

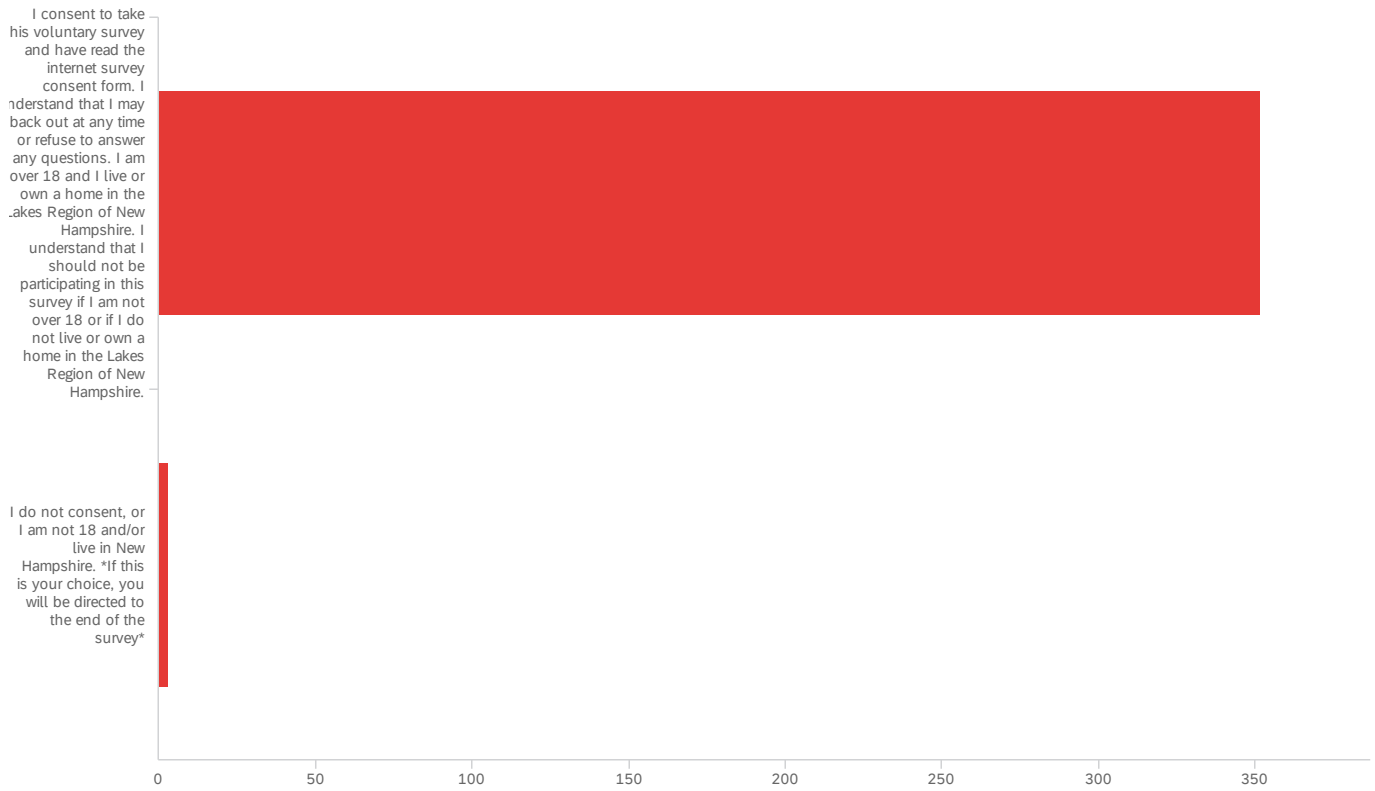
Default Report

Concept Statement and Buying Intentions Survey- Discovering the Appropriate Business Venture
November 26, 2020 6:30 PM MST

Q2 - INTERNET SURVEY CONSENT FORM INFORMED CONSENT FORM FOR
DISCOVERING THE APPROPRIATE BUSINESS VENTURE THESIS PROJECT
SURVEY You are being invited to participate in a research project conducted by Olivia Trindade, who is a senior student at Southern New Hampshire University. This research study is about discovering if a smoothie bowl restaurant is feasible based on desirability in the Lakes Region, NH. You will be asked to read a concept statement provided by Olivia and then answer a few questions regarding the concept statement and the business idea. It will take about ten minutes of your time. For example, after reading the concept statement you might see a question that states: "would you be a patron of this establishment?". Answers are anonymous and whether you are over 18 years of age and if you are a resident of the Lakes Region will be the only type of personal information you will provide. The potential risks associated with this study are extremely minimal as you will only be reading and responding to a few questions. We expected the project to benefit you intrinsically as you will be helping another with their senior year project. There is no compensation for participating in this survey. If you have decided to participate in this project, please understand that your participation is voluntary and that you have the right

to withdraw your consent or discontinue participation at any time with no penalty. You also have the right to refuse to answer any question(s) for any reason with no penalty. In addition, your individual privacy will be maintained in all publications or presentations resulting from this study. The questions ask for no personal information except one question asking you to state if you are over 18 and another ensuring you live in the Lakes Region or own a home in the Lakes Region. Your name and other personal information are of no interest and will not be stored. The data collected from this study will be used for educational purposes only. If you have any questions regarding this project, you may contact the researcher at olivia.trindade@snhu.edu or the mentor for the researcher at s.losapio@snhu.edu . If you have questions regarding your rights as research participant or any concerns regarding this project, you may report them – confidentially, if you wish – to the UC Institutional Review Board Chairperson at IRB@snhu.edu. Before partaking in the survey, you must understand the above information and voluntarily consent to participate in the research. To consent, you will choose the choice below that says “I consent to take this voluntary survey and have read the internet survey consent form. I understand that I may back out at any time. I am over 18 and I live or own a home in the Lakes Region of New Hampshire. I understand that I should not be participating in this

survey if I am not over 18 or if I do not live or own a home in the Lakes Region of New Hampshire".



