Deep Innovation: ConnectMatch: Verified Event Pairing Dossier

Product Vision & Value Proposition

ConnectMatch envisions a future where professional networking is instantaneous, relevant, and secure. Attendees no longer waste time verifying identities or struggling with miscommunications; they simply confirm an **authenticated connection** via a quick digital handshake facilitated by the system’s proprietary matching icon.

The core concept is the **verified digital handshake**. This is not just a digital business card swap; it’s an authenticated peer-to-peer data exchange, symbolized by the checkmark and directional arrow, ensuring both parties are vetted and relevant to each other's interests or access tiers.

Unique Selling Points: **Time-saving** for attendees by filtering relevant contacts; **cost-reducing** for organizers through streamlined access control and reduced need for physical staff verification; **delight-enhancing** through the seamless, intuitive design; and providing **robust, real-time analytics** for event planning refinement.

The system functions as a **secure digital passport** for event participation, elevating the experience from logistical hassle to curated professional discovery.

Consumer & Market Impact

This innovation targets high-value, large-scale **enterprise clients** who require strict security protocols and detailed attendee segmentation (e.g., medical conferences, defense expos, venture capital summits).

Persona 1: The High-Value Attendee (C-Suite/Investor): Pain point solved: Wasted time vetting pitches and finding relevant deal flow. “This instantly shows me who has the verified access and interest level I need. **It would save me hours every week.**”

Persona 2: The Event Organizer (Operations/Security Lead): Pain point solved: Managing complex access control for tiered ticketing, VIP areas, and restricted sessions. “The real-time authentication data gives us unprecedented control and security. **It’s the end of badge fraud.**”

Persona 3: The Exhibitor/Sponsor (Non-obvious): Pain point solved: Collecting accurate, verified lead data quickly in a noisy environment. “We get verified contact details and confirmed interest categories instantly. **Feels like something from the future of lead generation.**”

Early adoption will be strongest in **sectors prioritizing data accuracy and security**, such as FinTech, specialized scientific research, and high-level corporate training events.

Feasibility Assessment

NASA’s Technological Readiness Level (TRL) Scale measures the maturity of the underlying technology, from basic principles observed (TRL 1) to flight-proven systems (TRL 9).

Technological Readiness: **TRL 8 - Actual System Completed and Qualified Through Test and Demonstration.** This level is reached because the core components (QR codes, NFC chips, secure database matching, mobile app integration) are all well-established commercial technologies. The system integration itself is complete and has been tested in simulated environments.

Next Stage (TRL 9): Actual system proven through successful mission operations. This requires a full, scaled deployment at a major commercial conference.

KTH Innovation’s Business Readiness Level (BRL) Scale measures how ready the market and business model are for success, from initial concept (BRL 1) to profitable and scalable business (BRL 9).

Commercial Readiness: **BRL 5 - Validated Business Model Canvas/Concept and Tested Customer Problem-Solution Fit.** Initial market analysis confirms a strong demand (especially post-pandemic desire for touchless, secure interactions). The value proposition (cost savings, security, efficiency) has been confirmed via interviews with event organizers.

Next Stage (BRL 6): Prototype business model implemented and pilot customers/partners secured. This involves formalizing contracts and launching a closed pilot program.

Prototyping & Testing Roadmap

Phase 1: **Minimum Viable Product (MVP) Development & Internal Alpha (0–3 months):** Develop a secure backend database and the core matching algorithm. Launch an internal alpha test using a simulated corporate meeting environment to ensure icon matching (Badge A to Badge B) and verified data transfer functionality are stable and seamless.

Phase 2: **Targeted Field Trials with Early Adopters (3–6 months):** Partner with one small-to-medium specialized industry conference (e.g., a 500-person tech workshop). Focus on validating the core utility (secure access control and matching interest tiers) and gathering immediate UX feedback.

Phase 3: **Iterative Refinements and Parallel Business Validation (6–12 months):** Refine the mobile application interface based on field trial data, focusing on notification clarity and battery efficiency. Simultaneously, formalize three tiered pricing models (basic security, premium matching, enterprise analytics) and test pricing sensitivity with potential B2B clients.

Phase 4: **Scalable Beta Launch (12+ months):** Deploy the refined system at a major trade show (3,000+ attendees). Stress-test the infrastructure, API integrations with existing registration platforms, and scalability of the support structure.

Strategic Launch & Market Integration

Go-to-Market Strategy: Initiate a targeted **B2B sales motion** focusing on associations and professional event management companies (PEOs) known for high-security or complex, tiered events.

Strategic Partnerships: Integrate ConnectMatch as a premium feature within existing major event management platforms (e.g., Cvent, Bizzabo). This instantly grants access to established distribution channels and provides event planners with a seamless integration option.

Pilot Programs & Incentives: Offer subsidized or free pilot programs to three industry flagship events in exchange for exclusivity during the event, high visibility, and comprehensive performance data (demonstrating ROI on security savings).

Macrotrend Integration: ConnectMatch is central to the growing trend of **Digital Trust Architecture**. As physical credentials fade, verified digital identities are essential. This innovation establishes itself as the standard for temporary professional identity verification in a globalized, data-sensitive world. It is the **inevitable next step** in high-stakes professional interaction.

Next Step: Secure initial meetings with two major professional event organizers (e.g., a medical association and a FinTech conference producer) to map their current security and networking pain points and validate the Enterprise Pricing Tier.