Deep Innovation: DrinkMatch Feasibility Assessment & Launch Roadmap Dossier

Product Vision & Value Proposition: The Social Lubricant, Redefined

DrinkMatch envisions a future where spontaneous social connections are the norm, seamlessly bridging the digital and physical worlds in vibrant social settings. It transforms passive 'going out' into an active, high-potential discovery experience.

The unique value proposition lies in Curated Serendipity: by matching users based on a current, shared interest (the drink), we move beyond superficial profiling to facilitate high-quality, relevant introductions.

Key unique selling points include real-time beverage tagging, a proximity radar for instant connection, and a low-friction interface designed for immediate social momentum. The focus is on effortless discovery and maximizing real-world engagement.

Consumer & Market Impact: Bridging Social Divides

Persona 1: The Spontaneous Socialite. Pain Point: Seeking new, spontaneous social fun beyond their existing social circle. Quote: "I just tagged my drink and met three interesting people within ten minutes. This completely changes how I approach a night out."

Persona 2: The Beverage Enthusiast (Non-Obvious). Pain Point: Wants to discuss rare or specific drinks with knowledgeable people nearby, but lacks an easy identifier. Quote: "Finally, an easy way to find someone else obsessed with Belgian Sours. This would save me hours of awkward small talk."

Persona 3: The Solo Business Traveler. Pain Point: Loneliness and difficulty establishing casual, temporary contacts in a new city. Quote: "Traveling alone can be isolating. DrinkMatch provides an instant, low-stakes connection point. It feels like an immediate local connection."

The primary early-adopter sector is Nightlife and Hospitality Venues, which benefit from increased dwelling time and customer engagement.

Feasibility Assessment: Technological & Commercial Readiness

NASA’s Technology Readiness Level (TRL, 1–9) measures how close a core technology is to being fully operational in its intended environment.

TRL Assessment: Level 6 – System Model or Prototype Demonstration in a Relevant Environment. The core components (GPS, real-time database, chat functionality) are mature. The platform requires custom integration and hyper-local refinement specific to venue density.

TRL Next Stage: Moving to Level 7 (System prototype demonstration in an operational environment) via closed beta testing in high-density urban areas.

KTH Innovation’s Business Readiness Level (BRL, 1–9) measures the maturity of the business model, market validation, and organizational structure.

BRL Assessment: Level 3 – Concept and Idea Validated. The concept is defined, the problem confirmed, and basic market need established. Monetization strategy and scaling infrastructure are nascent.

BRL Next Stage: Moving to Level 4 (Value Proposition Tested) by conducting detailed customer interviews and initial validation of potential revenue streams (e.g., premium features, venue partnerships).

Prototyping & Testing Roadmap: From Concept to Community

Phase 1: Minimum Viable Product (MVP) Development (3 months). Focus on core functionality: Drink Tagging, Proximity Radar (within 50 meters), and 1-to-1 chat.

Phase 2: Targeted Field Trials & Feedback Loops (4 months). Launch a private beta in a single, defined urban area (e.g., university district). Gather qualitative feedback on ice-breaking efficacy and platform reliability.

Phase 3: Iterative Refinement & Business Model Validation (3 months). Integrate venue-level features (e.g., 'Venue Hotspots') and test initial premium subscription tiers or sponsored drink promotions to validate commercial viability.

Phase 4: Scale Readiness Audit. Stress-test infrastructure for handling high-density usage spikes (peak weekend hours) and prepare for multi-city deployment. The product and commercial model will evolve in tandem.

Strategic Launch & Market Integration: Scaling Spontaneity

Go-to-Market Strategy (GTM): Focus initially on dense, high-social-turnover urban centers. Utilize Venue Partnership Programs, offering bars and pubs premium analytics on localized drinking trends in exchange for internal promotion.

Distribution: Primarily D2C (App Stores), leveraged by localized, high-impact influencer marketing campaigns focused on lifestyle and nightlife culture.

Macrotrend Alignment: DrinkMatch aligns perfectly with the burgeoning trend of 'Curated Real-World Experience' and the post-pandemic desire for authentic, spontaneous face-to-face interaction, capitalizing on the growth of the Experience Economy.

Next Step: Secure seed funding and immediately commission a wireframe UX/UI prototype focused on maximizing the ease and speed of 'Drink Tagging'.