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
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#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	INTERNET SURVEY CONSENT FORM INFORMED CONSENT FORM FOR DISCOVERING THE APPROPRIATE BUSINESS VENTURE THESIS PROJECT SURVEY You are being invited to participate in a research project conducted by Olivia Trindade, who is a senior student at Southern New Hampshire University. This research study is about discovering if a smoothie bowl restaurant is feasible based on desirability in the Lakes Region, NH. You will be asked to read a concept statement provided by Olivia and then answer a few questions regarding the concept statement and the business idea. It will take about ten minutes of your time. For example, after reading the concept statement you might see a question that states: "would you be a patron of this establishment?". Answers are anonymous and whether you are over 18 years of age and if you are a resident of the Lakes Region will be the only type of personal information you will provide. The potential risks associated with this study are extremely minimal as you will only be reading and responding to a few questions. We expected the project to benefit you intrinsically as you will be helping another with their senior year project. There is no compensation for participating in this survey. If you have decided to participate in this project, please understand that your participation is voluntary and that you have the right to withdraw your consent or discontinue participation at any time with no penalty. You also have the right to refuse to answer any question(s) for any reason with no penalty. In addition, your individual privacy will be maintained in all publications or presentations resulting from this study. The questions ask for no personal information except one question asking you to state if you are over 18 and another ensuring you live in the Lakes Region or own a home in the Lakes Region. Your name and other personal information are of no interest and will not be stored. The data collected from this study will be used for educational purposes only. If you have any questions regarding this project, you may contact the researcher at olivia.trindade@snhu.edu or the mentor for the researcher at s.losapio@snhu.edu . If you have questions regarding your rights as research participant or any concerns regarding this project, you may report them – confidentially, if you wish – to the UC Institutional Review Board Chairperson at IRB@snhu.edu. Before partaking in the survey, you must understand the above information and voluntarily consent to participate in the research. To consent, you will choose the choice below that says "I consent to take this voluntary survey and have read the internet survey consent form. I understand that I may back out at any time. I am over 18 and I live or own a home in the Lakes Region of New Hampshire. I understand that I should not be participating in this survey if I am not over 18 or if I do not live or own a home in the Lakes Region of New Hampshire".	1.00	2.00	1.01	0.09	0.01	355

#	Field	Choice Count
1	I consent to take this voluntary survey and have read the internet survey consent form. I understand that I may back out at any time or refuse to answer any questions. I am over 18 and I live or own a home in the Lakes Region of New Hampshire. I understand that I should not be participating in this survey if I am not over 18 or if I do not live or own a home in the Lakes Region of New Hampshire.	99.15% 352
2	I do not consent, or I am not 18 and/or live in New Hampshire. *If this is your choice, you will be directed to the end of the survey*	0.85% 3

355

Showing rows 1 - 3 of 3

Q5 - Please read the following paragraphs regarding the concept for this proposed business venture in the Lakes Region of New Hampshire and then answer the questions below. Note that any spots to place a name in are blank, as the name is not yet developed.

Product There is no better addition to a great summer day than a cool and refreshing smoothie or a delicious and satisfying smoothie bowl. Your bowl or smoothie will be enjoyed in a calming and uplifting environment where customers are treated like family and friends or you can take your items on the go after your workout or in preparation for a day on the lake.

Target Market and Branding A perfect breakfast option, a healthy lunch spot, or a post dinner healthy treat, you simply cannot go wrong stopping by (company name) or staying awhile at (company name). All fruit in the smoothies will be organic and ingredients used in the smoothies will be local (if not sourced locally, ingredients will be specifically selected based on nutrition value and will be without harmful chemicals and additives). (company name) will strive to put local vendors on display and create an environment always open to partner, friends, and collaborators.

Ingredients will adhere to lots of different diets and nutritional needs including seeds like hemp, flax or chia or protein powders that are vegan or whey based. Ingredients will also include unique items such as nitro coffee, cacao chips, and local honey.

How the Business is Positioned Among Competitors The space will be rooted in a love for the region and its

people and sown together by a motivation to fill a need of providing locals and visitors will a nutritious, fun, fresh alternative to fast-food or unhealthy choices. Since it is the only place like it within 25 miles, it is not only unique based on location but also in its atmosphere and set up. The environment will not be too dark or too bright and instead will be a happy medium to be inclusive of those wishing to come and go as well as those wishing to stay and chat, work or observe. Seating will be different, and some areas will have small tables with comfy chairs, a bar with gorgeous wooden counters, or corner seats with cozy wooden benches upholstered with cute fabrics. The furniture will be more rustic with a modern twist and colors like yellows and blues will be showcased against a dark wood. Management Team The team will be friendly, knowledgeable, and willing to put the customer's needs first. For this business there will be an owner, manager, accountant and employees that craft our delicious creations. The owner has a special connection to the location and the region as she has grown up in the area her entire life. Please write below your reaction from this concept statement. Do you like the concept? What do you like about it? What do you not like? What could make it better?

Please read the following paragraphs regarding the concept for this propose...

Are you talking about doing acai bowls and smoothies? Love the concept, but you may want to think about the calorie count. People may be concerned about the calories and sugar from all the fruits..

I think it would be a welcome addition to the area. Really like the idea of fresh and locally sourced ingredients as possible.

Please read the following paragraphs regarding the concept for this propose...

I like the concept. Will you have alternative grab and go items...for the friends of smoothie-lovers who want to have lunch with them but don't think smoothies are substantial enough? Also...will this be in a walk around location? Or do you need to drive to it? I think that it might do best if it's near a lot of foot traffic.

This is a great idea! I love smoothie bowls and smoothies!

I like all of it. Friendly and inviting is key, especially for cheerful summer days. Smoothies sound good now that you mention it.

I love the concept. That is actually the one place I think the lakes region is lacking. I live in moultonborough and there is no healthy alternative spot to go to near us. I am all for this idea.

Great idea, smoothies are very popular, healthy, and easy to make

Love the concept and think it would be a unique and desirable asset to the local community and tourists

Good concept. You are correct, very little similiar options lically

Love the concept. Given the nature of the lakes region community I feel like this type of establishment would fit in well to the local area. I think the best part about it would be trying to only use local ingredients so then it also continues to help other local small businesses.

I like the conceot, however, in my opinion this product is for a very health conscience crowd, late teens to early thirties. Therefore I do not see it being successful in this seasonal tourist area.

I think this is a good concept for a business and could do well in the lakes region. It would be helpful to see the math,; rent, supplies, cost of employees, to see if the concept is feasible. Good luck- I would be a customer!

Sounds very appealing!

Great concept. Love the healthy aspect. What about having pre-made salads or a salad bowl you can have made with your ingredients. Make it a lunch destination and not just a snack option. I wouldn't go just for a smoothie but if I could get a salad too, I would make the trip.

Unique concept. Well thought out. Clearly presented.

Love the concept. Remember that many residents of the Lakes Region do not have a lot of disposable income.

Well written and very descriptive. I love smoothies & make at home, but a bowl is made to sound intriguing, tasty, organic and healthy. I the environment is made to sound calming and inviting. All questions I might have had are answered in concept statement. However new business in a seasonal are are hard to maintain. Much credit if you can pull of your wonderful description of the interior.

The first place I thought of was Trolley 27 in Laconia. Interesting concept- it would all be dependent on location. Walking distance to the docks would be key.

Yes this is a great idea, I like how it plans to be friendly and open. With what sounds like a nice atmosphere.

I love the concept. With the advent of Mill City Park at Franklin Falls coming this summer, I would think Franklin would be an excellent location.

