

One off, proof of concept tests		Package Plans		
Pre-Trial Test - Standard Test is \$5,000 Receive a full report on how an independent audience feels about your story. Test critical components of your case with the panel. Ask case specific questions to receive direct and unbiased feedback.	* Up to 5 minutes of content	# Tests	Plan Cost	Per Test
	* 100 panelists (gender, age, ethnicity)	5	20,000	4,000
	* 2 standard, 4 custom survey questions around the case	10	37,500	3,750
	* 3 hours video editing included	20	70,000	3,500
	* Comprehensive report with full debrief	40	120,000	3,000
Valuation Test - Standard Test is \$3,000 Use this data to support your intake process or value your case. Incorporate results into a demand letter or leverage the testing results for settlement/mediation.	* Up to 5 minutes of content	# Tests	Plan Cost	Per Test
	* 100 panelists (gender, age, ethnicity)	5	12,500	2,500
	* 2 standard survey questions around valuation	10	22,500	2,250
	* 3 hours video editing as needed	20	40,000	2,000
	* Automated report with valuation statistics	40	75,000	1,875
Additional Costs - per 100 Panelists * Video beyond 5 minutes - \$300/minute * Additional panelists - \$600/minute * Additional survey questions - \$125/question * Additional video editing beyond 3 hours - \$100/hour * Additional demographic criteria	Panel Audience Marketplace * 150 million person global marketplace * 30 million US audience * Opt in panel audience * Select panelist across hundreds of attributes * 24 hour turnaround on average	Custom package plans can be created as needed.		