Deep Innovation: ContractStay AI Innovation Feasibility & Deployment Dossier

Vision & Value Proposition

ContractStay reimagines hotel procurement as a strategic engine rather than a logistical bottleneck, enabling event professionals to secure optimal terms with unprecedented speed.

Deeper Attendee Engagement: By streamlining the room block procurement process, organisers can guarantee better rates and availability for attendees sooner in the event lifecycle.

Measurable, Reportable Outcomes: AI-driven benchmarking provides clear data on cost savings and contract compliance to justify event budgets to stakeholders.

Differentiation: Moves event organizers away from commodity RFP tools toward a sophisticated, AI-assisted negotiation partnership.

New Value for Hotel Partners: Hotels benefit from faster closing cycles and clearer demand signals, reducing the 'dead time' in sales pipelines.

Data & Insights: Generates a living record of negotiation trends and market pricing that informs future event planning and vendor selection.

Scalability: Optimized to handle everything from a 50-person executive retreat to a 5,000-attendee city-wide convention.

Attendee & Stakeholder Impact

The Corporate Travel Manager (The Buyer)

Context: Tasked with securing hundreds of rooms across multiple cities while adhering to strict budget and policy constraints.

Pain Point: Drowning in spreadsheets and fragmented email threads during the RFP season.

"Finally, I'm spending my time on strategic sourcing instead of chasing signed PDFs across three different time zones."

The Hospitality Sales Director (The Seller)

Context: Needs to fill room blocks quickly with qualified corporate business while maintaining ADR (Average Daily Rate) targets.

Pain Point: Manual data entry and slow internal approval loops for custom contract terms.

"ContractStay cut our negotiation cycle by 40%, allowing my team to focus on high-touch guest relations rather than paperwork."

The Event Producer (The Non-Obvious Persona)

Context: Accountable for the overall success of the event, including the attendee's arrival and stay experience.

Pain Point: Lack of visibility into the status of room block negotiations, leading to delays in launching event registration.

"Knowing exactly where our hotel contracts stand in real-time means I can open registration weeks earlier with total confidence in our inventory."

Feasibility Assessment

A. Technology Readiness Level (TRL): 4

The TRL scale (1–9) tells us how close a technology is to being reliably used in the real world — 1 is a raw idea, 9 is fully proven and deployed at scale.

Why TRL 4: The core AI components for document analysis and market benchmarking are mature, but the specific 'negotiation logic' for hospitality requires validation in live conditions.

Proven: NLP (Natural Language Processing) for contract analysis and cloud-based dashboarding.

To Be Validated: Real-time bi-directional negotiation flows and integration with fragmented Hotel Property Management Systems (PMS).

B. Operational Feasibility (BRL): 3

The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Setup Complexity: Designed as a web-based portal requiring minimal IT overhead for event teams.

Reliability: High. The system operates asynchronously, meaning it does not face the 'instant-fail' pressure of a live keynote AV setup.

Data Privacy: Requires robust GDPR/SOC2 compliance as it handles sensitive pricing and corporate contract data.

Cost Model: Likely a subscription-based SaaS model or a per-contract fee, making it scalable for different event sizes.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation

Develop a 'read-only' version that analyzes existing contracts against benchmarks for a small internal event or leadership offsite.

Phase 2 — Controlled Live Pilot

Partner with one corporate travel department to manage the procurement for a single mid-sized conference (500–1,000 attendees).

Phase 3 — Iterate & Validate the Business Model

Test the 'live negotiation' feature between the buyer and 3-5 selected hotel partners to refine the user interface and logic.

Phase 4 — Scale & Ecosystem Integration

Develop APIs for major event registration platforms (e.g., Cvent) and corporate expense management tools to create a seamless end-to-end flow.

Strategic Launch & Market Integration

Strategic Partnerships

Integrate with major Event Management Software (EMS) providers and Global Distribution Systems (GDS) like Sabre or Amadeus.

Rollout Strategy

Lead with a high-profile case study from a Fortune 500 company demonstrating a 20% reduction in procurement time and 10% cost savings.

Macrotrend Alignment

Aligns with the 'Smart Sourcing' trend where AI handles administrative friction so humans can focus on experience design.

Supports the shift toward data-driven ROI, providing CFOs with the hard evidence needed to sign off on increasing event budgets.

Next Step

Conduct a 'Shadow Pilot' on your next hotel contract: run the manual negotiation as usual, but simultaneously input the data into a ContractStay prototype to compare speed and rate outcomes.