I like the healthy alternative to fast food places!

Will you have a walk up window?

Please read the following paragraphs regarding the concept for this propose...

The concept sounds like a very inviting and relaxing place. Love the idea of a smoothie/smoothie bowl place close to home. People are more health conscious these days and I think a place like this would do well.

Great idea and agree need a place for quick healthy option. Would be great to have more than smoothies and bowls, veggie chili. Soups. Or grain bowls something that would carry you through the seasons

I do like this concept and a location adjacent to a fitness facility would be beneficial.

I like the concept. What stands out is the attachment to the lakes region community and customer service focus. The statement on the location not being too dark nor too bright to me is vague. Maybe more a mood your trying to set like a cheery bright atmosphere with space to focus on work should you be stopping by while on the job.

Sounds like a wonderful atmosphere. I love the organic nature of the ingredients.

Love the concept, i think this would be best for this area. Maybe add in some give/leave book shelves and maybe some games, chess ECT on coffee tables. Keep customers longer!make it a hang spot also!

I like the concept. It easily provides good nutrition for my family and me.

Love it. Hopefully has a drive through. Love the idea of cool, refreshing and healthy.

Sounds like a lovely idea. I think I would enjoy patronizing this place. Maybe add salads that would be great. My average they'll might only be once or twice a week.

Sounds like a great concept.....maybe add fresh fruit bowls to your offerings as well topped with something healthy too

I'm not positive we need a smoothie place and also what is a smoothie bowl?

I like it a lot!

I don't like the products so I wouldn't be able to stand by any part of it

Love it!

Atmosphere sounds cozy. What else is offered besides smoothies

Sounds marvelous

It made me salivate

Love it, this area is in need of a great healthy spot to get a smoothie! I know we would visit often and would love a spot to get to know the employees- just saying that Meredith or Laconia would be perfect!!!

I think it would be a fantastic addition to the lakes region

I love the concept. Sourcing locally healthy ingredients is what I like the most along with the comfortable atmosphere..

Think this would serve the community. Like the concept, have visited one in another city and was great. Think maybe adding salads for those who do not like smoothies but like something healthy as an alternative option.

Please read the following paragraphs regarding the concept for this propose...

I think it's a great idea! Especially because the plan is to use local foods as much as possible.

Sounds like a great idea for a healthy option in the lakes region. The only thing I would add is açai bowls!! Love this idea.

Sounds good

1. It was well thought out and worded. 2. You need to think more in terms of gross revenue and profit. You also need to think about long term viability in the lakes region. You will suffer a loss eight months out of the year. However, if you modify the business Model to a mobile site. You could make money.

I like the concept, and hope it could be placed in a more successful location than the recently closed similar venture on Laconia Rd in Tilton. I think it would do well in downtown Laconia, although it would be nice to have a drive thru option.

I like the concept but without healthy sandwich options it won't last

I like it. If it was accessible by boat I would stop by daily.

The concept for this proposed business is genius. There is a great need for a smooth bowl shop in the location and many people have been wishing for one for years. The initial statement is inclusive and enthusiastic- it grabs the attention of the reader and used descriptive words to paint a picture in the reader's mind. I feel that (if this is possible) adding images would be helpful for the reader. Also, why is this the idea that was thought of? What is the passion behind this proposal? The concept is great and I love the idea.

I like the concept. The description is a bit idealistic, but locals at the lake do like to support their local businesses because it's a challenge to be profitable year round there.

Yes absolutely this sounds fabulous. Having something like this in the lakes region would be unique. The smoothies already sound fabulous from the description of how they are going to be made and products purchased.

Been there done that. I feel like this concept already exists.

Yes I love it!

Seems that you are trying to create a warm and friendly atmosphere as well as bringing a product to the area that is not already available. However, it does seem like a bit of a novelty to me. A place that I would go to with friends, the same way I view an ice cream place. Not a place that I would go often, but a place I would go as a treat.

I like it and would go there- after covid

I love the concept. My favorite place to go was the juice bar in Tilton but they closed it last year. I love the whole idea,

I like that it presents a healthy alternative to other restaurants in the area. The atmosphere sounds very pleasant.

I love the idea! I always say to my friends how much I wish we had one! But the nearest is in Concord! I always love that they are trying to do all locally grown foods! 100% support!!

Great idea. Nice to have a healthy option. Maybe a satellite location for boaters? Seems like an awesome treat while boating

Love that it's family oriented, organic, and has such a warm and welcoming atmosphere. It's difficult to think of any way to make it better. Maybe using local sources/farms for ingredients? Great idea.

Love the concept and would like to try have these menu options. Would there be outdoor seating?

Please read the following paragraphs regarding the concept for this propose...

I think this would be a great addition to the Laconia area. We need a dedicated smoothie bar.

Yes like this idea. Hope to see it in the near future

Great concept. Healthy alternative. Drive through

I love the idea` Smoothies are healthy, delicious and fun!

Inlike it my only concern would be viability for food service in the current COVID climate.

Love this idea!

I think it sounds amazing but I'm not sure it will fit with the locals, it would depend on the town. I think the seasonal business/tourists would love it. I do have a home in the Lakes Region but we have lived in many major cities so I know us transplants would LOVE this

way too healthy for me and most people that come here on vacation are looking to break diets and enjoy for the week they are here

I do like the concept. I like that the ingredients are organic, fresh, and local. I don't like that too have all of these, the prices have to be high and sometimes not affordable to most. A way to contain costs to make affordable would make this idea better. Awakening Chiropractic in Tilton NH opened this type of place. Check with them to see positives and negative's.

Like. No real difference from ice cream places

Sounds like a good idea

My only thoughts have to do with location... if nearby would go to it...20 minutes down the road... any further, the business would have to be outstanding. All of the above sounds delightful... but travel time is the key, especially during summer tourist season.

I like that it would be unique in the lakes area plus healthy.

I really like this concept and think it could become a destination business for many residents (seasonal or permanent) of the lakes region

Like the concept.

I love this idea! As someone who drives to the area every weekend, I would love to be able to stop on my way home and enjoy a smoothie for the long ride!

I like it. This would be a big hit in the lakes region.

I like the concept

I like it, it sounds well thought out and specific. I personally like the idea and would be interested in a smoothie shop in this area. However, I think it is somewhat too narrow and may need additional products to drive traffic, especially in the winter when the population drops significantly.

Sounds interesting for many patrons. I think my interest would be more casual and quick service so though I love the idea of the concept I would be a patron that I may prefer a drive up or quick service option.

Yes. Like concept. As you look at demographics of typical smoothie consumer, do your homework if that matches the regions demo. Also be aware of the change in population of the region from summer to winter

Please read the following paragraphs regarding the concept for this propose...

I love the concept and the vibes that come with it. I have thought a company like this would thrive in this area for years now.

