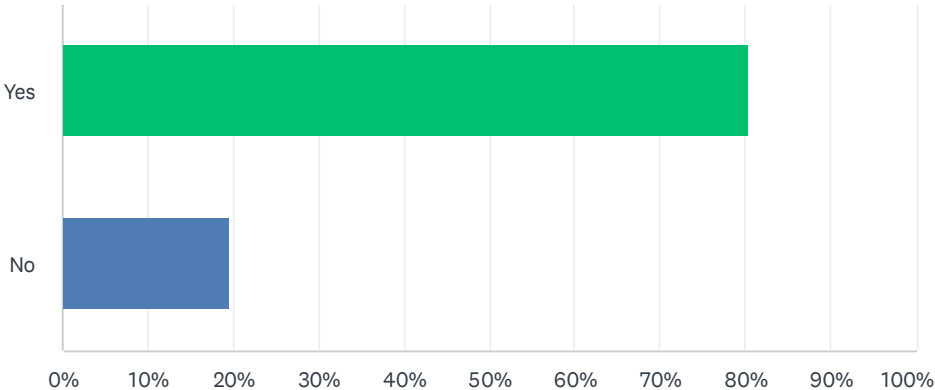


Q1 Do you or your partner own a diamond or plan on owning in the future?

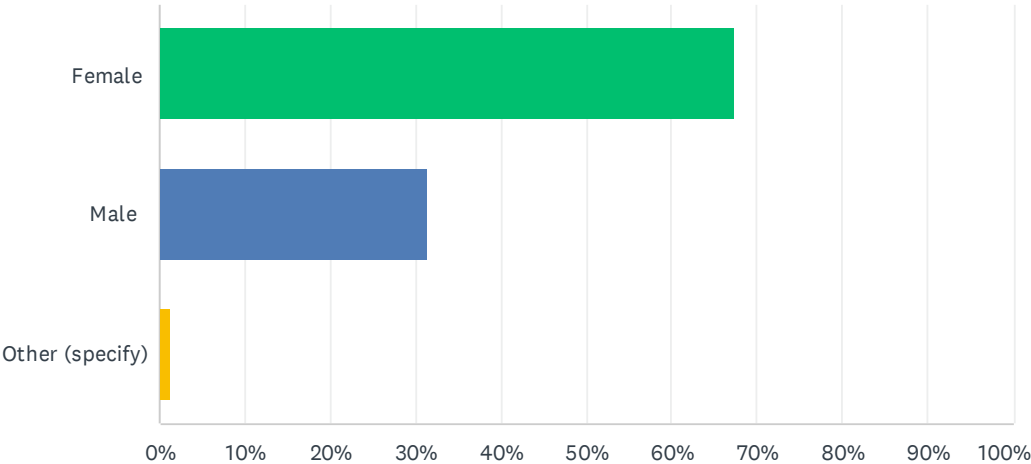
Answered: 148 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	80.41%	119
No	19.59%	29
Total Respondents: 148		

Q2 What is your gender?

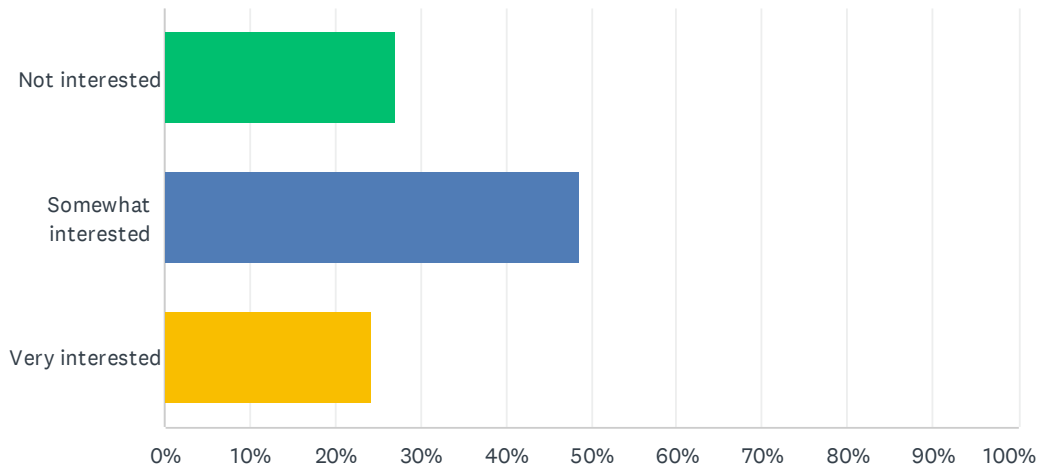
Answered: 147 Skipped: 1



ANSWER CHOICES	RESPONSES	
Female	67.35%	99
Male	31.29%	46
Other (specify)	1.36%	2
TOTAL		147

