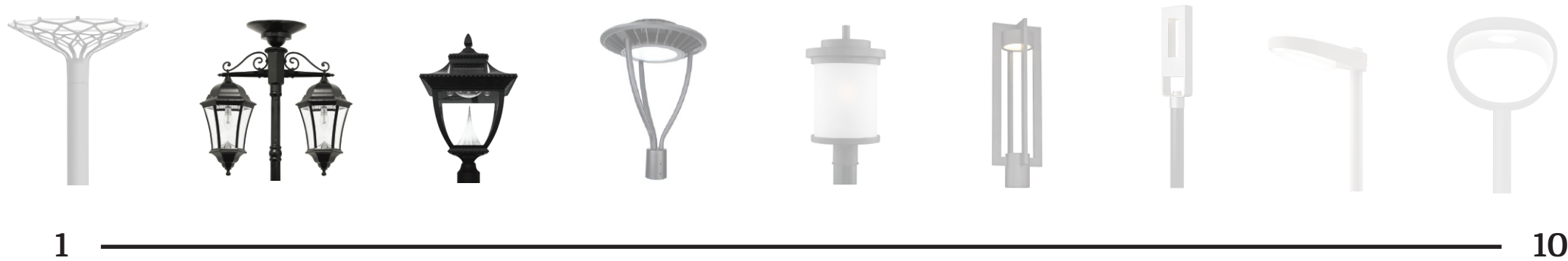


86YR: Market Research and Concept Models

Garden / Street Light LED Family

19 Dec 2019

Market Landscape



Product Market

It is important to evaluate the entire market. By doing this we can identify areas in which the market is lacking in offerings and fill these gaps.

3

You selected 3

PEMCO
LIGHTING PRODUCTS
A QSSI COMPANY

KICHLER
LIGHTING

R LIGHTING
RAGNI
RAGNI GROUP

NERI



\$

\$\$\$

Competing Products

Competing Products

Now that we have seen the entire market landscape, we need to focus in on our specific area of the market and our competitors offerings.



WAKEFIELD COLLECTION

Wakefield 1 Light LED Post Light Textured Black

49756BKTLED (Textured Black)

★★★★★ [Write a review](#) [Ask a question](#)

This Wakefield outdoor LED post mount's ornate fleur de lis details alludes to a regal and classic era. Yet it is engineered for modern-day performance with the latest in integrated LED technology for a highly efficient operation that casts a pleasing, warm glow. The clear rain glass enhances the vintage character.

DIMMABLE

ENERGY EFFICIENT

FINISH: Textured Black

FIND LOCAL DEALERS

ONLINE RETAILERS [View All](#)



AMBER VALLEY COLLECTION

Amber Valley LED Post Light Textured Black

49625BKTLED (Textured Black)

★★★★★ [Write a review](#) [Ask a question](#)

This LED post lantern from the Amber Valley outdoor collection features a simple, clean minimalist design in Textured Black with Etched Seeded glass. A perfect addition to any home's exterior.

DIMMABLE

ENERGY EFFICIENT

FINISH: Textured Black

FIND LOCAL DEALERS

ONLINE RETAILERS [View All](#)

Family Options:

ALSO IN THIS COLLECTION

Wakefield 17.75" LED Wall Light Textured Black

\$272*

★★★★★

Wakefield 22.25" LED Wall Light Textured Black

\$336*

★★★★★

Wakefield 29.5" LED Textured Black

\$492*

★★★★★

Wakefield LED Pendant Textured Black

\$418*

★★★★★

Family Options:

