Deep Innovation Dossier: ConverseRoulette: Dynamic Discussion Generator

Product Vision & Value Proposition

Vision: ConverseRoulette envisions a future where structured interaction is synonymous with spontaneous discovery. It is the tool that replaces rigid agendas with the thrill of the unexpected, making productive collaboration feel effortless and exciting.

Core Value: The platform offers **dynamic novelty**—the guaranteed absence of routine—injecting energy and focus into high-stakes discussions and learning environments.

Unique Selling Points (USPs):

- **Anti-Fatigue Design**: Eliminates the predictability that leads to disengagement.
- **Algorithmic Equity**: Uses tracking profiles to ensure participants are exposed to a wide range of topics, promoting breadth of knowledge.
- **Seamless Integration**: Designed for immediate compatibility with existing collaboration ecosystems (e.g., Slack, Teams).
- **Curated Content Library**: Provides access to a constantly refreshing pool of high-quality, thought-provoking prompts developed by domain experts.

Consumer & Market Impact

Primary User Personas & Pain Points:

- **The Overloaded Corporate Facilitator**: Needs to run weekly innovation sprints but struggles with repetitive idea generation. Pain solved: Provides instant, categorized, fresh prompts relevant to corporate challenges.
- **The Modern Educator (Non-Obvious)**: Seeks to assess student critical thinking and participation quality beyond standard Q&A. Pain solved: Generates spontaneous discussion topics that require immediate, original analysis, promoting genuine engagement.
- **The Remote Team Leader**: Fights Zoom fatigue and disconnected team dynamics. Pain solved: Introduces structured serendipity during check-ins, strengthening personal connections through unpredictable shared experiences.

Early Adoption Sectors: **Enterprise clients** focused on R&D/Innovation, **Higher Education**, and **Professional Development** training firms.

Transformative Testimonial Quotes:

“We used to spend 20 minutes deciding what to discuss. Now we jump straight into meaningful work. **This would save me hours every week.**”

“My students are genuinely excited when the roulette spins. It forces them to think on their feet. **Feels like something from the future.**”

“It transforms a boring stand-up into a mini idea lab. **It’s delight-enhancing, honestly.**”

Feasibility Assessment

TRL (Technological Readiness Level): TRL 4

NASA's TRL scale measures how mature the underlying technology is, from basic research (1) to operational deployment (9).

Stage Explanation: **TRL 4 - Component and/or breadboard validation in a laboratory environment.** The core components (randomization engine, topic database structure, user profiling logic) can be built and tested individually, likely using existing cloud infrastructure and randomization algorithms.

Next Stage: TRL 5 - Component and/or breadboard validation in a relevant environment. This involves integrating the components and testing the platform’s performance and reliability in a simulated setting (e.g., running internal test meetings).

BRL (Business Readiness Level): BRL 3

KTH Innovation’s BRL scale assesses the maturity of the business model and market validation, from early concept (1) to commercial expansion (9).

Stage Explanation: **BRL 3 - Needs validation and initial business model sketch.** The market need (meeting fatigue, lack of engagement) is clearly identified, and a fundamental value proposition exists, but pricing and key customer segments require formal verification.

Next Stage: BRL 4 - Validated need and preliminary business model refined. This involves completing initial interviews with target user groups (facilitators, educators) to confirm willingness to pay and feature priorities.

Prototyping & Testing Roadmap

Phase 1: Minimum Viable Product (MVP) Development (0–3 Months)

- Build core randomization engine and topic input/selection interface.
- Develop a basic, non-integrated topic library (100 curated prompts).
- **Parallel business model validation**: Define three potential subscription tiers (Basic, Pro, Enterprise) based on feature access (e.g., custom category weighting).

Phase 2: Targeted Field Trials & Iteration (3–6 Months)

- Launch beta testing with 5 friendly early adopter organizations (3 corporate teams, 2 university departments).
- Focus on gathering feedback on **UX/UI, topic relevance, and constraint efficacy**.
- Integrate basic user profile tracking (to prevent topic repeats).

Phase 3: Integration and Refinement (6–12 Months)

- Develop API connectors for 1-2 major collaboration tools (e.g., Zoom/Teams integration).
- Iterative refinements based on usage feedback: Improve algorithmic weighting and reporting features.
- Expand the curated topic library significantly through **strategic content partnerships**.

Strategic Launch & Market Integration

Go-to-Market Strategy: Initial focus on a **Freemium model** to drive adoption within small teams and classrooms (Basic access to the engine and core library). Convert to 'Pro' by gating advanced features like custom constraints, profile tracking, and proprietary topic categorization.

Strategic Partnerships: Secure partnerships with **Learning Management Systems (LMS)** providers and major **HR/Organizational Development platforms** to integrate ConverseRoulette as a native feature.

Distribution Channels: Primarily **D2C (Digital Subscription)** targeting Facilitators and Team Leads, moving towards **B2B (Enterprise Licensing)** for organization-wide deployment requiring advanced reporting and SSO features.

Macrotrend Alignment:

- **Future of Work**: Supports decentralized, agile teams requiring tools for dynamic, outcome-focused collaboration.
- **Lifelong Learning**: Addresses the demand for active learning methodologies that promote critical thinking over passive reception.
- **Smart Design Elements**: Fits the trend toward applications that use minimal input to yield highly personalized and effective results.

Next Step

Conduct 20 structured interviews with corporate trainers and higher education faculty to validate the proposed subscription models and finalize the core feature set for the MVP.