I am not a Smoothie person but it sounds so nice I would have to try it.

Like the concept, I'm concerned about covid in the short term but that's obvious. I would like to see something else that makes it unique even if it's the only game in 25 miles

I love this concept! Many people tend to drive quite a distance in order to get fresh smoothie bowls. I believe the interior colors of yellow and blue will make a great contrast in the room, but they're both great inviting colors. Love sourcing local!

Sounds unique to our area I like the concept of healthy alternatives for breakfast or lunch or for post workout. The description of the interior is also appealing Cost would be a factor

not interested in smoothies

I like it! There is no mention of cost though and that will put off many. I'm happy to pay for quality ingredients and to support small local non-chain eateries, but most folks are cost conscious and will head to McDonalds.

Yes - close to Crystal Lake would be great

I love this concept! I am always looking for a different choice for a breakfast treat and this would be great on a summer morning!

Overall, the concept is good. There is nothing like this locally, and I think there would be a market for it. I am concerned with the concept's aim for balance...it's very difficult to really create a business that is all things to all people. Organic and local means fewer options and limited seasons, as well as a higher price point. Having multiple seating options means a bigger space, meaning higher overhead costs. I think a little more focus would lead to more success in the business.

Yes I like it. I think it should go in Meredith or in Laconia .

I like the idea and believe the lakes region will embrace it.

More adjectives in the first paragraph. Make people taste these smoothies from reading your intro.

I do like the concept and would visit. I am apprehensive that this business could be sustained in the winter months

Sounds wonderful. I would love to be patron at such a place.

I do like the concept and love açaf bowls so hopefully on the menu. Outdoor seating would be nice.

The concept is ludicrous and no one with any business experience, would ever suggest this as a viable enterprise in the Lakes Region.

Yes I very much like the concept. Attractive to tourists as well as locals, perhaps to keep them coming back esp. locals, offer a free smoothie after so many purchased. Like a rewards? Keeps people excited about revisiting

I'm not much of a smoothie or bowl person. This sounds like a great idea for those who are.

LOVE the concept. I have friends who go to places like this, but there has never been one near me. I would go several times a week (depending on price). Kinda like a Starbucks, cozy, different types of seating but with smoothies. What would make it better is earning points toward free products. Could put coupon in race swag bags to promote. Free Birthday items. NO NEWS or TVs, only soft music.

Please read the following paragraphs regarding the concept for this propose...

Love it

Love this concept! Really love the fact that this is a niche business that we don't already have in the area, as well as the fact that the ingredients will be organic, local, and with a focus on health and wellness. Additionally, I love the fact that you focus on the environment of the place, and that it will be welcoming and friendly. Company culture is something that is very important, and will no doubt help your business to grow through word of mouth (because everyone wants to support places where they feel welcomed! Chik Filet and Trader Joe's are both great example of a company that has a similar philosophy and a cult following).

Your wording is great and hits on a lot of key factors and things people look for. Fast to go options, ease of location, and ordering online are also important factors to me.

Love the concept. We need more healthy options here.

I like the concept . The hardest pRt is marketing and management . The info above is squishy in both areas . More detail needed.

I am in support of the concept

Very seasonable. Might stop in as a pedestrian wondering the town center but probably wouldn't investigate if driving by.

Sounds like a good concept for the summer with lots of tourists with extra income, but I don't see locals driving out of there way in the winter for a smoothie. So maybe it will be just a seasonal business?

LOVE IT! Açaí bowls NEED to be added to the lakes region! This is a fantastic concept! Not only is the area full of wealthy travelers who will be the perfect target consumer, many of the locals appreciate and have a desire for healthier food options! One recommendation would be incorporating some farm to table aspects to help local farmers! This might be beneficially for establishing a local consumer.

I think this is a wonderful idea. I think the fact that someone is considering bringing a healthy option to an area that is often congested with less healthy options would be a great business endeavor. The fact that they want to support local businesses too is important. I personally know of a local who had their own protein powder brand that could be used and sold there. Some things to add would be how they might keep costs low or give back to the community. Also, they could add how they might price items! The concept is well thought out and really addresses the needs and wants of the people in the area.

Love the concept and agree it is sorely needed in the area.

I like it.. it's unique and it a nice option for foodies or health conscious folks

Certainly needed

Like the healthy options. Accessible by boat?

I love the idea! I would utilize this as a post-workout snack or healthy substitute instead of ice cream. I would suggest a punch card that would award people to keep coming! I don't think there is much competition in the area.

I don't like that it will all be organic. Organic drives the price up and could be a lesser quality item.

I think it is a good concept. A few things come to mind however; Is it feasible to do local and all organic products year-round? My concern would be the price point. In the summer tourist may be more likely to spend a few extra dollars because they are on vacation. However in the offseason the locals might find that price point too high making it hard to survive the long offseason. I think adding T's and some sort light lunch option would be good to get people in who do not drink smoothies. I think smoothies are great product however it's a very targeted Market you would have to make sure you've done the research to make sure people will want that product and be willing to spend the money for that product. The only other thing I would be concerned with is Staffing it is so hard to find a good staff. Good luck to you I hope you succeed with your business venture!!

We need smoothies

Please read the following paragraphs regarding the concept for this propose...

I like this concept a lot! It adds a different option for healthy dining in the Lakes Region. I would hope to see it remain open in the Winter to make the locals feel like they have a year round place to go. Not just during the Summer that is filled with tourists. Great business idea.

I love the concept!! In Wolfeboro, we are lucky enough to have Bayberry Juice bar but I think the rest of the lake region could highly benefit from something similar!

The good is the inviting atmosphere and good local product. Relying on the fact that it's the only one like it within 25 mi isn't really a attraction. People don't want to drive to the opposite side of the lake for that but when in the area would stop

Include online ordering for grab and go.

It sounds appealing to me because it's locally based, nutritionally sound, filling an infilled niche, and because I think gathering places that encourage those values are needed.

You are over sharing. What is the product, where would you have the shop front and why is it new or an addition to another offer on the lake. The rest of this is not required.

Yes I like the concept. I think it will do very well in the summer months but may struggle in the off season. We would often visit a place like you are describing when we lived in Texas. They had options of different powder add ins to the smoothies. For example you could add in a protein powder or they had an immunity boost or a wake me up smoothie. Best of luck with your life adventure!

Yes I like the concept and the welcoming atmosphere. Will it have call ahead ordering? Discount cards?

Yes, I like it. We need more vegan options in this area.

Yes

Hey Liv, it's Brendan (I hope Liv reads this at least). This idea is great! I love the concept of the layout of the location and how inclusive it sounds. Also a smoothie bar sounds fantastic. This concept is great, miss ya Liv

Let's get our children healthy!! Maybe offer child-friendly/appealing options such as smaller portions or kids lunches w/healthy food facts. Possibly integrate a small area for kids to sit/play/interact& wander. I would LOVE to work at a place like this! I hope this concept becomes a reality for you :)

Although I know the price point is likely higher I think a view of the lake or outdoor seating near the lake with a view which certainly bring me right there.