ALSO IN THIS COLLECTION

Amber Valley 15" LED Wall Light Textured Black

\$232*

★★★★★

Amber Valley 8.5" 1 Light LED Pendant Textured Black

\$298*

★★★★★

Amber Valley 17.25" LED Wall Light Textured Black

\$298*

★★★★★

Amber Valley 13" LED Wall Light Textured Black

\$185.60*

★★★★★

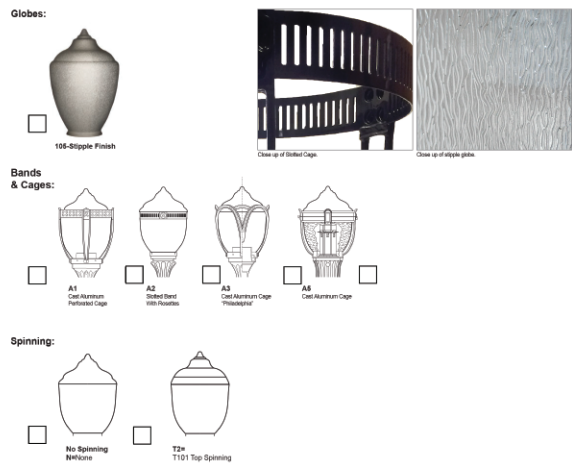
Competing Products



PEMCO Lighting Products 150 Pemco Way-Wilmington, DE 19804 Phone 302.892.9000 Fax 302.892.9005 www.pemcolighting.com info@pemcolighting.com Sent-egg(2019)
Specifications subject to change without notice. Rev. 08/19



PEMCO Lighting Products 150 Pemco Way-Wilmington, DE 19804 Phone 302.892.9000 Fax 302.892.9005 www.pemcolighting.com info@pemcolighting.com Hunt-egg(2019)
Specifications subject to change without notice. Rev. 08/19



PEMCO Lighting Products 150 Pemco Way-Wilmington, DE 19804 Phone 302.892.9000 Fax 302.892.9005 www.pemcolighting.com info@pemcolighting.com Hunt-egg(2019)
Specifications subject to change without notice. Rev. 08/19

How can we take advantage of the market?

Exploring new areas that our fixture can adapt to will open up more avenues for end users to integrate our product.

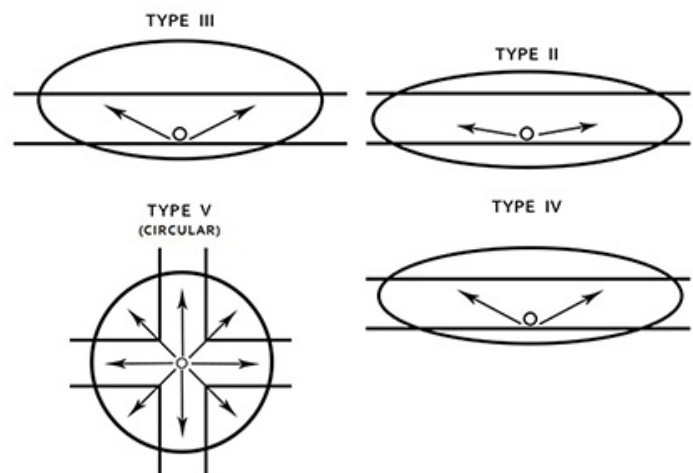
Response Summary

Reviewing your selections

Height Options



Type of Distribution



Starting a family

30W 60W 100W 120W
used as garden light/
street light

Power In

☐ Standard Power 120-277V

Power Out

☐ NONE

Type of Light

☐ Lumens

10000-13000lm

Color of Light

☐ CCT

3000-5700K

Technology Options

☐ PIR Sensor
Motion sensor

☐ NEMA Topper
For NEMA devices

3D Forms

Overview of our designs

Organic Concept

Inspired from nature



Bell Concept

Lots of options for a product family!



