Deep Innovation: An Innovation Feasibility Assessment & Launch Roadmap Dossier

Product Vision & Value Proposition

"Coffee Talks" is the **serendipity engine** disguised as a specialty coffee experience. It enables a future where casual encounters lead to profound, context-rich discussions, shattering the barrier of small talk.

The experience is built around the **Conversation Catalyst Cup**: a premium, sustainably designed vessel whose visual coding (color, pattern, or direct text prompt) instantly signals the user's readiness to discuss a specific topic, from **AI Ethics** to **Future Aspirations**.

Unique Selling Point: It offers **curated social friction**. Unlike passive social media, this physical booth guarantees a shared, intentional moment, optimizing the customer journey not for speed, but for **delight-enhancing, genuine human connection**.

Consumer & Market Impact

User Persona 1: The Intellectually Curious Urban Professional (High Value)

Pain Point: Loneliness and professional stagnation caused by superficial networking events. They crave genuine dialogue outside their immediate professional bubble.

Testimonial: "I stopped by hoping for caffeine; I left with a potential collaborator and a totally new perspective. **This is connection, simplified.**"

User Persona 2: The Socially Anxious Newcomer (High Empathy)

Pain Point: Difficulty breaking the ice in new environments (new city, new job). The cup provides a non-verbal, low-stakes license to engage.

Testimonial: "The cup did the talking for me. It’s a **safe, easy way to meet people** who care about the same things."

User Persona 3: The Retail Property Manager (Non-Obvious/B2B)

Pain Point: Struggling to drive consistent foot traffic and create a differentiated, sticky 'third place' experience in commercial properties or corporate campuses.

Testimonial: "We need experiential retail. 'Coffee Talks' turns our lobby into a **daily, dynamic community magnet**."

Market Impact: Early adoption will be strong among **creative hubs, university campuses, and co-working spaces** seeking to actively cultivate community and intellectual cross-pollination.

Feasibility Assessment

NASA Technology Readiness Level (TRL): TRL 5 – Component and/or breadboard validation in a relevant environment.

TRL Definition: The TRL scale (1-9) measures the maturity of the core technology.

Explanation: The core 'technology' is the physical execution and design of the thematic cups, the prompt curation system, and the physical booth layout. This has been validated in analogous environments (e.g., themed cafes, small-scale social experiments) but requires integration specific to the **Coffee Talks** model.

Next Stage (TRL 6): Integration of system components in a high-fidelity prototype (e.g., a full operational pop-up booth) ready for field testing.

KTH Innovation Business Readiness Level (BRL): BRL 3 – Proof of market viability completed.

BRL Definition: The BRL scale (1-9) measures the maturity of the business model and market understanding.

Explanation: The core need (authentic social connection) and the willingness of consumers to pay for premium, experiential coffee are confirmed. The market acceptance for highly specialized, community-focused retail concepts is strong (e.g., themed subscription boxes, niche clubs). However, the specific business model (e.g., pricing, partnerships, IP for prompt curation) is still being defined.

Next Stage (BRL 4): Preparation of commercial strategy and detailed economic feasibility study based on early operational costs and projected revenue streams.

Prototyping & Testing Roadmap

Phase 1: Concept Refinement & MVP Development (3 Months)

Develop 10 core conversation themes and associated cup designs.

Establish a **minimum viable prompt curation engine** (database of starter questions for staff to use).

Construct a scalable, modular pop-up **Coffee Talks** booth optimized for quick deployment.

Phase 2: Targeted Field Trials (4 Months)

Launch the MVP at two contrasting locations (e.g., a university campus and a corporate headquarters).

Track key metrics: **Conversation Frequency Rate** (CFR), average dwell time, and user feedback on prompt quality.

Iterative Refinement: Adjust cup themes and staff training based on CFR data to maximize meaningful interactions.

Phase 3: Business Model Validation & Scaling Blueprint (3 Months)

Parallel testing of revenue streams: standard coffee sales vs. premium price points for "Conversation Catalyst" cups vs. B2B licensing for corporate events.

Formalize the **staff facilitation protocol**—training baristas not just as servers, but as subtle conversational shepherds.

Strategic Launch & Market Integration

Go-to-Market Strategy: Strategic B2B2C Partnerships.

Avoid expensive D2C build-out initially. Focus on **licensing the experiential concept**.

Target anchor partnerships with high-value community platforms (e.g., major co-working space providers, boutique hotel chains) to integrate the booth as a premium amenity.

Early Adopter Incentives: Offer subsidized or free trial days to influential local community leaders and content creators, encouraging organic documentation of the unique social experience.

Macrotrend Alignment: The Experience Economy & Addressing Digital Isolation.

Coffee Talks capitalizes on the massive societal pivot toward valuing authentic, analogue experiences over purely digital ones. It provides a structured, low-pressure solution to the recognized epidemic of urban loneliness. It is positioned as the essential "off-screen social space."

Actionable Next Step: Initiate a two-week design sprint focused exclusively on finalizing the **Coffee Catalyst Cup** aesthetic and developing the first set of 10 themed conversation prompts to prepare for TRL 6 prototyping.