EventSense Pro: Deep Innovation Feasibility Dossier

Product Vision & Value Proposition: The Seamless Event Future

Paint a vivid picture of the future this innovation enables.

EventSense Pro envisions a world where technical anxiety is obsolete. It enables event organizers and presenters to focus entirely on content delivery, knowing that the environment—from perfect lighting to crystal-clear sound and flawless projection—is managed instantly and intelligently.

Describe the product or concept as a solution that enhances convenience, quality of life, or efficiency in a way that feels aspirational and inevitable.

EventSense Pro acts as the unified, AI-enhanced consciousness of the venue. It autonomously diagnoses potential AV conflicts, deploys optimal lighting scenes based on content type (presentation vs. panel), and manages complex cross-platform connectivity with zero human intervention, delivering efficiency that feels aspirational and unavoidable in modern corporate venues.

Highlight the unique selling points (e.g., time-saving, cost-reducing, delight-enhancing, sustainable, or smart design elements).

Unique Selling Points:

- Time-saving: Reduces pre-event setup and diagnostics time from hours to seconds.
- Efficiency: Centralized, remote troubleshooting significantly reduces technician callouts and labor costs.
- Delight-enhancing: Creates a premium, immersive environment through contextually aware lighting and perfect AV synchronization, elevating the perceived professionalism of the event.

Consumer & Market Impact: Effortless Execution

Identify three primary user personas and the pain points this innovation solves for them.

1. Persona: The Efficiency Architect (Facility Manager). Pain Point: High operational costs and time wasted troubleshooting disparate, outdated AV systems across numerous rooms.

1. Persona: The Curator of Experience (Event Organizer). Pain Point: Anxiety and risk associated with technical glitches delaying high-stakes presentations and negatively impacting client perception.

1. Persona (Non-Obvious): The Thought Leader (Corporate Speaker/ Presenter). Pain Point: Distractions and reduced impact caused by requiring manual adjustments (like finding the light switch or waiting for IT) during their flow.

Mention specific sectors or use cases that would benefit early on (e.g., tech-savvy consumers, enterprise clients, underserved communities, etc.)

Initial beneficiaries will be Enterprise Clients (Corporate Headquarters with large conference wings), Luxury Hotel Chains (seeking to standardize and enhance their meeting package offerings), and University Conference Centers (requiring fast, reliable room turnover).

Include short, inspirational "testimonial-style" quotes that reflect the product's transformative value.

"This would save our technicians countless hours every week in pre-event checks. It fundamentally changes how we staff large venues."

"I no longer panic about the projector—it just works. The focus stays entirely on the content and our attendees."

"The lighting transitions are so smooth and automatic; it instantly elevated the professionalism of my keynote. Feels like something from the future."

Feasibility Assessment: Readiness for Scale

Assess the maturity of the core technology using NASA’s Technological Readiness Level scale (1–9).

Technological Readiness Level (TRL): 6 – System subcomponents have been successfully tested in a relevant environment.

Why TRL 6: The core components—commercial AV control protocols (e.g., Crestron, Extron integration), IoT sensor data aggregation, and cloud infrastructure for diagnostics—all exist and have been individually validated. However, the comprehensive, highly integrated AI platform capable of seamless, automated cross-system control needs full system integration and testing within a real-world operational environment.

Next Stage (TRL 7): System prototype demonstration in an operational environment (e.g., pilot event venue).

Evaluate the commercial maturity using KTH Innovation’s Business Readiness Level scale (1–9).

Business Readiness Level (BRL): 4 – Viable business model defined and validated internally; initial market sizing complete.

Why BRL 4: The clear target market (B2B Facility Management/Hospitality) and proposed tiered subscription model are defined. Early market sizing shows strong ROI potential based on estimated labor savings. However, pricing pressure, willingness-to-pay, and necessary distribution partnerships (AV integrators) require external validation.

Next Stage (BRL 5): Initial commercial agreement (e.g., Letter of Intent) secured from a launch partner or early adopter, validating initial pricing assumptions.

Prototyping & Testing Roadmap: Phased Integration

Outline a phased, actionable roadmap to evolve from concept to reality.

Phase 1: MVP Development (Core Automation Module)

- Develop the foundational cloud dashboard and API integration layer capable of reliable control over primary AV/Projection equipment.
- Focus on automated setup and error diagnostics.

Phase 2: Targeted Field Trials with Early Adopters (Corporate Client)

- Deploy the MVP in two distinct conference rooms within a 'friendly' corporate setting.
- Measure reliability, setup time reduction, and remote resolution success rate.

Phase 3: Iterative Refinements and Feature Expansion

- Refine automation logic based on technician usage feedback (system learning).
- Integrate secondary controls (advanced lighting scenes and environmental/HVAC control).
- Develop integrated feedback mechanisms for speakers (e.g., 'system health' check dashboard).

Phase 4: Parallel Business Model Validation

- Deploy different pricing tiers (Standard vs. Pro features) across various rooms/clients to validate the value proposition of premium features against operational savings data.
- Optimize customer success and installation protocols for scalability.

Strategic Launch & Market Integration: Inevitable Adoption

Sketch out a high-level go-to-market strategy, including:

Strategic Partnerships:

- Forge strong relationships with incumbent AV integrators (e.g., certified dealers for major control systems) to incorporate EventSense Pro as the preferred cloud management layer during new installations.
- Explore integration partnerships with enterprise facility management software (e.g., CMMS/IWMS platforms).

Pilot Programs or Incentives for Early Adopters:

- Offer 'Performance-Based Pricing' pilots for top-tier hotel chains, where a portion of the subscription fee is tied to quantifiable reductions in technician response times or system downtime.

Distribution Channels:

- Primarily a B2B SaaS model targeting Chief Facilities Officers (CFOs) and Chief Information Officers (CIOs) responsible for large venue infrastructure.
- Secondary channel through certified AV consultants and integrators.

Frame the innovation within broader macrotrends (e.g., smart homes, aging populations, circular economy), showing how it fits into the future normal.

Macrotrend Alignment:

EventSense Pro fits squarely within the 'Smart Building Management' macrotrend, providing a crucial, high-value layer of intelligence required by modern, efficient structures. It leverages IoT intelligence to guarantee the 'Zero-Friction Professional Experience' demanded by corporate users, signaling momentum and scalability within the inevitable shift toward fully autonomous facility operations.

End the dossier with a tangible, actionable “Next Step”.

Next Step: Initiate Phase 1 MVP development and secure non-binding Letters of Intent (LOIs) from three potential corporate or hospitality pilot venues to finalize feature scope and validate initial market appetite.