I like the concept. I enjoy the thought of diet flexibility, I'd focus on food allergies as well as veganism. I think a visual concept that is a little different than a regular New England cafe, while still feeling at home will draw in business as well!

Love this concept. Healthy and organic choices are sometimes hard to come by in the lakes region. This sounds like an inviting establishment that I would visit often.

Love the concept of healthy locally sourced food, relaxed atmosphere. Will there be outside seating? That would be a nice bonus, especially in warmer days/after a workout.

We have a brand new restaurant with items very similar to this description. It is wonderful!

Yes we need more at the lake more stores more everything

Like it !!!

Please read the following paragraphs regarding the concept for this propose...

I like the idea. Would it be a year round venue?

Love the concept, nothing like it in the lakes region. With so many seasonal people in the area, would this be year round? If not you might want to think of other "warm" alternatives for the colder months.

Love it.. I like that is healthy and ingredients are local. My girls and nieces would love to have this near by when the visit there grandparents in Alton

I love this concept. I support small business and this business sounds like it has the qualities I admire in any business, specifically in the lakes region. Depending on the exact location, I know there is the Bayberry Juice Bar in Wolfeboro that is excellent and a small cafe in Meredith. But besides that, I am unaware of any local smoothie companies, so I think this is a great idea. Rather than just smoothies & smoothie bowls, I feel like something needs to make this stand out especially for tourists. Maybe the kind where you can pedal your own smoothie? Like bike for 10 minutes and it powers the blender. Or be clear about all natural ingredients. Anything to promote wellness. I think this could help get a positive reputation for the business around the lake and draw people to purchase your products. Hope this helps!

I love the concept. There is no place in the area to get smoothies and they are great for any person

As long as it's not an MLM or a chain.

Concept is wonderful. I just wonder if the business can withstand the quiet seasons.

I think it's a great concept and very inviting.

This area is in need of a simple yet welcoming smoothie venue. I think this is a good introduction to new readers like myself.

Great concept. Definitely like that the decor would be lake inspired rather than traditional of a chain

I love this idea. Feels like it will be a comfy/cozy environment to relax with friends and family.

Love this idea, because we NEED a place like this in our town. Trillium (new business in downtown Laconia) is like this, but they serve lunch and dinner options— not smoothie bowls but has this same healthy vibe. I would say add plants to the decor, and maybe make there be protein snacks (energy balls, juices, etc). Customer loyalty cards are important as well. Another thing would be to pair with a local fitness studio (ie: body design by joy ~ she's the best and has a huge following)! That way you could promote the business!

I would like it if it were close to my home. I wouldn't travel more than 10 miles to utilize the services offered here.

Great concept and sound business plan. Sounds very promising and unique to the area.

I like the concept but fear that prices will be too steep for most residents. Vacationers might pay higher prices. The concept just sounds like. A good deal of money will be spent to start up and the cost of that will need to be made up by customers.

Gah, sounds like a marvelous place. It sounds like a downtown coffee shop you adore. Sounds like when you want to leave your house and need a chill, well light place to do work or chat. Sounds amazing, but I hate it could be 25 miles from home. I want it to be no more than 15 miles.

Great concept with some great points. Success of business in rural regions is based heavily on the personal customer-business relationship, which you mention. Additionally, pointing out the uniqueness is important too in relation to competitors. In a smaller area like the Lakes Region, you should also outline that there will be demand, and that your product/business is not too "niche" for a clientele that is not as open to change and new things as an urban consumer would be.

It sounds like a great idea. We have a home in Gilford and i dont believe i have encountered this type of shop in the area.

I think it would be great for the area! I know they are redoing downtown Laconia and they did awesome with the Opera house! With fit focus down there it would be perfect for all the fitness junkies.

Please read the following paragraphs regarding the concept for this propose...

yes i think we need one

The product does not interest me, however, the atmosphere sounds great!

Like the concept.

I love it. Would definitely go. Would be good to have some food options and not just smoothies.

I think this is a perfect idea, and concept. We don't have many or any "smoothie bowl" places around. I really like the idea of it, but it could also benefit of having food, coffee, or juices (fruit juices). Other than that it's perfect!!!

I think this sounds like a great idea. Although there aren't specific smoothie shops locally, I do think there is some competition.

I like it. I like the healthy choice idea and the fact there is no place like this nearby.

Yes I do like the concept. I agree that there aren't any locations in the lakes region that offer this type of service/ food. Especially with the tourism in the summer and winter months, this would be a great addition.

I am a bit older, I like the concept. Two things come to mind, Forgetting COVID, I would add coffee and tea to the menus. I have a vision of somewhere fun to hang out. My second thought is during the in between seasons of tourists will the locals be enough to support sustainability?

I do like this idea. I think creating a natural smoothie shop will make many locals happy. A lot of people who suffer with allergies or sensitivities can now have a place to freely enjoy a variety of items while being in a comfortable environment

I like the concept and it's emphasis on the community. I like the concepts commitment to finding the healthiest option for their customers. I think it's also cool how it the concept is filling a market that doesn't exist within the lakes region. It would definitely be talked about within the community if the lakes region were to have a smoothie restaurant. I also think it would be quite a new take on restaurant ambiance within the lakes region with a completely different layout within the restaurant