Q3 Your diamond is secured in your ring by mounting prongs. Gold is a relatively soft metal. These prongs can be damaged by hitting any hard surface. While wearing your ring, it is easy to bump it against a car door, grocery cart, desk or wall, among other things. The setting might look fine, but a prong could be damaged and your diamond may be loose. If you could use your mobile phone to check the prongs on your ring at home in less than a minute, would this product, DiamondEye, interest you?

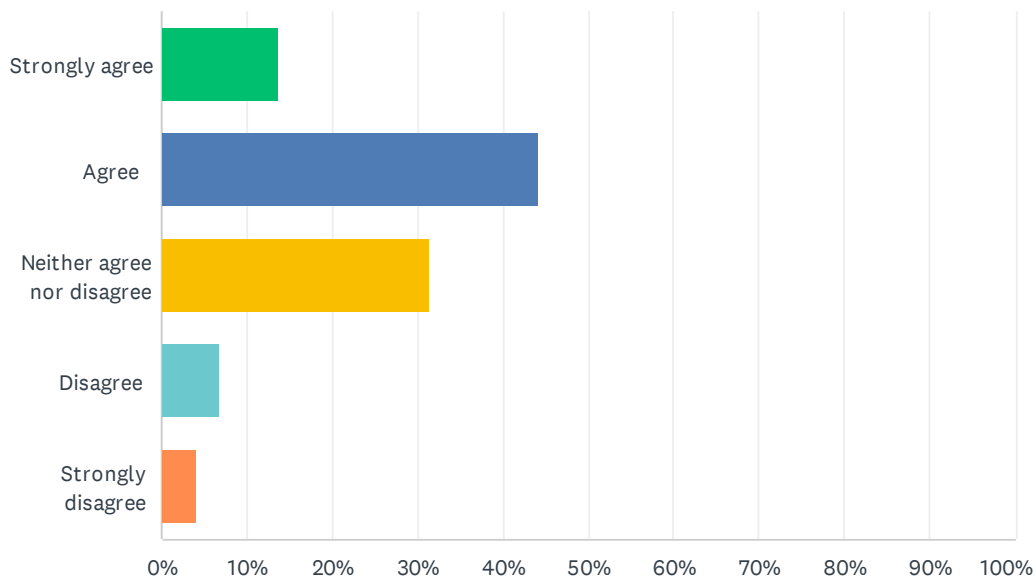
Answered: 148 Skipped: 0



ANSWER CHOICES	RESPONSES
Not interested	27.03% 40
Somewhat interested	48.65% 72
Very interested	24.32% 36
TOTAL	148

Q4 DiamondEye also captures the "fingerprint" of your diamond and registers it in the cloud. After any service, cleaning, or any time in the future, you use your mobile device to verify your diamond. The product will eliminate any switching or swapping fears. If your diamond is ever recovered after being stolen or lost, you'll be able to positively identify your diamond and prove it is yours. Your diamond can also be moved to the "missing diamond database" that law enforcement can access to try to find the owner of a recovered diamond. These capabilities increase the likelihood you would purchase DiamondEye or recommend it to your friends.

