MindFold: Hierarchical Task Decomposer for High-Impact Corporate Events

Vision & Value Proposition

A Live Engine for Actionable Insights: MindFold shifts the event from a passive listening experience to an active output-generating workshop. Attendees translate complex session notes into nested outlines that compile instantly into step-by-step sequential plans.

Measurable, High-Value Output: Provides attendees with a tangible, personalized takeaway—a daily execution playbook—that directly justifies their ticket cost and travel budget to management.

Sponsor ROI Integration: Sponsors can brand or contribute custom template outlines (e.g., 'The Ultimate Cloud Migration Checklist by AWS'), positioning themselves as strategic execution partners rather than passive logo sponsors.

Unprecedented Post-Event Data: Organisers capture real-time, anonymized data on what topics attendees are actively decomposing, offering rich, zero-party data on real industry pain points.

Frictionless Scalability: Works flawlessly for an intimate 20-person executive boardroom retreat or scales to process simultaneous brainstorms of 5,000 attendees on a convention center floor.

Attendee & Stakeholder Impact

Persona 1: The Attendee (Sarah, Senior Strategy Manager)

Sarah attends conferences to find execution-ready solutions but often leaves overwhelmed by abstract slide decks and unstructured note-taking.

Quote: 'Instead of going home with 20 pages of messy notes I'll never open, I left with a ready-to-execute, prioritized 5-day action plan generated right from the keynote.'

Persona 2: The Event Producer (Marcus, Head of Conference Programs)

Marcus is constantly pressured to prove the ROI of his sessions, boost flagging NPS scores, and deliver formats that stand out from generic webinars.

Quote: 'MindFold transformed our breakout sessions from passive Q&A into structured output engines. Our NPS skyrocketed because attendees walked out with tangible, clear roadmaps.'

Persona 3: The Enterprise Sponsor (David, VP of Partner Solutions)

David is tired of low-quality lead scans from booth visitors and wants to connect with prospects on a deeper, problem-solving level.

Quote: 'Sponsoring a template that helps attendees decompose their biggest operational challenges directly linked our solution to their immediate execution roadmaps.'

Feasibility Assessment

A. 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.

MindFold sits at TRL 6: the core hierarchical NLP parser and nesting UI components are fully functional in test environments, though stress-testing simultaneous generation under live venue conditions is currently underway.

B. Operational Feasibility (BRL 5)

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

Setup Complexity: Extremely low; browser-based access requires no app downloads or complex installations for either the organiser or the attendee.

Reliability Under Pressure: Designed with local-first caching, ensuring that even if venue Wi-Fi drops temporarily, attendees do not lose their work and synchronization resumes instantly upon reconnection.

Data Privacy & Security: No personal data is required for basic use, with full GDPR/CCPA compliance and explicit consent screens if attendees choose to export their roadmaps via email.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a lightweight web-app with keyboard-first nesting and instant PDF/Markdown checklist export. Pilot internally during a team planning retreat to map next quarter's roadmap, targeting 100% processing reliability of 5-level nested outlines.

Phase 2 — Controlled Live Pilot: Partner with a regional corporate event (100–150 attendees). Embed MindFold into a single interactive workshop track, tracking user engagement, completion rates of outline-to-checklist conversions, and qualitative post-session satisfaction.

Phase 3 — Iterate & Validate the Business Model: Refine the UI based on live feedback, adding sponsor-branded templates and dynamic priority-ordering features. Test a monetization model where organisers pay per-active-user or purchase a flat-rate license for the event.

Phase 4 — Scale & Ecosystem Integration: Build direct integrations with major event tech suites (Cvent, Whova) and CRM systems (HubSpot, Salesforce) to allow automatic lead-routing for sponsors and seamless post-event follow-up workflows for organisers.

Strategic Launch & Market Integration

Strategic Partnerships: Partner with leading AV/production companies and professional moderators who can pitch MindFold as a premium interactive 'add-on' feature to their corporate clients.

Rollout Strategy: Launch with a high-profile case study from a recognized tech brand event. Offer a 'Show, Don't Tell' interactive sandbox that lets prospective organisers map their own event planning agenda in 3 minutes.

Macrotrend Alignment: Directly captures the industry shift away from passive 'information broadcast' to 'collective intelligence generation', satisfying modern corporate demands for tangible, measurable event ROI.

Next Step: In the next 30 days, run a 30-minute mock session with 10 internal stakeholders to map a complex event agenda using the MindFold framework, validating the speed and accuracy of the hierarchical-to-sequential decomposition engine.