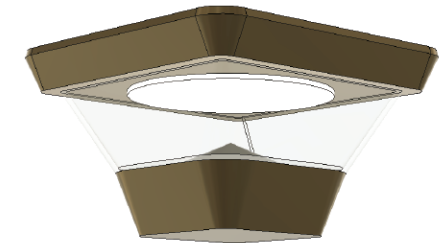
Bird Cage Concept

Traditional style illumination



Prism Concept

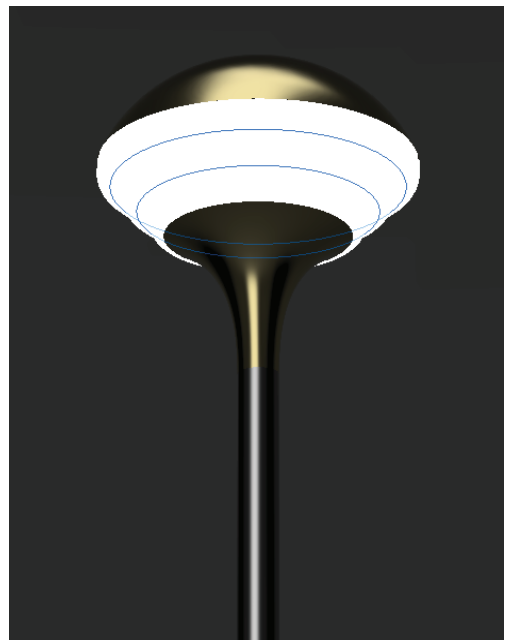
Technology post topper





Organic Concept

Honeycomb and nature inspired



Organic Concept

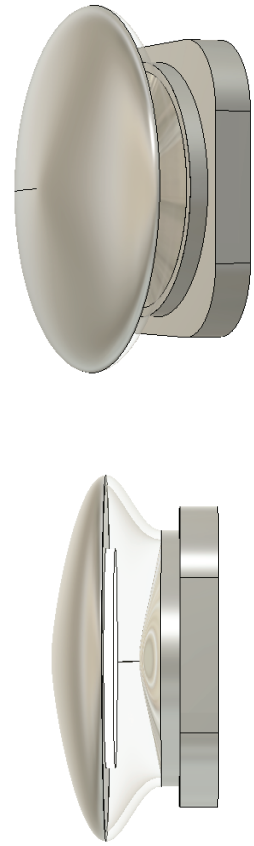
With textures and finish designed after Honeycomb, both in texture, and in its warm orange glow.





Organic Details

Honeycomb and nature inspired



Wall Light

Post Light



Post Light



Organic Concept

Rounded top and even post with an elegant and simple silhouette.