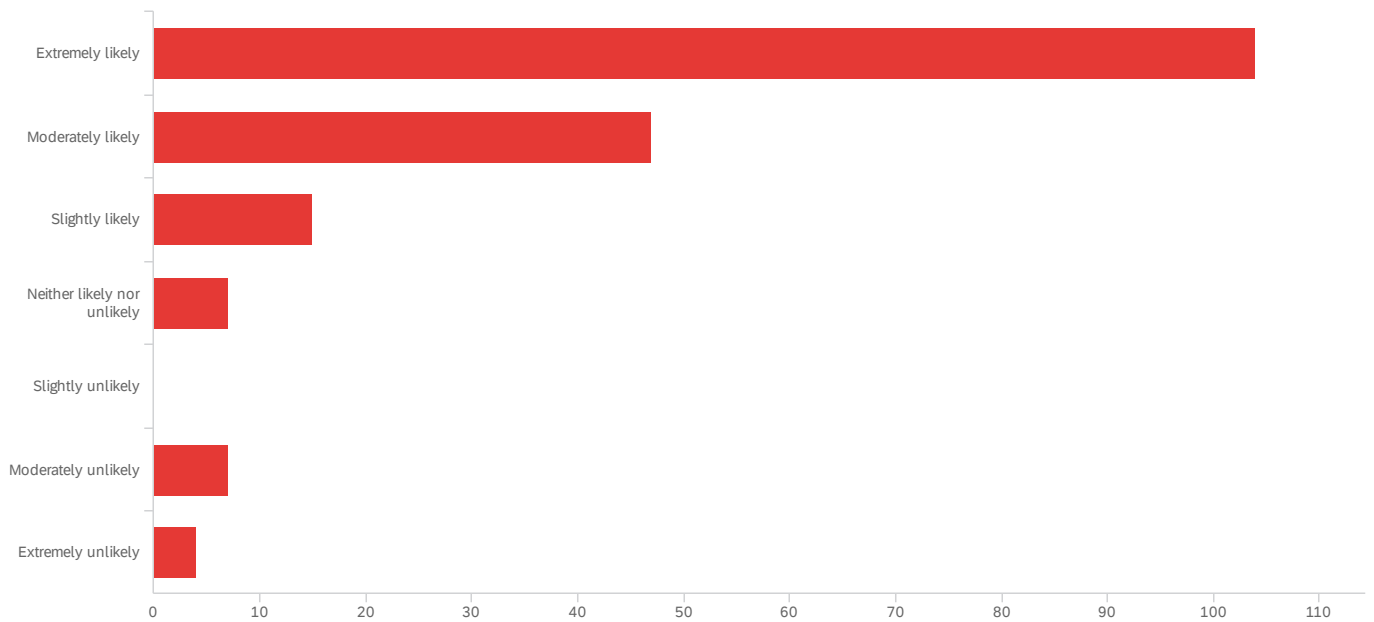
I love this concept because I think that this is exactly what the Lakes Region needs, and it sounds perfect for who would be visiting the shop. Sounds like the best plan!

Sounds great

I love the concept! Since the lakes region doesn't have anything like this around, I think it would be a great add to the region. I know it would get a lot of business too.

The concept sounds great. Smoothie venue on the lake in the summer sounds great, but what about winter months? Will smoothies still be sold, or will there be something else (like soups)? It is true that this would be unique for the area.

Q6 - How likely are you to be a patron of this place?

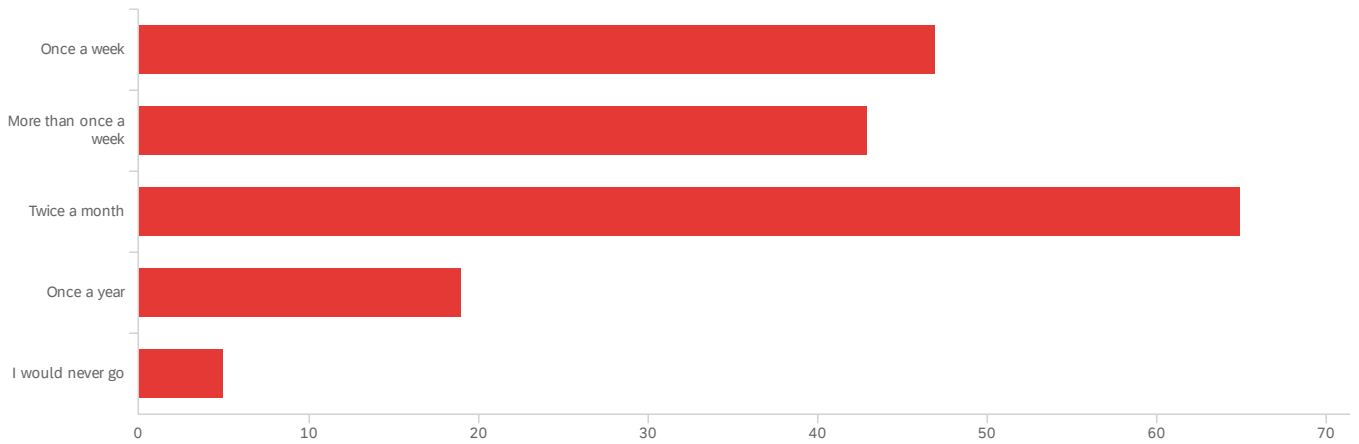


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to be a patron of this place?	1.00	7.00	1.85	1.39	1.93	184

#	Field	Choice Count
1	Extremely likely	56.52% 104
2	Moderately likely	25.54% 47
3	Slightly likely	8.15% 15
4	Neither likely nor unlikely	3.80% 7
5	Slightly unlikely	0.00% 0
6	Moderately unlikely	3.80% 7
7	Extremely unlikely	2.17% 4
		184

Showing rows 1 - 8 of 8

Q7 - How often would you frequent a place like this?

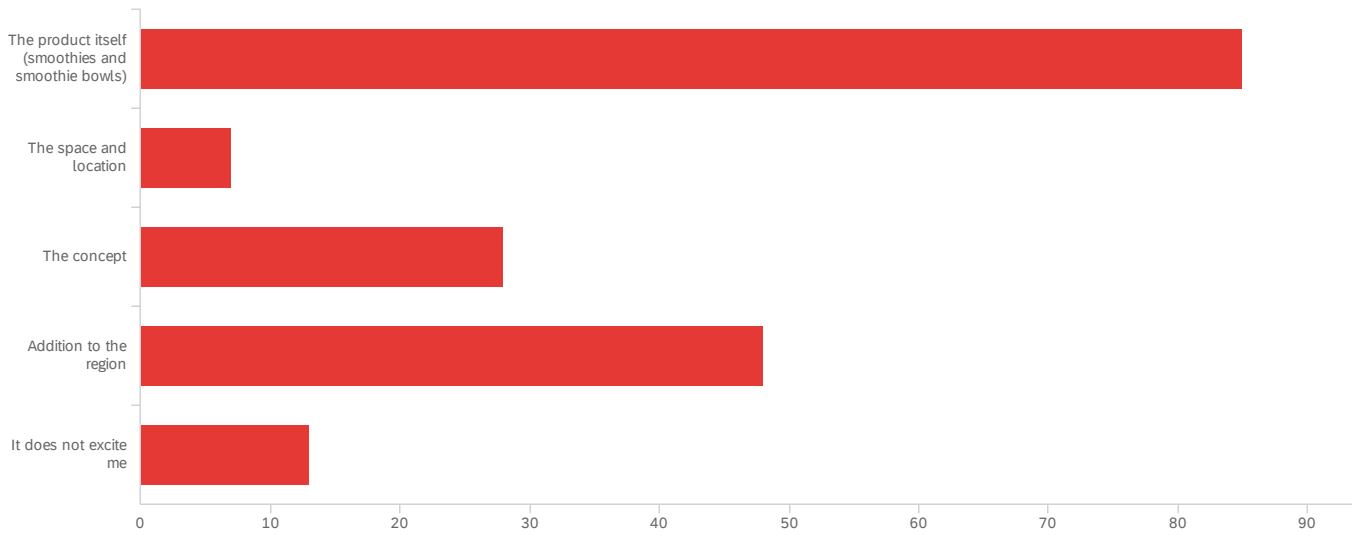


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How often would you frequent a place like this?	1.00	5.00	2.40	1.07	1.14	179

