Deep Innovation Dossier: Synergy Scoop: Curated Conversation Catalyst

Product Vision & Value Proposition

Product Vision: To enable a future where every professional meeting, classroom session, or social gathering is fertile ground for innovation and genuine rapport, transforming conversational uncertainty into high-yield collaboration.

The Synergy Scoop platform supplies the perfect, context-specific conversation prompt—the 'lucky dip' topic—precisely when needed, ensuring immediate depth and focus.

It acts as a **Curated Conversation Catalyst**, leveraging sophisticated topic algorithms tailored for specific tracks (e.g., 'Product Strategy Deep Dive' or 'Team Cohesion Build').

Unique Selling Points (USP):

- **Delight-Enhancing:** Breaks the monotony of structured agenda items with serendipitous, yet relevant, prompts.
- **Efficiency:** Dramatically shortens the time required to move from small talk to actionable insights and shared understanding.
- **Smart Design:** Adaptive content generation ensures topics remain fresh and relevant across diverse industries and group sizes.

Consumer & Market Impact

Synergy Scoop addresses the critical modern pain point of 'conversational friction' in hybrid and distributed environments.

Primary User Personas & Solved Pain Points:

1. **The Corporate Facilitator:** Pain Point: Workshop stagnation and reliance on stale, unproductive icebreakers. Scoop provides guaranteed engagement and measurable ideation output.

1. **The University Educator (Non-Obvious Persona):** Pain Point: Difficulty fostering high-level critical thinking and spontaneous, peer-led intellectual exchange in large settings. Scoop acts as a spark for philosophical and collaborative learning.

1. **The Event Organizer:** Pain Point: Superficial, wasted networking time at conferences. Scoop ensures attendees move beyond job titles to establish deep professional connections instantly.

Testimonial-Style Quotes:

“This turns a 60-minute meeting into 60 minutes of pure value. We generated more ideas in one session than we did all last quarter.”

“As an educator, it’s revolutionary. It feels like something from the future, making every student truly accountable for engaging with complex topics.”

“I used to dread networking events. Now, I walk away with genuine connections. This saved me hours of awkward small talk.”

Feasibility Assessment

NASA’s TRL (Technological Readiness Level): This scale measures the maturity of the core technology, from basic research (1) to flight-proven systems (9).

Assessment: TRL 4 (Component and/or breadboard validation in a laboratory environment).

Explanation: The core algorithmic engine—topic generation, contextual filtering, and initial presentation UI—has been conceptually designed and tested internally via wireframes and static prototypes. The foundational technology is sound, but full integration is pending.

Next Stage: TRL 5 (Component and/or breadboard validation in a relevant environment). This involves building and testing the integrated, functional digital platform with a small internal team, simulating real-world usage scenarios (e.g., running a full-scale virtual workshop).

KTH Innovation’s BRL (Business Readiness Level): This scale assesses the commercial viability, from concept definition (1) to proven, scalable business models (9).

Assessment: BRL 3 (Proof of Business Model Viability).

Explanation: The target market (facilitators, HR, educators) has been identified, and preliminary pricing models (subscription tiers) have been sketched out. However, customer willingness to pay and optimal distribution channels require external validation.

Next Stage: BRL 4 (Validated Business Model Hypotheses). This stage involves running paid pilot programs with early adopters to test specific pricing points, feature demands, and content monetization strategies.

Prototyping & Testing Roadmap

This phased roadmap ensures both product efficacy and commercial model robustness evolve in tandem.

Phase I: Minimum Viable Product (MVP) Development (0–3 Months)

- **Goal:** Establish core functionality.
- Develop the B2B-focused MVP (desktop/web application) supporting multi-user topic delivery and basic session tracking.
- Curate initial library of 500 professional-track topics.

Phase II: Targeted Beta Field Trials (3–6 Months)

- **Goal:** Validate user experience and core value proposition.
- Engage 10 key early adopters (corporate facilitators/educators) for rigorous testing.
- Iterative refinements based on usage feedback, focusing on algorithmic fairness and topic quality control.

Phase III: Scalability & Feature Integration (6–12 Months)

- **Goal:** Prepare for broad market launch and commercial viability.
- Develop API access for integration partners.
- Parallel business model validation: Finalize B2B enterprise pricing tiers and test content licensing options.
- Launch mobile-optimized version for event networking use cases.

Strategic Launch & Market Integration

Synergy Scoop aligns perfectly with the macrotrend of **The Future of Work** and the increasing demand for high-quality, efficient remote and hybrid collaboration tools.

High-Level Go-to-Market Strategy: Target the professional facilitation ecosystem first, then expand into education and events.

Strategic Partnerships: Immediate focus on integration with incumbent collaboration platforms (e.g., Zoom App Marketplace, Microsoft Teams, Slack). This provides instant access to the core user base (facilitators/team leads).

Distribution Channels: Primarily B2B SaaS subscription model, with a secondary focus on B2C freemium model for individual networkers and educators to build initial community and content contributions.

Incentives for Early Adopters: Offer 'Certified Synergy Facilitator' training and resources alongside free annual licenses to key pilot organizations, transforming users into active promoters.

Market Integration: Position the tool not as another icebreaker app, but as a **required digital utility** for moving beyond passive consumption to active contribution in any group setting.

Next Step

Secure funding for Phase I development to build the minimum viable product (MVP) and recruit a dedicated content curation specialist to build the initial library of high-quality, validated topics.