Technology Options



PIR Sensor

Motion sensor



NEMA Topper

For NEMA devices

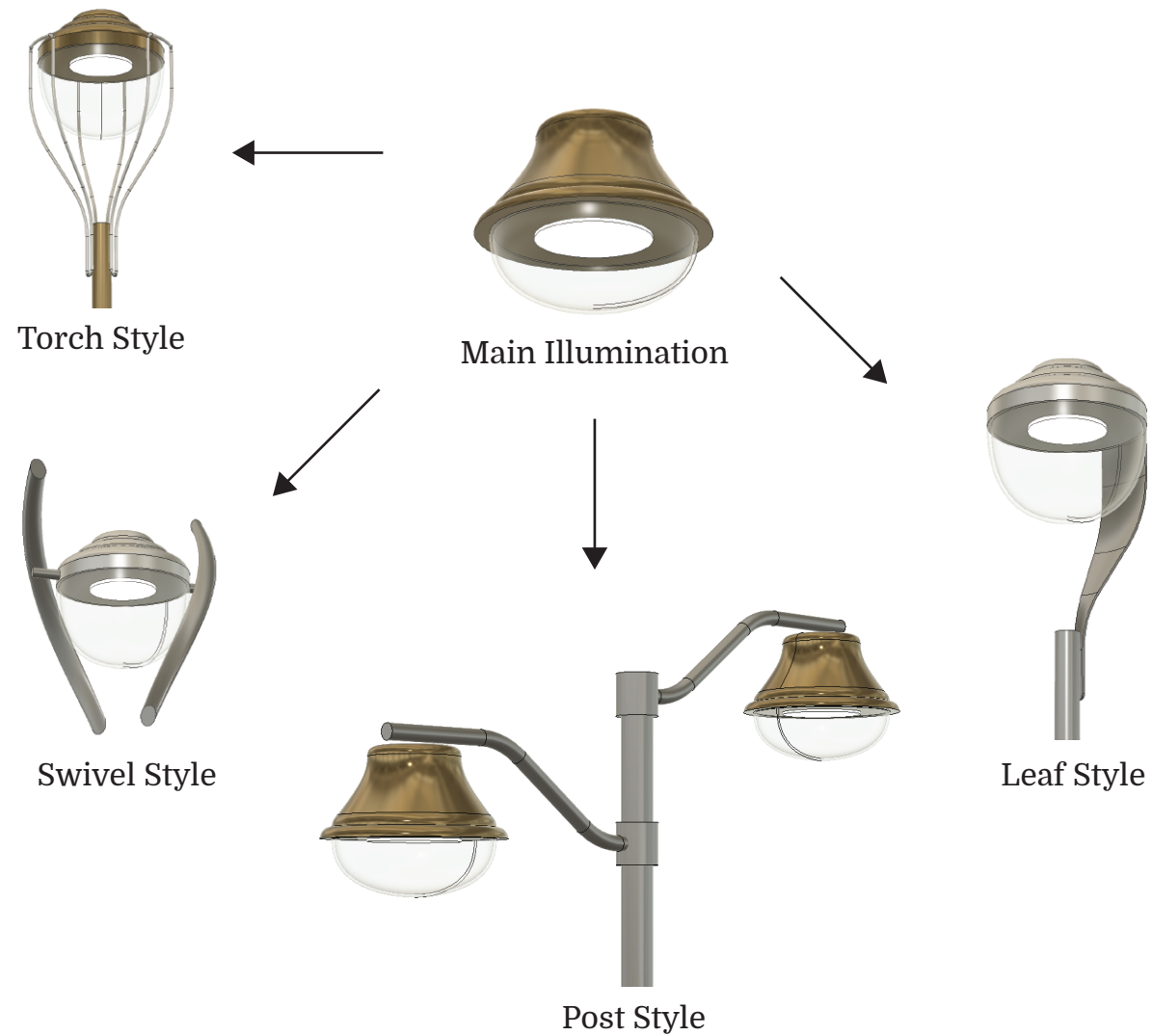
Power In



Standard Power 120-277V

Bell Concept

Exploring a family



Bell Concept

A traditional post tyle with lots of attachment and style possibilities





Bell Details

Exploring a family

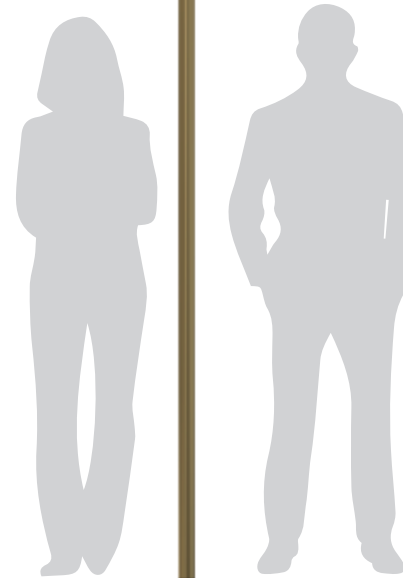
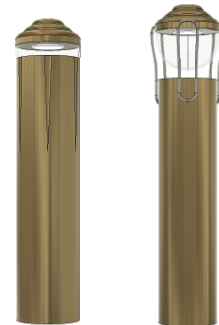


Wall Light

Post Light



Post Light



Bell Concept

The illumination is the same, soft shaped top, and the arms and posts can be unique per design