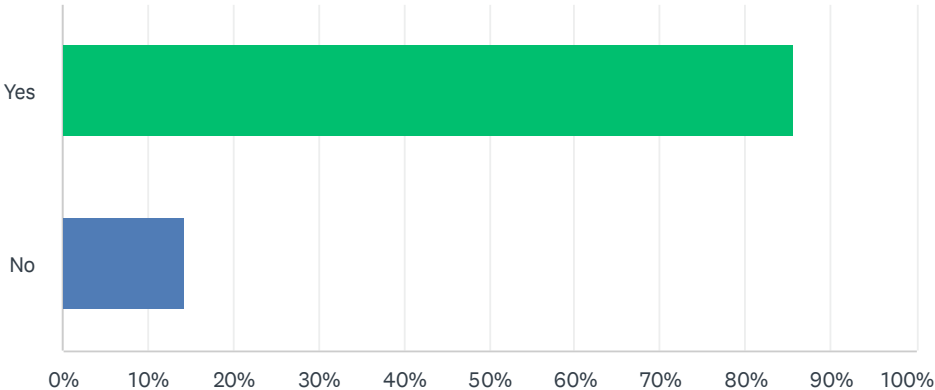
Answered: 147 Skipped: 1



ANSWER CHOICES	RESPONSES	
Strongly agree	13.61%	20
Agree	44.22%	65
Neither agree nor disagree	31.29%	46
Disagree	6.80%	10
Strongly disagree	4.08%	6
TOTAL		147

Q5 Do you think DiamondEye should be available at your local jeweler?

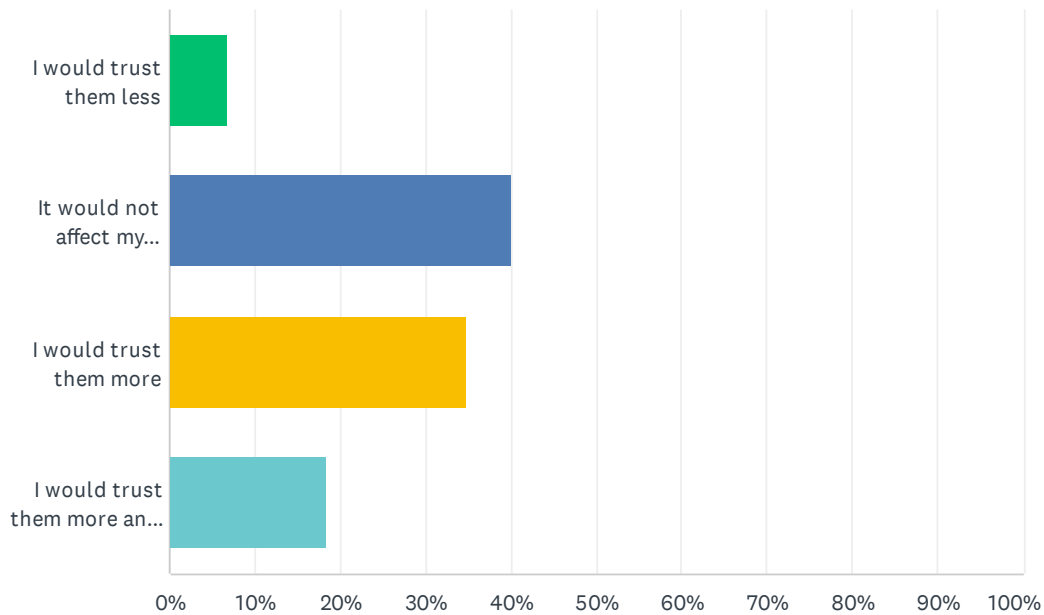
Answered: 147 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	85.71%	126
No	14.29%	21
Total Respondents: 147		

Q6 Some jewelers use DiamondEye to register every diamond they take in for service, and every diamond they sell. When you pick up the jewelry, they use DiamondEye in front of you to verify they are returning the correct diamond. They also register every diamond they sell so that in the future it can be verified as one they sold. If your jeweler used this system, how would it affect your image of them?