#	Field	Choice Count
1	Once a week	26.26% 47
2	More than once a week	24.02% 43
3	Twice a month	36.31% 65
4	Once a year	10.61% 19
5	I would never go	2.79% 5
		179

Showing rows 1 - 6 of 6

Q8 - What excites you most about this business?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What excites you most about this business?	1.00	5.00	2.43	1.46	2.15	181

#	Field	Choice Count
1	The product itself (smoothies and smoothie bowls)	46.96% 85
2	The space and location	3.87% 7
3	The concept	15.47% 28
4	Addition to the region	26.52% 48
5	It does not excite me	7.18% 13
		181

Showing rows 1 - 6 of 6

Q10 - What toppings for smoothie bowls are a necessity for you at a place like this?

Please list. For example: granola, strawberries, shaved coconut, etc.

What toppings for smoothie bowls are a necessity for you at a place like th...

strawberries, cacao nibs or chocolate chips, various nuts

never had a smoothie bowl...but I would imagine if I could pick... the shaved coconut sounds good. fresh seasonal fruit? nuts or seeds, granola...fresh whipped cream?

Granola and fruits- a variety is best so it doesn't get old

I don't know

Granola, almond butter, banana, blueberries, strawberries

Granola, fresh fruit

Granola, coconut, strawberries, blueberries and some popular candies (pb cup crumbles, m&ms), Oreos

Strawberries, bananas, nuts

Any kind of fruit and granola

Granola, nuts, chocolate chips

Granola, nuts, fruits, coconut

Granola, blueberries, shaved coconut and shaved chocolate.

fresh fruits.....chocolate in any form

Fresh fruit, nuts, coconut

Fresh thinly sliced fruit (strawberries, blueberries, kiwis) nits and seeds, coconut

Relative to season- maple for fall, peppermint for winter, strawberries for summer etc.

Strawberry, blueberry, banana, mango, papaya

Pineapple, fresh strawberry's, blueberries and raspberry/ black raspberries.

Berries, coconut flakes

Caramel drizzle.

What toppings for smoothie bowls are a necessity for you at a place like th...

Granola, shaved coconut, fruit such as blueberries, strawberries and raspberries

GF granola, almond & peanut butter , shaved coconut, bananas , blueberries, strawberries

Banana chips, all natural chocolate chips

Granola, small fruit or pieces. NO sugar added items.

Granola,

Granola, dried cranberries, mixed fruit.

Strawberries and other fruits.

Granola almonds raisins, chia seeds, chopped almonds chopped cashews dates cocoa powder peanut powder

Peanut butter and granola

berries, granola, coconut, shelled nuts, fruit

I'm not positive what a smoothie bowl is, you never talked about it in your description.

Strawberries, blueberries, low fat granola, bananas and honey

A variety of fresh fruits, granola, nuts and seeds

Strawberries granola chocolate chips

Some kind of crunch (granola), yes to coconut

Yogurt chips strawberries blueberries and nuts

Fresh fruit of season/dried fruits and nuts

Whipped cream, yogurt, icecream or other dairy.

fresh fruit, anything crunchy and healthy (nuts)

Strawberry, mixed berries, coconut, nuts, granola, chocolate

Granola, strawberries and blueberries

Granola is a must or a mix of nuts.

Flax , strawberries, blueberries

Honey, granola, coconut, fresh fruits

What toppings for smoothie bowls are a necessity for you at a place like th...

Fruit

No preferences

It sounds like a wide variety would be available

Açaí

Peanut butter, coconut, honey granola, bananas, strawberries

Nuts, granola, fruit, coconut

Organic gluten free granola and dried fruit options.

Cacao nibs and almond butter and berries

granola, blueberries and strawberries

Nuts, choc chips

Granola, coconut, fresh fruit, dried fruit, nuts

nuts, seeds, blueberries, strawberries, granola

granola, berries, banana, coconut, cocoa nibs

Local ingredients please!

Shaved coconut and berries for sure

granola

Granola, chia seeds, nuts, coconut, fruit

Berries, oars,

Banana nuts pineapple

Fresh Fruit-bananas.mangos, strawberries,blueberries and maybe some coconut with chocolate shavings

Granola, berries, dark chocolate, coconut, seeds, honey

none

Dark chocolate

Pineapple bananas oranges

What toppings for smoothie bowls are a necessity for you at a place like th...

Fruit

I am open to new toppings.... enjoy strawberries and granola..... HATE coconut shavings on top of food....ugh.... slivered nuts....

Fruit

Granola (with nut free options), fresh fruit

All of the above. All organic.

Fresh fruit, coconut, chocolate

fruit, coconut, nuts

Fresh fruit, granola, shaved coconut

Fresh fruit and protein powders

Blueberries and granola.

Banana

Granola, peanut butter, shaved dark chocolate, any fruit

Blueberries, jimmies or chocolate chips

Chocolate chips

Dairy free additions! Sunflower butter, coconut, gluten free granola. Include those who have allergies, it's so hard to find in the Lakes Region

Fruit and granola

Low cal crunchy stuff.

Granola, peanut butter, nuts

Strawberries

Granola, fresh fruit, nuts, whipped cream

Blueberries and protein shake powders, hemp hearts chia seeds

Strawberries.

Chopped nuts, mini chocolate chips, fresh fruit

Lots of options would be key.

What toppings for smoothie bowls are a necessity for you at a place like th...

Homemade granola, fresh fruit, shaved coconut, nut butter

Granola, strawberries, blueberries

Nut butters, natural energy additives, yes saved coconut!

Granola

Anything sweet (naturally is better)

Fresh fruit, local honey, granola, coconut

Granola, a variety of fruit options, coconut, flax, chia

Bananas, chocolate, and berries

Gluten free and organic options granola, dark chocolate chips

Coconut, granola, mixed berries, vegan options

Fresh berries , sweet toppings as well as savory ones. Unique flavors .

Berries

Doesn't matter

granola

Shave coconut, Nutella, fruits, granolas

Fruit, cacao nibs, granola, nut butters.

Granola and berries

Fruit, granola, veggies

Fresh fruit cream

I think you covered the basics in your description

fresh fruit, "good" protein (not the cheap kind that tastes like plastic), peanut butter and granola!

An option when craving a sweet tooth but also a healthy option dot-dot. So definitely make sure you include chocolate!!!

I personally dont like toppings

Gluten free granola, fresh fruit like blueberries and strawberries.

