Deep Innovation: An Innovation Feasibility Assessment & Launch Roadmap Dossier for Agora Polls (Body Voting)

Product Vision & Value Proposition

Product Vision: Agora Polls enables the **future of collective intelligence** by transforming physical space into a responsive feedback mechanism. It replaces tedious digital surveys and ambiguous hand-raising with **immediate, kinetic engagement**, making feedback capture intuitive and undeniable.

Value Proposition: We are monetizing movement. By requiring participants to physically commit to an answer ('Body Voting'), we eliminate distraction and guarantee deep engagement. The **smart corner markers** instantly feed data to a visualization dashboard, offering facilitators real-time insights into group sentiment and conflict points.

Unique Selling Points: Guaranteed High Engagement (participants must move); **Immediacy** (sentiment is captured in seconds); **Actionable Physical Data** (transforming spatial distribution into measurable intelligence); **Seamless Setup** (deployable via smart displays or QR-enabled signs for rapid deployment).

Consumer & Market Impact

Agora Polls addresses the critical challenge of **passive participation** in high-stakes group settings, turning attendees into active decision-makers. It initially targets corporate learning and development (L&D) sectors and large-scale event organizers.

Persona 1: The Corporate Trainer: Needs to prove ROI on training days. Pain Point: Post-session surveys are slow and self-selecting. Value: Immediate data on concept acceptance and areas needing review. Quote: “This transforms a passive lecture into a high-energy, data-driven experience. We can adjust the training agenda on the spot.”

Persona 2: The University Professor: Needs to gauge student understanding quickly in large lectures. Pain Point: Students are reluctant to raise hands or use complex digital tools. Value: Anonymous, instant class-wide comprehension checks. Quote: “It feels like a future classroom tool—immediate, simple, and honest.”

Persona 3 (Non-Obvious): The Urban Planning Consultant: Needs unfiltered community feedback on sensitive proposals. Pain Point: Standard town halls are often dominated by a few loud voices. Value: Provides a clear, visible map of community priorities without reliance on verbal dominance. Quote: “Getting clear, spatial feedback saves me weeks of survey analysis.”

Feasibility Assessment

Assessment Frameworks: NASA's **Technological Readiness Level (TRL)** measures how mature the science and engineering behind the product is. KTH Innovation’s **Business Readiness Level (BRL)** measures how ready the concept is to succeed commercially in the market.

Technological Readiness (TRL 5: Component and/or breadboard validation in a relevant environment): The foundational technologies—real-time dashboard development, cloud synchronization, and input methods (advanced QR/NFC readers or lightweight displays for corners)—are established. However, the specific integration protocol required to seamlessly map physical location changes to actionable organizational intelligence is still undergoing functional testing in pilot settings.

Next TRL Stage: Achieving TRL 6 by conducting a full, end-to-end system prototype demonstration in a simulated workshop environment, validating robustness and data accuracy.

Commercial Readiness (BRL 3: Idea and need validated with potential customers): Extensive research confirms high market demand for superior, engaging training tools, validating the core problem. The innovation's unique approach (Body Voting) is highly compelling to early-adopter corporate L&D heads. However, the exact revenue model (e.g., subscription per session vs. enterprise license) and cost structure require further refinement through pilot programs.

Next BRL Stage: Achieving BRL 4 by completing initial proof-of-concept commercial pilots to define the ideal pricing structure and finalize the target market segmentation.

Prototyping & Testing Roadmap

Phase 1: Minimum Viable Product (MVP) Development (60 Days): Focus on core functionality—a basic web-based analytics dashboard paired with printable, QR-coded corner signs. Objective is secure data capture and basic real-time visualization (bar graphs). Parallel effort: Develop preliminary **SaaS subscription model** based on user seats/usage frequency.

Phase 2: Targeted Field Trials (90 Days): Deploy the MVP with 5–7 friendly corporate L&D departments (early adopters) and educational institutions. Focus on gathering quantitative data on session flow efficiency and qualitative feedback on engagement metrics.

Phase 3: Iterative Refinement & Feature Expansion: Integrate advanced features based on Phase 2 feedback, focusing on anonymity controls, exportable reporting formats, and developing a 'conflict heat map' visualization feature. Simultaneously, validate two alternative pricing tiers (e.g., ‘Trainer Pro’ vs. ‘Enterprise’).

Phase 4: Hardware Integration & Polish: Finalize specifications for the **'Smart Corner Display'** (custom lightweight display unit prototype) to enhance the physical presence and deploy this polished hybrid system for final readiness testing.

Strategic Launch & Market Integration

Go-to-Market Strategy (GTM): The initial launch will focus on **B2B channels**, targeting professional event organizers and independent corporate training consultants. We will leverage **Pilot Program Incentives**, offering steep discounts for first-year use to gather high-profile case studies demonstrating transformative engagement.

Strategic Partnerships: Establish integration partnerships with leading **Virtual Event Platforms** and **Learning Management Systems (LMS)** to position Agora Polls as the essential physical augmentation tool for hybrid learning. Collaborate with a major conference organizer to host high-visibility 'Body Voting' sessions, signaling market disruption.

Macrotrend Integration: Agora Polls fits perfectly within the **Experience Economy** trend, prioritizing active participation over passive reception. It also solves a crucial challenge in the **Hybrid Work** landscape by effectively bridging the gap between remote and in-person team engagement, ensuring parity in contribution.

Signal of Momentum: By integrating physical movement into the feedback loop, Agora Polls ensures **maximum data quality and high scalability**, easily adaptable from small team meetings to auditorium-sized events globally, making the future of active engagement inevitable.