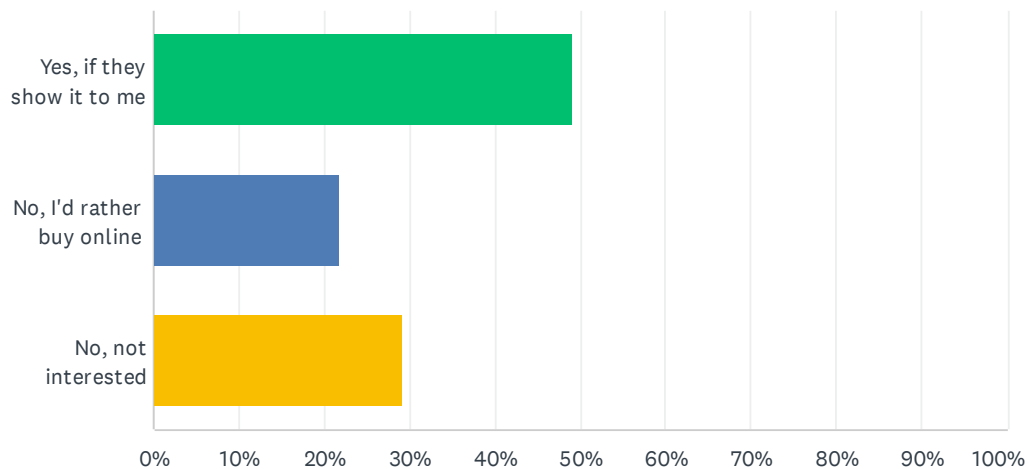
Answered: 147 Skipped: 1



ANSWER CHOICES	RESPONSES	
I would trust them less	6.80%	10
It would not affect my opinion of them at all	40.14%	59
I would trust them more	34.69%	51
I would trust them more and be more likely to recommend them to my friends	18.37%	27
TOTAL		147

Q7 If your local jeweler offered a DiamondEye kit for \$49.99, would you buy it and register your diamond?

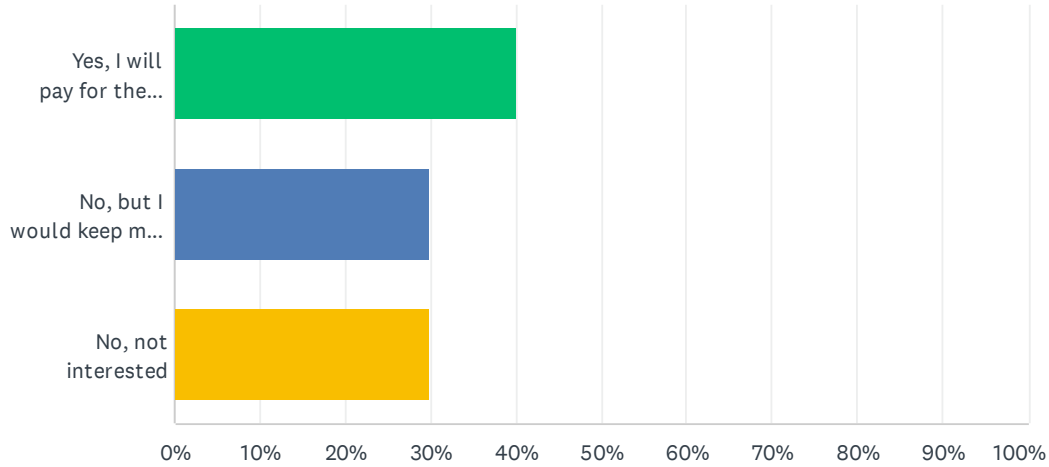
Answered: 147 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes, if they show it to me	48.98%	72
No, I'd rather buy online	21.77%	32
No, not interested	29.25%	43
TOTAL		147

Q8 After the first year, continued Prong Check service will cost \$1 per month. Will you subscribe to continued service?

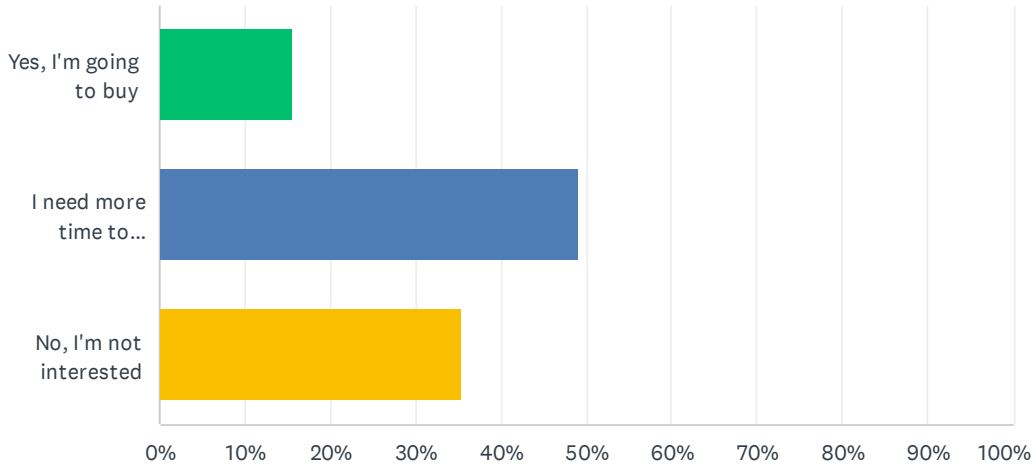
Answered: 147 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes, I will pay for the monthly service	40.14%	59
No, but I would keep my diamond registered for future identification	29.93%	44
No, not interested	29.93%	44
TOTAL		147

