The Protocol of Presence: Authentic Connection Framework

Product Vision & Value Proposition

The Protocol of Presence is the future of professional engagement, transforming fleeting introductions into **deep, intentional connection points**. It is the elegant solution to the pervasive superficiality of digital and hybrid interactions.

We enable organizations to operationalize **authenticity**. Our framework moves beyond merely asking people to connect; it guides them through structured, mindful rituals—like the 'Presence Pairing' minute—ensuring every physical greeting is a focused moment of mutual recognition.

Unique Selling Points: Mandatory Mindfulness (ensuring 100% participation in connection rituals); **Measurable Depth** (proprietary algorithms analyze post-interaction reflection to quantify perceived quality, not just quantity); **Seamless Integration** (platform integrates with existing event management systems, making profound connection inevitable and effortless).

Consumer & Market Impact

This innovation targets sectors struggling with **employee burnout, disengagement, and psychological distance** in hybrid or large-scale environments. The initial focus is on **Enterprise Clients** (large corporations) and **Global Conference Hosts).

Primary User Personas & Pain Points:

- **The L&D Director (Enterprise):** Pain Point: Low ROI on expensive internal team-building events; lack of quantifiable metrics for team cohesion. Solution: Provides data-driven proof that events are successfully building psychological safety.
- **The Conference Attendee (Individual):** Pain Point: Feeling overwhelmed and isolated at large networking events; difficulty moving past small talk. Solution: Offers structured, low-pressure pathways to genuine, memorable connections.
- **The Remote Team Leader (Non-Obvious):** Pain Point: Maintaining genuine team bonds when physical gatherings are rare and precious. Solution: Ensures that infrequent mandatory in-person meetings maximize intentional human contact and connection quality.

Testimonials:

"We used to dread networking breaks. Now, the **Presence Pairing** ensures every interaction is meaningful. This feels like the future of corporate culture."

"As a remote leader, ensuring my team feels connected is everything. The analytics proved the ROI on flying everyone in. **Total game-changer.**"

"This system would save me the anxiety of initiating conversations; the structure makes genuine connection **frictionless and inevitable**."

Feasibility Assessment: TRL & BRL

NASA's Technological Readiness Level (TRL) is a scale (1–9) assessing the maturity of a core technology, from basic research to flight-proven systems.

Current TRL: Level 5 – Component and/or breadboard critical function verification in a relevant environment.

Explanation: The core technological components (digital pairing algorithms, mobile reflection prompts, basic analytics dashboard) have been developed and integrated in a laboratory or simulated event environment (e.g., tested with a small internal team).

Next Stage: **TRL 6** – System/subsystem model or prototype demonstration in a relevant environment (e.g., deploying the platform at a real, but small-scale, corporate retreat).

KTH Innovation's Business Readiness Level (BRL) is a scale (1–9) assessing the maturity of the commercial potential, market knowledge, and organizational structure required for launch.

Current BRL: Level 3 – Market and business model potential assessed.

Explanation: The market need (combatting superficial networking/ disengagement) has been validated, competitor analysis is complete, and a preliminary SaaS subscription model has been sketched out. The initial value proposition is solid.

Next Stage: **BRL 4** – Key commercial assumptions validated with potential customers (e.g., securing Letters of Intent or piloting the pricing model with 2–3 early adopter clients).

Prototyping & Testing Roadmap

Phase 1: Minimum Viable Connection (MVC) Development (0–3 Months)

Finalize core digital pairing tool and the "Mindful Handshake Minute" module.

Develop a secure, mobile-first reflection input mechanism (e.g., 3-click emotional assessment).

Parallel Business Model Validation: Test basic SaaS subscription tier with small event organizers (<100 attendees).

Phase 2: Targeted Field Trials & Quality Iteration (4–8 Months)

Launch targeted pilot programs with three distinct environments: a large corporate L&D team, a tech conference organizer, and a distributed non-profit.

Focus on **Iteration:** Refine the connection analytics dashboard based on organizer feedback (ease of use, clarity of insights).

A/B test different "Protocol of Presence" modes (e.g., handshake vs. brief conversation prompt).

Phase 3: Scalability Refinement & Feature Expansion (9–15 Months)

Optimize infrastructure for events scaling to 1,000+ attendees.

Introduce premium features like "Psychological Safety Scoring" integration.

Secure commitment from 5 large enterprise anchor clients to signal market readiness and scalability.

Strategic Launch & Market Integration

The Protocol of Presence is perfectly positioned within the **Humanizing the Hybrid Workplace** macrotrend, serving organizations prioritizing employee wellbeing and genuine connection over sterile efficiency.

Go-to-Market Strategy: High-Touch B2B SaaS

Strategic Partnerships: Integrate with dominant event management platforms (e.g., Eventbrite, Cvent) and corporate training/HRIS systems to ensure seamless adoption.

Early Adopter Incentive: Offer a **"Founding Partner Program"** providing heavy discounts and white-glove onboarding to the first five Fortune 500 companies willing to test the platform across their global divisions.

Distribution Channels: Direct sales model targeting L&D, HR, and Chief Culture Officers (CCOs) who control budgets for employee experience and organizational transformation.

We will reframe networking from a burden to a **mandated, high-value cultural investment**, establishing The Protocol of Presence as the **standard operating procedure** for all high-stakes professional gatherings globally.

Next Step:

Initiate a focused 90-day pilot program with one existing organizational client to rigorously test the core "Mindful Handshake Minute" algorithm and quantify the resulting increase in participant-reported psychological safety.