Technology Options

☒ PIR Sensor
Motion sensor

☒ NEMA Topper
For NEMA devices

Power In

☒ Standard Power 120-277V

Bird Cage Concept

The classic



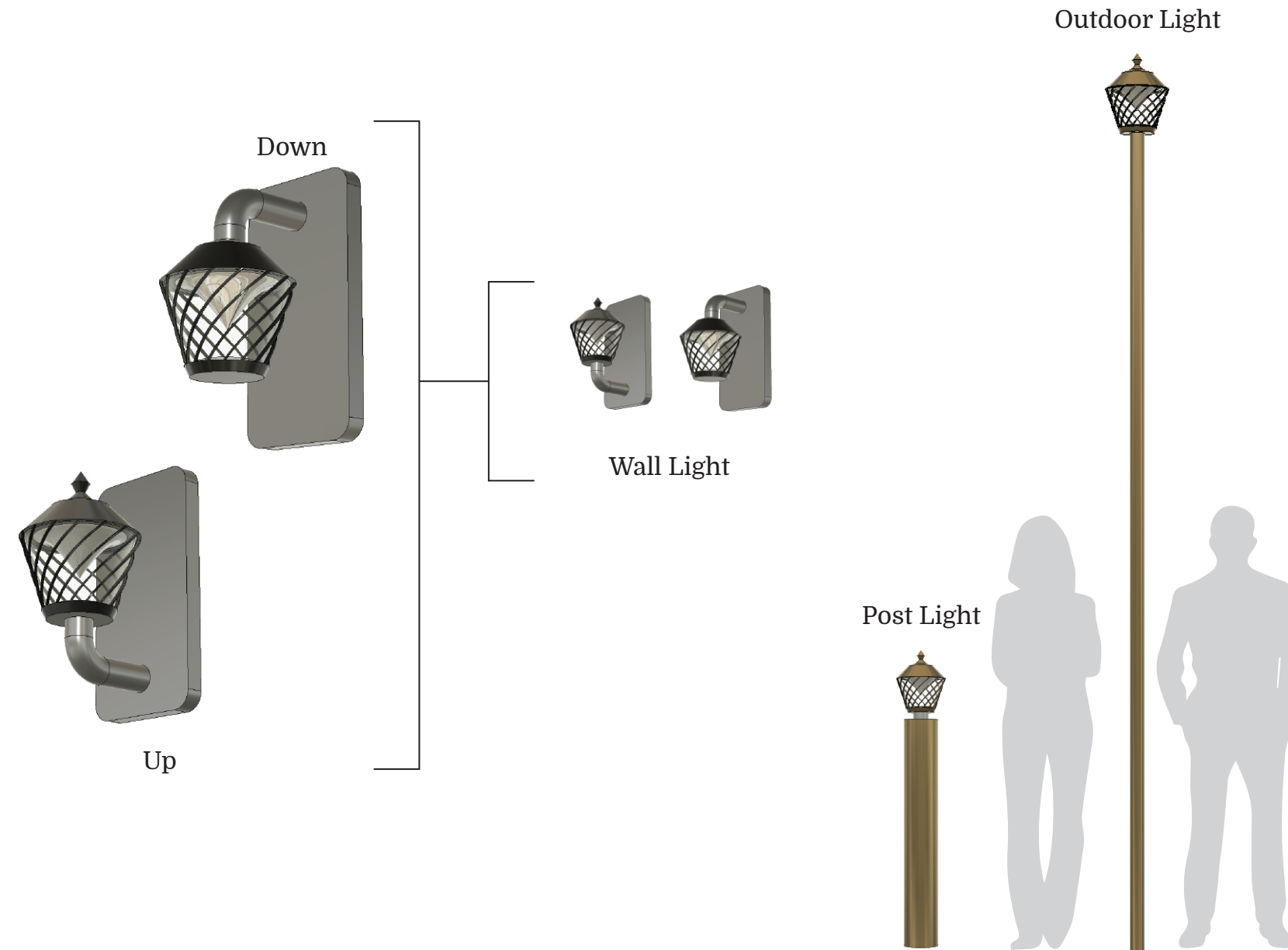
Bird Cage Concept

Light a pathway or a park with
this low-glare light style



Bird Cage Details

The classic



Bird Cage Concept

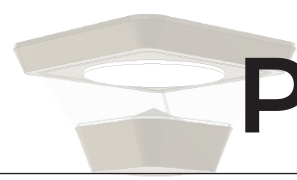
This products design could easily be adapted to be sold in retail enviroments, but still makes a great commercial design