Q9 DiamondEye is available today. <https://diamondeye.app>
 Because you completed this survey, you can start protecting your diamond today and receive your DiamondEye Kit for just \$25 with coupon code Survey25. This is a 50% discount to thank you for participating!

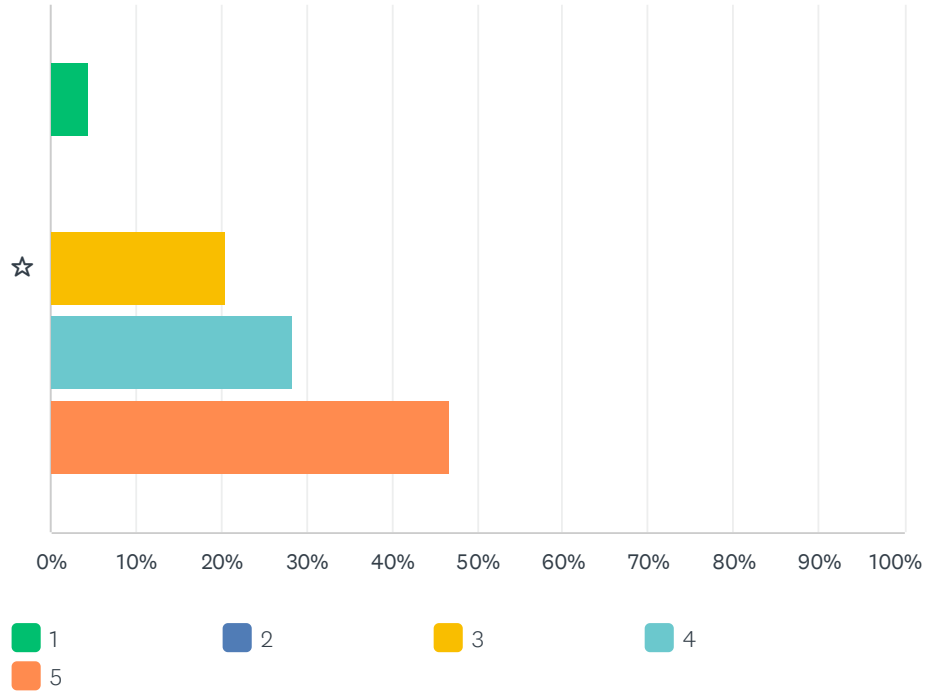
Answered: 147 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes, I'm going to buy	15.65%	23
I need more time to consider	48.98%	72
No, I'm not interested	35.37%	52
TOTAL		147

Q10 Thank you for completing the survey. Go to <https://diamondeye.app> to see a demonstration of DiamondEye in Action.

