EventPulse: Instant AI Event Summarization Platform

Vision & Value Proposition

EventPulse shifts the event's role from a moment people sit through to an experience that actively generates insight, connection, and value for every stakeholder.

Deeper Engagement: Moves attendees from passive listeners to active curators of their own learning journey through immediate session takeaways.

Measurable Outcomes: Replaces vague post-event surveys with real-time analytics on content resonance and attendee interest levels.

Brand Differentiation: Positions the event as a forward-thinking, AI-literate experience that respects the attendee's time and cognitive load.

Sponsor Value: Provides a high-conversion digital touchpoint where sponsors can attach insights or offers directly to high-value session summaries.

Post-Event Longevity: Creates a digital archive that ensures the event's best ideas live on in the attendee's workflow, not just their memory.

Attendee & Stakeholder Impact

The Time-Poor Executive (Attendee): Focused on high-level strategy and networking. Pain: Losing key details because they can't take notes while connecting. Quote: 'I can finally stay fully present in the conversation, knowing the AI has captured the core takeaways for my flight home.'

The Event Producer: Responsible for NPS and program quality. Pain: Measuring session success solely through subjective, low-response feedback forms. Quote: 'For the first time, I have a heatmap of which speakers actually changed the room's energy, backed by real engagement data.'

The Chief People Officer (Non-obvious): Strategic buyer focused on workforce transformation. Pain: The high cost of events with no visible change in employee behavior or knowledge. Quote: 'EventPulse turns a three-day conference into a year-long knowledge asset for our entire organization.'

Feasibility Assessment

Technology Readiness Level (TRL): 6. The TRL scale (1–9) tells us how close a technology is to being reliably used in the real world — 1 is a raw idea, 9 is fully proven and deployed at scale.

Assessment: While AI summarization (LLMs) is at TRL 9, the seamless integration of live audio-to-summary pipelines in complex AV environments is currently TRL 6, requiring robust stress-testing.

Business Readiness Level (BRL): 4. The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Operational Feasibility: High. Setup is low-friction, utilizing existing screen real estate and standard mobile browsers. The primary risk is on-site WiFi congestion, which is mitigated by lightweight data transfer protocols.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Create a single-session pilot for an internal leadership offsite. Use manual audio uploads to test summary quality and attendee interaction rates.

Phase 2 — Controlled Live Pilot: Deploy at a mid-scale industry event (300-500 people). Test real-time processing during the high-pressure window between the keynote finish and the first break.

Phase 3 — Iterate & Validate Business Model: Refine the analytics dashboard for organizers. Validate the appetite for a per-session vs. per-event SaaS licensing model with event partners.

Phase 4 — Scale & Ecosystem Integration: Develop white-label capabilities for large production houses and integrate directly into registration platforms like Cvent and Whova.

Strategic Launch & Market Integration

Strategic Partnerships: Partner with global AV companies (e.g., Freeman, Encore) who can offer EventPulse as a premium 'engagement' add-on to their existing production packages.

Macrotrend Alignment: Leverages the shift from 'information delivery' to 'insight generation,' meeting the rising demand for events that prove measurable business output.

Show-Don't-Tell Strategy: Create a 60-second video case study of an attendee scanning a code and receiving a perfect summary in 3 seconds; this 'magic moment' is the primary sales tool.

Next Step: Identify one upcoming 60-minute session and run a 'Shadow Pilot'—generate a summary manually, link it to a QR code, and track how many attendees scan it voluntarily at the end.