Technology Options

☒ PIR Sensor
Motion sensor

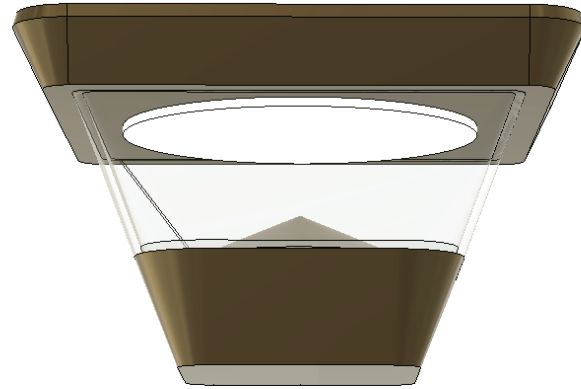
Power In

☒ Standard Power 120-277V



Prism Concept

Options for technology advancements



Prism Concept

Smooth but simple topper options.

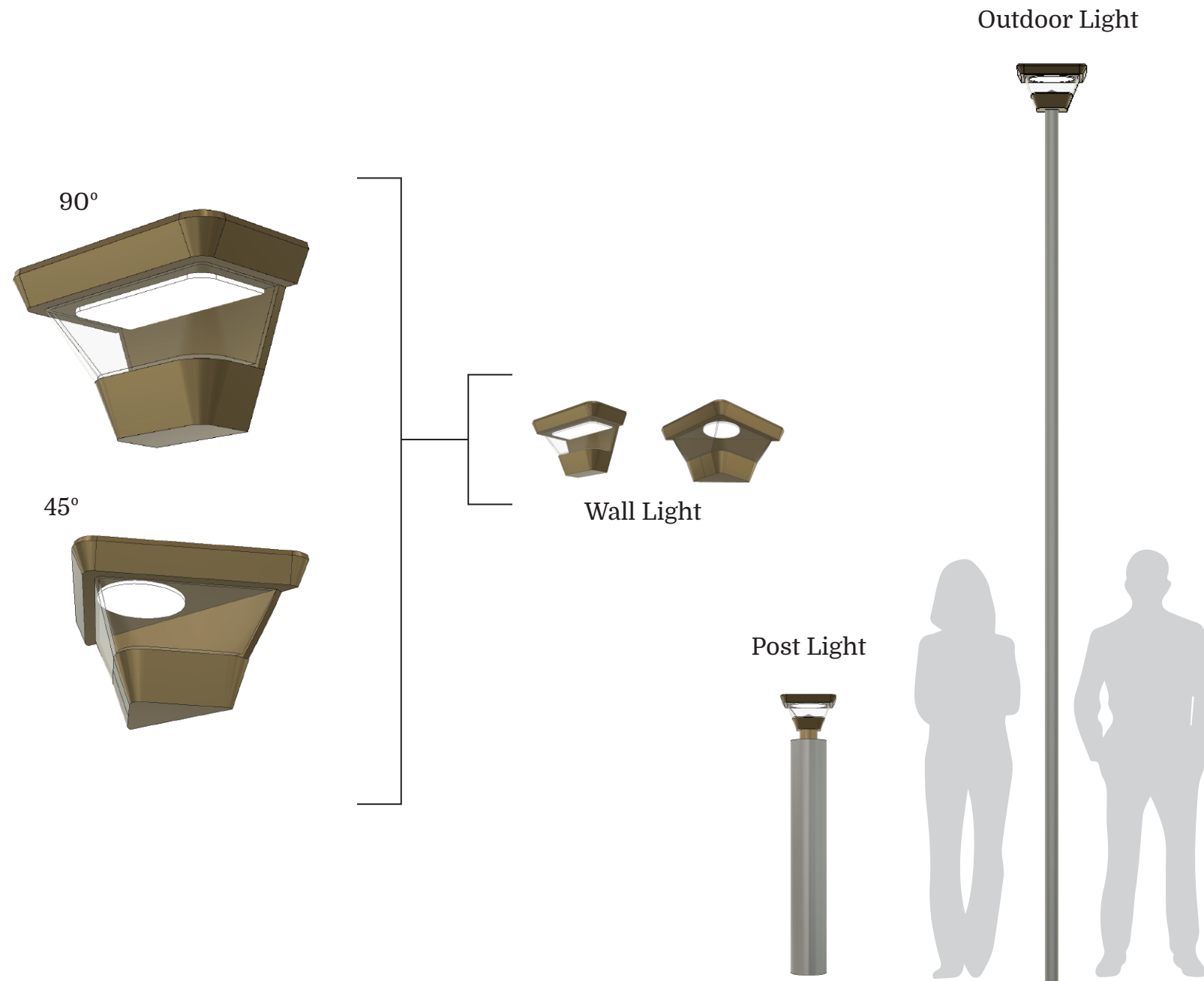
The flat and rectangular top means we can easily expand the unit to have technology in the future