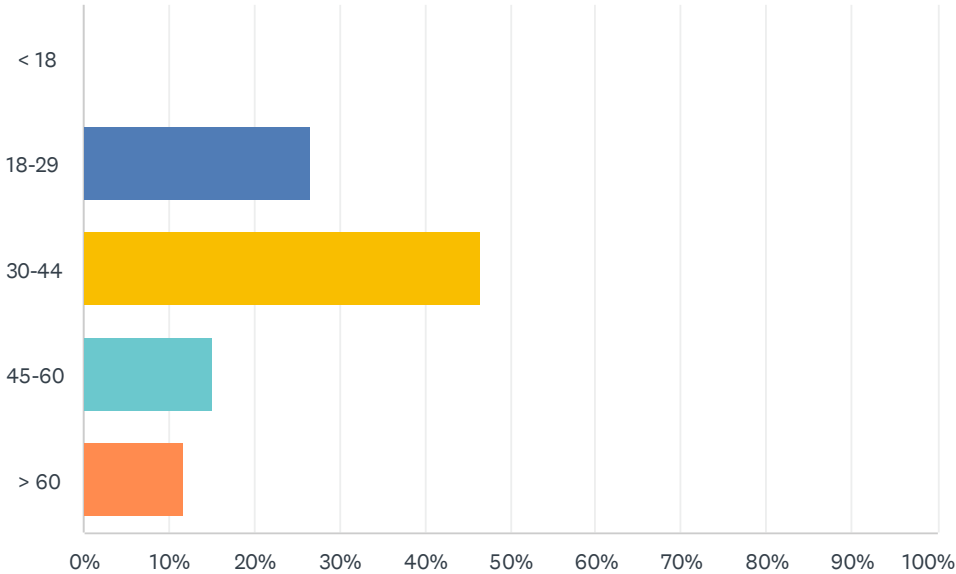
Answered: 88 Skipped: 60



	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
☆	4.55% 4	0.00% 0	20.45% 18	28.41% 25	46.59% 41	88	4.13

