Deep Innovation: An Innovation Feasibility Assessment & Launch Roadmap Dossier for Affinity Flow: Targeted Conference Connection System

Product Vision & Value Proposition

The vision is a future where 'serendipitous' networking is replaced by **guaranteed, high-quality professional connections**.

Affinity Flow eliminates the awkwardness and guesswork of conference networking. Attendees arrive with their mission clearly encoded on their badge—a proprietary **Affinity Icon** serving as a visual beacon, instantly identifying complementary professional peers.

Unique Selling Points (USPs):

• **Time-Saving & Efficiency:** Drastically reduces time spent on low-value introductions, maximizing attendee productivity.

• **Delight-Enhancing:** Introduces a light, goal-oriented gamification layer, making networking engaging and fun.

• **Data-Driven ROI:** Provides organizers with quantifiable data on the quality and volume of new connections made.

• **Smart Design:** Integrates seamlessly onto existing physical badge infrastructure with minimal technological overhead for organizers.

Consumer & Market Impact

Primary Persona: The High-Value Investor. Needs to meet specific founders/CEOs quickly. Pain Point: Wasting time sifting through thousands of badges. Affinity Flow: Guarantees immediate access to pre-vetted targets.

Secondary Persona: The Introverted Product Manager. Struggles with cold approaches. Pain Point: Fear of rejection/awkwardness. Affinity Flow: Provides a clear, predefined mission (find the matching icon), removing the social barrier.

Non-Obvious Persona: The Venue Manager/City Planner. Seeks to quantify the economic impact of the conference. Pain Point: Lack of tangible data proving successful interaction density. Affinity Flow: The completion/checkmark system provides granular, verifiable data on active B2B meetings held within the venue.

Early Use Cases: Large B2B Industry Summits, Specialized Tech Conferences, and High-stakes University Recruitment Fairs.

Inspirational Testimonials:

“I secured three critical follow-ups before the keynote even started. This would **save me hours** every week.”

“As an introvert, the icon gave me a **purposeful reason to approach people**. It felt like a streamlined, curated experience.”

“This is a powerful tool for measuring the true **networking ROI** of our events.”

Feasibility Assessment

NASA's TRL (Technology Readiness Level) measures the maturity of the underlying technology from basic research (1) to flight proven (9). **KTH Innovation's BRL** (Business Readiness Level) measures the maturity of the commercial viability, market strategy, and business model.

Technological Readiness Level (TRL): 6 (System/subsystem model or prototype demonstration in a relevant environment).

• **Explanation:** The core algorithm (affinity matching) is functional, having been demonstrated in similar personalized event apps. The integration of unique, proprietary icons onto physical, scannable badges requires system-level demonstration in a live, high-volume environment.

• **Next Stage (TRL 7):** Prototype demonstration in an operational environment (e.g., a small pilot conference).

Business Readiness Level (BRL): 3 (Initial assessment of business potential and market size).

• **Explanation:** The pain points are clear, and the target market (conference organizers) is identifiable. The initial concept and value proposition are defined, but pricing, cost structure, and a finalized monetization model (licensing vs. service fee) are still nascent.

• **Next Stage (BRL 4):** Development of the initial **business case** and **Go-to-Market hypothesis**, validated by direct conversations with 5-10 key decision-makers (conference organizers).

Prototyping & Testing Roadmap

Phase 1: MVP Development (60 Days):

• Develop the minimal viable matching algorithm (Affinity Engine) and finalize the physical icon design suite.

• Create a digital simulation environment to test matching effectiveness (e.g., ensuring optimal match density).

• Design and procure initial prototypes of physical, high-resolution **Affinity Badges**.

Phase 2: Targeted Field Trials (90 Days):

• Run a pilot program at two contrasting events (e.g., a small academic symposium and a medium-sized B2B tech summit).

• Gather quantitative metrics (number of successful connections, time-to-connection) and qualitative feedback via attendee surveys.

• Validate the **completion mechanism** (checkmark system) workflow using simple QR code or NFC tag integration.

Phase 3: Iterative Refinement & Monetization Validation (60 Days):

• Optimize the matching algorithm based on trial data (e.g., adjusting weighting of certain interests).

• Develop and test various **pricing models** (per-attendee fee vs. flat licensing fee) with target organizers.

• Integrate the feature set required for **scalability** (e.g., bulk data upload tools for organizers).

Strategic Launch & Market Integration

Go-to-Market Strategy: Targeted **B2B SaaS Licensing**. Approach leading global event management platforms (e.g., Cvent, Eventbrite Enterprise) as strategic partners to integrate Affinity Flow directly into their core offerings, guaranteeing immediate, large-scale adoption.

Pilot Programs: Offer a **free, premium pilot** to 5 major industry conferences (e.g., CES, SXSW) in exchange for exclusive co-marketing rights and quantifiable success metrics.

Distribution Channels: Primarily **B2B Service** licensing model, supplemented by **Direct Sales** efforts targeting Fortune 500 companies hosting internal summits or industry consortiums.

Broader Macrotrends Alignment:

• **Experience Economy:** Addresses the demand for verifiable ROI and high-quality attendee experiences.

• **Data-Driven Events:** Enables organizers to capture crucial, previously unobtainable social interaction data, optimizing future programming and proving event value.

Next Step

Secure non-binding Letters of Intent (LOIs) from three mid-to-large conference organizers confirming their willingness to participate in a pilot program to validate initial system utility.