Prism Details

Options for technology advancements



Prism Concept

This is designed to be an easyhousing for any other electronics that may be needed down the line.

Technology Options

- | | |
|---|--|
| <input checked="" type="checkbox"/> PIR Sensor
Motion sensor | <input checked="" type="checkbox"/> Options
2020+ |
| <input checked="" type="checkbox"/> NEMA Topper
For NEMA devices | |

Power In

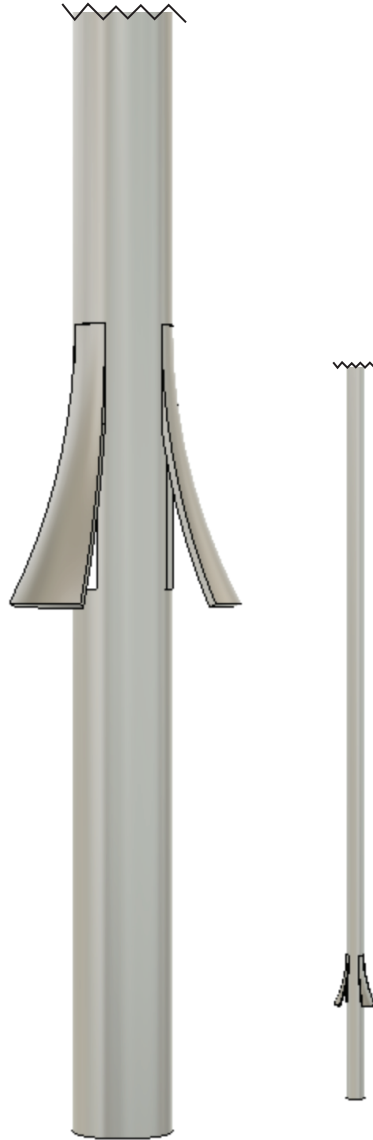
- | |
|---|
| <input checked="" type="checkbox"/> Standard Power 120-277V |
|---|