What toppings for smoothie bowls are a necessity for you at a place like th...

Shaved coconut, bananas, nut butter and granola. Yum!!

Apples, strawberries, blueberries, granola, peanut butter, nutella, peanuts

Granola, coconut shavings and protein powder

Raw fruits, nuts, granola, yogurt, coconut, micro greens

Again...who cares. Have what the market has. Where will this be located?

Granola, a variety of fresh fruit and maybe mochi

Fruit and nuts

dark chocolate chips, sliced apples, bananas

Fresh berries nuts and granola

Fruits mainly (strawberries, blueberries, raspberries)

Organic granola & grain options, nuts & seeds, fresh fruit, shaved coconut is a must!

Fresh fruit, granola

Fruit! Coconut, nut butter alternatives like sunflower butter

Fresh berries

Granola, honey,

peanut butter, coconut, maple syrup

Fruit oats nuts coconut honey Nutella peanut butter almond butter

Chocolate and caramel

Any kind of fruit

Peanut butter, coconut, chocolate, fresh fruit, seeds (chia, hemp, pepita etc.)

Mango, granola, coconut, chia seeds etc

Fresh strawberries, peanut butter, granola. Have the option for protein powder addition

Strawberry, blueberry, mango, pineapple, peach, granola, banana, coconut

fresh fruit, nuts, seeds,

What toppings for smoothie bowls are a necessity for you at a place like th...

Granola and maybe shaved chocolate toppings

Berries, Peanut butter, bananas, granola, honey

Granola, shaved coconut, local honey, strawberries, blueberries, bananas, kiwi, cocoa nibs, nuts, homemade peanut butter, almond milk/ coconut milk, mangos ~ any fruit is good! You could even do seasonal flavored smoothie/bowls (pumpkin in fall, blueberry in summer, etc)

I'm not familiar with smoothie bowls, only traditional smoothies served in a cup.

Any type of berry, granola, yogurt

The standards are fine don't get too fancy

Strawberry, raspberry, blueberries, mango, nutella, granola, honey, coconut, nuts.

I'm not a smoothie expert, but all the standards including berries, coconut, nut toppings etc. A big emphasis on local berries would be ideal, because obviously not ever ingredient is going to be local so the product needs to appear fresh in that sense

Diced fruit, maybe a sugar free whipped topping

Granola, Fruits, Shaved coconut, Chia Seeds, Hemp Hearts

granola, chocolate, coconut

Fruit - blueberries, strawberries, raspberries.

Healthy choices.

Fresh fruit, nuts, gluten free toppings.

Granola, fruit, peanut butter, things like that.

Granola, strawberries, chocolate chips

Granola, strawberries, peanut butter, all types of berries

Fresh fruits

Blueberries, blackberries, granola and raspberries!

Granola, mango, blueberry, strawberry

Granola, fruit (pineapple, strawberries, raspberries) coconut, peanut butter, acai, pataya, banana, chocolate bits

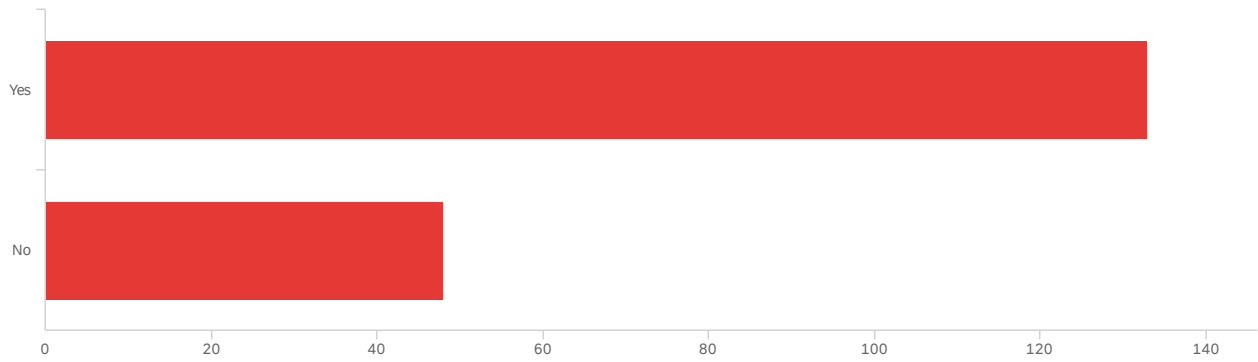
Coconut, granola, fruits

Granola, coconut shavings, honey, all fruit depending on the type of bowl

What toppings for smoothie bowls are a necessity for you at a place like th...

banana, granola, blueberries, NUT BUTTER!!!!!!!!!!!!!!

Q11 - Have you ever visited this kind of business before?



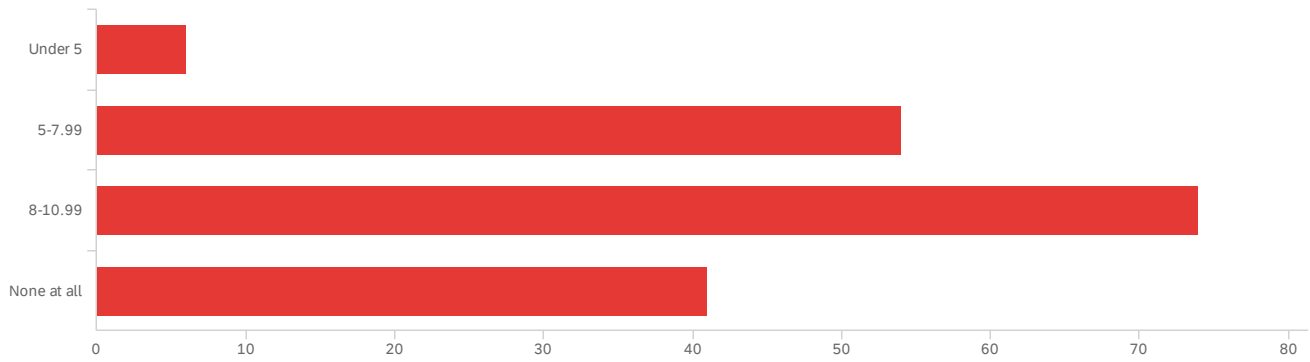
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Have you ever visited this kind of business before?	1.00	2.00	1.27	0.44	0.19	181

#	Field	Choice Count
1	Yes	73.48% 133
2	No	26.52% 48

181

Showing rows 1 - 3 of 3

Q12 - If yes, on average how much have you spent per visit?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	If yes, on average how much have you spent per visit?	1.00	4.00	2.86	0.81	0.66	175

#	Field	Choice Count
1	Under 5	3.43% 6
2	5-7.99	30.86% 54
3	8-10.99	42.29% 74
4	None at all	23.43% 41

175

Showing rows 1 - 5 of 5

End of Report