Deep Innovation: An Innovation Feasibility Assessment & Launch Roadmap Dossier for Horizon Lounges: Elevated Private Dining ( )

Product Vision & Value Proposition

Horizon Lounges offers the **Skyline Sanctuary Experience**: A revolution in hospitality where architectural marvel meets personalized luxury dining.

The vision is to establish iconic, stationary Ferris wheel structures in major metropolitan hubs, transforming them into **exclusive, rotation-based private venues** that elevate any occasion.

Unique Selling Points (USPs):

• Panoramic Exclusivity: Fully private, soundproofed pods providing 360-degree views, unavailable in traditional restaurants.

• Seamless Integration: Customized internal systems manage premium sound, mood lighting, climate control, and rapid, discreet F&B delivery systems.

• Aspirational Design: Each lounge is crafted using high-end materials, establishing a benchmark for **vertical luxury event spaces**.

Consumer & Market Impact

This innovation targets the **high-net-worth individual (HNWI)** and **luxury event market**, sectors characterized by willingness to pay a premium for unique experiences.

Primary User Personas & Solved Pain Points:

• Persona A: The Milestone Celebrator: Seeking a truly memorable, private venue for proposals or anniversaries. Solves the pain of **generic, crowded, or predictable fine dining settings**.

• Persona B: The Corporate Event Planner: Requiring distinctive, high-impact venues for executive meetings or client entertainment. Solves the pain of **finding small, exclusive spaces with undeniable 'wow' factor**.

• Persona C: The Urban Explorer (Non-Obvious): Tourists or high-end local foodies who prioritize "one-off" culinary bucket list experiences. Solves the pain of **experiencing iconic city views simultaneously with world-class personalized service**.

Inspirational Testimonials:

• “This is the future of experiential dining; it feels like we were suspended in our own private theatre above the city.”

• “We secured a major client deal because the environment felt so unique and high-touch. It instantly signaled prestige.”

• “Saved me weeks of planning. The booking system was seamless, and the atmosphere was simply unforgettable.”

Feasibility Assessment

Technology Readiness Level (TRL) Scale: Measures how close the core underlying technology is to being fully integrated and functional.

Current TRL: 6 (**System prototype demonstration in a relevant environment**)

• Why TRL 6: The core technology—large-scale Ferris wheel structures, climate control, and integrated sound/lighting—is mature. The novelty lies in customizing and integrating these systems into a bespoke luxury pod design with specialized F&B delivery mechanisms. A functional prototype of a single, fully integrated pod needs to be tested under simulated operational load.

• Next Stage (TRL 7): Demonstration of a full-scale, operational system prototype in an actual high-visibility, relevant environment (e.g., a non-operational but fully assembled wheel structure).

Business Readiness Level (BRL) Scale: Measures the preparedness of the business model, market understanding, and team execution strategy.

Current BRL: 4 (**Concept is proven and validated in the market**)

• Why BRL 4: The concept is validated by existing, albeit simpler, dining-on-a-Ferris-wheel ventures and the high demand for premium experiential hospitality. However, the unique luxury positioning and complex logistical backend (F&B integration, safety compliance) are still conceptualized.

• Next Stage (BRL 5): Developing a definitive financial plan and pilot business case, securing initial site leases or partnership MOUs, and completing an Intellectual Property (IP) strategy for the pod design and service logistics.

Prototyping & Testing Roadmap

Phase 1: Minimum Viable Experience (MVE) Development (0-6 months)

• Finalize engineering and interior design of the **Horizon Pod 1.0** prototype, focusing heavily on climate control efficiency and luxury materials sourcing.

• Develop and test the **Bespoke Service Interface (BSI)** for guest ordering and system control.

Phase 2: Targeted Hospitality Trials (6-12 months)

• Partner with a high-end local caterer to simulate **full-service logistics** (on-ground prep, swift transfer, in-pod delivery) using a static physical mockup.

• Conduct **beta trials** with ten high-profile early adopters (HNWIs, celebrity chefs) to gather feedback on the experiential flow, not the structural rotation.

Phase 3: Iterative Refinement & Commercial Model Validation (12-18 months)

• Implement feedback into **Pod 2.0 design**, primarily improving sound dampening and service speed.

• Validate dynamic pricing and subscription models for corporate clients based on trial data.

• Secure **licensing and safety approvals** required for operational launch in the chosen target metropolitan area.

Strategic Launch & Market Integration

Go-to-Market Strategy: Implement an **"Iconic Destination"** launch, securing flagship locations near major cultural landmarks or established entertainment districts.

Strategic Partnerships: Establish exclusive partnerships with **luxury hotel groups** (e.g., Four Seasons, Mandarin Oriental) for concierge cross-promotion and **high-end catering providers** known for superior service consistency.

Distribution Channels: Primarily **Direct-to-Consumer (D2C)** via a sophisticated, high-touch booking platform, supplemented by **B2B agreements** for corporate block bookings and event planners.

Macrotrend Integration: Horizon Lounges aligns perfectly with the rising trend of the **Experience Economy**, emphasizing quality of memories over material possession. It also taps into the demand for **bespoke, private luxury travel**, offering a shielded, controlled environment that feels exclusive and elevated in an increasingly crowded world. The innovation signals **inevitability** as consumers continually seek hyper-personalized, high-value leisure activities.

Next Step: Secure the initial seed investment and finalize engineering partnerships necessary to fabricate the first fully operational, functional Horizon Pod prototype (TRL 7 readiness).