Deep Innovation: SynchroStart – Precision Choreography & High-Impact Event Activation Dossier

Product Vision & Value Proposition: The Flawless Activation Engine

SynchroStart is the definitive platform for **non-linear event commencement**, transforming chaotic logistics into flawless, synchronized theatrical spectacles. We enable brands to own the first five minutes of any major conference.

Our core offering is the **Choreography Synthesis Module (CSM)**, a proprietary visualization tool that maps complex movements (like the sketched circular flows) onto performance space, drastically reducing rehearsal time and ensuring technical precision across decentralized performer groups.

The key value proposition is **Impact-as-a-Service**: delivering viral, shareable moments that elevate the perception of the host brand from standard organizer to innovative experience curator. This is precision choreography, simplified and scaled.

Consumer & Market Impact: Activating the Attention Economy

Persona 1: The High-Stakes Event Director (Obvious User). Pain Point: The anxiety of complex, multi-person logistics failing in front of thousands. SynchroStart provides single-point management and guaranteed execution quality.

Persona 2: The Brand Marketing VP (Strategic User). Pain Point: Generic, low-engagement conference openings that fail to translate into tangible social media buzz. SynchroStart guarantees a high-PR moment that justifies substantial marketing spend.

Persona 3: The Local Professional Freelance Dancer (Non-Obvious User). Pain Point: Inconsistent gig work and lack of centralized professional coordination. SynchroStart provides reliable, high-tier corporate booking opportunities through an efficient, managed interface.

“We cut our planning timeline by 40% and delivered an opening that trended globally. **Flawless and futuristic.**”

“This level of organization feels like something from a **premium production studio**, not a simple booking platform.”

Feasibility Assessment: Technological and Commercial Readiness

NASA's **Technological Readiness Level (TRL)** measures the maturity of the core technology from fundamental research (1) to system completion (9). KTH Innovation's **Business Readiness Level (BRL)** assesses commercial viability, market understanding, and team capability on a parallel 1-9 scale.

TRL 7: System prototype demonstration in an operational environment. The core components (choreography mapping algorithms, real-time communication tools, and performer database integration) have been individually developed and integrated into a preliminary prototype system. Next Stage: TRL 8 (Actual system completed and qualified through test and demonstration).

BRL 4: Preliminary Business Model Validation and Team Formation. The value proposition is clear, initial market sizing has been performed, and a core team capable of building the MVP is in place. Initial interviews with event planners confirm significant interest. Next Stage: BRL 5 (Detailed Business Plan and Pilot Program Setup).

Prototyping & Testing Roadmap: From Concept to Synchronization

Phase 1: Alpha MVP & Visualization Lock. Develop the core interactive **Choreography Synthesis Module (CSM)**. Test visualization accuracy against physical dance moves using small internal groups in a controlled environment to ensure mathematical precision.

Phase 2: Beta Launch & Targeted Field Trials. Deploy the full platform workflow (sourcing, scheduling, CSM delivery) with three major corporate clients for low-risk, regional events (50–100 performers). Collect qualitative feedback on on-site coordination and platform user experience (UX).

Phase 3: Iterative Refinement & Monetization Pilot. Refine communication and logistics modules based on Beta findings. Concurrently, test variable pricing models (e.g., fixed fee vs. per-performer subscription) to validate commercial scalability and optimal profit margins.

Phase 4: Full Platform Scalability Stress Test. Implement the platform for a Tier 1 national conference (150+ decentralized performers) to prove real-time stability, high-stakes execution reliability, and multi-team coordination capabilities.

Strategic Launch & Market Integration: Capturing the High-End Event Market

Strategic Partnerships: Secure exclusive integration partnerships with leading event management software platforms (e.g., Cvent, Eventbrite Enterprise) to position SynchroStart as the default, integrated activation option during the event planning workflow.

Early Adopter Incentive: Launch a 'First 10 Flawless' program offering discounted service and elevated creative consultation for pioneering, high-profile companies willing to showcase the first wave of SynchroStart-powered events, generating high-quality case studies.

Distribution Channels: Focus exclusively on **B2B Service Integration**, targeting large marketing agencies and internal corporate events teams that handle $1M+ event budgets, leveraging volume and high margins.

Macrotrend Alignment: SynchroStart capitalizes on the accelerating **Experience Economy** trend, where memorable, high-production live content is valued above traditional advertising, ensuring the product fits the future need for elevated brand engagement and shareable moments.

Next Step

Secure seed funding and immediately commence development of the Minimum Viable Product (MVP) for the Choreography Synthesis Module, prioritizing core visualization and performer database functionality.