LinkBridge: Post-Event Conversion Engine

Vision & Value Proposition

LinkBridge transforms events from passive listening experiences into active growth engines. It ensures that the high-energy connections made on the conference floor don't dissipate once attendees return to their desks.

Value Drivers for Event Professionals:

- Active Participation: Attendees engage more deeply knowing their conversations are being captured as actionable tasks.
- Justifiable Budgets: Replaces vague 'networking scores' with hard data on scheduled follow-up meetings.
- Format Differentiation: Offers a unique 'digital concierge' experience that separates your event from standard commodity conferences.
- Sponsor ROI: Exhibitors receive warm, context-rich leads rather than just a spreadsheet of names.
- Strategic Data: Aggregates real-time conversational trends to inform future event programming.

Attendee & Stakeholder Impact

Persona: The Busy Attendee. Needs to prove the value of their travel and time away from the office.

- Pain Point: Losing business cards and forgetting the specific 'hook' of a conversation by Monday morning.
- Impact: Automates follow-up drafting, allowing them to focus on the person, not the paperwork.
- Quote: 'I walked away from the happy hour with three meetings already in my calendar and my notes pre-logged. I've never been more productive at an event.'

Persona: The Experience Designer. Responsible for NPS and repeat attendance.

- Pain Point: The difficulty of measuring whether 'networking sessions' actually lead to business outcomes.
- Impact: Provides a dashboard of connection health, showing which sessions drove the most commercial activity.
- Quote: 'Finally, I can prove to our sponsors that our event is a direct revenue driver, not just a branding exercise.'

Persona: The Non-Obvious Choice - The Chief People Officer. Evaluates the event's impact on culture and talent development.

- Pain Point: High cost of attendance with little visible 'knowledge transfer' back to the home office.
- Impact: Captures insights that the attendee can instantly share with their internal team, extending the event's value.
- Quote: 'LinkBridge turned a three-day trip for one person into a knowledge-sharing asset for the whole department.'

Feasibility Assessment

A. Technology Readiness (TRL 6)

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 6: The core components—speech-to-text and LLM summarization—are mature, but the 'digital handshake' hardware/software bridge requires specific optimization for high-noise event environments.
- What's Proven: Automated scheduling APIs (Calendly) and CRM integrations.
- Validation Needed: Accuracy of voice capture in 85dB+ networking zones and seamless operation on congested event WiFi.

B. Operational Feasibility (BRL 5)

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: Low complexity for organizers; can be deployed via a mobile web app without requiring a native app download.
- Reliability: Fail-safe mode allows for 'asynchronous capture' if WiFi drops, syncing later when the user is home.
- Privacy: Requires clear opt-in and 'privacy-first' processing to ensure conversation data is only shared between the two participants.

Prototyping & Pilot Roadmap

Phase 1 — MVP: Build a simple mobile interface to test 'voice-capture to meeting-invite' logic with a group of 20 VIPs at a leadership offsite.

Phase 2 — Controlled Pilot: Deploy at a 300-person tech conference. Focus on stress-testing the noise-cancellation and the speed of the AI-drafted follow-ups.

Phase 3 — Business Model: Test 'Exhibitor Tiered' pricing where sponsors pay a premium for 'LinkBridge Booths' that automate their lead capture.

Phase 4 — Integration: Build native plugins for major platforms like Cvent and Eventbrite to make LinkBridge a standard checkbox for every event.

Strategic Launch & Market Integration

Partnership Strategy: Collaborate with AV and production firms to bundle LinkBridge as a premium 'networking tech' upgrade for corporate clients.

Marketing Approach: Create one high-impact case study showing 'Time-to-Meeting' reduced from 14 days to 4 hours post-event.

Market Fit: Addresses the 'Collective Intelligence' trend, where attendees expect events to yield specific, documented outputs for their professional growth.

Next Step: Select your next mid-sized event and run a 'Paper Pilot' networking session—manually capturing connection notes for 10 attendees—to define the ideal AI-automated follow-up template.