Deep Innovation Dossier: ConnectStage - AI-Powered Corporate Engagement

Product Vision & Value Proposition

Paint a vivid picture of the future this innovation enables.

The future of internal corporate events is active participation and guaranteed knowledge transfer, not passive viewing. ConnectStage eliminates the 'black hole' of event data, ensuring every session drives quantifiable business impact.

Describe the product or concept as a solution that enhances convenience, quality of life, or efficiency in a way that feels aspirational and inevitable.

ConnectStage is a sleek, mobile-first interface providing tools for anonymous Q&A submission and democratic upvoting, ensuring every employee—from the CEO to the most junior staffer—has a validated voice. It makes corporate communication frictionless, intelligent, and ultimately, indispensable.

Highlight the unique selling points (e.g., time-saving, cost-reducing, delight-enhancing, sustainable, or smart design elements).

The critical differentiator is the AI engine that personalizes follow-up content delivery based on individual engagement patterns and registered interests during the session, ensuring knowledge retention is precise and measurable.

Consumer & Market Impact

Identify three primary user personas and the pain points this innovation solves for them. At least one persona should be non-obvious.

1. The L&D Director (Enterprise Client): Pain point is the inability to prove training effectiveness and inconsistent knowledge application post-event. Solves: Provides verifiable data on content absorption and high-engagement topics.

1. The Introverted Engineer (Attendee): Pain point is the fear of public speaking/asking complex questions publicly during Q&A. Solves: Anonymous submission and crowd-sourcing via upvoting ensures their crucial technical questions are surfaced and addressed.

1. The Global Compliance Officer (Non-Obvious): Pain point is ensuring every team member receives and confirms understanding of critical regulatory updates delivered in large internal town halls. Solves: Automated topic segmentation and targeted delivery of compliance summaries, followed by integrated comprehension checks.

Include short, inspirational "testimonial-style" quotes that reflect the product's transformative value.

"This fundamentally shifts our training ROI conversation. We no longer just hope employees listened; we know exactly what they absorbed."

"Asking a question anonymously and seeing the presenter respond directly? That's engagement, not just attendance."

"Feels like a sophisticated internal broadcast system designed for the digital native workforce."

Feasibility Assessment: TRL & BRL

Assess the maturity of the core technology using NASA’s Technological Readiness Level scale (1–9).

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

Explanation: Core technologies (AI transcription, NLP topic segmentation, mobile UI) are market-ready. A working prototype integrating these features has been tested in internal pilot events, validating the multi-component system functionality.

Next Stage: TRL 7 - System prototype demonstration in an operational environment. Requires testing the full SaaS platform end-to-end with genuine, large-scale corporate data and high user load across multiple simultaneous events.

Evaluate the commercial maturity using KTH Innovation’s Business Readiness Level scale (1–9).

Business Readiness Level: BRL 5 - Product validated and commercial strategy defined.

Explanation: The value proposition has been verified through extensive interviews with target L&D and Corporate Comms leaders, and a preliminary enterprise subscription pricing model has been established and stress-tested against competitor offerings.

Next Stage: BRL 6 - Defined organizational structure, processes, resources, and securing early reference customers. Focus shifts to building repeatable sales playbooks and robust Service Level Agreements (SLAs).

Prototyping & Testing Roadmap

Outline a phased, actionable roadmap to evolve from concept to reality.

MVP Development (Months 1-3): Focus on core functionality: anonymous Q&A, basic polling, and live sentiment visualization. Secure initial scalable infrastructure (Azure/AWS) for high concurrency.

Targeted Field Trials with Early Adopters (Months 4-6): Onboard 3-5 internal corporate departments (e.g., Sales Kickoff, Engineering Training). Focus on A/B testing the personalized content follow-up logic versus conventional communication methods.

Iterative Refinements based on Usage Feedback (Months 7-9): Enhance AI segmentation accuracy and language models based on specific technical and corporate jargon gathered from pilot firms. Develop the comprehensive organizer dashboard to track 'Knowledge Retention Score'.

Parallel Business Model Validation: Test three tiered pricing models (Small Corp, Enterprise Annual, Unlimited User License) based on actual event volume and usage data gathered during the field trials, ensuring monetization aligns with value delivery.

Strategic Launch & Market Integration

Sketch out a high-level go-to-market strategy.

Strategic Partnerships: Pursue deep integration with existing enterprise collaboration ecosystems (e.g., MS Teams, Slack, Zoom Events) to simplify adoption. Establish reseller or referral agreements with large event management SaaS platforms (e.g., Cvent, Bizzabo).

Pilot Programs or Incentives for Early Adopters: Offer a "First Three Events Free" model for Fortune 500 companies willing to commit to a 12-month contract contingent on pilot success and verifiable improvement in L&D engagement metrics.

Distribution Channels: Primarily B2B Enterprise Direct Sales, focusing on securing access to L&D, HR technology procurement, and Corporate Communications budget holders. Secondary channel via specialized SaaS marketplaces and consultative service firms.

Frame the innovation within broader macrotrends.

ConnectStage is positioned within the macrotrend of The Hybrid and Intelligent Workplace, where communication must be decentralized yet standardized and measurable. It supports the critical necessity for high-quality, targeted content delivery, moving enterprises toward Measurable Learning Outcomes and guaranteeing authentic Employee Voice.

Next Step

Secure commitments from three distinct early-adopter enterprise clients for the 6-month BRL 6 pilot program.

Simultaneously, finalize the technical architecture for scaling the AI-indexing capacity to reliably handle multiple large-scale, simultaneous corporate events, achieving TRL 7 readiness.