Q11 Age

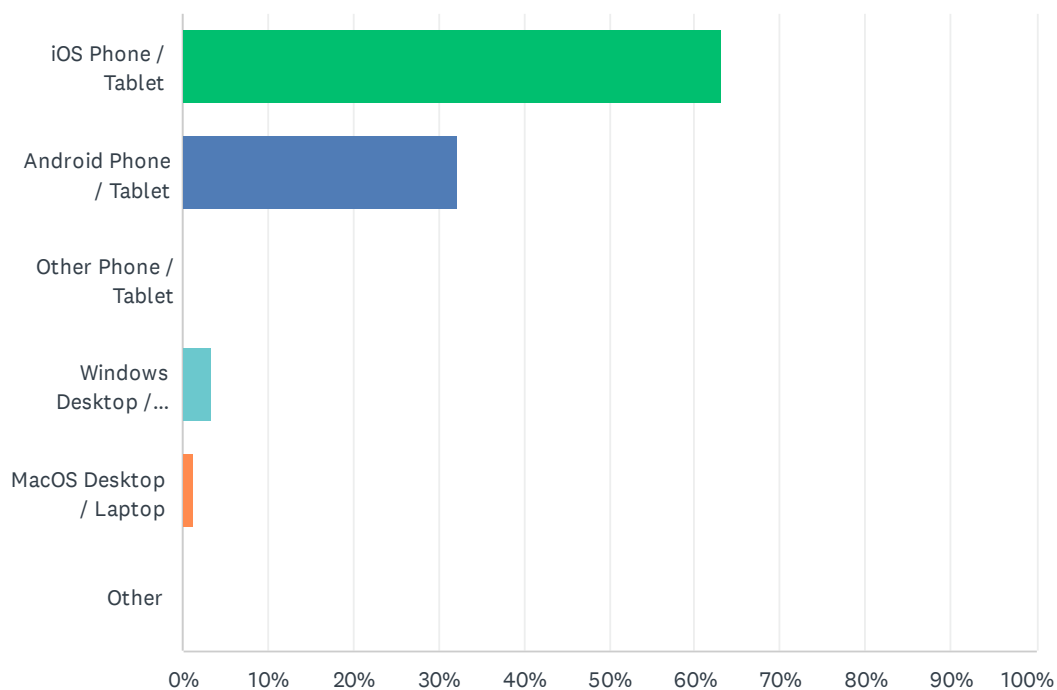
Answered: 146 Skipped: 2



ANSWER CHOICES	RESPONSES	
< 18	0.00%	0
18-29	26.71%	39
30-44	46.58%	68
45-60	15.07%	22
> 60	11.64%	17
TOTAL		146

Q12 Device Type

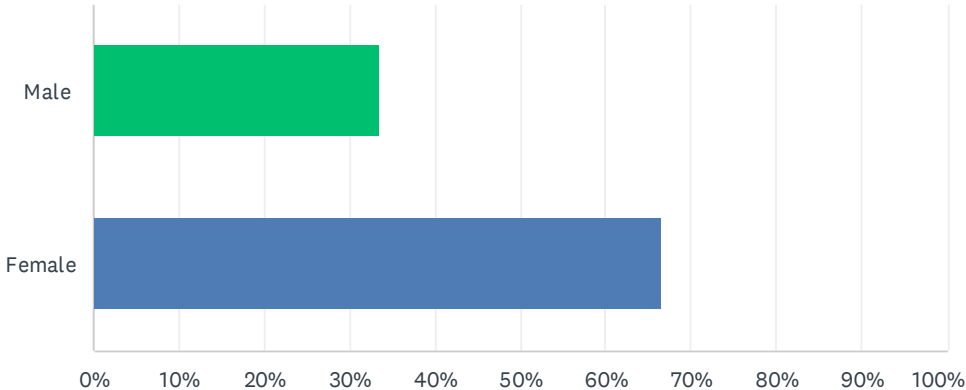
Answered: 146 Skipped: 2



ANSWER CHOICES	RESPONSES
iOS Phone / Tablet	63.01% 92
Android Phone / Tablet	32.19% 47
Other Phone / Tablet	0.00% 0
Windows Desktop / Laptop	3.42% 5
MacOS Desktop / Laptop	1.37% 2
Other	0.00% 0
TOTAL	146

