EchoWave: The AI-Powered Hyper-Local Social Catalyst

Vision & Value Proposition

EchoWave transforms the conference floor from a room of strangers into a hyper-connected intelligence network where the friction of 'saying hello' is digitized and simplified.

Deeper Engagement: Moves attendees from passive listening to active networking through low-stakes digital icebreakers.

Measurable Outcomes: Generates hard data on connection frequency and duration, providing proof of event value to stakeholders.

Sponsor ROI: Offers sponsors a way to 'digitally tap' passersby, moving beyond static booth presence to active lead initiation.

Collective Intelligence: Captures the 'who met whom' data, allowing organizers to see which topics or areas sparked the most organic interaction.

Scalability: Designed to work seamlessly for a 20-person executive retreat or a 20,000-attendee trade show floor.

Attendee & Stakeholder Impact

Persona 1: The Introverted Attendee. Context: A mid-level manager attending a massive industry conference who finds 'cold' networking exhausting. Pain point: Difficulty initiating conversations. Quote: 'Sending a quick digital 'Hey' felt like a safe way to test the waters before walking over.'

Persona 2: The Event Producer. Context: Accountable for networking scores and justification of high ticket prices. Pain point: Difficulty measuring if networking is actually happening. Quote: 'For the first time, I have a dashboard that shows me social density in real-time, allowing us to pivot programming on the fly.'

Persona 3: The Sponsor Activation Manager. Context: Needs to prove the value of a $50k booth. Pain point: Missing potential leads who walk past without stopping. Quote: 'EchoWave allowed us to gently nudge attendees near our booth with a friendly greeting, increasing our lead scan rate by 40%.'

Feasibility Assessment

Technology Readiness Level (TRL): 5. 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. EchoWave sits at 5 because BLE and geolocation tech are mature, but multi-user interference in high-density event environments requires specific optimization.

Operational Feasibility Level (BRL): 4. The BRL scale (1–9) measures how ready an innovation is for real-world deployment — from early concept through to proven, scalable business model.

Reliability: The 'Hey' interaction is low-bandwidth, making it highly resilient to congested event WiFi.

Privacy: Requires a clear opt-in/opt-out architecture to comply with GDPR/CCPA during registration.

Integration: Built to sit inside existing event apps (Cvent, Whova) via SDK, reducing friction for attendees.

Prototyping & Pilot Roadmap

Phase 1 — MVP & Internal Validation: Build a standalone mobile web app to test BLE signal reliability at a small internal 50-person offsite. Measure ping success rates and battery drain.

Phase 2 — Controlled Live Pilot: Partner with a local industry association for a 200-person event. Focus on 'Icebreaker Zones' where the app is promoted as the primary way to interact.

Phase 3 — Business Model Validation: Test tiered pricing models (per-user vs. flat site license) and explore sponsor-branded greeting features.

Phase 4 — Scale & Ecosystem Integration: Develop a full SDK for major event platforms, allowing EchoWave to be a toggle-on feature for global conference series.

Strategic Launch & Market Integration

Strategic Partnerships: Target AV production firms and speaker bureaus to bundle EchoWave as a 'Networking-as-a-Service' add-on.

Macrotrend Alignment: Aligns with the shift from 'information broadcast' to 'connection-first' events. As AI automates content, the human-to-human connection becomes the premium event product.

Market Strategy: Launch with a high-profile 'VIP Innovation Retreat' case study to build prestige and social proof among Tier-1 event producers.

Next Step: Select a target event in the next 30 days and perform a 'Bluetooth Density Audit' of the venue to determine hardware/software requirements for a pilot.