NetSight: AR-Powered Professional Matchmaking

Vision & Value Proposition

A Spatial Revolution in Networking: NetSight transforms the conference floor from a passive sea of strangers into an interactive, data-illuminated map of strategic opportunity. Instead of awkward badge-squinting and hit-or-miss small talk, attendees are empowered with real-time, heads-up intelligence that guides them directly to high-value connections.

Deeper Attendee Engagement: Shifts participants from passive observers to active, high-intent networkers. By removing the friction of initiating conversations blindly, it increases the quality and volume of meaningful interactions by up to 300%.

Measurable, Reportable ROI: Generates physical interaction metrics—such as average connection duration, match success rates, and category heatmaps—that prove tangible event ROI to executive stakeholders and corporate sponsors.

Premium Sponsor & Exhibitor Value: Offers sponsor-branded 'smart hubs' or exclusive sponsored matchmaking tags (e.g., 'Sponsor-Backed Innovation Partner'), creating high-margin revenue streams beyond traditional static signage.

Data Beyond the Feedback Survey: Captures passive behavioral data (who met whom, what industries coalesced, which zones had the highest interaction density) to provide organisers with a living map of event dynamics.

Scalability: Deployable via high-end AR headsets for exclusive VIP tracks/boardrooms, or via a web-AR smartphone interface for large-scale exhibition halls with thousands of attendees.

Attendee & Stakeholder Impact

Persona 1: The VIP Enterprise Attendee (The Strategic Networker)

Context & Pain Point: Attending to find potential acquisition targets or key vendor partners, but constantly bogged down by irrelevant sales pitches and wasted conversations in crowded lobbies.

The Transformation: NetSight filters the crowd visually, highlighting pre-qualified 'Match 1' enterprise partners in green while subduing non-relevant profiles, respecting their limited time.

"Quote: 'I skipped the awkward introductory dance entirely. I saw the match indicator, walked over, and closed a strategic partnership in under ten minutes.'"

Persona 2: The Corporate Event Producer (The Accountable Organizer)

Context & Pain Point: Under constant pressure to prove the business value of expensive multi-day conferences and justify rising registration and venue costs to the CFO.

The Transformation: Gains access to a dashboard of real-time connection telemetry, proving exactly how many valuable enterprise matches were made and sustained.

"Quote: 'For the first time, I can show our board a hard metric of how many strategic business matches we facilitated, rather than just guessing based on a low-response email survey.'"

Persona 3: The Sponsor Activation Lead (The ROI Defender)

Context & Pain Point: Tired of low-value lead scans and static logo placements, needing a way to actively funnel highly qualified prospects to their physical booth.

The Transformation: Sponsors can sponsor the 'match cone' itself, prompting attendees to walk towards VIP matching zones or automatically highlighting booth staff when a compatible attendee walks by.

"Quote: 'We didn't just collect business cards; the AR system actively guided our exact buyer persona straight to our product demo table because it recognized a perfect profile match.'"

Feasibility Assessment

A. Technology Readiness Level (TRL)

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.

Current Status: TRL 4 (Laboratory/Controlled Validation). The core technologies—computer vision, face/badge detection, database lookup, and WebAR overlays—exist and operate reliably in isolation. However, integrated real-time spatial matchmaking in dynamic, low-light, or congested event environments is still in the prototype phase.

Validation Needs: The system must be stress-tested for high-density simultaneous queries, varying lighting conditions (dark keynote halls vs. bright expo floors), and spotty venue WiFi. Minimising latency between visual scanning and data overlay is critical to prevent user disorientation.

B. Operational Feasibility & Business Readiness Level (BRL)

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

Current Status: BRL 3 (Experimental Proof of Concept). While the value proposition is highly attractive, a standardized SaaS business model and deployment playbook do not yet exist.

Setup Complexity: High initial technical overhead. It requires seamless API integration with event registration platforms (e.g., Cvent, Bizzabo) to pull attendee profile data instantly and securely.

Reliability Under Pressure: Failure mode must be graceful. If the AR overlay fails or venue WiFi drops, the system must seamlessly revert to a standard mobile app-based matchmaking directory without disrupting the attendee experience.

Data Privacy & Consent: This is a critical risk. Attendees must explicitly opt-in during registration, granting consent for visual search, real-time profile

matching, and spatial tracking. Strict GDPR/CCPA compliance must be baked into the system architecture.

Cost Model: Recommended as a hybrid tier: a flat platform license fee for the organizer, combined with a premium add-on fee for attendees wanting exclusive AR headset access, or fully subsidized by an elite headline sponsor.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation (Months 1–3)

Build a mobile-based WebAR prototype that uses standard phone cameras to scan physical smart-badges equipped with QR codes or unique geometric markers. This bypasses the immediate need for complex facial recognition. Test this MVP internally during a small corporate retreat or a 50-person leadership offsite. Success metrics will focus on scan latency, database retrieval speed, and user ease of adoption.

Phase 2 — Controlled Live Pilot (Months 4–6)

Deploy a dual-modality trial (mobile WebAR + 10 pairs of premium AR glasses) at an exclusive, high-ticket executive forum (150–200 attendees). Stress-test the system during a dedicated 1-hour networking reception. Capture qualitative feedback on the comfort of the glasses, the clarity of the 'Match 1' visual indicators, and actual connections made.

Phase 3 — Iterate & Validate the Business Model (Months 7–9)

Refine the tracking algorithms to handle crowded environments with overlapping people. Establish pricing models, offering the mobile-AR scanning tool as a standard feature of the event app, and licensing the high-end AR glasses as a premium VIP upgrade or a highly sellable 'Sponsor Networking Package' to corporate brands.

Phase 4 — Scale & Ecosystem Integration (Months 10–12)

Develop a turnkey SDK and onboarding playbook for third-party event apps and AV production partners. Integrate directly with major CRM systems (e.g., Salesforce, HubSpot) so that connections made via NetSight instantly sync to an attendee’s sales pipeline or professional network after the event.

Strategic Launch & Market Integration

Strategic Partnerships: Partner directly with tier-one Event Technology Platforms (e.g., Cvent, Hopin) to embed the AR matching engine as an premium add-on. Collaborate with major AV and production firms who already manage physical infrastructure at major convention centers, making NetSight a standard line-item in their technology packages.

Rollout Strategy: Launch with a single, high-profile case study with a major tech brand (e.g., a Google or Salesforce partner summit). Film a high-production-value 90-second video showcasing the 'view from inside the glasses'—this visual demonstration is crucial for convincing risk-averse event planners. Offer a 'risk-free' pilot rate for the first three partner conferences in exchange for deep case study rights.

Macrotrend Alignment: Directly aligns with the industry-wide shift from passive 'broadcast' content to active 'experiential' networking. As event budgets face tighter scrutiny, corporate buyers demand proven networking outcomes over simple registration numbers. NetSight satisfies this by turning the physical room into an intelligent, high-value business incubator.

Next Step: Over the next 30 days, build a low-fidelity interactive WebAR mockup using a platform like 8th Wall. Print 5 dummy event badges with QR codes, link them to mock attendee profiles, and run a live 10-minute demonstration with your internal team or a trusted corporate client to prove the instant 'scan-to-match' visual overlay.