Q13 Gender

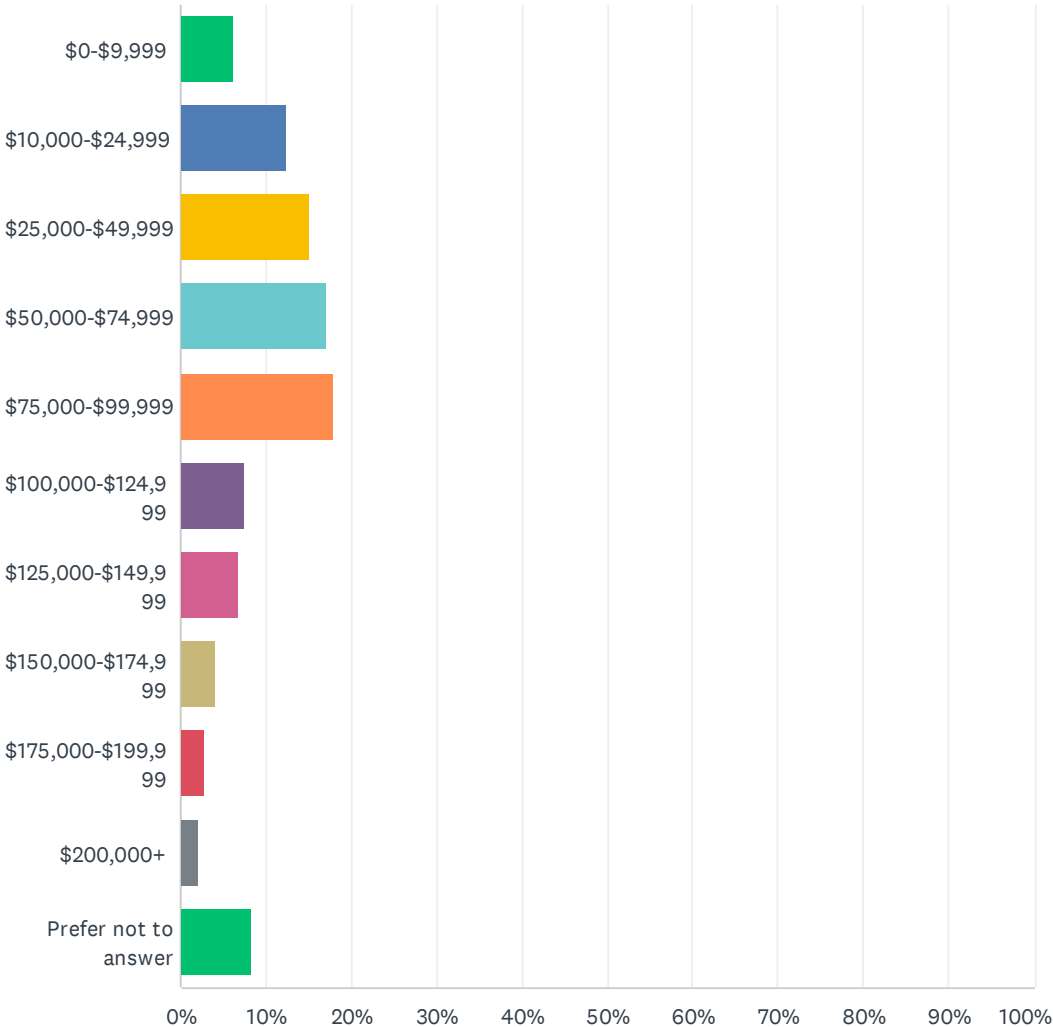
Answered: 146 Skipped: 2



ANSWER CHOICES	RESPONSES
Male	33.56% 49
Female	66.44% 97
TOTAL	146

Q14 Household Income

Answered: 146 Skipped: 2

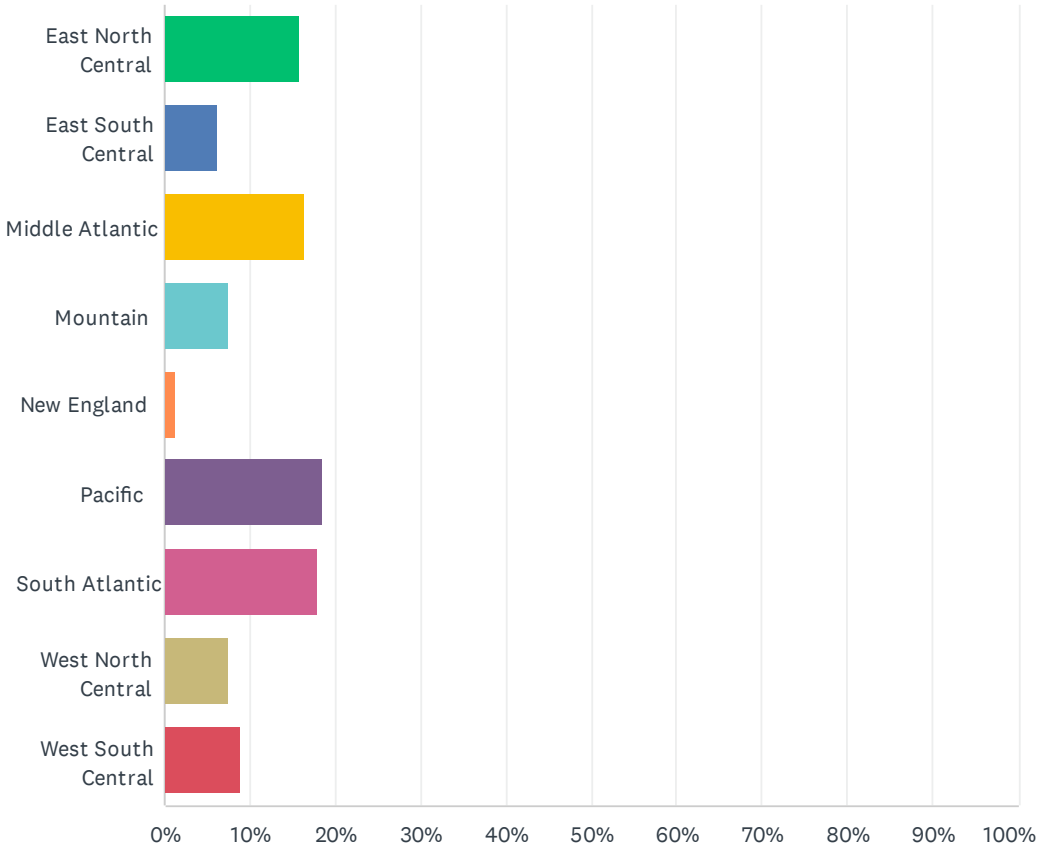


Copy of DiamondEye

ANSWER CHOICES	RESPONSES	
\$0-\$9,999	6.16%	9
\$10,000-\$24,999	12.33%	18
\$25,000-\$49,999	15.07%	22
\$50,000-\$74,999	17.12%	25
\$75,000-\$99,999	17.81%	26
\$100,000-\$124,999	7.53%	11
\$125,000-\$149,999	6.85%	10
\$150,000-\$174,999	4.11%	6
\$175,000-\$199,999	2.74%	4
\$200,000+	2.05%	3
Prefer not to answer	8.22%	12
TOTAL		146

Q15 Region

Answered: 146 Skipped: 2



ANSWER CHOICES	RESPONSES	
East North Central	15.75%	23
East South Central	6.16%	9
Middle Atlantic	16.44%	24
Mountain	7.53%	11
New England	1.37%	2
Pacific	18.49%	27
South Atlantic	17.81%	26
West North Central	7.53%	11
West South Central	8.90%	13
TOTAL		146