Base / Post Concepts

For any topper style

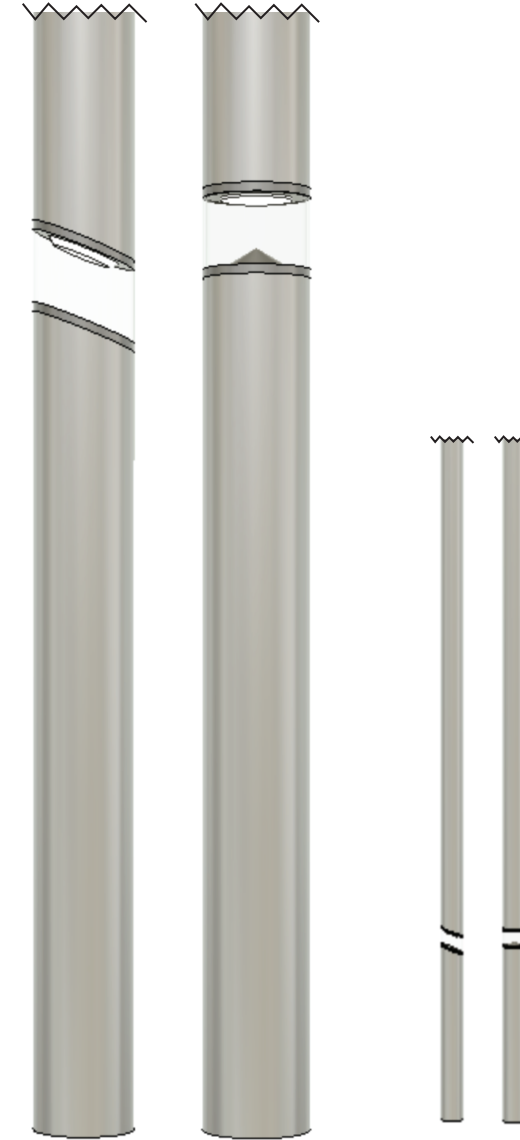
Mid-section Light

Illuminate the pathway, even on a non-pathway height pole



Peel Style

A small banana like peel reveals light underneath



Slice Style

A small slice is taken from the post and is turned into illumination



Next Steps

Reviewing your selections

Ideas and Concepts – per idea / concept 想法和概念- 每个想法或概念	
Price 价格	<div>\$7,000.00 USD</div> <div>Most often used twice. 7千美金，一般情况下，客户最常用到的是2个想法或概念（即1万4千美金）</div>
Man Hours 工时	<div>Up to 40</div> <div>长达40个小时</div>
Delivered In 交付时间	<div>Up to 10 business days</div> <div>最多10个工作日</div>
Deliverable 提供的成果	<div><div>✓</div>Analyze the existing market and positioning. 分析现有市场和定位</div> <div><div>✓</div>Define products value proposition in the target market. 定义目标市场的产品价值和定位</div> <div><div>✓</div>Sketch models of product ideas that fit the criteria. 绘制符合条件的产品创意模型</div> <div><div>✓</div>3d Models and renders. 3D 模型和设计效果</div>
Provided by 86yr 由耀荣科技提供	<div>Marketing Brief.市场简介</div> <div>Open Conversations about Goals and Vision.明确说明需要的目标和版本</div>

<div>1</div> <div>○</div> <div>Develop one concept into reality, then Ready for Tooling/ Production将概念变成实际产品设计，并且可以直接开模和生产</div>	
	<div>\$28,000.00 USD</div> <div>Based on Concept selected but based on our experience. 2万8千美金，根据所选的概念但也根据我们的设计经验来决定这个价格</div>
	<div>Up to 160</div> <div>长达160个小时</div>
	<div>Up to 20 business days</div> <div>最多20个工作日</div>
<div>2</div> <div>○</div>	<div>• Advance models to allow for proper thermal, optical and mechanical needs.先进的模型设计能够满足适当的散热，光学和机械需求；</div>
<div>3</div> <div>○</div>	<div>• Support Marketing Dept in sales material generation.技术支持市场部需要的销售材料</div>
	<div>Thermal, Optical, Mechanical Engineering, and Manufacturing Engineering.</div> <div>Marketing Leadership and Vision.需要达到的热学，光学，机械技术和生产技术，市场领导力和愿景</div>

- 1

○

Develop one concept

86yr to pick one concept to further develop with BrandKnew
- 2

○

Advance Models

Thermal, optical, and mechanical engineering and further analysis of form.
- 3

○

Marketing Support

Work on prepping the brand for USA market.